



October 21-23, 2024 | Gaylord National Resort & Convention Center | National Harbor, MD

## 2024 NMHC OPTTECH Startup Kiosk Exhibitor Package

### STARTUP KIOSK EXHIBITOR OPPORTUNITY

To help new companies grow and gain exposure in the industry, NMHC is offering a designated area in the expo for startup companies. Startup Kiosks are a turnkey solution, and a cost-effective alternative to a traditional booth display, allowing new companies to focus on building connections during the conference.

### COMPANY QUALIFICATION CRITERIA

NMHC member companies and non-member companies who meet the Startup Kiosk Qualification Criteria below are eligible to apply for a Startup Kiosk.

- Company has been in operation for 5 years or less.
- Company must offer a product or service that focuses on the use of technology to solve a problem within the apartment industry.
- Company may not be a spin-off from an established parent company.

*All exhibitor applications are subject to NMHC review and approval. NMHC reserves the right to decline any exhibitor application for any reason.*

### STARTUP KIOSK RATE

**Member Rate:** \$4,000

**Non-Member Rate:** \$4,500

The Startup Kiosk Rate applies only to Startup Kiosks only. The Startup Kiosk Rate does not apply to standard booth spaces (10'x10 and larger.) To view booth rates for standard booth sizes, visit

<https://www.nmhc.org/meetings/exhibit>.

*All booth spaces, including Startup Kiosks, are limited, and are not guaranteed to any company, regardless of membership level, sponsorship level, or past exhibitor status.*

## STARTUP KIOSK UNIT

### What is included?

Each Startup Kiosk package includes the following:

- 2 complimentary, full conference registrations (exhibitors may purchase additional registrations at the full member/non-member registration rates; expo-only badges are not available.)
- Turnkey Kiosk Unit (as shown on next page):
  - Connecting table and 2 chairs, and locking storage cabinet
  - 43" monitor and standard HDMI connection cable (exhibitors must provide their own laptop or device to connect to and display content on the provided monitor)
  - Installation/Dismantling of Unit
  - Graphic production/installation (Exhibitor must provide artwork for graphics)
  - 1 electrical drop
- Carpet
- Free high-speed Wi-Fi Internet access
- Online Exhibitor Services Kit (provided approximately 90 days prior to the conference; limited show services will be available to kiosk exhibitors.)
- Basic company profile in online exhibitor directory and in the mobile app (online directory upgrades will be available for purchase.)
- Company name and booth number listed in the onsite print agenda
- Official show graphics to help promote your company's booth presence
- Official Attendees List provided via NMHC website (email addresses are not provided.)
- Exhibitor Discount on Sponsorship Opportunities (NMHC member exhibitors only)

### Kiosks do **NOT** include:

- Laptop/device to connect to the monitor (plus any necessary connection cables)
- Lead Retrieval Services
- Shipping/handling/storage

### Kiosk Display Restrictions:

- Removal of the kiosk to build a booth display, or modifications to the provided furnishings are not permitted.
- Startup Kiosk Exhibitors are not permitted to place additional furniture, signage, etc. in aisles or next to kiosks. All display materials must be limited to the provided table/unit.
- Graphics submitted or changed after the graphics deadline may result in rush charges, which will be billed to the exhibitor.

## HOW TO APPLY

Please view <https://www.nmhc.org/meetings/exhibit> for information on 2024 OPTECH booth sales and how to apply for booth space.

## QUESTIONS?

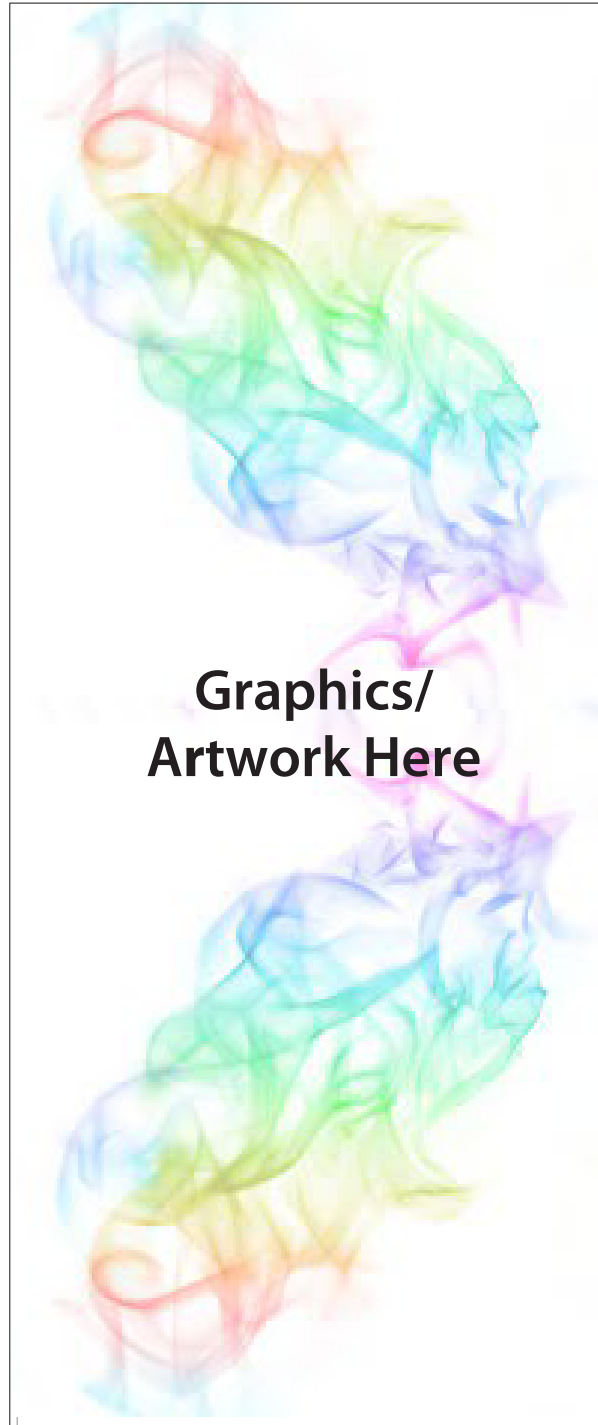
Please email [sponsorships@nmhc.org](mailto:sponsorships@nmhc.org) with questions about the Startup Kiosk package or exhibiting at OPTECH.

A photo of the Kiosk is included on the next page.

Sales Kiosk

A: 39"W x 12"H

Title Here



C: 39"W x 93"H

Company  
Logo  
Here

B: 18"W x 18"H



Kiosk Features:

- Large countertop
- 39" x 12" header A
- 18" x 18" Company logo Kick panel B
- 39" x 93" Back panel C
- Locking cabinet under counter
- 2 Limerick stools
- 1 Electrical drop

Included Services:

- Structure rental and installation / dismantle
- Graphic printing/installation
- Material handling and local delivery of exhibit structure

