November 16-19, 2020
[**Conference Website**](#)

Virtual Exhibit Information

Promote your product, services, and solutions in the Virtual OPTECH Expo! Just as you have come to expect at the in-person OPTECH, your virtual booth will expose your products and services to senior industry executives who make purchasing decisions for their firm portfolios. In fact, since attending this virtual event doesn't require a travel budget, we are offering member firms additional complimentary registrations to encourage more participation in the event.

While we cannot fully replace the in-person experience, we have invested in a robust platform that emphasizes the trade show component as much as the conference content. A virtual exhibit gives your company a home base for the conference and allows you to display company branding, showcase and demo products and services, add content and media, collect and capture attendee leads, chat live with attendees visiting your booth, and schedule meetings in advance by using the platform's matchmaking and attendee networking features.

Virtual Exhibit Features

Virtual exhibitors will be listed alphabetically on the Expo page. Sponsors and exhibitors who select an enhanced listing will be placed at the top of the Expo page. Attendees will access your booth by clicking on your logo. All virtual exhibit booths include the following features:

- One (1) customizable virtual exhibit booth, including company logo, company description, and company address and contact info.
- Ability to add staff photos and contact information
- Ability to add PDFs for download
- Ability to add videos
- Ability to add polls
- Six (6) complimentary registrations *(additional staff may register according to the rates published on the NMHC website.)*
- Ability to send messages, meeting requests and schedule individual appointments with attendees through the virtual conference platform.
- Ability connect and chat live with booth visitors as they enter your booth.
- Access to the pre-conference attendee list via the NMHC website (emails not included.)
- Lead capture/ability to see a list of registrants who visit your booth in real-time.
- Eligible to participate in OPTECH Pitches (more info to come!)
- Eligible to participate in Demo Day (more info to come!)
- Post-event analytics provided to each exhibitor post-conference.
- One (1) exhibitor priority point for 2021 booth selection.

NMHC will email detailed instructions, materials, and information on specific exhibitor deliverables as they become due.

Please see page 3 for the Virtual Events Exhibitor Guide to learn more about the features in more detail.

Pricing

	Members	Non-Members	Comp. Registrations
Virtual Exhibit Pricing			
By Oct. 2	$3,500	$4,000	6
After Oct. 2.	$4,000	$5,000	
Optional Upgrades			
Enhanced Listing: Increase visibility by enhancing the location of your Expo tile. Exhibitors with an enhanced listing will be featured at the top of the Expo page, alphabetically, with a larger tile.	$450 *(included for OPTECH Sponsors)*	$450	
Scavenger Hunt Clue/Question: Each attendee will have the chance to participant in the Attendee Scavenger Hunt for the chance to win fun prizes! Submit a question that directs attendees to your booth to help generate traffic.	$300	$300	

Conference sponsorships are also available in addition to exhibits. If you are interested in sponsor opportunities, please contact sponsorships@nmhc.org.

To confirm your virtual exhibit space, please complete and submit the online contract. Contact sponsorships@nmhc.org with any questions.

Agenda/Expo Hours

Virtual exhibits are available to attendees 24/7, but live staff will only be required during dedicated Expo time. Dedicated expo hours are available to help facilitate live networking and selling opportunities during these times. During the designated expo hours, we recommend having live staff available to chat with attendees in real-time. If a booth is not staffed, attendees can register interest and you can connect with them later. Exhibitors will also be able to schedule meetings through the virtual event platform.

Agenda At-A-Glance *(as of August 28, 2020)*
The agenda is preliminary and still being developed. The agenda is subject to change. Detailed information including session times, descriptions, and speakers will soon be available on the NMHC website. All times are in Eastern Time Zone.

Day 1:	**Monday, November 16**
11:00am-4:30pm	Content/Sessions/Entertainment/OPTECH Pitches/Demo Day
2:30-3:45pm	Dedicated Expo Hour

Day 2:	**Tuesday, November 17**
11:00am-4:30pm	Content/Sessions/Entertainment
1:00-2:00pm	Dedicated Expo Hour

Day 3:	**Wednesday, November 18**
11:00am-4:30pm	Content/Sessions/Entertainment
2:00-3:00pm	Dedicated Expo Hour

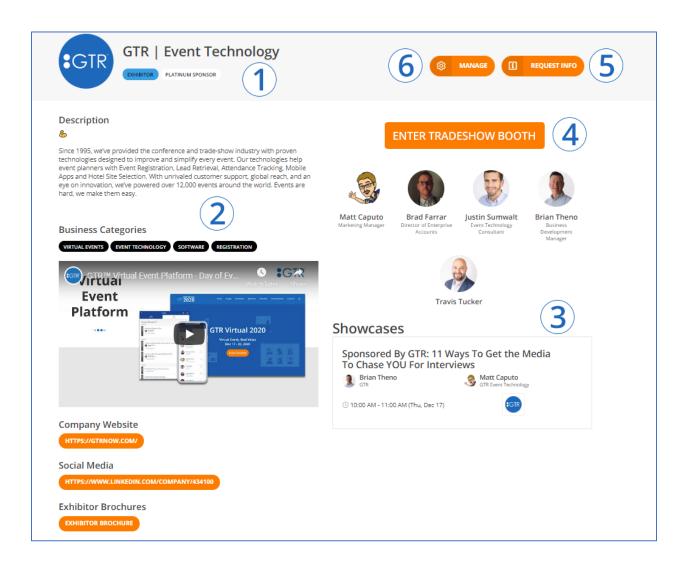|	
Day 4:	**Thursday, November 19**
11:00am-4:30pm	Content/Sessions/Entertainment
1:00-2:00pm	Dedicated Expo Hour

Virtual Event Exhibitors Guide

Maximize Your Exposure and ROI

As an Exhibitor and/or Sponsor, you will have your own virtual booth space within the GTR virtual platform where you can share details about your organization and capture leads. Below is an example of a virtual booth along with an explanation of each of the features:

1 Organization Heading

The first thing a prospective customer will see when they visit your booth. This includes:

- Organization Name
- Logo
- Exhibitor Type
- Sponsor Level (if sponsoring)

2 Profile

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth. Here are just a few examples:

- Description of your organization
- Tags and/or keywords the event host has provided
- Add a video
- Upload brochures, documents, and sales collateral
- Add social links
- And other fields your event organizer has allowed

3 Showcased Sessions

If you are showcasing or sponsoring any sessions during the event, they will be listed here on your booth page. These will show:

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda

4 Live Interaction with Staff

During "exhibiting hours" your staff can broadcast from their office site, warehouse, home, studio or wherever they may be at the time. This is a great opportunity to:

- Get face-to-face with your prospects and existing customers
- Present your offering to anyone who enters your virtual booth space
- Have the opportunity to move into a 1:1 meeting and close the deal

5 Request More Information

Anyone who requests information will come into your lead portal. From here you will be able to view, download, and import directly into your CRM:

- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)

6 Manage Your Profile

This is only available to you and your organization's staff. From here you can fully customize your page and manage other features such as:

- Assign or remove booth staff
- Create and manage polls
- Add additional downloadable files
- View and download leads
- View and download booth visits

About Visits

You can see everyone who has visited your page. You will see the attendees first and last name, picture, the number of visits they made to your page, and also the date and time of all their visits.

At any time, you can message visitors directly through the platform

Sponsorship Opportunities

Sponsorship Opportunities are available to NMHC member firms. Please explore the available opportunities here: https://www.nmhc.org/meetings/Sponsor-NMHC/2020-sponsorship-opportunities/2020-optech-virtual-sponsorships/. Contact sponsorships@nmhc.org with questions or to sign up.

Virtual Exhibit Terms & Conditions

Values & Expectations: NMHC strives to create a valuable experience by fostering an inclusive and professional environment for our members, guests, and staff. Please review NMHC's Values and Expectations for all participants, attendees, speakers, sponsors, and guests during NMHC activities and events: https://www.nmhc.org/about/nmhc-values-and-expectations/. Exhibitors are expected to comply with this policy.

Payment: Invoices will be issued once your application has been processed and accepted. Payment is due 30 days from receipt of invoice. If contract is received on or after October 5, 2020, full payment is due immediately upon receipt of the contract. Full payment must be received prior to fulfillment of any virtual exhibit benefits.

Cancellation: If NMHC cancels the event for any reason, a full refund for exhibit and/or sponsor fee will be provided. NMHC reserves the right to cancel this contract due to non-payment. All exhibitor benefits will be revoked upon cancellation. If the exhibitor wishes to cancel this contract, requests must be submitted in writing to mrowan@nmhc.org. If a cancellation request is received prior to October 5, 2020, a refund will be provided minus a 25% processing fee. **Refunds will not be issued for any cancellation requests received after October 5, 2020.**

Eligible Exhibits: NMHC limits the use of virtual exhibit space to firms whose products or services contribute to the goal of the conference and its attendees. NMHC reserves the right to determine whether any company or product is eligible for inclusion and has the right to deny or cancel any application of an exhibitor and/or sponsor that does not meet eligibility.

No Endorsement: NMHC makes no representation concerning any Sponsor or Exhibitor, or its products or services. The acceptance of any Exhibitor constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any Exhibitor, or its products or services.

Use of Exhibitor Logo: Exhibitor agrees to submit their company logo to NMHC to be used in conference promotional materials, conference web site, and other uses as it pertains to the conference. Only one company name may be reflected per logo, unless the other company listed on the logo has purchased their own exhibit. The logo must match the company name submitted on the contract.