



## NMHC Research Forum Sponsorship Opportunities

April 2-3, 2019 | JW Marriott Denver Cherry Creek | Denver CO

### About the Forum

Open exclusively to NMHC members, the NMHC Research Forum is targeted to the nation's leading apartment researchers — in-house and third-party — and is designed to address critical issues facing the industry. Approximately 125 members attend.

### Sponsorship Opportunities

Meeting sponsorships are designed to maximize visibility, generate brand awareness, and create new leads and networking opportunities with leaders in the multifamily industry. Choose from the items below to create a sponsor package that best fits your company's goals and objectives.

Sponsorship opportunities for the NMHC Research Forum are open to NMHC members only and all sponsor levels. **If your company is not already a 2019 Chairman's Circle or Friends of the Council sponsor, the minimum sponsorship level is \$10,000.**

All sponsorship items listed below include the following benefits:

- Company logo and listing published on the forum web page.
- Recognition in promotional marketing materials and e-mails for the forum.
- Company logo included in the forum's official print on-site agenda.
- Company logo and brief company description included within the sponsor module of the official Conference App.
- Company logo included in the scrolling PowerPoint presentation shown before the start of each general session.
- Option to host a subgroup event at the host hotel.
- Option to send a direct mail campaign to forum registrants through a NMHC designated third-party mail house. (*Email addresses are not provided in accordance with NMHC's privacy policy.*)
- Option to send a piece of company literature to the conference for display in the registration area during the forum.

**The deadline to sponsor the NMHC Research Forum is Friday, March 1, 2019.**

## Sponsorship Item Descriptions

### Digital & Print Media

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#### Agenda (Print): \$5,000 (1 Available)

The print agenda includes a brief meeting schedule and other important “need-to-know” info for the meeting. The agenda will be distributed to attendees as they pick up their badges on-site. The sponsor’s company logo will be featured on the cover of the print agenda.

#### Conference App: \$5,000 (1 Available)

Promote your company via our official conference app! New this year at the Research Forum, attendees will use the app to view the full agenda, session descriptions, speaker bios, attendee list, and more. Sponsors may provide a custom banner ad or use their logo, linked to the web site of their choice. The sponsor will be included on pre-show and on-site promotional materials and signage (digital and print). **Artwork due Friday, March 1, 2019.**

**Specs:** Ad Image – JPEG or PNG and maximum of 24 MB. Recommended image dimensions are 600 pixels wide by 100 pixels high

#### Meeting Recap Email (Post Meeting): \$12,500 (1 Available)

This special, one-time post meeting digital publication will include an in-depth recap of the NMHC Research Forum. The recap is sent via email to all NMHC members (not just meeting registrants), over 10,000 apartment executives, following the conclusion of the meeting. NMHC will feature your hyperlinked company logo or custom image/ad in a prime location at the top of the email, just below the masthead and next to the lead story. **Artwork due Friday, March 1, 2019.**

**Specs:** Ad Image or Logo – JPEG or PNG and maximum of 24 MB. Recommended image dimensions are 260 pixels wide by 115 pixels high

### Events & Sessions

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#### Breakfast Social Sponsor: \$5,000 each (Unlimited)

This casual networking breakfast is complete with a continental breakfast buffet, coffee, tea, and juice. The sponsorship includes co-sponsorship of breakfast, sponsor company logo included on signage placed at the entrance to the breakfast venue and buffet tables, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the agenda listing in the conference app.

#### Coffee Break: \$5,000 (1 available)

Refuel attendees by providing an enhanced coffee break. The sponsorship includes the sponsor company’s logo on signage placed in front of the break station and on signs placed on the display table, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the agenda listing in the conference app. The sponsor may, at their own expense, upgrade the break and/or provide one branded item to include as part of the break. *NMHC to approve the item. Upgrades/branded items must be confirmed by Friday, March 1, 2019.*



#### General Session: \$5,000 Each (Unlimited)

Attendees will hear and learn from top economists and speakers in the industry during the general sessions taking place throughout the forum. The sponsorship includes co-sponsorship of all general sessions, company logo included on signage placed at the entrance to the general session room, verbal recognition thanking the sponsor company from the stage, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the agenda listing in the conference app.

#### Reception: \$5,000 (Unlimited)

The reception is the perfect spot to network with peers before heading off to dinner. The networking reception features premium, hosted bars and passed hors d'oeuvres. The sponsorship includes co-sponsorship of the reception, custom cocktail napkins featuring the sponsor company's logo (one (1) sponsor logo per napkin), logo included on signage placed at the entrance to the reception venue, a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC), and sponsorship recognition in the agenda listing in the conference app.

#### Promotional & Branding Opportunities

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#### Wi-Fi Sponsor: \$7,500 (1 Available)

Connect all attendees during the forum as the official Wi-Fi sponsor. Free Wi-Fi will be available to all attendees in the main meeting areas of the forum. Attendees will access the Wi-Fi using a customized password that includes a variation of the sponsor company's name (password dependent on hotel requirements). The sponsorship includes incorporation of the sponsor company's name into the Wi-Fi password, and sponsor recognition in various marketing promotions (digital and print), both before and during the meeting.

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*Note: Sponsor items and benefits are subject to change. Sponsor items and benefits may be updated, added or removed during the event planning process.*

*Sponsorship opportunities are limited, so please confirm early. If the opportunity sells out, we will create a wait list and contact you if the item becomes available.*

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To sponsor, please contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).