

NMHC OPTECH Conference & Expo Sponsorship Opportunities

November 11-13, 2019 | Hilton Anatole | Dallas, TX

About the Meeting

Open to NMHC members and non-members alike, NMHC's OPTECH Conference & Expo is the premier destination for what's next in multifamily. This conference brings together more than 1,700 apartment executives and technology partners, all in one place, providing a forum for senior practice leaders to collaborate on strategic action, incubate new ideas and elevate the industry across all areas of business operations and technology.

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. If you have ideas of your own or wish to discuss available options, please contact Melissa Rowan at mrowan@nmhc.org.

Sponsorship opportunities are open to NMHC members only and all sponsorship levels. If a sponsor is not already a Chairman's Circle or Friends of the Council sponsor, the minimum sponsorship level is \$15,000.

All sponsorship items listed below include the following benefits:

- Company logo and listing published on the conference web page.
- Recognition in promotional marketing materials and e-mails for the conference.
- Company logo included on sponsor recognition signage prominently displayed on-site.
- Company logo included in the meeting'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 meeting registrants of the conference 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 conference.

The deadline to sponsor the NMHC OPTECH Conference & Expo is Friday, September 6, 2019.

Sponsorship Item Descriptions

Digital & Print Media

Agenda (Print): \$17,500 (1 available) **SOLD**

The print agenda includes a brief event schedule and other important event info. 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. The sponsor may also provide an optional, brief welcome message for attendees that will be printed on the back of the agenda. *Copy is limited to 50 words and is to be approved by NMHC.*

Conference App: \$25,000 Each (3 available) **SOLD**

Promote your company via our official conference app! 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. If there are multiple sponsors, ads will rotate on a continuous basis. Sponsors will also be recognized on pre-show and on-site marketing materials and signage (digital and print) promoting the app. **Artwork due Friday, October 11, 2019.**

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

Conference App Alert: \$5,500 Each (1 available per day on Monday, Tuesday (2), or Wednesday.)

This powerful marketing tool allows you to send a targeted message directly to attendees using the conference app! The sponsor may provide custom copy for the alert (no sales pitches, please.) There is no character limit, however, we encourage copy to be brief and simple to get your message across! Hyperlinks and images are accepted as part of the copy. *Deadline TBA. NMHC to approve copy and schedule the alert in accordance with the overall event schedule.* **Copy due Friday, October 11, 2019.**

Conference Daily Email: \$12,500 (1 available per day. Choice of Monday, Tuesday, or Wednesday.)

NMHC will send an email each morning to all 1,800+ conference registrants. The daily email includes important event info and highlights for the day ahead. Sponsors may include their hyperlinked logo and custom message or custom ad image. **Copy due Friday, October 11, 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.

Meeting Recap Email (Post Meeting): \$17,500 (1 Available)

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. This special, one-time post meeting publication will include an in-depth recap of NMHC OPTTECH. The recap is sent via email to all NMHC members, over 10,000 apartment executives, following the conclusion of the meeting. **Copy due Friday, October 11, 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

Breakfast Social Sponsor: \$15,000 Each (Unlimited) (Choice of Tuesday or Wednesday.)

The casual networking breakfast is complete with a buffet of breakfast favorites, coffee, tea, and juice. The sponsorship includes co-sponsorship of breakfast on your day of choice, sponsor company logo included on signage placed at the entrance to the breakfast venue and on signs placed on the 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 in the Expo: \$15,000 (1 Available) (Exhibitors Only)

Provide attendees with gourmet coffee made by baristas in the center of the Expo! The sponsorship includes the sponsor company logo included on signage placed in front of the coffee station, a push notification (created, scheduled, and sent from NMHC), and sponsorship recognition in the event listing in the conference app. The sponsor may, at their own expense, provide branded, logo cups and/or cup sleeves to be used at the barista station.

General Session: \$25,000 Each (4 available) **(3 remaining)**

Approximately four general sessions featuring expert panelists and speakers from inside and outside the multifamily industry will take place on throughout the conference. The sponsorship includes exclusive sponsorship of the session slot of choice (1-4), sponsor company logo included on signage placed at the entrance to the general session room (displayed all week), logo included in marketing emails related to the general session, verbal recognition thanking the sponsor company from the stage, one (1) push notification sent via the conference app (created, scheduled, and sent NMHC), and sponsorship recognition in the agenda listing in the conference app.

Networking Reception in the Expo: \$25,000 Each (1 available per night. Choice of Monday or Tuesday.) (Exhibitors Only)

These high energy networking receptions in the expo are a great way for your company to make visible brand impressions and connections among the leaders in the multifamily industry and attract them back to your booth! The networking reception features a premium bar and appetizers. The sponsorship includes custom cocktail napkins featuring the sponsor company's logo, logo included on signage placed on each bar, logo included on signage placed at the entrance to the reception venue, and sponsorship recognition in the agenda listing in the conference app.

Snack Break: \$7,500 Each (1 available per day. Choice of Monday or Tuesday.)

Provide attendees with special break to add some energy into the day! The sponsorship includes the sponsor's logo on signage placed in front of the snack station and on signs placed on the snack table, and a conference app alert recognizing the sponsorship (created, scheduled, and sent from NMHC). The sponsor may, at their own expense, provide a branded snack item, to-go goodie bag, or signage to include on the snack station. *NMHC to select the theme of the break and approve any custom/branded items provided by the sponsor.*

Promotional & Branding Opportunities

Conference Bag: \$35,000 Each (2 available) **SOLD**

The conference bag is the “must-have” OPTECH swag! Bags are distributed to each registrant on-site at registration. Sponsorship includes co-sponsorship of the bag. The sponsor company’s logo will be featured on the front of the bag.

Hotel Room Key Card: \$30,000 (1 Available) **SOLD**

The hotel room key card is an impactful marketing tool for your company to take advantage of during the meeting. All attendees staying at the Hilton Anatole will see your company logo or custom artwork, featured on the hotel key cards. *NMHC to approve artwork.*

Lanyard: \$25,000 (1 Available) **SOLD**

Don’t miss a chance to secure this prominent branding opportunity for your company! Lanyards exclusively featuring the sponsor company’s logo will be attached to attendee name badges and distributed to all registrants on-site.

Luggage Storage: \$5,500 (1 Available)

Free luggage storage will be made offered to attendees at the Hilton Anatole on Wednesday morning. The sponsorship includes the sponsor company’s logo on signage placed in front of the luggage storage area and a push notification (created, scheduled, and sent from NMHC) via the conference app. The sponsor may, at their own expense, provide a branded luggage tag for each bag.

Notebook: \$30,000 (1 available) **SOLD**

A notebook featuring the sponsor company’s logo, and co-branded with NMHC, will be included in the conference bag and distributed to attendees at registration.

Power Bank Charger: \$30,000 (1 Available)

A stylish and portable power bank will be placed in the conference bag and distributed at registration. The sponsor company’s logo will be featured on the item and packaging.

Room Drop/Turn-Down Service: \$15,000 Each (1 available per night. Choice of Monday or Tuesday.)

Monday: SOLD | Tuesday: Available

Surprise each attendee staying at host hotel by having a special, branded gift or amenity delivered directly to their guest rooms! This opportunity creates a personal and lasting brand impression. The sponsor may provide a custom branded gift or amenity of their choice. *The cost of the item and hotel delivery fee is not included in the sponsorship fee and must be paid by the sponsor. NMHC to approve the item. All meeting guests in the headquarter hotel receive the room drop; select lists are not permitted. Contact NMHC for estimated quantities and room delivery fees.*

Social Lounge: \$35,000 (1 Available) **SOLD**

The Social Lounge is an inviting, relaxing space for attendees to have a casual conversation or catch up on work during the meeting. Comfortably arranged furniture, secure charging lockers, computers/tablets, and a printer will also be included in the lounge. The sponsorship includes the sponsor company’s logo on signage placed at the entrance to the lounge, logo (or custom graphic) included as the screen saver on lounge computers, logo included on charging locker signage, and sponsorship recognition in the event listing in the conference app. The sponsor may, at their own expense, provide a small branded item to place in the lounge. *NMHC to approve the item.*



Wellness Sponsor: \$25,000 (1 available)

Promote health and wellness during OPTECH. “Power-Up” activities are designed to promote physical and mental health well-being for attendees during the conference. The sponsorship includes sponsorship of the “Be Well Lounge” and the morning power-up activities. The sponsor company’s logo on signage placed in front of the Be Well Lounge, wellness activity space, and a sponsorship listing on the NMHC web and conference app agendas. The sponsor may, at their own expense, distribute a wellness related giveaway within the Be Well Lounge (*NMHC to approve the item*).

Wayfinder Agenda Board: \$15,000: Exclusive (1 Available)

Help conference attendees find their way around the hotel and expo! The wayfinder agenda is a large, standalone print structure, usually placed near the hotel lobby or main event space, featuring an overview of the agenda, room locations, and the hotel map. The sponsor company’s logo and booth location will be prominently displayed at the top of the board.

Wi-Fi Sponsor: \$25,000 (1 available) **SOLD**

Connect all attendees to your brand as the official Wi-Fi sponsor. Free Wi-Fi will be available to all attendees in the general session and meeting rooms, registration area, and hotel lobby. Attendees will access the Wi-Fi using a customized password that includes the sponsor company’s name (depending 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.

Wireless Keyboard: \$30,000 (1 available) **SOLD**

A wireless keyboard is a handy tool to have while traveling. The keyboard will be placed in the conference bag and distributed to attendees at registration. The sponsor company’s logo will be featured on the item and the packaging.

Wireless Mini Speakers: \$30,000 (1 available) **SOLD**

Back by popular demand, the portable, blue-tooth enabled speaker will make you the life of the party! The branded speakers will be placed in the conference bag and distributed at registration. The sponsor company’s logo will be featured on the item and packaging.

Exhibits

Stay tuned for more info! 2019 OPTECH exhibit info will be published in Spring 2019.

Note: Sponsor items and benefits are subject to change. Sponsor items 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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