

## NMHC Student Housing Conference Sponsorship Opportunities

October 14 - 16, 2019 | Chicago Marriott Downtown Magnificent Mile | Chicago, IL

### About the Meeting

The NMHC Student Housing Conference features the industry's best and brightest minds, all at one event, delivering the knowledge, tools, programs and connections necessary for leaders to shape their future success and the future of our industry. Open to NMHC members and non-members, this is a must-attend event whether you are an industry veteran, new to the sector, or seek exposure and access to industry decision makers. NMHC's exclusive networking opportunities allow attendees to connect with industry leaders. Approximately 700 individuals 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. If you have ideas of your own or wish to discuss available options, please contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).

Sponsorship opportunities are open to all sponsorship levels. If a sponsor is not already a 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 conference web page.
- Recognition in promotional marketing materials and e-mails for the meeting.
- 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 conference 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 conference.

**The deadline to sponsor the NMHC Student Housing Conference is Friday, August 23, 2019.**

## Sponsorship Item Descriptions

### Digital & Print Media

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#### Agenda (Print): \$15,500 (1 available)

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: \$15,500 Each (3 available) (2 Remaining)

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, September 20, 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. Choice of Monday, Tuesday, or Wednesday)

This powerful marketing tool allows you to send a targeted message directly to conference 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. **Copy due Friday, September 20, 2019.**

#### Conference Daily Email: \$10,000 (1 available per day. Choice of Monday, Tuesday, or Wednesday)

NMHC will send an email each morning to all 700+ 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. **Artwork due Friday, September 20, 2019.**

#### Meeting Recap Email (Post Meeting): \$15,500 (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 the NMHC Student Housing Conference. The recap is sent via email to all NMHC members, over 10,000 apartment executives, following the conclusion of the meeting. **Artwork due Friday, September 20, 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: \$10,000 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.

### General Session: \$20,000 Each (2 available per day. Choice of Monday, Tuesday, or Wednesday)

General sessions featuring expert panelists and keynotes will take place on throughout the meeting. The sponsorship includes co-sponsorship of the general session for the day of choice, sponsor company logo included on signage placed at the entrance to the general session room, logo included in emails marketing the general session, 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.

### 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

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### Executive Notebook: \$15,000 (1 available) **SOLD**

The sponsorship includes an executive-style notebook, featuring the sponsor company's logo and co-branded with NMHC. NMHC will distribute the notebook to attendees at registration. *Sponsor to produce and ship notebook at their own expense. NMHC to approve notebook before production.*

### Lanyard: \$15,000 (1 Available) **SOLD**

Lanyards exclusively featuring the sponsor company's logo will be attached to attendee name badges and distributed to all registrants on-site.

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

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.*



**Wi-Fi Sponsor: \$20,000 (1 available)**

Connect all attendees during the conference as the official Wi-Fi sponsor. Free Wi-Fi will be available to all attendees in the main meeting areas of the conference. 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 inclusion of the sponsor company's name in the Wi-Fi password, and sponsor recognition in various marketing promotions (digital and print), both before and during the conference.

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*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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