

NMHC Spring Board of Directors Meeting Sponsorship Opportunities

May 15 - 17, 2019 | Four Seasons Hotel | Chicago, IL

About the Meeting

The NMHC Spring Board of Directors Meeting brings together senior apartment executives from the industry's leading firms. This meeting provides Executive Committee and Board members with an invaluable opportunity to candidly share information and insight on issues of common interest. The Spring Board Meeting is open to NMHC Executive Committee and Board of Directors members only. Approximately 300 executives attend this meeting.

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 Spring Board of Directors Meeting 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 meeting 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 meeting 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 meeting for display in the registration area during the meeting.

The deadline to sponsor this meeting is Friday, March 22, 2019.

Sponsorship Item Descriptions

Digital & Print Media

Agenda: \$15,000 (1 available) **SOLD**

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: \$15,000 Each (3 available)

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, March 22, 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) **SOLD**

This special, one-time post meeting publication will include an in-depth recap of NMHC Spring Board of Directors Meeting. 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 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 22, 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

Pre-Meeting Attendee Information Email: \$10,000 (1 available)

Feature your company’s logo in NMHC’s pre-meeting attendee information email, containing “need-to-know” information for the meeting ahead. The email is sent to all meeting registrants the week prior to the meeting. The sponsor’s hyperlinked logo or custom image will be included in the email. **Artwork due Friday, March 22, 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: \$10,000 Each (Unlimited) (Choice of Thursday or Friday.)

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 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: \$10,000 (1 available)

Refuel attendees by providing an enhanced coffee break during afternoon sessions. 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 22, 2019.***

Dinner: \$15,000 Each (Unlimited)

Attendees will enjoy a three-course, sit-down dinner and a possible high-profile speaker. The sponsorship includes co-sponsorship of the dinner, sponsor company's logo included on signage placed at the entrance to the dinner 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.

Dinner Reception: \$15,000 (Unlimited)

Network with leaders in the multifamily industry during this reception before heading into dinner! The reception features premium, hosted bars and passed hors d'oeuvres. The sponsorship includes co-sponsorship of the dinner reception, custom cocktail napkins featuring the sponsor company's logo (one (1) sponsor logo per napkin), logo included on signage placed on each bar, 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.

General Session: \$20,000 Each (1 available per day. Choice of Wednesday, Thursday, or Friday.)

General sessions featuring expert panelists and speakers from inside and outside the multifamily industry 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 event listing in the conference app.

Opening Reception: \$15,000 (Unlimited)

Attendees will enjoy cocktails and hors d'oeuvres during the first social event of the meeting. The sponsorship includes custom cocktail napkins featuring the sponsor company's logo (one (1) sponsor logo per napkin), logo included on signage placed on each bar, 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

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

Branded executive-style notebooks will be handed out at registration to each attendee. The sponsor company's logo will be featured on the cover of the notebook and co-branded with NMHC. *NMHC to produce item.*

Room Drop/Turn-Down Service: \$12,500 Each (1 available per night. Choice of Wednesday or Thursday.)

Wednesday – SOLD | Thursday – 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.*

Wi-Fi Sponsor: \$15,000 (1 available)

Connect all attendees during the meeting as the official Wi-Fi sponsor. Free Wi-Fi will be available to all attendees in the main meeting areas. 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.

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.

The deadline to sponsor the NMHC Spring Board of Directors Meeting is Friday, March 22, 2019.

To sponsor, please contact Melissa Rowan at mrowan@nmhc.org.