



## NMHC Apartment Strategies Outlook Conference Sponsorship Opportunities

January 29, 2019 | Manchester Grand Hyatt, San Diego, CA

### About the Meeting

The Apartment Strategies Outlook Conference immediately precedes the NMHC Annual Meeting and features an educational program that focuses on trends, statistics and powerful business insight into what lies ahead for the economy and our industry, as well as multiple networking opportunities. The conference is open to both members and non-members. Approximately 2,000 individuals attend.

### Sponsorship Opportunities

Conference 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 needs. 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 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. [\*Download the subgroup event request form here.\*](#)
- 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.

## Sponsorship Item Descriptions

### Digital & Print Media

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#### Agenda (Print): \$15,500 (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: \$15,000 Each (2 Available)

Promote your company via our official conference app! Attendees will use the app to navigate the meeting. The full agenda, session descriptions, speaker bios, attendee list, and more will be included within the app. Sponsors may provide a custom banner ad or use their logo. Sponsor recognition will be included on pre-show and on-site promotional materials and signage (digital and print). **Artwork is due by January 4, 2019.** *Banner ad specs & placement TBA.*

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

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. **Copy is due by January 4, 2019.** *NMHC to approve copy and will schedule the alert in accordance with the overall event schedule.*

#### Conference Daily Email: \$12,500 (1 available)

NMHC will send an email to all 2,000+ conference registrants on Tuesday morning. 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 and message. **Artwork is due by January 4, 2019.** *NMHC to approve ad and/or message.*

### Events & Sessions

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#### Apartment Strategies Outlook Conference Opening Reception: \$15,000 Each (Unlimited)

New this year, this networking opportunity allows your company to be the first to welcome attendees to the conference. The sponsorship includes custom cocktail napkins with the sponsor’s logo (one sponsor logo per napkin), logo included on signage included on each bar, logo included on signage 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 event listing in the conference app.

#### Breakfast Social Sponsor: \$10,000 (Unlimited)

A networking breakfast will take place on Tuesday morning, prior to the start of the general sessions. The sponsorship includes co-sponsorship of the breakfast, sponsor’s company logo included on signage placed at the entrance to the breakfast and lunch room, logo signs included on the buffet tables, and sponsorship recognition in the event listing in the conference app.

**Lunch Sponsor: \$10,000 Each (Unlimited)**

A networking lunch will take place mid-day on Tuesday, in between the general sessions. The sponsorship includes co-sponsorship of the lunch, sponsor's company logo included on signage placed at the entrance to the breakfast and lunch room, logo signs included on the buffet tables, and sponsorship recognition in the event listing in the conference app.

**General Session: \$15,000 Each (Unlimited)**

Attendees will learn from expert panelists and speakers from inside and outside the multifamily industry during the general sessions. The sponsorship includes co-sponsorship of all general sessions during the conference, company logo included on signage placed at the entrance to the general session room, logo included in marketing emails related to the sessions, 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.

*Note: Sponsor items and benefits are subject to change. Sponsor items may be updated, added or removed during the event planning process. Be sure to check back in for updates!*

*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.*