

2014 NMHC BRANDING AND SPONSORSHIP REQUEST FORM

BRANDING OPPORTUNITIES

- Market Trends\$60,000
- NMHC Apartment Wire.....\$48,000
- NMHC Multifamily Markup\$48,000
- Student Housing Research Report\$2,000 each

2014 NMHC APARTMENT STRATEGIES OUTLOOK CONFERENCE

- Overall Sponsor.....\$15,000 each

2014 NMHC ANNUAL MEETING

- After-Dinner Bash (Wednesday)
 - Entertainment\$25,000
 - Food, Beverages and Cigars\$25,000
- Agenda At-A-Glance.....\$15,000
- Annual Dinner (Wednesday).....\$25,000 each
- Annual Dinner Reception (Wednesday).....\$25,000 each
- Board of Directors Breakfast (Wednesday)\$25,000
- Keynote Speaker (Wednesday)\$100,000
- Keynote Speaker (Thursday)\$150,000
- Meeting Portfolios.....\$25,000
- Mobile App.....\$25,000
- Networking Breakfast (Wednesday).....\$15,000 each
- Networking Breakfast (Thursday).....\$15,000 each
- Refreshment Break (Tuesday).....\$10,000 each
- Refreshment Break (Wednesday)\$10,000 each
- Refreshment Break (Thursday)\$10,000 each
- Social Lounge.....\$25,000
- Turndown Service/In-Room Drop\$15,000
 - Tuesday Night
 - Wednesday Night
- Welcome Reception (Tuesday)\$25,000 each
- Wi-Fi Service\$25,000

2014 NMHC RESEARCH FORUM

- Overall Sponsor.....\$2,500 each

2014 NMHC APARTMENT STRATEGIES/FINANCE CONFERENCE

- Overall Sponsor.....\$15,000 each

2014 NMHC SPRING BOARD OF DIRECTORS MEETING

- Agenda At-A-Glance\$15,000
- Board of Directors Breakfast\$15,000 each
- Board Dinner.....\$15,000 each
- Board Dinner Speaker\$25,000
- General Session Keynote Speaker.....\$25,000
- Meeting Portfolios.....\$15,000
- Notepad.....\$15,000
- Reception.....\$25,000 each
- Refreshment Breaks.....\$5,000
- Turndown Service/In-Room Drop\$15,000
- Wi-Fi Service\$15,000

2014 NMHC FALL BOARD OF DIRECTORS & ADVISORY COMMITTEE MEETING

- Agenda At-A-Glance\$15,000
- Board Dinner.....\$25,000 each
- Buses to Capitol Hill\$15,000
- Dinner Speaker\$25,000
- General Session.....\$25,000
- (Opening) Keynote Speaker.....\$25,000
- Lunch on Capitol Hill.....\$25,000
- Meeting Portfolio\$15,000
- Networking Breakfast.....\$15,000
- Notepad.....\$15,000
- Reception.....\$25,000 each
- Refreshment Breaks.....\$10,000
- Turndown Service/In-Room Drop\$15,000 each
 - Tuesday Night
 - Wednesday Night
- Wi-Fi Service\$15,000

2014 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

- Overall Sponsor.....\$20,000 each
- Mobile App.....\$20,000
- Wi-Fi Service\$15,000
- Conference Program Advertisements\$15,000
 - Back Cover.....\$20,000
 - Inside Front Cover\$15,000
 - Inside Back Cover.....\$10,000
 - Tabbed Pages\$2,500 each

2014 NMHC OPTech (MULTIFAMILY BUSINESS OPERATIONS AND TECHNOLOGY CONFERENCE & EXPOSITION)

- Breakout Sessions\$15,000
- Charger Set.....\$25,000
- Conference Bags.....\$30,000 each
- Conference Daily Publication\$10,000 each
 - Tuesday
 - Wednesday
- Conference Program Advertisements
 - Back Cover.....\$25,000
 - Inside Front Cover\$20,000
 - Inside Back Cover.....\$15,000
 - Page 1\$20,000
 - Tabbed Pages.....\$3,000 each
- Continental Breakfast and Refreshment Breaks\$10,000 each
- "Corporate Logo" Bottled Water\$30,000
- Social Lounge and Charging Station\$25,000
- Door Hanger/Do Not Disturb Card.....\$15,000
- General Sessions\$25,000 per sponsor, per session
- (Opening) General Session\$35,000
- Hotel Room Key Cards\$30,000
- In-Room TV Channel Advertising.....\$15,000
- iPad Cover\$35,000
- Luggage Grip\$20,000
- Luggage Tags.....\$15,000
- Mobile Card Holder.....\$15,000
- Memory/Storage Sticks.....\$25,000
- Mini Speaker.....\$25,000
- Mobile App.....\$20,000

SPONSOR

- Networking Luncheon in the Exhibit Hall \$25,000 each
 - Tuesday Luncheon
 - Wednesday Luncheon
- Networking Reception in the Exhibit Hall \$25,000 each
 - Monday
 - Tuesday
- Newspaper Delivery..... \$10,000 each
 - Tuesday
 - Wednesday
- Notebook Folios \$25,000
- Organizer (Tech Trap)..... \$15,000
- Post-it Notes \$15,000

- Prize Giveaway \$15,000
 - Gift Card \$5,000
 - Apple iPad® mini..... \$5,000
 - Vespa \$25,000
 - Grand Prize..... \$50,000

- Reader Board Ad \$15,000
- Recycling Kiosks \$5,000
- Relaxation Area in the Park \$5,000 each
- Sports Bottles..... \$15,000
- Stylus for Touch Screen Devices \$25,000
- Travel Mugs..... \$15,000
- Turndown Service/In-Room Drop \$15,000 each
 - Monday Night
 - Tuesday Night
- Wi-Fi Access..... \$25,000
- Wireless Computer Mouse \$25,000

2014 NMHC EMERGING LEADERS EVENTS

- 2014 NMHC Emerging Leaders Event..... \$5,000 each

NOTE: All Chairman's Circle sponsors receive priority choices.

COMPANY INFORMATION

Firm Name _____
(as it will appear in program and on signage)

Name _____

Title _____

Address _____

City _____ State _____ ZIP CODE _____

Phone (with Extension) _____ Fax _____

E-mail Address _____

Signature _____ Date _____

By completing and returning this form to NMHC, I have read and agreed to the terms/conditions listed.

PAYMENT INFORMATION

- Please bill us immediately at the address above Check enclosed
- Credit card payment (circle one) Visa | MasterCard | American Express

Acct. Number: _____ Exp. Date: _____

Name _____ Signature _____
(as it appears on card) (required)

Return both pages of this completed Sponsorship Request Form with payment to: NMHC Sponsorships, P.O. Box 37091, Baltimore, MD 21297-3091. Please make checks payable to the National Multifamily Housing Council. Credit card payments are also be accepted. Should your company require an invoice prior to making payment, fax or email BOTH PAGES of this Request Form with your request for an invoice to the attention of Julie Stalknecht at 202-775-0112 (fax) or jstalknecht@nmhc.org.

2014 NMHC BRANDING AND SPONSORSHIP REQUEST FORM SUBMISSION INSTRUCTIONS

- Refer to the individual sponsorship descriptions listed on the prior pages for complete details of each sponsorship.
- Indicate the sponsorship(s) desired by checking the box next to the item.
- Complete the primary contact information of the sponsoring firm, select method of payment and return the signed request form. If returned via fax or email without payment, NMHC will invoice you.

COMPANY LOGO

E-mail a high-resolution color graphic data copy of your company logo to dholland@nmhc.org for inclusion in our sponsor recognition listing. Logos may be in one of the following formats: eps (please outline all fonts), tif or jpg. NOTE: All sponsor logos will be given the same amount of "real estate" (print space).

TERMS OF SPONSORSHIP AND ADVERTISING

By returning the signed form, our firm commits to sponsoring the 2014 NMHC meeting designated or commits to advertising in either the 2014 NMHC Student Housing Conference & Exposition meeting book or the NMHC OpTech (Multifamily Business Operations and Technology Conference & Exposition) meeting book as indicated in the materials as set forth. We also understand that sponsorship of a conference, meeting or forum, or advertising in a meeting book, does not imply or create an expectation that our firm will be allowed to be a part of any education sessions. Cancellation of an ad will result in the forfeiture of a 15% retraction/administrative fee. Our firm understands that on sponsorship items where space permits, the NMHC logo will be added to the sponsored items in addition to our company logo (no taglines allowed). NMHC will produce all sponsored items and reserves the right to substitute an item if needed. Companies that request a sponsorship item that takes place in or is affiliated in any way with an exhibit hall are not eligible to sponsor that item unless they are a confirmed and fully paid exhibitor.

Chairman's Circle and Friends of the Council monies only apply to meeting opportunities.

Return the completed Request Form with payment promptly to: **NMHC Sponsors, P.O. Box 37091, Baltimore, MD 21297-3091. Please make checks payable to the National Multifamily Housing Council.**

Should your company require an invoice prior to making payment, fax or email the Request Form with your request for an invoice to the attention of Julie Stalknecht at 202/775-0112 (fax) or jstalknecht@nmhc.org.

SPONSORING WITH COMPETITORS

Certain sponsorship items are designed to permit more than one company to participate. Each of the sponsors for these items will have equal representation in the size of their logo images and/or company name. The ordering of each sponsor's logo image will be on an alphabetical basis. There will be no competitive company or category lockouts on any event. Contact Julie Stalknecht at jstalknecht@nmhc.org or 202/974-2363 if you have any questions.

