

# 2017 NMHC OPTECH Conference & Exposition

October 25-27, 2017 | Mandalay Bay Resort & Casino | Las Vegas, NV

NMHC OPTECH is the premier destination for what's next in multifamily. OPTECH provides a forum for senior practice leaders from a wide variety of disciplines to collaborate on strategic action, incubate new ideas and elevate the industry across all areas of business operations and technology. Attendees can expect to see thought-provoking content, high-level networking and a robust trade-show floor featuring nearly 100 of the industry's top suppliers.

**This conference is open to NMHC members and nonmembers – over 1,500 executives attend.**



## Sponsorship Opportunities:

Sponsorship opportunities for NMHC OPTECH Conference & Exposition are available to all sponsor levels. The minimum sponsorship level is \$10,000.

### CANDY STATION

Provide attendees with sweet treats for an afternoon pick-me-up during an extended refreshment break. Sponsor can provide a branded candy of choice to include on the table. Sponsorship includes your company's logo on signage at the candy station and a listing in the meeting materials.

**Sponsorship Fee: \$5,000 Per Day**

Limited to one (1) sponsor per day

### CLOSING PARTY

The closing party provides attendees with the ability to unwind, relax and have fun. Guests will enjoy music, light food and a hosted bar serving premium liquors. Sponsorship includes logo on signage at the entrance to the room and a listing in meeting materials.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor

### COFFEE BREAK IN THE EXHIBIT HALL

Provide attendees with complimentary gourmet coffee drinks on Thursday morning in the exhibit hall. The sponsor's logo will be included on coffee cup sleeves, signage at the barista station and at the entrance to the exhibit hall.

**Sponsorship Fee: \$15,000**

*(Must be an exhibiting company to sponsor)*

Limited to one (1) sponsor

### CONFERENCE APP

The Conference App is the essential on-site conference guide! Attendees have 24/7 access to the agenda, attendee list, speaker bios & photos, sponsor information, and the ability to network and engage with fellow meeting attendees! As one of the most-used on-site resources, your company will receive prime branding exposure. The app will feature the sponsor company's logo (linked to the company's website) on the landing page of the app. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. This sponsorship also includes sponsor logos on all pre-show promotion of the app and in on-site materials and on signage.

**Exclusive Sponsorship Fee: \$75,000**

Limited to one (1) sponsor

**Individual Sponsorship Fee: \$25,000 Each**

Limited to three (3) sponsors



NEW

# 2017 NMHC OPTECH Conference & Exposition *(continued)*

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## CONFERENCE BAG

OPTECH's conference bag is a popular and must-have attendee item! Selected for quality, durability and utility, the conference bags are designed for extended use, which greatly lengthens a sponsor's exposure to the market. Sponsor's logo will be prominently displayed on the exterior of the bag.

**Sponsorship Fee: \$30,000 Each**

Limited to two (2) sponsors

## CONFERENCE DAILY EMAILS

Be the title sponsor for the daily email delivered digitally each day to over 1,500 attendees. The email will highlight events of the day and include other important meeting reminders. Your company logo will appear in the email on either Wednesday, Thursday or Friday.

**Sponsorship Fee: \$15,000 Per Day**

Limited to one (1) sponsor per day



## GENERAL SESSIONS

Five (5) general sessions will take place during the conference. As a general session sponsor, your brand will have prominent exposure to hundreds of session attendees. This sponsorship includes signage at the entrance to the session, logo included in the sponsor loop displayed on the screen, and verbal acknowledgement from the stage at the beginning of the session.

**Opening General Session**

**Sponsorship Fee: \$35,000**

Limited to one (1) sponsor

**Additional General Session**

**Sponsorship Fee: \$25,000 Each**

Limited to one (1) sponsor per session

## GRAND PRIZE GIVEAWAY

NMHC will be giving away a grand prize, courtesy of your company! Owner, developer and manager attendees who participate in the "NMHC OPTECH Challenge" via the mobile conference app will have the chance to win. The sponsor will be able to provide a challenge question that directs attendees to their booth to find the answer. The sponsor will be recognized in promotions related to the drawing and in the winner announcement, which will be included in the post-conference recap email.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor

## HOTEL ROOM DOOR HANGER/ DO NOT DISTURB CARD

This highly visible DND door hanger will be seen on all attendees' hotel room doors during the meeting. Your company can provide custom messaging for the door hanger.

*The cost of the door hanger design, printing and delivery are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC.*

**Sponsorship Fee: \$15,000**

Limited to one (1) sponsor

## HOTEL ROOM KEY CARD

Highly visible and used by all attendees lodging at the official conference hotel, the branded hotel key card places the sponsor's message directly into the hands of attendees as they use their key cards to access their rooms throughout the conference. The key cards feature the sponsor company's logo and custom messaging.

*Design of the key card to be provided by the sponsor and approved by NMHC.*

**Sponsorship Fee: \$30,000**

Limited to one (1) sponsor

## LANYARD

Lanyards (with retractable badge reels) displaying the sponsor company's logo will be attached to attendee name badges and distributed at registration. Attendees will be seen throughout the conference wearing your company's branded lanyard.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor

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## LUGGAGE STORAGE

Provide attendees with a much-needed space to store their luggage on the last day of the meeting, compliments of your company! Ensure your presence in the on-site luggage storage area located inside of the headquarters hotel on the last day of the conference. Sponsorship includes signage at the entrance to the luggage check area and a “push notification” sent to attendees on the last day of the conference via the mobile conference app.

**Sponsorship Fee: \$5,000**

Limited to one (1) sponsor

## NETWORKING CONTINENTAL BREAKFAST

Continental breakfasts will take place on Thursday and Friday mornings. Your company’s presence is guaranteed among attendees as they grab breakfast and network. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

**Sponsorship Fee: \$10,000 Each Per Day**

Limited to two (2) sponsors per day

## NETWORKING RECEPTION IN THE EXHIBIT HALL

The exhibit hall receptions are a not-to-miss opportunity! Highly attended, the receptions give you an extra chance to network and connect with attendees. Guests will enjoy a custom open bar in the center of the exhibit hall (as well as other bars placed throughout the hall) serving premium brand liquors and hors d’oeuvres. A signature cocktail will be named after your company and served during the reception. The sponsorship includes signage at the entrance to the exhibit hall, cocktail napkins with your company’s logo imprinted, table tents with company name placed on cocktail tables, and a listing in meeting materials.

**Sponsorship Fee: \$15,000 Each**

*(Must be an exhibiting company to sponsor)*

Limited to two (2) sponsors, per day

## NOTEBOOK

The notebook is carefully selected for its quality, durability and utility. Used by attendees during the conference for taking notes, and after the conference for personal use, the notebook prominently displays the sponsor’s logo on its cover.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor

## PRIZE GIVEAWAY

NMHC will be giving away two (2) American Express® gift cards during the conference. Owner, developer and manager attendees who participate in the “NMHC OPTECH Challenge” via the mobile conference app will have the chance to win. The sponsor will be recognized in promotions related to the drawing and in the winner announcement, which will be included in the conference daily email the day following the drawing.

**Sponsorship Fee: \$5,000 Each**

Limited to one (1) sponsor per prize, per day

## READER BOARD AD

Visually impactful, your message can be viewed throughout the hotel on the daily reader boards throughout the hotel during the conference.

*The cost of the electronic ad is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC.*

**Sponsorship Fee: \$15,000**

Limited to one (1) sponsor

## RECYCLING KIOSK

This opportunity gives your company the chance to show its environmental consciousness and help reduce the carbon footprint of the conference. Five (5) recycling bins featuring the sponsor’s logo will be placed throughout the exhibit hall and registration areas.

**Sponsorship Fee: \$5,000**

*(Must be an exhibiting company to sponsor)*

Limited to one (1) sponsor

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## SOCIAL LOUNGE AND CHARGING LOCKERS

This busy lounge is the perfect area for attendees to relax in comfortably arranged furniture and hold conversations while charging their mobile devices in secure charging lockers. As the exclusive sponsor of the lounge, this sponsorship is one of the most highly visible opportunities available. The sponsor is recognized with signage in front of the lounge, on the charging lockers and on customized screen saver at each computer station.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor

## TURNDOWN SERVICE/IN-ROOM DROP

Your company's kind gesture and token of hospitality will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day on Wednesday and Thursday. An amenity and message will be placed in each guest's room.

*The cost of the amenity, delivery and message are not included in the sponsorship fee and are to be provided by the sponsorship and approved by NMHC. All meeting guests receive the room drop. Select lists are not permitted.*

**Sponsorship Fee: \$15,000 (Wednesday or Thursday)**

Limited to one (1) sponsor per night

## WIRELESS COMPUTER MOUSE

A wireless mouse is easily portable and allow users to work without a cord connected to a computer. This is the perfect travel item for busy conference attendees. The sponsor's logo will be imprinted on the mouse.

**Sponsorship Fee: \$25,000**

Limited to one (1) sponsor



To sponsor, please contact:

**Melissa Rowan**  
**mrowan@nmhc.org**  
**202/974-2372**

*Sponsorship opportunities are limited, so please confirm early. If the opportunity sells out, we will create a waitlist and contact you if the item becomes available.*

*Sponsor company to provide its 4-color logo as an eps or jpg file.*