

NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

September 28-30, 2016 | New Orleans Marriott | New Orleans, LA

The NMHC Student Housing Conference & Exposition is the premier event for the student housing industry, bringing together 700+ leaders from all facets of the sector (owners, operators, investors, lenders, brokers, suppliers and university partners). Importantly, it is strategically timed to take place at the start of each new school year.

The conference serves as a platform to share the most up-to-date industry information, including lease-up numbers, new developments, millennial marketing strategies, technological innovations, new industry entrants and much more.

Open to members and nonmembers – over 700 executives attend.

Note: The deadline to sponsor the Student Housing Conference & Exposition is August 5, 2016.

OVERALL SPONSOR

Being an Overall Sponsor of the Student Housing Conference & Exposition generates the most brand awareness and exposure to attendees.

Sponsorship includes a sponsor's logo on direct mail and printed materials and on signage during the conference at the entrance to the meeting rooms and acknowledgment from the podium. Each sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$20,000 EACH

ATTENDEE POST-CONFERENCE SURVEY

This sponsorship allows you to get your company's logo in front of conference attendees during and after the conference.

Sponsorship includes the sponsor company's logo on the post-conference survey, a listing in the meeting materials and one (1) complimentary meeting registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

Note: the deadline to sponsor the Student Housing Conference & Exposition is August 5, 2016.

BAGGAGE CHECK

Often attendees need to store their bags on the last day of the conference. Have your logo seen by all who store their baggage.

Sponsorship includes special signage at the front of the baggage check area, a special listing in the meeting materials and one (1) complimentary meeting registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

CANDY STATION

Provide attendees with sweet treats for an afternoon pick-me-up.

Sponsorship includes logo on special signage at the candy station, a special listing in the meeting materials and one (1) complimentary meeting registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000 EACH

Limited to one (1) sponsor per day

CONFERENCE PROGRAM ADVERTISEMENTS

A professionally bound publication, the conference program is a hand-held pocket directory with tabs, given to over 700 conference participants at registration. It contains valuable information, including brief descriptions of exhibitors and sponsors, the conference schedule, special notices and other related items of interest. This publication also serves as a handy reference throughout the year. A sponsor's full-page advertisement is prominently displayed on one of the main pages of the book (Back Cover, Inside Front Cover, Inside Back Cover or Tabbed Pages).

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

BACK COVER SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

INSIDE FRONT COVER SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

INSIDE BACK COVER SPONSORSHIP FEE: \$3,500

Limited to one (1) sponsor

2016 NMHC Student Housing Conference & Exposition *(Continued)*

September 28-30, 2016 | New Orleans Marriott |
New Orleans, LA

TABBED PAGE SPONSORSHIP FEE: \$2,500 EACH

Limited to one (1) sponsor per tab/ad space, pending final layout

COVER AD SPECIFICATIONS:

Trim size: 4.5" x 9" – Live area: 3.75" x 8.5" – Bleed size: 5" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts) or jpg. All ad art must be received no later than September 2, 2016, to be included in the meeting book. Please contact NMHC for more detailed specifications. Logo and 4-color ad to be provided by sponsor.

TABBED PAGE SPECIFICATIONS:

Trim size: 4" x 9" – Live area: 3.25" x 8.5" – Bleed size: 4.5" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts) or jpg. All ad art must be received no later than September 2, 2016, to be included in the meeting book. Please contact NMHC for more detailed specifications. Logo and 4-color ad to be provided by sponsor.

CONTINENTAL BREAKFAST AND REFRESHMENT BREAKS

This sponsorship guarantees your presence at the continental breakfast and refreshment breaks on Thursday and/or Friday.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company, signage on the buffet tables for breakfast and breaks and at the entrance to the room during breakfast, as well as a listing in the conference schedule.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000 EACH PER DAY

HOTEL ROOM DOOR HANGER/DO NOT DISTURB CARD

This handy and highly visible DND door hanger will be seen on all attendees' hotel doors at the conference with your company logo.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

The cost of the door hanger (with printing) and delivery are not included in the sponsor fee and are to be provided by the sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000

Limited to one (1) sponsor

LANYARD

Each attendee receives a name badge attached to a lanyard displaying the sponsor's logo. Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

MOBILE MEETING APP

Through a Mobile Meeting App, attendees will be able to access crucial event information, such as the conference agenda, sponsor information, speaker bios and photos, and local eateries and places to see before, during and after the conference as well as set their schedule and take notes – all on their mobile devices!

Sponsorship includes two (2) complimentary meeting registrations for members of the sponsor's company and sponsor's logo on the Mobile Meeting App pages.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

NEWCOMERS' WELCOME

All first-time conference attendees will receive a special welcome through a pre-conference email as well as a newcomer goodie bag on site.

Sponsorship includes logo on the email and goodie bag, a special listing in the meeting materials, one (1) goodie bag for each newcomer and one (1) complimentary meeting registration for a member of the sponsor's company.

Cost of item is not included in sponsor fee and is to be provided by sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

WI-FI INTERNET SERVICE

Attendees want to be connected at all times. Your company can give attendees Wi-Fi access in the general session and meeting rooms throughout the conference.

Sponsorship includes special signage in the registration area and one (1) complimentary conference registration.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

2016 NMHC BRANDING AND SPONSORSHIP REQUEST FORM SUBMISSION INSTRUCTIONS

- See request form on pages 29 and 30. 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 on the form.
- 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.

TERMS OF SPONSORSHIP AND ADVERTISING

By returning the signed form, our firm commits to sponsoring the 2016 NMHC meeting designated or commits to advertising in either the 2016 NMHC Student Housing Conference & Exposition conference program or the 2016 NMHC OPTECH Conference & Exposition conference program as indicated in the materials as set forth. We also understand that sponsorship of a conference, meeting, forum or event, or advertising in a conference program, 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 unless otherwise noted 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, Friends of the Council and Additional Sponsorships only apply to meeting opportunities. Chairman's Circle and Friends of the Council sponsors are encouraged to be Board of Directors-level members to receive full sponsorship benefits.

- Suppliers are invited to bring new/other sponsorship ideas to NMHC for consideration.
- Sponsors may "go shopping" and combine the items they prefer from the sponsorship choices enclosed to reach the Chairman's Circle, Friends of the Council or General Sponsor level.

Return the completed Request Form with payment promptly to: **NMHC Sponsorships, 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 Melissa Rowan at 202/775-0112 (fax) or mrowan@nmhc.org.

COMPANY LOGO

Email a high-resolution color graphic data copy of your company logo to mrowan@nmhc.org for inclusion in our sponsor recognition listing. Logos should be an eps file (please outline all fonts). NOTE: All sponsor logos will be given the same amount of "real estate" (print space).

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 Melissa Rowan at mrowan@nmhc.org or 202/974-2372 if you have any questions.

MEMBER/ATTENDEE LIST DISTRIBUTION

NMHC will not provide email addresses to sponsors in accordance with our privacy policy and industry best practices. As a sponsor, you have access to a mailing list of NMHC members or event attendees for a direct mail campaign. NMHC will supply the mailing addresses to the third-party bonded mail house of your choice. Please contact Susan Yuk at syuk@nmhc.org for more information regarding list policies and mailing information.



2016 NMHC SPONSORSHIP AND ADVERTISING REQUEST FORM

ADVERTISING OPPORTUNITIES

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

2016 NMHC APARTMENT STRATEGIES OUTLOOK CONFERENCE

- Overall Sponsor..... \$15,000 each
- Attendee Post-Conference Survey..... \$5,000

2016 NMHC ANNUAL MEETING

- Agenda At-A-Glance..... \$25,000
- Annual Dinner (Wednesday)..... \$25,000 each
- Annual Dinner Reception (Wednesday)..... \$25,000 each
- Baggage Check..... \$5,000
- Board of Directors Breakfast (Wednesday)..... \$25,000 each
- General Session
 - Wednesday..... \$25,000 each
 - Thursday..... \$25,000 each
- Hotel Room Door Hanger/Do Not Disturb Card..... \$15,000
- Hotel Room Key Card..... \$50,000
- Keynote Speaker and Luncheon
 - Wednesday..... \$100,000
 - Thursday..... \$150,000
- Meeting Portfolio..... \$25,000
- Mobile Meeting App..... \$25,000
- Networking Breakfast
 - Wednesday..... \$15,000 each
 - Thursday..... \$15,000 each
- Refreshment Break
 - Tuesday..... \$10,000 each
 - Wednesday..... \$10,000 each
 - Thursday..... \$10,000 each
- Social Lounge and Charging Station..... \$25,000
- Turndown Service/In-Room Drop
 - Tuesday Night..... \$15,000
 - Wednesday Night..... \$15,000
- Welcome Reception (Tuesday)..... \$25,000 each
- Wi-Fi Internet Service..... \$25,000

2016 NMHC RESEARCH FORUM

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

2016 NMHC SPRING BOARD OF DIRECTORS MEETING

- Agenda At-A-Glance..... \$15,000
- Board of Directors Breakfast (Friday)..... \$15,000 each
- Board Dinner (Thursday)..... \$15,000 each
- Board Dinner Speaker (Thursday)..... \$25,000
- General Session
 - Wednesday..... \$20,000 each
 - Thursday..... \$20,000 each
- Opening General Session Keynote Speaker (Wednesday)..... \$25,000
- Meeting Portfolios..... \$15,000
- Notepad..... \$15,000
- Reception
 - Wednesday..... \$25,000 each
 - Thursday..... \$25,000 each
- Refreshment Breaks..... \$5,000
- Turndown Service/In-Room Drop
 - Wednesday Night..... \$15,000
 - Thursday Night..... \$15,000
- Wi-Fi Internet Service..... \$15,000

2016 NMHC FALL BOARD OF DIRECTORS & ADVISORY COMMITTEE MEETING

- Agenda At-A-Glance..... \$15,000
- Board of Director's Meeting & Breakfast..... \$15,000 each
- Dinner..... \$25,000 each
- Dinner Speaker (Wednesday)..... \$25,000
- General Session
 - Tuesday..... \$25,000
 - Wednesday..... \$25,000
 - Thursday..... \$25,000
- (Opening) Keynote Speaker (Tuesday)..... \$25,000
- Meeting Portfolios..... \$15,000
- Networking Breakfast..... \$15,000
- Notepad..... \$15,000
- Opening Reception..... \$25,000
- Reception..... \$20,000 each
- Refreshment Breaks
 - Tuesday..... \$10,000
 - Wednesday..... \$10,000
 - Thursday..... \$10,000
- Turndown Service/In-Room Drop
 - Tuesday Night..... \$15,000
 - Wednesday Night..... \$15,000
- Wi-Fi Internet Service..... \$15,000

2016 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

- Overall Sponsor..... \$20,000 each
- Attendee Post-Conference Survey..... \$5,000
- Baggage Check..... \$5,000
- Candy Station
 - Wednesday..... \$5,000
 - Thursday..... \$5,000
- Conference Program Advertisements
 - Back Cover..... \$5,000
 - Inside Front Cover..... \$5,000
 - Inside Back Cover..... \$3,500
 - Tabbed Pages..... \$2,500 each
- Continental Breakfast and Refreshment Breaks
 - Thursday..... \$10,000
 - Friday..... \$10,000
- Hotel Room Door Hanger/Do Not Disturb Card..... \$10,000
- Lanyard..... \$15,000
- Mobile Meeting App..... \$20,000
- Newcomers' Welcome..... \$5,000
- Wi-Fi Internet Service..... \$20,000

2016 NMHC OPTECH CONFERENCE & EXPOSITION

- Attendee Post-Conference Survey..... \$10,000
- Baggage Check..... \$5,000
- Candy Station
 - Tuesday..... \$5,000
 - Wednesday..... \$5,000
- Cell Phone Charger..... \$25,000
- Conference Bag..... \$30,000 each
- Conference Daily Publication
 - Monday..... \$10,000
 - Tuesday..... \$10,000
 - Wednesday..... \$10,000
- 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
 - Tuesday..... \$10,000
 - Wednesday..... \$10,000

SPONSOR

- "Corporate Logo" Bottled Water \$30,000
- General Session
 - Opening General Session \$35,000
 - Tuesday A \$25,000
 - Tuesday B \$25,000
 - Wednesday A \$25,000
 - Wednesday B \$25,000
- Hotel Room Door Hanger/Do Not Disturb Card \$15,000
- Hotel Room Key Card \$30,000
- In-Room TV Channel Advertising \$15,000
- Lanyard \$25,000
- Luggage Grip \$20,000
- Luggage Tag \$15,000
- Memory/Storage Stick \$25,000
- Mini Speakers \$25,000
- Mobile Meeting App \$20,000
- Mobile Card Holder \$15,000
- Networking Luncheon in the Exhibit Hall
 - Tuesday \$25,000 each
 - Wednesday \$25,000 each
- Networking Reception in the Exhibit Hall
 - Monday \$25,000 each
 - Tuesday \$25,000 each
- Newcomers' Welcome \$5,000
- Newspaper Delivery

- Tuesday \$10,000
- Wednesday \$10,000
- Notebook Folios \$25,000
- Post-it Notes \$15,000
- Prize Giveaway
 - Gift Card \$5,000 each
 - Apple Watch \$5,000 each
- Reader Board Ad \$15,000
- Recycling Kiosk \$5,000
- Social Lounge and Charging Station \$25,000
- Sports Bottle \$15,000
- Stylus (for Touch-Screen Devices) \$25,000
- Travel Mug \$15,000
- Turndown Service/In-Room Drop
 - Monday Night \$15,000
 - Tuesday Night \$15,000
- Wi-Fi Internet Service \$25,000
- Wireless Computer Mouse \$25,000

2016 NMHC EMERGING LEADERS EVENTS

- Overall Sponsor \$5,000 each

NOTE: All Chairman's Circle sponsors receive priority choices. Sponsorship items are subject to change.

COMPANY INFORMATION

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

Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone (with Extension) _____ Fax _____

Email 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 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 Melissa Rowan at 202-775-0112 (fax) or mrowan@nmhc.org.