

2015 NMHC Student Housing Conference & Exposition

September 28-30, 2015 • Arizona Biltmore • Phoenix, AZ

NMHC provides the opportunity for our partners to network one-on-one with the leaders and decision makers in student housing.

PRELIMINARY EXHIBIT INFORMATION AND SCHEDULE

Exhibit space is limited

The exhibit area and surrounding foyers and meeting space will be focus locations for networking during meals and the reception. Exhibit hours have not been scheduled during the educational sessions to allow exhibitors the opportunity to participate in the conference and continue networking with attendees.

EXHIBITOR MOVE-IN

Monday, September 28, 2015 9:00 AM - 3:00 PM

EXHIBIT SCHEDULE

Monday, September 28, 2015
Reception 5:30 PM - 7:00 PM

Tuesday, September 29, 2015
Lunch Noon - 1:30 PM
Reception 5:30 PM - 7:30 PM

EXHIBITOR MOVE-OUT

Tuesday, September 29, 2015 7:30 PM - 9:30 PM
Wednesday, September 30, 2015 8:00 AM - 10:00 AM

BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting April 15, 2015, based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) NMHC sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflict with competitors. If your booth location needs to be changed, contact NMHC immediately. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. Additionally, if a member, an exhibitor's NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.

BOOTH RENTAL INCLUDES:

- Basic booth set-up – pipe and drape forming 3 ft. high side rails and 8 ft. high backdrop
- Booth identification sign with company name and booth number
- Aisle carpeting and aisle carpet cleaning (Exhibit Hall is carpeted)
- Security service
- Complimentary badges: one (1) full conference and two (2) Exhibit Hall-only for company personnel with one (1) paid 10' x 10' booth (Exhibit Hall-only badges can be upgraded to full conference badges for \$350 each)
- Exposure to over 700 targeted executive-level, decision-making attendees at the conference
- Exhibitor recognition listing with booth number on NMHC web site
- Exhibitor recognition listing in conference materials and mobile app
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2015

EXHIBIT FEES, TERMS AND CONDITIONS

The early-bird booth rental fees are \$2,600 for members and \$3,200 for nonmembers, per 10' x 10' booth, when you apply by April 15, 2015. After April 15, the rate becomes \$2,900 for members and \$3,700 for nonmembers. A 10' x 10' booth includes one (1) complimentary full conference registration and two (2) complimentary Exhibit Hall-only badges. Exhibit Hall-only badges can be upgraded to conference badges for \$350 each (limit of three (3) badges per 10' x 10' booth). The approximate value of a conference badge is \$600. Full booth payment should accompany the completed Booth Request Form and be returned to the address listed on the form. Signing up for a booth early will allow your company to take advantage of the advance promotional opportunities. Credit card payments will be accepted. If your company's accounting department requires an invoice prior to submitting payment, please contact NMHC. Membership in NMHC is not required to exhibit. Following receipt of the Booth Request Form at the NMHC office, a confirmation of receipt will be emailed to your company contact listed on the form.

The exhibit hall floor plan will be available April 2015 at www.nmhc.org

Abu Dhabi Investment Authority
 Acre Capital LLC
 Airwave Networks, Inc.
 Akara Partners
 The Allen Morris Company
 Allied Realty
 Almanac Realty Investors
 Ambling Management Company
 Ambling University Development Group, LLC
 American Campus Communities
 AmeriSphere Multifamily Finance
 Annex Student Living
 Apartment Guide
 Apartments.com
 ApexOne Investment Partners
 Appfolio
 ARA
 Arbor Commercial Mortgage, LLC
 Ares Management
 Arthur J. Gallagher & Co.
 ASHP Jacksonville
 Aspen Heights
 Asset Campus Housing
 Asset Essentials
 Asset Plus Companies
 Associated General Contractors of America
 Assurant Specialty Property
 AT&T Connected Communities
 AUM
 Axiometrics, Inc.
 Bader Company
 The Bainbridge Companies
 Balfour Beatty Communities
 Bank of the West
 BBL Campus Facilities
 Berkadia
 Berkeley Point Capital LLC
 BET Investments/Toll Management
 Better NOI (formerly Screening Reports, Inc.)
 Birge & Held Asset Management
 BKV Group, Inc.
 Blackstone Consulting LLC
 Blanton Construction
 Blue Furniture Solutions LLC
 Blue Vista Capital Management
 BMOC, Inc.
 Bozzuto Construction Company
 The Bozzuto Group
 Brown Realty Advisors
 BSB Design
 Buckingham Companies
 BuildingLink.com LLC
 CA Student Living
 Caldwell Companies
 CallMaX
 Campus Acquisitions, LLC
 Campus Advantage
 Campus Apartments
 Campus Crest Communities
 Campus Evolution, LLC
 Campus Living Villages
 Campus View
 CampusConnect
 CampusWorks Development
 Canada Pension Plan Investment Board
 Capital One Bank
 Capstone Development Partners

Capture the Market
 Cardinal Group Investments
 The Carlyle Group
 Carter & Associates
 Cassidy Turley Capital Markets
 CBRE
 Centerline Capital Group
 Century 21 Advantage
 CFLane, LLC
 Citi
 Clarion Partners
 Clark Enterprises, Inc.
 CLASS, Inc.
 Clayco Realty Group
 The Collier Companies
 Colliers International
 Columbus Pacific Properties, Inc.
 Comcast
 Comfy
 Comm-Fit
 Conservice Utility Management & Billing
 Consolidated Management of Greenville, Inc.
 Construction Enterprises, Inc.
 Corigin Real Estate Group
 Cornerstone Campus Communities
 COURT
 Crow Holdings Capital Partners
 The Crown Group Inc.
 Cube 3 Studio Architects
 Cushman & Wakefield
 CW Construction & Development
 Cybex International
 D.A. Davidson & Co.
 Davis Architects
 DCT
 DePaul University
 DepositIQ
 Design Collective, Inc.
 Deutsche Asset and Wealth Management
 DFFusion Investments, LLC
 Diamond Realty Investments
 Dickson Furniture
 The Dinerstein Companies
 DIRECTV
 DMF Lighting
 Dovetail Development, LLC
 Draper and Kramer, Incorporated
 Dryden Street Investments
 Dwell Design Studio, LLC
 Ecologic Furniture
 EdR
 Elauwit Networks
 Engrain
 Entasis Design, PLLC
 ePremium Insurance
 Equity Residential
 ESupply Systems
 Evolve Technologies
 F3, Inc.
 Fairfield Residential Company LLC
 Fannie Mae
 Feinberg Development
 Fernsler Hutchinson Architecture
 Fifth Third Bank
 ForRentUniversity.com
 FPA Multifamily
 France Media, Inc.

Freddie Mac
 Function First Furniture
 G5
 General Capital Group
 Gensler
 GG Land Group
 Gilbane Development Company
 GMH Capital Partners
 Golden Construction, LLC
 GRC Capital
 Green Courte Partners
 Green Street Advisors, Inc.
 Greenhill Partners
 Greystar Management Company
 Greystar Real Estate Partners, LLC
 Greystone Bridge Holdings, Inc.
 Harrison Street Real Estate Capital
 HD Supply
 Heitman
 Heritage Properties
 HFF
 Holabird & Root
 Homestead U
 Horizon Realty Advisors
 Hotel Technology Next Generation
 Humphreys & Partners Architects
 ibr Search
 ILM Capital
 Infinite Capital Real Estate Investment Company
 Inland American Communities Group, Inc.
 Institutional Property Advisors, a Marcus & Millichap Company
 Insure Champaign
 Interstock Premium Cabinetry
 Interwest Capital Corporation
 Investment Property Advisors, LLC
 J. Turner Research
 JDR Consulting LLC
 Johnson Capital
 Jonah Systems
 Jones Lang LaSalle
 Juneau Construction Company
 Kaba Access Control
 Kaba ADS Americas
 Kayne Anderson Real Estate Advisors
 Kensington Realty Advisors, Inc.
 KeyBank Real Estate Capital
 Kitchen and Associates, Inc.
 Korcett Holdings, Inc.
 KPL James Architecture
 KSQ Architects, PC
 KTGy Group Inc.
 Kwikset
 Lambert & Associates
 Landmark Properties
 Lockton Companies, LLC
 Lutz Real Estate Investments
 M&T Realty Capital Corporation
 Marcus & Millichap
 MB Financial Bank
 McKinley
 McKinney Fund
 McKinney Properties, Inc.
 Meridian Capital Group, LLC
 Meyers Research LLC, a Kennedy Wilson Company
 Milhaus
 Minol

MLV & Co.
 Mobile Doorman
 Moen Incorporated
 Morgan Stanley
 MRI Software
 Multi Housing Advisors
 Niles Bolton Associates, Inc.
 NorthMarq Capital, Inc.
 Nova Consulting Group, Inc.
 NREI
 NWP Services Corporation
 Oak Road Capital, LLC
 Oldcastle - Eggrock Modular Solutions
 Oldcastle, Inc.
 On-Site.com
 Opus Development Company, L.L.C.
 Overseas Student Living.ltd
 Partner Engineering & Science, Inc.
 Pavlov Media Inc.
 PayLease
 PayNearMe
 Peak Campus Management
 Penton Media Inc.
 PICOA Inc
 Pierce Education Properties, L.P.
 Pillar
 Pinecrest Partners
 PNC Real Estate
 PPG Architectural Coatings
 Preferred Capital Holdings, LLC
 The Preiss Company
 Prime Property Investors, Ltd.
 Pritzker Realty Group, LLC
 ProCollect Inc.
 Progress Student Living
 Property Solutions
 Prudential Mortgage Capital Company
 RBS Citizens
 ReachLocal
 Realco Capital Partners
 RealPage, Inc.
 Red Mortgage Capital, LLC
 Regency Apartments
 Rent.com
 Renters Legal Liability LLC
 RentPayment
 ResidentCheck
 ReTenant
 Robert W. Baird
 Rock Apartment Advisors Inc., Brokerage
 Rock Management
 Ryan, LLC
 Schenk Realty Group, LLC
 The Scion Group
 Screening Reports, Inc.
 Seminole Financial Services, LLC
 Shaw Industries
 The Sherwin-Williams Co.
 Shore To Shore Properties
 SIB Fixed Cost Reduction
 SimpleBills
 Smith Equities Real Estate Investment Advisors
 Southern Management Systems
 Specialized Real Estate Group
 Starwood Capital Group
 Stifel

Stone Creek Development LLC
 Student Housing Business
 Stuho
 Summit Management, LLC
 Symphony Development
 Syntec Industries
 Taylor Fitzpatrick
 Texacraft Winston Contract
 TIAA-CREF
 Toll Brothers, Inc.
 Townhouse and Sturbridge Square
 TransUnion Rental Screening
 Solutions
 Trinitas Ventures
 TSB Capital Advisors, LLC
 U.S. Equities Student Housing
 UGA/Georgia Tech
 University Communities LLC
 University Furnishings
 University Housing Investments of Texas
 University Loft Company
 University Student Housing, LLC
 Varsity Properties
 The Vecino Group
 Vesper Holdings
 Vestcor
 Viner Assets Inc
 VingCard Elsafe
 Virtus Real Estate Capital
 VOA Associates Incorporated
 Walker & Dunlop
 Waterton Associates, L.L.C.
 WCKMortgages LTD
 WDG Architecture
 Wells Fargo
 Wells Fargo Bank, N.A.
 Wells Fargo Real Estate Merchant Bank
 Weyerhaeuser
 Whitney Bank
 William Blair & Co.
 Williams Asset Management, LLC
 Willis
 Wynne/Jackson, Inc.
 Yardi Systems, Inc.

2014 Exhibitors

Assurant Specialty Property
 Bader Company
 BBL Campus Facilities, LLC
 Blue Furniture Solutions
 CallMaX
 Conservice Utility Management & Billing
 CORT
 Cybex International
 DepositIQ
 Design Collective, Inc.
 Dickson Furniture
 DIRECTV
 DMF Light
 Ecologic Furniture
 Engrain
 ePremium Insurance
 ForRentUniversity.com
 Function First Furniture
 Humphreys & Partners Architects
 Insure Champaign
 Interstock Premium Cabinetry
 KABA (Multihousing)
 Kwikset
 Minol
 Nova Consulting Group, Inc.
 NWP Services Corporation
 Oldcastle, Inc.
 On-Site.com
 Pavlov Media Inc.
 PayLease
 PPG Paints
 ProCollect, Inc.
 Property Solutions
 RealPage, Inc.
 Renters Legal Liability LLC
 RentPath
 RentPayment
 ReTenant
 Ryan, LLC
 Screening Reports, Inc.
 Shaw Commercial Hardsurface Group
 Shaw Industries
 Showerstart LLC
 SIB Development & Consulting
 SimpleBills
 Southern Management Systems
 Syntec Industries
 Texacraft Winston Contract
 University Furnishings
 University Loft Company
 VingCard Elsafe
 Yardi Systems, Inc.

2015 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

September 28-30, 2015 | Arizona Biltmore | Phoenix, AZ

This request form is an application and contract for exhibit space at the **2015 NMHC Student Housing Conference & Exposition**, between the National Multifamily Housing Council and your company (Exhibitor). It will become effective upon written acceptance by NMHC.

EXHIBIT BOOTH REQUEST

Company Name _____

(If your company has changed its name since its last participation in an NMHC event, please list the previous name below.)

Previous Company Name _____

(If different than current name)

Important for booth assignment process:

Please indicate the type of product/service your company will be exhibiting _____

(e.g., property management software, furniture)

Contact Name of person handling your booth _____

(This person will receive all communications on behalf of your company.)

Title _____ Email _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Ext. _____ Fax _____

Website _____

Check your booth size preference: 10' x 20' (200 sq. ft.); 10' x 10' (100 sq. ft.); Other _____

List your top 6 preferred booth locations:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Our company prefers not to be located next to the following competitive firms:

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

It is understood that by submitting this application for exhibit space, your company and its representatives agree to abide by the rules and regulations governing the 2015 NMHC Student Housing Conference & Exposition in general and as outlined on the following page, in the Exhibitor & Sponsor Partner Guide and in the Exhibitor Services Manual. This application, when accepted by the National Multifamily Housing Council and payment is made, becomes a contract.

Signature _____ Printed Name _____ Date _____

Return both sides of **this completed Booth Request Form** via fax or email to the attention of Deanita Holland at 202/775-0112 (fax) or dholland@nmhc.org.

PAYMENT INFORMATION

The early-bird booth rental fees are \$2,600 for members/\$3,200 for non members, per 10' x 10' booth when you apply by April 15, 2015. After April 15, the rate becomes \$2,900 for members/\$3,700 for non members. A 10' x 10' booth includes one (1) full conference badge and two (2) Exhibit Hall-only badges for company personnel. Please note, NMHC will invoice your company after booth assignments have been finalized. Full payment is due upon receipt of invoice.

Please bill us at the address above Check enclosed Credit card payment (circle one): Mastercard / Visa / American Express

Credit card number _____ Expiration date _____

Name as it appears on card _____ Signature _____

(Required)

2015 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

September 28-30, 2015 | Arizona Biltmore | Phoenix, AZ

1. **Eligible Exhibits:** NMHC reserves the right to determine the eligibility of any company or product to exhibit in the Conference and the right to reject or cancel any application and/or limit space assigned to any one company.
2. **Limitation of Exhibitors:** NMHC reserves the right to stop or remove from the Conference any exhibitor or representative(s) who, in the opinion of NMHC, is objectionable or detracts from the dignity of the Conference.
3. **Exhibitor Due Diligence:** NMHC makes no representation concerning any sponsor or its products or services, and the admission to the Conference of any sponsor or exhibitor constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any exhibitor or sponsor, or its products or services.
4. **Assignment of Space:** Fully paid booths will be assigned based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) Conference sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflicts with competitors. If your booth location needs to be changed, contact NMHC immediately. Proximity to competitors is each supplier's responsibility. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. One exhibit point is assigned to each company that exhibits annually at the NMHC Student Housing Conference & Exposition, regardless of the number of booths purchased. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. Additionally, if a member, an exhibitor's NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.
5. **Cancellation of Contract/Downsizing:**
 - A. Cancellation/Downsizing by Exhibitor:
 1. No refunds for downsizing or cancellation will be made.
 2. Your exhibit payment is non-transferable.
 - B. Cancellation by NMHC: Notice of cancellation of exhibit space may be given to an exhibiting company according to the terms as invoiced. If full payment has not been received at the NMHC office, notice of cancellation shall be in writing and mailed to the exhibiting company. In the event of cancellation by NMHC, the exhibitor's payment will be non-refundable.
6. **Co-Exhibiting or Subletting of Exhibit Space:** One company is allowed to exhibit per booth. Exhibitors are prohibited from subletting any part of the space allotted to them or exhibiting in their space any merchandise or advertising materials that are not a part of their product lines, unless authorized by NMHC.
7. **Liability:** Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify the National Multifamily Housing Council and the Arizona Biltmore, and their leadership and employees, from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses arising out of or in conjunction with (1) any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, (2) any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. NMHC and the Arizona Biltmore expressly disclaim any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it to the security person on duty, hired by the exhibit management or the hotel, immediately.
8. **Security Guidelines for Exhibitors:**
 - A. Avoid leaving valuable items unattended or articles in the booth during non-exhibit hours.
 - B. If possible, cover your display with a flameproof drop cloth during non-exhibit hours.
 - C. Run wire or cable through as many items as possible and lock them during non-exhibit hours.
 - D. Remove pertinent component parts from display or floor models not being used for demonstration during non-exhibit hours.
 - E. Never leave your booth unattended during exhibit hours. Do not hesitate to report to NMHC staff any suspicious person(s) in the exhibit area.
 - F. Pack all of your equipment products as soon as move-out starts and make sure all labels are properly made out.
 - G. At commencement of move-out, remove small articles of value.
9. **Booth Construction/Design/Layout:**
 - A. Standard booth equipment will consist of an 8 ft. back wall of draperies with aluminum uprights and 3 ft. high divisional side rails covered with matching or contrasting draperies.
 - B. To allow an unobstructed view of booths, exhibitors are not permitted to have their booths and backdrops exceed 8 ft. in height for linear booths. Backdrops/backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back wall. Consult NMHC if you have questions or require a diagram for clarification.
10. **Mergers and Buyouts:** In the case of exhibiting companies that have either merged with, been purchased by, or have purchased another company and merged their booth space, the new company will receive the points earned by the company that had the higher point total, if requested in writing by the merged company. The priority points will not be combined.
11. **Joint Ventures/Co-Marketing:** Definition – The definition of a joint venture/co-marketing agreement is that in which two or more companies are developing, manufacturing, producing, or distributing the same product. In this case, it refers to companies that may have entered into joint ventures or co-marketing agreements and wish to exhibit in a manner best describing their joint agreement. Companies having such a business agreement may choose to: A. Be aligned on the exhibit floor adjacent to each other in order to jointly promote the specific product; or B. Be represented by only one of the companies in the agreement utilizing exhibit space, but displaying through signage that the product is a joint venture/co-marketed product; or C. Exhibit in one booth under the joint venture name with one exhibit manager contact coordinating all joint venture booth staff and activities (registration badges, show guide listings, etc., which are subject to show management policies). If the companies having the agreement wish to have their space located adjacent to each other, both companies should submit such in writing, with their applications, a cover letter initiating the request. A copy of the letter should also go to each of the companies in the agreement. Space allocation should be based on the present points average of the companies in the agreement. If only one company is exhibiting the co-marketed product, show management should deal only with that exhibiting company. Subletting of space for the purpose of allowing another company to exhibit within the principal exhibit is not permitted. If the non-exhibiting company needs registration badges, they should work directly with show management and according to show management's policies. Show management will make every effort to be inclusive of all joint marketing partners. If possible and upon request, the names of both joint partners should be included in separate listings in the printed materials. Show management may charge an administrative fee for the additional listing. If two listings cannot be provided, the exhibiting company should list the non-exhibiting partner within its listing.
12. **Exhibitor Intellectual Property:** Exhibitor warrants and represents that it owns all intellectual property being used in promotion at the 2015 NMHC Student Housing Conference & Exposition or exhibited at the 2015 NMHC Student Housing Conference & Exposition, and agrees to defend, at exhibitor's expense, and to indemnify NMHC for any action brought against NMHC arising out of any dispute over intellectual property.
13. **General Show Policies:** NOISY, OFFENSIVE EXHIBITS ARE PROHIBITED. If you are having demonstrations, do not have them in the aisle where your exhibit is located if you expect people to congregate there. Leave space within your exhibit to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits on the sides or across the aisle, the Show Manager will request that you limit or eliminate your presentation. Police your booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. The Show Manager reserves the right to determine what constitutes interference with others. All business activities, circulars, and advertising matter must be conducted and distributed within the booth(s) assigned to the exhibitor. Materials may not be distributed in other areas of the Conference facility. Exhibitor agrees not to hold any social event to which attendees are invited, or entice attendees off the exhibit floor during official exhibit and Conference hours. Further, no exhibits or In Conjunction With events are permitted outside the exhibition area, which includes hotel rooms, suites, or public places on September 28-30, 2015, unless approved in advance by NMHC. In Conjunction With events held by non-sponsor companies will be charged a \$10,000 fee.
14. **Restricted Attendance:** False certification of individuals or other methods or devices used to assist unauthorized persons to gain admittance to the exhibit floor or the Conference is cause to expel the violator from the exhibition and Conference, and to remove the exhibit from the floor without obligation on the part of NMHC.
15. **Policy on Suitcasing & Outboarding:** Show rules strictly prohibit solicitation, "suitcasing", or "outboarding" by attendees or non-attendees (NMHC members and non-members alike) who transact business at the exposition or in the Student Housing Conference hotel and do NOT have exhibit booths. See full NMHC Suitcasing and Outboarding policy online at www.nmhc.org/meetings
16. **NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.**