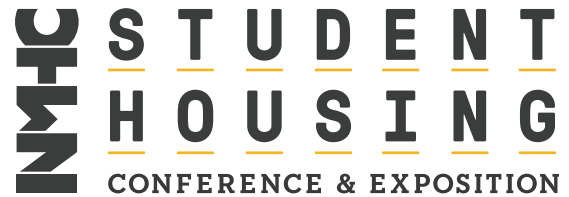


# 2017 NMHC Student Housing Conference & Exposition

September 25-27, 2017 | Tampa Marriott Waterside Hotel and Marina | Tampa, FL

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 will be the location for networking during lunches and receptions. With the exception of Tuesday's Coffee Break, 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 25, 2017** 9:00 AM - 3:00 PM

### EXHIBIT SCHEDULE

**Monday, September 25, 2017**  
Reception 5:30 PM - 6:30 PM

**Tuesday, September 26, 2017**  
Coffee Break 10:00 AM - Noon\*  
Lunch Noon - 1:00 PM  
Reception 5:45 PM - 6:45 PM

### EXHIBITOR MOVE-OUT

**Tuesday, September 26, 2017** 6:45 PM - 9:00 PM

**Wednesday, September 27, 2017** 8:00 AM - 10:00 AM

*Note: Agenda is subject to change. Exhibit hall is closed all other times not listed above. Exhibitors may not stay in their booth during non-exhibit hours.  
\*Parallels with concurrent breakouts.*

### BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting June 1, 2017, 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)
- Free high-speed Wi-Fi Internet Service
- Security service
- Freebadges: three (3) full conference badges for company personnel with one (1) paid 10' x 10' booth
- Exposure to over 700 targeted executive-level, decision-making attendees at the conference
- Exhibitor recognition listing with booth number on NMHC website
- Exhibitor recognition listing in conference materials and Conference App
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2017

### EXHIBIT TERMS AND CONDITIONS

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 is available online at [www.nmhc.org/meetings](http://www.nmhc.org/meetings).

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$2,600 (by 5/15) \$2,900 (after 5/15)	\$3,200 (by 5/15) \$3,700 (after 5/15)	3
10' x 20' (200 sq. ft.)	\$5,200 (by 5/15) \$5,800 (after 5/15)	\$6,400 (by 5/15) \$7,400 (after 5/15)	6

*Note: The approximate value of a conference badge is \$600 members/\$1,200 nonmembers.*

# 2016 NMHC Student Housing Conference & Exposition

## Companies in Attendance



- 5 Element Advisors, Inc.  
 7-Eleven, Inc.  
 908 Group  
 Abacode  
 ACORE Capital  
 AI North America  
 AIG Global Real Estate  
 AIG Global Real Estate Investment Corp.  
 Airwave Networks, Inc.  
 AMCAL Multi Housing  
 American Campus Communities  
 Amstad Development  
 Annex Student Living  
 ARA, A Newmark Company  
 Arris Real Estate Partners  
 Artisan Development  
 Aspen Heights  
 Asset Campus Housing  
 Asset Plus Companies  
 Assurant  
 Atlantic Student Assets  
 AUM  
 Avance Capital  
 Axiometrics Inc.  
 Balfour Beatty Campus Solutions  
 Balfour Beatty Communities  
 Balzer and Associates  
 Barry J Polzin Architects Inc  
 BBG  
 BBL Campus Facilities  
 BC Contracting  
 Bellwether Enterprise  
 Berkadia  
 Berkeley Point Capital LLC  
 Berkshire Group  
 BH Equities, LLC  
 Blue Vista Capital Management  
 BLVD Equities  
 Bridge Partners  
 Bright House Networks  
 Bryan Properties  
 BSB Design Inc.  
 ButterflyMX  
 CA Ventures  
 Caliber Living, LLC  
 Calidus Reality  
 Cambridge Capital Investors  
 Campus Advantage  
 Campus Apartments  
 Campus Evolution, LLC  
 Campus Technologies  
 CampusWorks Development  
 Canaccord Genuity  
 Canada Pension Plan Investment Board  
 Capital One Bank  
 Capital One Multifamily Finance  
 Capital One Securities, Inc.  
 Cardinal Group Management  
 Carter & Associates  
 Casey Development  
 CBRE  
 CFLane, LLC  
 Clarion Partners  
 CLASS, Inc.  
 CMG Leasing, Inc.  
 Collegium  
 Colliers International  
 Columbus Nova MB  
 Columbus Pacific Properties, Inc.  
 Compudyne  
 Construction Enterprises, Inc.  
 Core Spaces  
 Cornerstone Campus Communities  
 Cox Communications  
 CRG Residential  
 Crosswinds Communities  
 CUBE 3 Studio Architects, LLC  
 Cushman & Wakefield  
 DCT  
 Deutsche Asset Management  
 Diamond Realty Investments  
 Dish  
 DMG Investments LLC  
 dorma+kaba  
 Dwell Design Studio, LLC  
 EdR  
 Elauwit Networks  
 Elm Street Student Housing, LLC  
 emerich kaspar architect inc.  
 Energex Inc  
 ePremium Insurance  
 Fairfield Residential Company LLC  
 Fannie Mae  
 FBR Capital Markets  
 For Rent Media Solutions  
 Forensic Building Consultants  
 Fountain Residential Partners  
 Fowler Property Acquisitions  
 FPA Multifamily  
 France Media, Inc.  
 Freddie Mac  
 G5  
 GFO Companies  
 GIC Real Estate, Inc.  
 Gilbane Development Company  
 GMH Capital Partners  
 Golden Construction, LLC  
 Green Street Advisors  
 Greenhill Partners  
 Greystar Management Company  
 Greystar Real Estate Partners, LLC  
 Greystone Servicing Corporation, Inc.  
 Hammond Insurance Services  
 Harrison Street Real Estate Capital  
 Hayes Student Living  
 HBO  
 HDC Group, LLC  
 Heitman  
 HFF  
 Higher Ed Development Advisors  
 Hoover Treated Wood Products, Inc.  
 Horizon Realty Advisors  
 HQ Capital Real Estate, LP  
 Hudson Americas  
 Hunt Mortgage Group  
 ICI Construction Dallas  
 ICS Advanced Technologies  
 Insgroup, Inc.  
 Institutional Property Advisors, a Division of  
 Marcus & Millichap  
 Interface  
 Interspace Living  
 InverDevelopers Group  
 INVESCO Real Estate  
 Investin Capital  
 Investment Property Advisors, LLC  
 J. Turner Research  
 J.R. Watson & Associates Development Corp.  
 JBM  
 JLL Capital Markets  
 Johnson & Pace Incorporated  
 Jonah Systems  
 Jordan & Skala Engineers  
 Jordan Foster Construction  
 Juneau Construction Company, LLC  
 Kayne Anderson Real Estate Advisors  
 Kennedy Wilson  
 KeyBank Real Estate Capital  
 Kohlberg Kravis Roberts & Co.  
 KTG Group, Inc.  
 Lambert & Associates  
 Landmark Properties  
 LandPro Development Group LLC  
 Laureate Campus Living  
 Leading Edge Investment Advisors  
 Lendlease Communities  
 Lessard Design Inc.  
 Liberty Partners dba Century 21 Advantage  
 LIV Development  
 Lockton Companies, LLC  
 Lowe Enterprises Real Estate Group  
 Lutz Real Estate Investments  
 M&A Real Estate Partners  
 Mallory & Evans Development  
 Marcus & Millichap  
 McGriff, Seibels & Williams  
 McKinney Fund  
 MFS  
 MidCap Financial  
 Mobile Butler  
 MRI Software  
 Multifamily Specialties, LLC  
 Multifamily Insurance Partners  
 Multiversity  
 Mutual  
 NAA  
 NDG Student Living  
 Nelson Brothers Property Management  
 Niles Bolton Associates, Inc.  
 Novogradac & Company LLP  
 OpenProperty  
 Opus Development Company, L.L.C.  
 Oxford Development Company

# 2016 NMHC Student Housing Conference & Exposition

## Companies in Attendance



PAC/PCC  
Pacific Life Insurance Company  
Pamoja Capital  
Parcel Pending  
PayLease  
Peak Campus  
Pierce Education Properties, L.P.  
Pinecrest LLC  
Pinecrest Partners  
PNC Real Estate  
Podium Development Corp.  
Preferred Apartment Communities, Inc.  
Preferred Campus Management  
PROffutt Limited Partnership  
Progress Student Living  
Property Management Insider  
RCLCO  
Read Property Group  
Realco Capital Partners  
Red Mortgage Capital, LLC  
Renters Legal Liability LLC  
RETC Group LP  
Rise Real Estate Company  
Rittenhouse Realty Advisors  
River Caddis Development, LLC  
Riverside Development LLC  
Robert W. Baird  
Rockpoint Group  
Rosen Property Group  
Ross Shafer  
Ryan, LLC  
Scannell Properties  
Schenk Realty Group, LLC  
Sembler Investments  
Seminole Financial Services, LLC  
Servicios Gala  
Servitas  
Shore To Shore Properties  
Smart Package Room  
Smarte Carte Inc.  
SmartStop Asset Management, LLC  
Smith Equities Real Estate Investment Advisors  
South City Partners, LLC  
Southern Building Group  
Southern Scholarship Foundation  
SouthPark Interiors  
Spaces Management  
Specialty Consultants Inc.  
Spring Creek Investment Management  
Standing Dog Interactive  
Stantec  
Starlight Living  
Sterling University Housing  
Stonepost Properties  
STOV Advisory Services LLC  
Student Housing Business  
Student Housing Solutions  
Student.com  
Symphony Development  
Target Corporation

The Bainbridge Companies  
The Barracks Townhomes  
The Blackstone Group  
The Carlyle Group  
The Collier Companies  
The Dinerstein Companies  
The Jacobson Company  
The Koto Group  
The Preiss Company  
The Scion Group  
The Strategic Solution  
The TREO Group, LLC  
TIAA Global Real Assets  
TIAA-CREF  
Toll Brothers Campus Living  
Toll Brothers, Inc.  
Trinitas Ventures  
TRO  
TSB Capital Advisors, LLC  
TSB Realty, LLC  
TZP Group  
UC Funds  
UC Regents  
UCC Management Co.  
UGA/Georgia Tech  
University Communities  
University Housing Group  
University Partners  
University Student Living  
Vantiv  
Varsity Capital Advisors, LLC  
Varsity Properties  
Vie Management  
Vining's Real Estate Partners, LLC  
Virtus Real Estate Capital  
VITA Student Housing  
VITACON PARTICIPAÇÕES S.A.  
VM Design Studio  
VP Engineering  
Walker & Dunlop  
Waypoint Residential  
WDG Architecture  
WE Housing  
Wells Fargo - CRE Philadelphia  
Wells Fargo Bank  
Wells Fargo Bank - CRE  
Wells Fargo Multifamily Capital  
Whitney Bank  
Williams-Sonoma  
Willis Towers Watson  
Wimbledon Capital Partners LLC  
Zaepfel Development

### 2016 EXHIBITORS

Allegion  
Allstate Investments, LLC  
Architecture Demarest  
ASSA ABLOY Hospitality  
BKV Group, Inc.  
Blue Furniture Solutions  
Build with Strength, A Coalition of the National Ready Mixed Concrete Assn.  
Cavallino Cabinets  
Conservice Utility Management & Billing  
Dickson Furniture  
Display Systems International  
Dogwood Building Supply  
dorma+kaba  
Ecologic Furniture  
Engrain  
Entrata  
Epproach Communications  
Function First Furniture  
GDE Renovations  
HappyCo  
Humphreys & Partners Architects, L.P.  
InfoTycoon  
Kingsley Associates  
LofftSmart  
Luxer One Package Lockers  
Maintenance Supply Headquarters  
Modular Building Institute  
New England Woodcraft  
On-Site  
Package Concierge, Inc.  
Pavlov Media Inc.  
Phunware, Inc.  
PPG Architectural Coatings  
Property Owners Protection Insurance Company, LLC  
RealPage, Inc.  
RentMoola Media Payment Solutions LLC  
RentPayment  
Ruckus Wireless  
Shaw Industries  
SimpleBills  
Symmons Industries  
Teton Buildings  
uForis VR Inc.  
University Furnishings  
University Loft Company  
WEBER GROUP, INC  
Yardi Systems, Inc.  
Zhone Technologies, Inc.  
Zillow Group

# 2017 NMHC Student Housing Conference & Exposition

September 25-27, 2017 | Tampa Marriott Waterside Hotel and Marina | Tampa, FL

## EXHIBIT BOOTH REQUEST FORM AND GUIDELINES

This request form is an application and contract for exhibit space at the **2017 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)

WHAT IS YOUR COMPANY'S OBJECTIVE FOR THE SHOW?

#### 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  
See the current exhibit hall floor plan online at [www.nmhc.org/meetings](http://www.nmhc.org/meetings)

Based on size preference checked off, 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 2017 NMHC Student Housing Conference & Exposition in general and as outlined on the following page, in the Sponsorship & Branding Opportunities 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 Davis at 202/775-0112 (fax) or [ddavis@nmhc.org](mailto:ddavis@nmhc.org).

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$2,600 (by 5/15) \$2,900 (after 5/15)	\$3,200 (by 5/15) \$3,700 (after 5/15)	3
10' x 20' (200 sq. ft.)	\$5,200 (by 5/15) \$5,800 (after 5/15)	\$6,400 (by 5/15) \$7,400 (after 5/15)	6

### PAYMENT INFORMATION

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

CREDIT CARD NUMBER:

EXP. DATE:

NAME AS IT APPEARS ON CARD

SIGNATURE (required)

# 2017 NMHC Student Housing Conference & Exposition

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## EXHIBIT BOOTH REQUEST FORM AND GUIDELINES

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 Tampa Marriott Waterside Hotel & Marina, 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 Tampa Marriott Waterside Hotel & Marina 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 or exhibited at the 2017 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 25-27, 2017, 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](http://www.nmhc.org/meetings)
16. **NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.**