

## NMHC SPONSORSHIP & BRANDING OPPORTUNITIES

# 2018 NMHC Annual Meeting

January 16-18, 2018

Hilton Orlando Bonnet Creek/Waldorf Astoria | Orlando, FL

The NMHC Annual Meeting is the multifamily industry's premier event, featuring NMHC's exclusive networking opportunities with the industry's leaders along with in-depth sessions on market intelligence and business strategy to ensure your company's success for the upcoming year.

**This meeting is open to NMHC members only – over 2,500 executives attend.**

### 2018 Annual Meeting Sponsorship Opportunities

NMHC offers many different marketing and branding opportunities for companies to take advantage of at the 2018 NMHC Annual Meeting!

**Sponsorship Opportunities are available to NMHC members only. The minimum sponsorship level is \$10,000.** Sponsors will receive the benefits listed under "Additional Benefits," as well as the specific benefits listed under each individual sponsorship opportunity selected by the sponsor, which are detailed on the following pages.

### SPONSORSHIP OPPORTUNITIES:

#### Annual Dinner & Entertainment

*40th Anniversary Sponsors only*

**Annual Dinner Reception**  
\$25,000 each

**Board of Directors Breakfast**  
\$25,000 each

**Conference App**  
\$75,000 exclusive or  
\$25,000 each

**Conference App Push Notification**  
\$5,000 each per day

**Conference App Splash Screen Ad**  
\$15,000 each per day

**Conference Daily Emails**  
\$15,000 each per day

**Continental Breakfast Social**  
\$10,000 each per day

**Emerging Leaders Meet & Greet**  
\$15,000 each

**Executive Committee Meeting Speaker**  
\$25,000 exclusive

**General Session**  
\$25,000 each per day

**Hotel Room Do Not Disturb Card**  
\$15,000 exclusive

**Hotel Room Key Card**  
\$50,000 exclusive

**Keynote Speaker**  
\$100,000 per day

**Luggage Storage**  
\$5,000 exclusive

**Meeting Agenda**  
\$25,000 exclusive



Panel at the 2017 NMHC Annual Meeting



2018 Keynote Speaker:  
David Cameron, Former Prime Minister of the United Kingdom of Great Britain and Northern Ireland



2018 Annual Dinner Entertainment: Steve Martin, Actor, Comedian and Singer



2018 Annual Dinner Entertainment: Martin Short, Comedian and Actor

**Opening Reception**  
\$25,000 each

**Refreshment Break**  
\$10,000 each per day

**Social Lounge and Charging Lockers**  
\$35,000 exclusive

**Turndown Service/ In-Room Drop**  
\$15,000 per night

**Wi-Fi Internet Access**  
\$35,000 exclusive

### BRANDING OPPORTUNITY:

**Meeting Recap Email Package**  
\$30,000 (Additional Fee)

### SPONSOR POLICIES:

- ▶ Sponsors are required to be NMHC members.
- ▶ Sponsors can choose individual items at the meeting(s) of their choice, up to their desired sponsor level. If the sponsor does not designate anything, then NMHC will assign an item to the sponsor.
- ▶ Sponsorship monies only apply to meeting/conference opportunities. Emerging Leaders Events and Branding Opportunities are an additional fee and will be invoiced separately from sponsorship.
- ▶ Sponsor company to provide its 4-color logo as an .eps or .jpg file.
- ▶ See the 2018 NMHC Sponsorship Pledge Form for full terms and conditions.

To sponsor please contact:

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

# 2018 NMHC Annual Meeting

January 16-18, 2018 | Hilton Orlando Bonnet Creek/Waldorf Astoria | Orlando, FL

## SPONSORSHIP OPPORTUNITIES:

### □ Annual Dinner & Entertainment | 40<sup>TH</sup> Anniversary Sponsors Only

This item is included as part of the 40th Anniversary sponsorship package and not available to other sponsor levels in 2018. Please contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org) with questions.

### □ Annual Dinner Reception | \$25,000 Each (Six (6) available)

The heavily attended Annual Dinner Reception features premium, hosted bars and passed hors d'oeuvres. A signature cocktail will be named after your company and served during the reception. Additionally, cocktail napkins with your company logo imprinted will be available at the bars.

### □ Board of Directors Breakfast | \$25,000 (Exclusive)

Open to Board of Directors-level members and above, this high-level event provides prominent brand exposure with NMHC's top members. Sponsor recognition signs will be placed on the buffet tables for breakfast. *Sponsor must be a Board of Directors-level member or above to sponsor this event.*

### □ Conference App | \$75,000 (Exclusive) or \$25,000 Each (Three (3) available)

The conference app is the central hub for all meeting-related information! Viewed by all attendees using the app, this opportunity enables the sponsor company to engage seamlessly with attendees and link them directly to their website or ad, via their choice of a hyperlinked logo or banner ad. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. *Art is to be provided by the sponsor and approved by NMHC. Contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org) for banner ad artwork specs. Artwork is due to [mrowan@nmhc.org](mailto:mrowan@nmhc.org) by December 20, 2017.*

### □ NEW: Conference App Push Notification | \$5,000 Each Per Day (One (1) available per day)

A push notification (alert) is a powerful, real-time marketing tool that allows the sponsor to deliver their company's message directly to the attendees that opt in to receive alerts via the app. The sponsor may choose to have their notification sent on either Tuesday, Wednesday or Thursday. Copy is limited to 140 characters and can include standard text or social media hashtags (images and hyperlinks are not accepted). *Copy is to be provided by the sponsor and approved by NMHC. Copy is due to [mrowan@nmhc.org](mailto:mrowan@nmhc.org) by December 20, 2017. Only one opportunity per sponsor company is allowed.*

### □ NEW: Conference App Splash Screen Ad | \$15,000 Each Per Day (One (1) available per day)

The sponsor company can use this marketing tool to provide an ad set to pop up at a predetermined time and date (set by NMHC) on their choice of Tuesday, Wednesday or Thursday. Attendees will see the alert when they open the app, if the app is not in use when the alert is scheduled. *Art is to be provided by the sponsor and approved by NMHC. Contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org) for artwork specs. Artwork is due to [mrowan@nmhc.org](mailto:mrowan@nmhc.org) by December 20, 2017. Only one (1) opportunity per sponsor company is allowed.*

### □ Conference Daily Emails | \$15,000 Each Per Day (One (1) available per day)

On Tuesday afternoon, and Wednesday and Thursday mornings, all 2,500+ conference registrants will receive an email highlighting the news, sessions and events of the day ahead. The sponsor's hyperlinked logo will be featured in the email. A brief tagline can be included with the logo. **Artwork is due to [mrowan@nmhc.org](mailto:mrowan@nmhc.org) by December 20, 2017.**

### □ Continental Breakfast Social | \$10,000 Each Per Day (Five (5) available per day)

The Continental Breakfast Social is a fun way for attendees to kick off their busy day! Continental networking breakfasts will take place on Wednesday and Thursday mornings. Sponsor recognition signs will be placed on the buffet tables for breakfast.

### □ NEW: Emerging Leaders Meet & Greet | \$15,000 Each (Two (2) available)

This social event is geared specifically to the Emerging Leaders in the multifamily industry, providing a great opportunity to meet and mingle with fellow emerging leaders. The reception will feature an open bar and light snacks.

### □ Executive Committee Meeting Speaker | \$25,000 (Exclusive)

This invitation-only committee meeting is held once a year, exclusively for NMHC's top-level members to meet and listen to a thought-provoking speaker or interview in a small, intimate setting. A member from the sponsor's company may introduce the speaker. *Sponsor must be an Executive Committee-level member.*

### □ General Session | \$25,000 Each Per Day (Two (2) available, per session, per day)

General sessions featuring expert panelists and speakers from inside and outside the multifamily industry will take place on Wednesday and Thursday. Sponsorship includes choice of session day and verbal acknowledgment from the stage.

### □ Hotel Room Do Not Disturb Card | \$15,000 (Exclusive)

Create custom, branded messaging for the DND door hanger distributed to all attendees to use on their hotel room doors at the headquarter hotel(s). *The cost of design, printing and delivery is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC.*

### □ Hotel Room Key Card | \$50,000 (Exclusive)

Used by all attendees staying at the headquarter hotel(s), the branded hotel key card will feature the sponsor company's logo and custom messaging. *Design of the key card to be provided by the sponsor and approved by NMHC.*

### □ Keynote Speaker | \$100,000 Per Day (One (1) available per day)

Two (2) high-profile keynote sessions and will take place during the meeting – one (1) on Wednesday and one (1) on Thursday. Each keynote will tentatively be followed by an exclusive luncheon and photo opportunity with the speaker and invited Executive Committee members, past NMHC Chairmen and 2018 Chairman's Circle and Friends of the Council sponsors. Sponsorship includes your choice of day and verbal acknowledgement from the stage.

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## SPONSORSHIP OPPORTUNITIES (CONTINUED):

- Luggage Storage | \$5,000 (Exclusive)**  
Complimentary luggage storage will be provided for meeting registrants on Thursday morning at the headquarter hotel(s). The sponsor will be recognized in a “push notification” alert sent via the conference app notifying registrants of the location and hours.
- Meeting Agenda | \$25,000 (Exclusive)**  
The meeting agenda is distributed to meeting registrants at the on-site registration desk. The sponsor’s logo will be featured on the cover of the agenda.
- Opening Reception | \$25,000 Each (Six (6) available)**  
The high-energy Opening Reception is the first official social event of the meeting. It features premium, hosted bars and passed hors d’oeuvres. A signature cocktail will be named after your company and served during the reception. Additionally, cocktail napkins with your company logo imprinted will be available at the bars.
- Refreshment Break | \$10,000 Each Per Day (Four (4) available per day)**  
Refreshment breaks will take place on Tuesday and Wednesday afternoons and on Thursday morning. Sponsor recognition signs will be placed on the refreshment tables. *The sponsor may upgrade the break through hotel catering at their own cost. Please contact [mrowan@nmhc.org](mailto:mrowan@nmhc.org) for details. Break enhancements are to be provided by the sponsor and approved by NMHC.*
- Social Lounge and Charging Lockers | \$35,000 (Exclusive)**  
Featuring comfortably arranged furniture, computers and workstations, the Social Lounge is the perfect place for meeting attendees to relax, hold informal conversations or check email. Secure charging lockers are also available, giving attendees the opportunity to recharge their mobile devices. The sponsor’s logo will be displayed on each computer screen and on the charging lockers. The sponsor may also place a small, branded item, at their own cost, in the lounge and refresh it throughout the meeting as needed. *Item to be provided by the sponsor and approved by NMHC.*
- Turndown Service/In-Room Drop | \$15,000 Per Night (One (1) available per night)**  
Place a special amenity or gift and customized message in each attendee’s room on your choice of either Monday, Tuesday or Wednesday evening. *The cost of the amenity or gift, delivery and message is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC. All meeting guests in the headquarter hotel(s) receive the room drop. Select lists are not permitted.*
- Wi-Fi Internet Access | \$35,000 (Exclusive)**  
Free Wi-Fi Internet access will be available in the general session and meeting rooms and in the registration area. The sponsor company’s name or variation of company name (depending on hotel requirements) will be used as the password and determined by NMHC.

*Promotional items to be produced by NMHC unless otherwise noted.*

**Note:** Sponsor items subject to change. If you do not see an item listed or if you have any new sponsorship ideas you’d like to submit for consideration, please contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).

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

## ADDITIONAL BENEFITS:

Sponsors of the 2018 NMHC Annual Meeting will also receive the following benefits during this meeting:

- ▶ One (1) free additional attendee registration for the meeting (*does not apply to 40th Anniversary, Chairman’s Circle or Friends of the Council sponsors*).
- ▶ Listing in meeting notices sent to all invited members and nonmembers.
- ▶ Listing in the meeting information posted on the meeting web pages.
- ▶ Listing in official on-site meeting program and in the official Conference App.
- ▶ Logo included on signage prominently displayed at the meeting.
- ▶ Logo included in the PowerPoint presentations displayed before the start of each general session.
- ▶ Ability to host a subgroup event at the meeting/conference headquarter hotel(s). (*Contact NMHC for information.*)
- ▶ Access to the mailing list of NMHC members or event attendees for a direct mail campaign through a third-party mail house. (*Contact NMHC for information.*)

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