

2018 NMHC Apartment Strategies Outlook Conference

January 16, 2018

Hilton Orlando Bonnet Creek/Waldorf Astoria | Orlando, FL

The NMHC Apartment Strategies Outlook Conference precedes the NMHC Annual Meeting and features an entire day of sessions focused on trends, statistics and powerful business insight into what lies ahead in 2018 for the economy and our industry.

This conference is open to both NMHC members and nonmembers – approximately 1,600 executives attend.

2018 Apartment Strategies Outlook Conference Sponsorship Opportunities

NMHC offers multiple marketing and branding opportunities for companies to take advantage of at the NMHC Apartment Strategies Outlook Conference.

Sponsorship Opportunities are available to NMHC members only. The minimum sponsorship level is \$15,000. 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:

Overall Sponsor
\$15,000 *unlimited*

Conference App
\$15,000 *exclusive*

Conference Daily Email
\$15,000 *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

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SPONSORSHIP OPPORTUNITIES:

- Overall Sponsor | \$15,000 Each (Unlimited)**
Receive maximum brand exposure for your company before and during the 2018 NMHC Apartment Strategies Outlook Conference with this sponsorship. Sponsors will receive verbal acknowledgement from the general session stage. New this year, Overall Sponsors will also be recognized during the NMHC Annual Meeting Opening Reception on Tuesday evening.
- Conference App | \$15,000 (Exclusive)**
The conference app is the central hub for all conference 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. *Art is to be provided by the sponsor and approved by NMHC. Contact Melissa Rowan at mrowan@nmhc.org for banner ad artwork specs. **Artwork is due to mrowan@nmhc.org by December 20, 2017.***
- Conference Daily Email | \$15,000 (Exclusive)**
On Tuesday morning, all 1,600+ 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 attached to the logo. **Artwork is due to mrowan@nmhc.org by December 20, 2017.**

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.

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 Apartment Strategies Outlook Conference will receive the following benefits during this conference:

- ▶ 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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