

NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

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

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

Wednesday, September 28, 2016 9:00 AM - 3:00 PM

EXHIBIT SCHEDULE

Wednesday, September 28, 2016
Reception 5:30 PM - 7:00 PM

Thursday, September 29, 2016
Lunch Noon - 1:30 PM
Reception 5:30 PM - 7:30 PM

EXHIBITOR MOVE-OUT

Thursday, September 29, 2016 7:30 PM - 9:30 PM
Friday, September 30, 2016 8:00 AM - 10:00 AM

Note: Agenda is subject to change.

BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting June 30, 2016, 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
- 10'x10' booths with adjacent 8'x6' booth are sold together
- Aisle carpeting and aisle carpet cleaning (Exhibit Hall is carpeted)
- Security service
- Complimentary badges: three (3) full conference badges for company personnel with one (1) paid 10' x 10' booth and four (4) full conference badges for company personnel with one (1) paid 10'x10' booth plus one (1) 8'x6' 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 mobile app
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2016

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 May 2016 at www.nmhc.org.

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$2,600 (by 6/15) \$2,900 (after 6/15)	\$3,200 (by 6/15) \$3,700 (after 6/15)	3
10' x 10' plus 8' x 6' (100 sq. ft. + 48 sq. ft.)	\$4,000 (by 6/15) \$4,400 (after 6/15)	\$4,600 (by 6/15) \$5,200 (after 6/15)	4 (3 per 10' x 10' booth plus 1 per 8' x 6' booth)
10' x 20' (200 sq. ft.)	\$5,200 (by 6/15) \$5,800 (after 6/15)	\$6,400 (by 6/15) \$7,400 (after 6/15)	6

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

AIG Global Real Estate Investment Corp.
 Airwave Networks, Inc.
 Alvarez and Marsal
 Ambling Management Company
 American Campus Communities
 Annex Student Living, LLC
 ApartmentExpert.com
 ApexOne Investment Partners
 ARA, a Newmark Company
 Arbor Commercial Mortgage, LLC
 Aspen Heights
 Asset Campus Housing
 Asset Plus Companies
 Associated General Contractors of America
 AT&T Connected Communities
 Axiometrics, Inc.
 The Bainbridge Companies
 Balfour Beatty Campus Solutions
 Balfour Beatty Communities
 Bank of the West
 BBL Campus Facilities
 Bergstrom Capital Advisors, Inc.
 Berkadia
 Berkeley Point Capital LLC
 Berkshire Group
 Birge+Held Asset Management
 Blackstone Consulting LLC
 Blue Sky Alternative Investments
 Blue Vista Capital Management
 Blue Vista Capital Partners
 Blum Capital Partners, LP
 BLVD Equities
 BroadVail Capital Partners
 Brownstein Group
 C.W. Driver
 CA Student Living
 CA Ventures
 Caldwell Companies
 Calidus Realty
 Cambridge Capital Investors
 Campus Advantage
 Campus Apartments
 Campus Crest Communities
 Campus Evolution, LLC
 CampusWorks Development
 Canaccord Genuity
 Canada Pension Plan Investment Board
 Candlebrook Properties
 Cantor Commercial Real Estate (CCRE)
 Capital One Bank
 Capital One Multifamily Finance
 Capital One Securities, Inc.
 Capstone Development Partners
 Capture the Market
 Cardinal Group Investments
 The Carlyle Group
 Carmel Partners, Inc.
 Case Western Reserve University
 CBRE
 Century 21 Advantage
 CFLane, LLC
 Clarion Partners
 CLASS, Inc.
 Collegium Capital
 The Collier Companies
 Colliers International
 Columbus Pacific Properties, Inc.

Comcast
 Construction Enterprises, Inc.
 Core Spaces
 Cornerstone Campus Communities
 CORT
 Crow Holdings Capital Partners
 Cube 3 Studio Architects, LLC
 Cushman & Wakefield
 DCT
 DFFusion Investments, LLC
 Diamond Realty Investments
 The Dinerstein Companies
 DTZ
 Dwell Design Studio, LLC
 EdR
 Elauwit Networks
 Engineered Structures, Inc. (ESI)
 Entasis Design Architects – A BSB Design Studio
 ePremium Insurance
 Fairfield Residential Company LLC
 Fannie Mae
 First American Title
 flytedesk
 For Rent Media Solutions
 Fowler Property Acquisitions
 FPA Multifamily
 France Media, Inc.
 Freddie Mac
 G5
 GG Land Group
 Gilbane Development Company
 GMH Capital Partners
 Golden Construction, LLC
 Grace Hill, Inc.
 Green Courte Partners
 Green Street Advisors, Inc.
 Greenhill Partners
 Greenleaf & Co. Inc.
 Greystar Management Company
 Greystar Real Estate Partners
 Greystone Servicing Corporation
 Harrison Street Real Estate Capital LLC
 Haven Campus Communities
 Hayes Student Living
 Heitman
 HFF
 Hillstone Advisors, LLC
 Homestead America
 Horizon Realty Advisors
 Hudson Student Housing
 The Inland Real Estate Group, Inc.
 Institutional Property Advisors, a Division
 of Marcus & Millichap
 Integrity Period
 Investment Property Advisors, LLC
 Investment Property Associates, LLC
 Island Investment Interests
 J.R. Watson & Associates
 Development Corp.
 The Jacobson Company
 JBM
 JDavis
 Jones Lang LaSalle Americas, Inc.
 Juneau Construction Company
 Kaba Access Control
 Kayne Anderson Real Estate Advisors
 Keenan & Company, LLC

Kennedy Wilson
 Kensington Realty Advisors, Inc.
 KeyBank Real Estate Capital
 Kim Cory Consulting
 Kitchen and Associates, Inc.
 Korcett Holdings, Inc.
 KSQ Architects, PC
 KTGy Group Inc.
 Lambert & Associates
 Landmark Properties
 LANGAN
 Leading Edge Investment Advisors
 Legacy Partners
 Lincoln Property Company
 LIV Companies
 Lockton Companies, LLC
 Macquarie
 Marcus & Millichap
 Masso Realty Partners, LLC
 Mayer Brown LLP
 McGriff, Seibels & Williams of Texas, Inc.
 McKinney Fund
 Meridian Capital Group, LLC
 Milhaus
 MJW Investments
 Moran & Company
 Mortenson Construction
 MRI Software
 Multi Housing Advisors
 Multi-Housing News
 MW Builders
 Next Realty, LLC
 Niles Bolton Associates, Inc.
 Nimes Capital
 NorthMarq Capital, Inc.
 Novogradac & Company LLP
 Oldcastle, Inc.
 Opus Development Company, L.L.C.
 Park7 Group
 PayLease
 Peak Campus
 Pebb Capital
 Picerne Real Estate Group
 Pierce Education Properties, L.P.
 Pinecrest Partners
 PNC Real Estate
 PPM Finance, Inc.
 Preferred Apartment Communities, Inc.
 Preferred Campus Management
 The Preiss Company
 Prescient Co.
 ProCollect, Inc.
 Progress Student Living
 Provident Resources Group Inc.
 Realco Capital Partners
 Red Mortgage Capital, LLC
 Regency Consolidated Residential LLC
 The Reliant Group
 Rent Dynamics
 Ridge Gate Partners, LLC
 Rise Real Estate Company
 River Caddis Development, LLC
 Riverside Development LLC
 Roy Anderson Corp
 Safanad Inc.
 Schenk Realty Group, LLC
 The Scion Group

Seminole Financial Services, LLC
 Servitas
 Shodeen Group, L.L.C.
 Shore To Shore Properties
 Sidewalk Development
 Smith Equities Real Estate Investment Advisors
 The Sofa Source
 Southern Building Group
 SpawGlass Construction Corp
 Specialized Real Estate Group
 Spectrum Group Real Estate
 Spring Creek Investment Management
 Starlight Development Group
 Starwood Capital Group
 Sterling University Housing
 Stifel
 Stonemont Financial Group
 Student Housing Business
 Student Housing Solutions
 Student.com
 Symphony Development
 Synergy Construction
 Taft Development Group
 Taylor Fitzpatrick
 TCF National Bank
 Texas Student Living
 TIAA-CREF
 Time Warner Cable
 Toll Brothers Campus Living
 Trinitas Ventures
 TSB Capital Advisors, LLC
 TSB Realty
 TZP Group
 UC Funds
 Unbill
 Unigo Group
 University Communities LLC
 University House Communities
 University Student Living
 Up Campus Properties, LLC
 Valet Waste, LLC
 Vesper Holdings
 Virtus Real Estate Capital
 Vision Deuce LLC
 Walker & Dunlop
 Washington State University Tri-Cities
 Waste Harmonics, LLC
 Waypoint Residential
 Wells Fargo Bank
 Wells Fargo Multifamily Capital
 WestPac Campus Communities
 Willis
 The Woodlark Companies

2015 Exhibitors

Architecture Demarest
 ASSA ABLOY Hospitality
 Assurant Specialty Property
 AUM
 BC Contracting
 BKV Group
 Blue Furniture Solutions
 ButterflyMX
 Campus Technologies Inc.
 Chapps Inspector
 Chestnut Ridge Foam Inc
 Cybex International
 Dickson Furniture
 DIRECTV
 DocuSign
 Ecologic Furniture
 Entrata
 Flint Materials
 FloorFolio Industries
 Function First Furniture
 Happy Inspector
 Humphreys & Partners Architects, L.P.
 InfoTycoon
 Integrated Structural Concepts (ISC)
 J. Turner Research
 JDR Consulting LLC
 Kaba Access & Data Systems
 Americas
 Kingsley Associates
 Kwikset
 Life Fitness
 Luxer One
 Minol
 Modern Message, LLC
 Moen Incorporated
 National Purchasing Partners
 New England Woodcraft, Inc
 NWP Services Corporation
 Ohyama Lights
 Onicx Energy
 On-Site
 Pet and Playground Products
 Professional Apartment Services
 RealPage, Inc.
 REIS, Inc
 Remotely
 RentPath
 RentPayment
 ResMan
 RoomChoice
 Ryan, LLC
 SimpleBills
 SRS Distribution
 Tech Service Today LLC
 Teton Buildings
 Todd & Associates, Inc.
 University Furnishings
 University Loft Company
 World Elites

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This request form is an application and contract for exhibit space at the **2016 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.) plus 8'x6' (48 sq.ft.); 10' x 10' (100 sq. ft.)

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 2016 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.

PAYMENT INFORMATION

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
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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)

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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 New Orleans Marriott, 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 New Orleans Marriott 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 2016 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, 2016, 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.**