



# Exhibitor Prospectus

**2024 NAHRO**

***National Conference & Exhibition***

*Marriott Orlando World Center Hotel | September 26-28, 2024 | Orlando, FL*





**National Association of Housing and  
Redevelopment Officials**

630 Eye Street, NW, Washington DC 20001  
Phone (US Only): 877-866-2476



# National Association of Housing & Redevelopment Officials (NAHRO)

## 2024 National Conference & Exhibition

Marriott Orlando World Center Hotel | September 26-28, 2024 | Orlando, FL

### WHY EXHIBIT:

The National Association of Housing and Redevelopment Organization (NAHRO) draws professionals and decision-makers from the public and affordable housing sector across the nation. By exhibiting at the conference, your brand will be front and center, gaining exposure to a diverse and influential audience eager to explore innovative solutions and products.

- Showcase Your Solutions
- Influence Decision-Makers
- Stay Ahead of Trends
- Enhance Brand Credibility
- Cost-Effective Marketing



### WHAT OUR ATTENDEES ARE LOOKING FOR:

- Innovative Technologies
- Vendor Relationships
- Community Development Resources
- Insurance Providers
- Legal and Compliance Resources
- Policy and Regulatory Updates
- Training and Education
- Affordable Housing Solutions
- Networking Opportunities

# 2023 NATIONAL CONFERENCE NUMBERS

ATTENDEES	EXHIBITING COMPANIES	ATTENDEE-TO-EXHIBITING COMPANY RATIO
<b>1988</b>	<b>77</b>	<b>26:1</b>

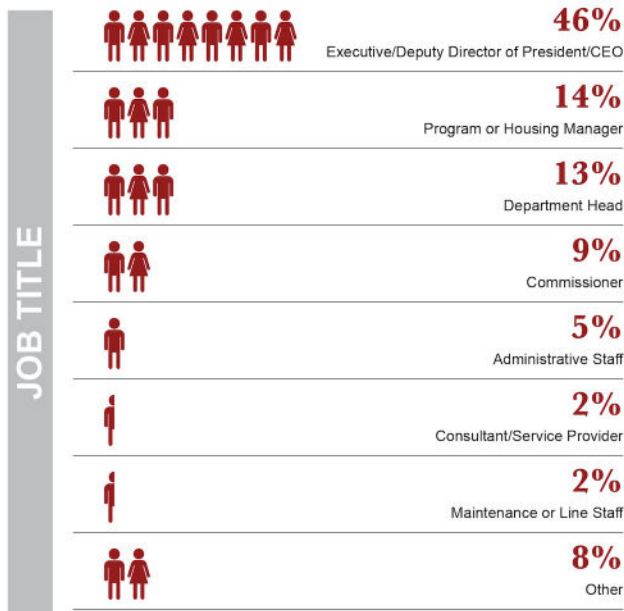
## Why Partner with NAHRO?

NAHRO provides access to more than **26,000 housing and community development professionals** and agencies who administer over 3 million homes for more than **8 million people** in the US.

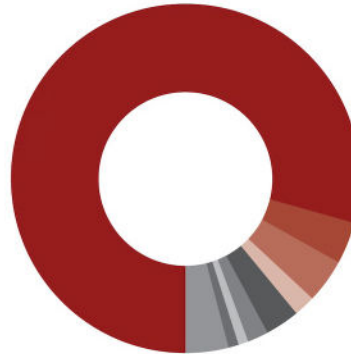
Our members value and rely on the content they receive from NAHRO publications, events, and programs to stay informed of the latest industry developments. Reach this key audience by taking advantage of NAHRO's comprehensive portfolio of marketing opportunities, which are designed to support your company's strategic direction and business development goals.

## Audience and Member Profile

As the leading advocate for affordable house and strong, viable communities for all Americans, NAHRO ensures that key industry decision makers get thorough coverage and forthright analysis of the issues, and access to resources they need, including advertisers.



## TYPE OF ORGANIZATION



Housing Agency	79%
Private Business/Industry	4%
Joint Housing/CDBG or Redevelopment	4%
Local Government CDBG/Redevelopment	2%
Local Government (Other)	3%
Non-Profit Organization	2%
Federal Government	1%
State Government	1%
Other	4%

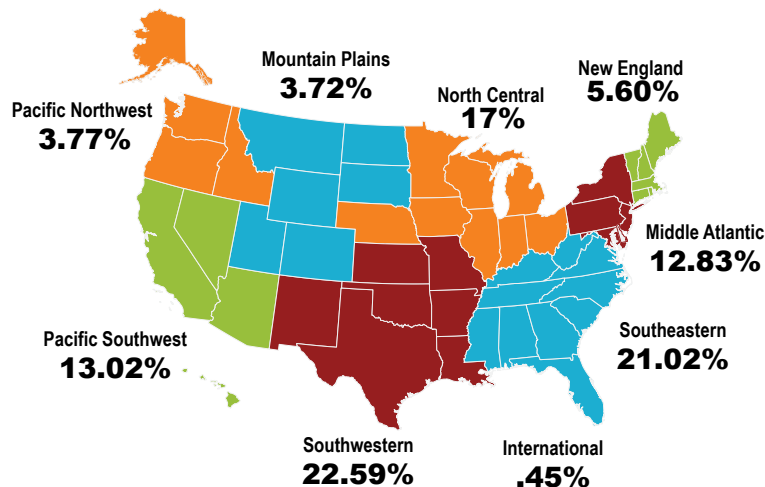


## NAHRO Member Buying Power

NAHRO members represent a huge buying market. Not only do they spend an average of **\$1.64 million a year**, they buy all year round. The following are some of the categories of products and services they purchase/use:

Training	66%	Roofing	33%
Pest Control	54%	Software Consulting	32%
Computer Systems/Services	45%	Cabinets/Woodwork	31%
Doors/Windows	44%	Security	27%
Appliance/Appliance Repair	43%	Property Needs Assessment	24%
Flooring	43%	Furniture	23%
Plumbing	43%	Bathroom Systems	23%
Heating Systems/Products	41%	Construction Management	15%
Architectural Services	39%	Property Management	13%
Lighting	36%	Management Services	13%
Grounds/Grounds Equipment	34%	Mixed-Income Housing	12%
Cleaning Services	33%	Equity Financing	11%

## Geographic Distribution of the 2023 National Conference Attendees



## For 2024 Corporate Partnership Opportunities:



A NAHRO team member would love the opportunity to chat with you today about our 2024 Corporate Benefits and Opportunities.

Please contact:

**Joseph M. Macias**,  
Director of Development  
jmacias@nahro.org

## EXHIBIT BOOTH RATES

Member	10x10 Booth	\$1800.00
*Non-Member	10x10 Booth	\$2800.00

*\*A one-year membership with NAHRO is only \$1000. Join now to exhibit at the member rate and take advantage of **membership benefits** throughout the year, including early booth selection for next year's show. If a booth is purchased at the member rate, the exhibiting company must be a member of NAHRO at the time of the show. If the membership lapses, the exhibiting company will be invoiced for the difference in the member/non-member rates*



## BENEFITS OF EXHIBITING

1. 10' x 10' display space (Floor covering, tables, chairs, and other booth accessories are NOT INCLUDED in the booth rental price. They are available for purchase at additional cost thru GES, the hall decorator. The exhibit hall is carpeted.)
2. 8' high pipe and drape back wall with 3' high draped side rails
3. 7" x 44" booth identification sign
4. Daily aisle maintenance; hall lighting and heating/air conditioning
5. 24-hour security services in general exhibit areas
6. Company listing/description on conference app and/or attendee program
7. Two (2) full conference registrations; and the opportunity to purchase up to three (3) additional full conference registrations at \$295 each
8. 2024 "I'm Exhibiting" banner logo to use in marketing and post on your website
9. Complimentary lead retrieval tracking system
10. Free wi-fi inside the exhibit hall and meeting rooms

# TESTIMONIALS

*“NAHRO conferences are among the most important dates on Yardi’s events calendar. Exhibiting at NAHRO gives us a chance to personally connect with our current and prospective clients, industry leaders, government officials and advocacy groups, all in a centralized location. Conferences are well attended, organized, and consistently offer ample space and opportunity to market our products and services. NAHRO will be a strategic industry partner for years to come.”*

*— Tarrah Potter, Event Coordinator, Marketing*

## **Yardi Systems, Inc.**

*“National NAHRO is on our list of can’t-miss industry events for several reasons: The event attracts the exact people we’re trying to reach, so the lead generation is phenomenal; the panels and speakers are top-notch and cover emerging trends that are critical to our business; and there is ample time for networking. We exhibit every year and send multiple people from various departments. They all come back enriched and excited to put what they learned to good use. Finally, from a logistical standpoint, the National NAHRO events team is helpful, knowledgeable, and quick to respond to questions—they’re a true pleasure to work with and make exhibiting seamless from end to end.”*

*— Jeffrey D. Weslow, MSM, SHCM, CAPM, ARM, AMS, Assistant Director of Business Development and Strategic Solutions*

## **HAI Group**

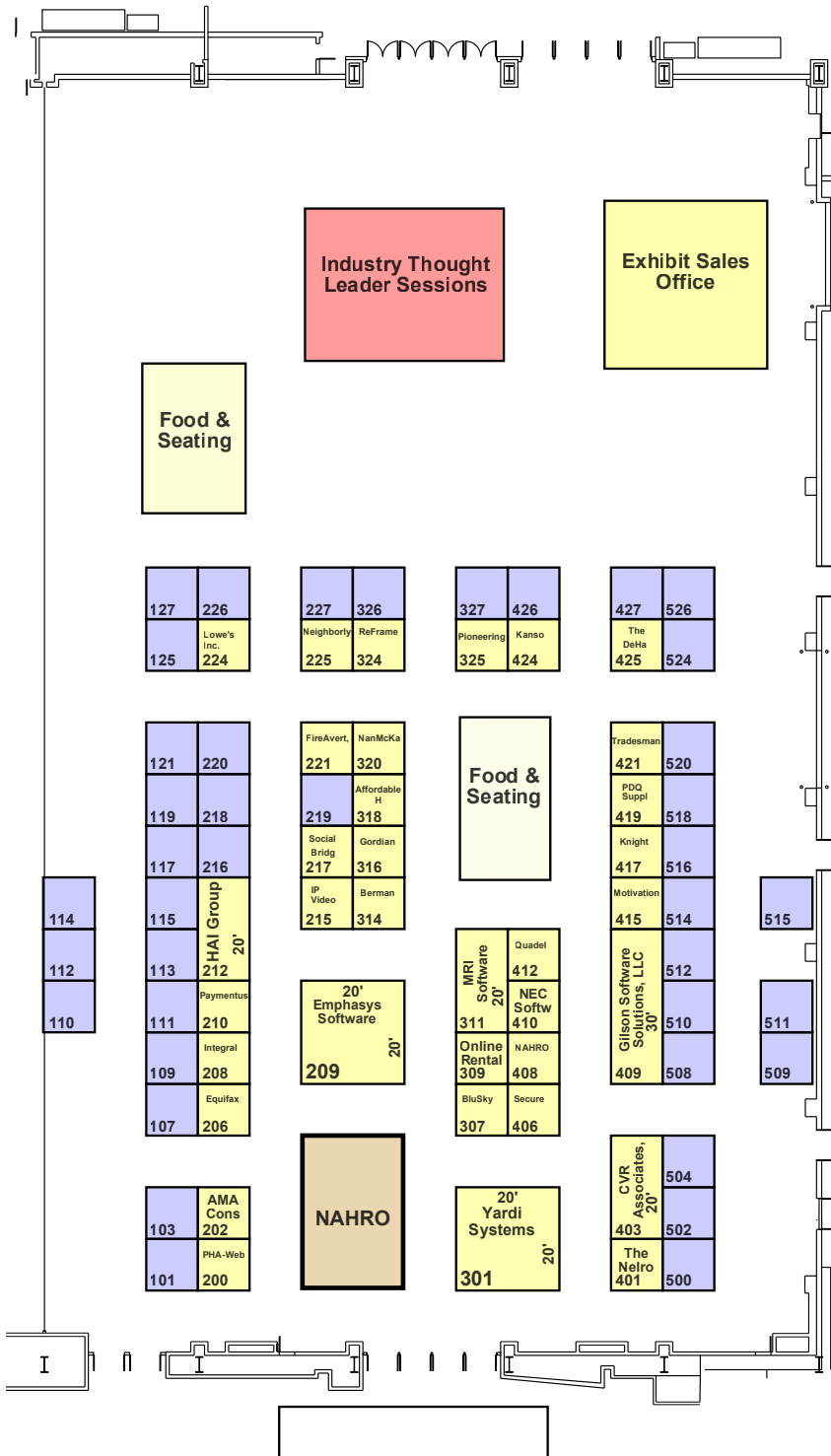
# NAHRO EXHIBIT HALL FLOOR PLAN\*

## NAHRO 2024 National Conference and Exhibition

September 26-28, 2024

Marriott Orlando World Center Hotel, Orlando, FL

For live floor plan click [here](#).



### Company Product Categories

- Accounting
- Appliances
- Bathroom and kitchen products
- Building products
- Computer systems and services
- Consulting services
- Document and data management
- Energy-efficient products
- Insurance and employee benefits
- Maintenance services and equipment
- Resident screening
- Training and education
- Windows and doors
- And much more!

\*Floor Plan as of 2-21-24

# CONFERENCE & EXHIBIT HALL SCHEDULE

## Wednesday, September 25

9:00 AM – 6:00 PM	Registration/Move-in for Exhibitors
9:00 AM – 5:00 PM	NAHRO Committee Meetings
6:00 PM – 7:00 PM	Welcome Reception

## Thursday, September 26

7:00 AM – 5:00 PM	Registration
8:00 AM – 10:00 AM	Opening Plenary Sessions
10:15 AM – 11:45 AM	Concurrent Sessions
11:45 AM – 1:30 PM	Exhibit Hall Open with Lunch
1:45 PM – 3:15 PM	Concurrent Sessions
3:30 PM – 5:00 PM	Concurrent Sessions
5:00 PM – 7:00 PM	Exhibit Hall Open for Reception

## Friday, September 27

7:00 AM – 5:00 PM	Registration
8:00 AM – 10:00 AM	Morning Plenary Session
10:15 AM – 11:45 AM	Concurrent Sessions
11:45 AM – 1:30 PM	Exhibit Hall Open with Lunch
1:45 PM – 3:15 PM	Concurrent Sessions
3:30 PM – 5:00 PM	Concurrent Sessions
5:00 PM – 7:00 PM	Closing Reception inside Exhibit Hall
7:00 PM – 10:00 PM	Exhibit Hall Tear Down/Move-out for Exhibitors

## Saturday, September 28

8:00 AM – 10:00 AM	Closing Plenary
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**No events may be scheduled that conflict with the official conference programming hours. We do everything possible to avoid programs that compete with education sessions or the exhibit hall hours, to provide the most valuable, non-compete time to our exhibitors.**



# EXHIBIT SPACE APPLICATION & CONTRACT

NAHRO 2024 National Conference & Exhibition  
September 26-28; Marriott Orlando World Center Hotel

**IMPORTANT:** Be sure to complete all (7) pages of the application and contract. Upon submission of completed application/contract to **afrederick@nahro.org**, the invoice will be sent to the Exhibit Booth Coordinator. Full payment is due immediately upon receipt of the invoice.

## A. Exhibit Coordinator

COMPANY NAME \_\_\_\_\_

CONTACT PERSON, TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## B. COMPANY CONTACT FOR PROGRAM BOOK (If different from A.)

COMPANY NAME \_\_\_\_\_

CONTACT PERSON, TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## C. EXHIBIT BOOTH REQUEST

After priority consideration to members, all space assignments will be made by NAHRO staff. Full consideration will be given to the exhibitor's choices. NAHRO reserves the right to assign space as equitably as possible.

Cancellation Policy: Cancellations and requests for refunds must be made in writing to NAHRO. A full refund of all payments, minus a \$75 processing fee, will be granted upon written notice received by July 31, 2024. A refund equal to 50% of total exhibit space fees, minus a \$75 processing fee, will be granted upon written notice received between August 1 and August 31, 2024. On or after commencing September 1, 2024, no refunds will be made, and the exhibitor is liable for the full balance as invoiced.

**STANDARD PRICING**

\$1800 per 10x10 – Member  
\$2800 per 10x10 – Non-member  
+\$150 for each corner booth

**TOTAL**

\$ \_\_\_\_\_

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

*Rank Order Booth Desired*

\_\_\_\_\_  
*Competitive Separation*

**D. PAYMENT INFORMATION**

Upon submission of completed application and contract to **exhibits@nahro.org**, invoice will be sent to the Exhibit Booth Coordinator. For booths reserved in 2023, full payment due is by December 31, 2023. Booths reserved after December 31, 2023; full payment is due upon receipt of invoice.

**TOTAL DUE:** \$ \_\_\_\_\_

**E. AGREEMENT**

The exhibitor agrees to comply with the rules and regulations accompanying this Exhibit Space Application & Contract and in the Exhibitor Service Kit, and any additional rules, regulations and information as may be adopted by NAHRO. This application shall constitute a non-revocable offer by exhibitor until such time as NAHRO has returned to exhibitor notification of space assigned. Any withdrawal of this application by exhibitor prior to the dates herein mentioned before indicated will result in the respective forfeiture of monies, and neither party shall thereafter have any further responsibility to the other with respect to this contract. Agreed to by:

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

# Rules and Regulations

## 1. ASSIGNMENT OF BOOTH SPACE.

Space will be assigned by NAHRO in accordance with the policy announced at the time display space is offered for reservation. NAHRO reserves the right to relocate display areas for the benefit of the exhibitor or for the betterment of the exhibition. NAHRO membership dues must be current through event. After priority consideration for NAHRO members, booths are assigned first-come, first-serve based on availability.

## 2. PAYMENT FOR BOOTH SPACE

Full payment is due immediately upon receipt of invoice. If appropriate payment is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of NAHRO. Check payments should be sent to: NAHRO, P.O. Box 90487, Washington, DC 20090.

## 3. CANCELLATION/REDUCTION OF EXHIBIT SPACE

Cancellation/reduction of exhibit space and requests for refunds must be made in writing to NAHRO. A full refund of all payments, minus a \$75 processing fee, will be granted upon written notice received by July 31, 2024. A refund equal to 50% of total exhibit space fees, minus a \$75 processing fee, will be granted upon written notice received between August 1 and August 31, 2024. On or after commencing September 1, 2024, no refunds will be made, and the exhibitor is liable for the full balance as invoiced.

## 4. CANCELLATION OF CONFERENCE & EXHIBITION

In the event the Conference & Exhibition is not held or canceled, NAHRO will return the rental payment on a pro-rated basis after Exhibition expenses incurred to that date have been met. Such action will relieve the exhibitor from payment of rental charges and its contract for space and shall release NAHRO from any further liability.

## 5. USE OF BOOTH SPACE

In the event the exhibitors fails to install their display one hour prior to the time set for opening the exhibition, or fails to pay the full amount of booth space charges according to the appropriate payment time frames, or fails to comply with any provisions concerning the use of display space, NAHRO shall have the right to take possession of said space and resell same, or any part thereof, with the original exhibitor being liable for full, applicable monetary cancellation/reduction penalties as stated in Section 3 above. All booth equipment, product samples, demonstrations, and distribution of circulars/promotional material must be confined to the physical limits of the exhibitor's booth. No exhibitor shall assign, sublet or share the space assigned to him. Exhibitors must display only products/services manufactured or dealt in by them in their regular course of business. Exhibits which include the generation or reproduction of sound or utilize any audiovisual or special lighting equipment must be approved by NAHRO in advance, and must be operated so that the noise or light resulting there from will not annoy or disturb adjacent exhibitors and their patrons. Exhibitors are required to always have their booth space neat and orderly.

Exhibitor's Initials \_\_\_\_\_

## 6. HAZARDOUS MATERIALS

Exhibitors are strictly prohibited from bringing hazardous materials of any kind into the exhibition facility unless such action has been approved in advance, in writing, by NAHRO and the manager of the facility. Hazardous materials are materials that may cause harm to persons or property and shall include, but not be limited to, explosives, fireworks, combustible fuels, other combustible materials, live animals, birds, or reptiles, living or dead insects, samples of bacteria or viruses or other biological material capable of causing illness or death of human beings, poisons, insecticides, herbicides, firearms or ammunition, weapons or other materials or devices capable of inflicting physical injury to or death of human beings, or any material prohibited from the facility under applicable federal, state or local law, the rules or regulations of the facility, or NAHRO's lease or contract for use of the facility. An exhibitor who desires to bring hazardous material into the facility must request permission to do so from NAHRO in writing not less than 60 days prior to the commencement of the event. NAHRO may in its sole discretion refuse to approve any such request and may, if approval is given, specify terms and conditions relating to such approval. In all events, exhibitors shall be fully responsible for all injuries and damage caused by hazardous material brought into the facility by them, whether approved or unapproved.

## 7. HEIGHT AND CONSTRUCTION RESTRICTIONS

The standard booth equipment has a draped back wall 8 feet high and dividing sidewalls no more than 36 inches. The rear half of each sidewall of the booths may extend to the height of the back wall. The front half of the sidewall can be no higher than 36 inches to permit side viewing through the booth. A piece of equipment or a product that is an integral part of the display, but not a part of the booth, may extend above the back wall, as approved by NAHRO. In no instance will the exhibitor be permitted to install any item or structure (signs, booth structure, product, etc.) above the height of the back wall. The above and any other special or unusual exhibition construction or installation must be approved, in advance by NAHRO. All materials within the exhibit booth area including, but not limited to actual display unit, decorative items, furnishings, fabrics, flooring, etc., must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Proper written certification must be available for viewing at the request of NAHRO. Any item or items that do not comply are subject to immediate correction/removal at the discretion of NAHRO at the exhibitor's expense. NAHRO retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

## 8. INSTALLATION AND REMOVAL OF DISPLAYS

All displays must be erected and completely arranged for viewing at least 1 hour in advance of the date and hour officially announced for the opening of the exhibition by NAHRO. Noisy or unsightly work in an exhibitor's booth after the above deadline and/or during show opening hours is prohibited. Exhibitor goods/materials received after the opening of the exhibition must be delivered to the booth at times approved by NAHRO, other than official exhibit opening hours. Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall or outdoor exhibition area until the exhibition has been officially closed unless approved by NAHRO. The deadline for removal of all materials from the exhibit hall will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by the appropriate deadline published by NAHRO. NAHRO reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store or clear from the premises any display material, goods, property or merchandise of an exhibitor who has failed to comply with the aforementioned removal requirements, and to order such work to be done at the sole expense of the exhibitor. Exhibitors cannot break down or dismantle their booth property earlier than the set tear down hours. Exhibitors that tear down their booths early will risk losing priority points.

## **9. OPERATING RESTRICTIONS**

NAHRO reserves the right to restrict displays, which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays, which, in the opinion of NAHRO, detract from the general character, theme, purpose, or appearance of the exhibition. Unusual or distracting signs or illumination are subject to immediate removal by NAHRO at the sole expense of the exhibitor. Serving or distribution of alcoholic beverages or food within the exhibit is forbidden unless approved by the Exhibit Manager. The use of live models, performers, and similar people within the exhibit areas for product/service demonstrations, explanations, etc., shall in no way detract from or interrupt the activities of the other exhibitors. No costumes, wearing of leotards, tights, bathing apparel or "suggestive" uniforms shall be permitted within the exhibit area. No lotteries, drawings, or contests of any type within the exhibit area are permitted by any exhibitor without the advance approval of NAHRO. Promotional materials such as carrying bags, self-adhering promotional "stickers," etc., may be distributed from the exhibit booth to attendees by exhibitors, but shall not obscure the attendees identification samples, catalogues, pamphlets, and publications directly related to the product or service displayed may be distributed only from the designated exhibit booth. Due to the educational nature of the exhibition as defined by NAHRO, no firm/organization is permitted to engage in direct sales activities within the exhibit area.

## **10. STORAGE OF PACKING CRATES AND BOXES**

Exhibitors will not be permitted to store packing crates and/or boxes within their booth during the show period, but these items, when properly marked, will be stored, and returned to the booth by service contractors at the expense of the exhibitor. It is the exhibitor's responsibility to mark and identify his crates as soon as they are empty or otherwise ready for removal to facilitate the final preparation of the event for opening. Crates not properly marked or identified may be lost or destroyed and are not the responsibility of NAHRO, the facility, the official service contractors, or any representatives thereof.

## **11. CARE OF BUILDING EQUIPMENT**

Exhibitors and their agents shall not injure or deface the walls, floors or any part of the exhibit building or any booth materials and equipment of another exhibitor, contractor or NAHRO. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged.

## **12. PUBLIC POLICY**

Each exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety. All materials within the exhibit booth area included, but not limited to actual display unit, decorative items, furnishings, fabrics, floors, etc., must meet and comply with all national, local, and facility fire, electrical, plumbing, safety, and hazardous material codes. Properly written certification must be available for viewing at the request of NAHRO. Any item or items that do not comply are subject to immediate correction/ removal at the discretion of NAHRO at the exhibitor's expense.

Exhibitor's Initials \_\_\_\_\_

### **13. EXHIBITOR'S AUTHORIZED REPRESENTATIVES**

NAHRO will have sole control over all admittance to the exhibition. Exhibit Booth Personnel identification shall be restricted to owners, full-time employees of exhibiting organizations or other authorized representatives of exhibiting firms approved by NAHRO who are actually "staffing" the exhibit booth during published move-in, show open/or move-out hours. Each exhibiting organization shall provide NAHRO, in advance, the name and title of the person who will be in attendance at the exhibition and who will be designated responsible for the installation, operation, and removal of the exhibit. Said representatives shall be authorized to enter such service contracts as may be necessary, for which the exhibitor shall be responsible. All exhibitor personnel shall wear badge identification provided by NAHRO prominently displayed plus have corporate identification available for viewing by NAHRO or the representatives of the Official Contractor for security, always. NAHRO shall have the right to limit the number of exhibitor representatives present in any exhibit space and shall have the right to limit the total number of exhibitor credentials that may be included with the cost of each booth. Official Exhibitor Credentials will permit access to the exhibit areas during published move-in, show open, move-out and after hours.

### **14. MEETING ROOMS AND HOSPITALITY OR SPECIAL FUNCTIONS**

The assembling of attendees in any meeting room, hotel suite or special function room by an exhibitor, except as approved by NAHRO, is prohibited. Violations of this provision shall be grounds for expulsion from the exhibit area and/or restriction from participation in any future exhibition. Please ensure that your request is not in conflict with an official NAHRO Conference function. No other events may be scheduled at such times.

### **15. EXHIBIT HALL OPEN HOURS**

NAHRO reserves the right to set and limit the hours of the exhibition. The hours of the exhibition shall be printed in the official program of the conference.

### **16. LIABILITY, INDEMNITY AND INSURANCE**

Every reasonable precaution will be taken by NAHRO to protect property during installation, show period and removal. However, neither NAHRO, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same are responsible for the safety of the property of the exhibitors from theft or damage by fire, accident, vandalism, or other causes. Security will be on the premises as determined by NAHRO. All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the exhibition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others. Exhibitor assumes entire responsibility for its acts and that of its employees and agents and hereby agrees to protect, indemnify, defend and save NAHRO and its directors, officers, employees, contractors and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof and its activities as an exhibitor. This indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition, violations of antitrust laws, products liability, and all personal injury or property damage due to negligence or intentional misconduct of exhibitor and its agents and employees. The exhibitor, on signing these rules and regulations, expressly releases NAHRO and individuals from any claim for such loss, damage, or injury.

Exhibitor's Initials \_\_\_\_\_

## 17. OFFICIAL EXHIBITOR CREDENTIALS

Each exhibiting firm/organization is entitled to two complimentary conference registrations per 10'x10' booth.

## 18. PRIORITY POINTS

This is the ranking system used to reward loyal exhibitors. All NAHRO participating exhibitors receive 1 point per 100 sq. ft./10x10, 1 point per year, 3 points for five consecutive years, and 1 point per \$1000 sponsorship spend.

## 19. AGREEMENT

Any and all exceptions to, deviations from or special approvals concerning these Official Rules and Regulations must be in writing and duly signed by NAHRO. All terms of these Rules and Regulations are in accordance and incorporated upon the initial signing and execution of the Official Exhibit Space Application filled out by exhibitor and supplied by NAHRO.

Exhibitor's Initials \_\_\_\_\_



# 2024 NAHRO National Conference & Exhibition

## Sponsorship and Advertising Opportunities

These brand-boosting, advertising and thought leadership opportunities include speaking opportunities, verbal recognition, logo recognition on session walk-in screen; visibility on mobile app, banner ads on mobile app, access to mobile app up to 30 days after event, and post-show metrics provided by NAHRO.

## Brand-Boosting Opportunities

### Opening Plenary Session

**Thursday, September 26 (8AM-10AM ET)**

Showcase your brand and embark upon endless possibilities with your name and logo at our Opening Plenary Session. Sponsorship includes one (1) push notification during the conference.

### Welcome Reception

**Wednesday, September 25 (6PM-7PM ET)**

Immerse attendees at the Welcome Reception where your brand will be front and center. Sponsorship includes logo recognition on table placards at reception, and one (1) push notification during the conference.

### Morning Plenary Session

**Friday, September 27 (8AM-10AM ET)**

Attendees will start their day with your logo embedded in their minds as they start their day at the Morning Plenary Session. Sponsorship includes one (1) push notification during the conference.

### Closing Plenary Session

**Saturday, September 28 (8AM-10AM ET)**

Seal memories at the Closing Plenary Session with your logo as attendees start their journey home. Sponsorship includes one (1) push notification during the conference.

### Exhibit Hall - Lunch Reception

**Thursday, September 26  
(11:45AM-1:30PM ET)**

Have your brand in front of all attendees at the official opening of the exhibit hall. Sponsorship includes logo recognition on table placards at reception, one (1) push notification during the conference.

### Exhibit Hall Reception

**Thursday, September 26 (5PM-7PM ET)**

The Exhibit Hall Reception is a great opportunity to get your brand in front of all attendees. Sponsorship includes logo recognition on table placards at reception, one (1) push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor.

### Exhibit Hall – Lunch Reception

**Friday, September 27 (11:45AM-1:30PM ET)**

Have your brand at the final lunch reception of the exhibit hall. Sponsorship includes logo recognition on table placards at reception, one (1) push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor.



## **Exhibit Hall - Closing Reception** **Friday, September 27 (5pm-7pm ET)**

Wrap-up the conference with your brand in front of all attendees before they go home. Sponsorship includes logo recognition on table placards at reception, one (1) push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor.

## **President's Leadership Reception** **Tuesday, September 24 (6pm-7pm ET)**

Be the exclusive sponsor of this invitation-only reception that honors NAHRO Leadership (approx. 300 board/committee members: Eds/CEOs). Sponsorship includes logo recognition on table placards at reception and one (1) push notification during the conference.

## **Mobile App**

Place your brand in every attendee's hand by exclusively sponsoring the Conference Mobile App! Sponsorship includes branded splash page, and post-show metrics!

## **Conference Wi-Fi**

Be the exclusive sponsor of the NAHRO National Conference Wi-Fi, available throughout the meeting rooms and exhibit hall. Sponsorship includes a custom SSID.

## **Hotel Key Cards**

Unlock the door to success! Elevate your brand visibility by sponsoring hotel key cards at the National Conference. As attendees unlock their rooms your logo will be front and center, leaving a lasting impression. Sponsorship includes your company's logo on attendees' hotel key card.

## **Conference Attendee Bag**

Remind attendees of your organization long after the conference ends with your logo branded on each attendee's conference bag!

***Bag is chosen/ordered by NAHRO***

## **Refreshment Breaks Co-Sponsorship**

Morning coffee/continental breakfast offer exposure to all conference attendees. The refreshments break sponsorship includes logo recognition on table placards at break tables, and one (1) push notification during the conference. Available days: September 26, 27, and 28.

## **Notepad**

Place your logo on notepads attendees can use to take notes during the conference. Your company's logo imprint will be placed on pads. Pad will be distributed in all attendee conference packets and will remind attendees of your organization long after the conference ends. Notepad is chosen/ordered by NAHRO.

## **Pens**

Pens provide a high visibility branding opportunity. Your company's logo imprint will be placed on pens which will be distributed in all attendee conference packets.

***Pen is chosen/ordered by NAHRO.***

## **NAHRO Conference Sponsored Emails**

Include your 650px by 75px banner in conference emails sent to all attendees during the days of the conference. Inquire about available dates.

***Call for pricing***

### **(NEW) Exhibit Floor Carpet Adhesives**

Lead attendees from the main entrance right to your booth with strategically placed floor adhesives featuring your company's logo and booth number.

### **NAHRO Treasure Trek Passport (confirmed exhibitors only)**

Conference attendees will actively seek your booth to get their passport stamped to enter a drawing to win valuable prizes.

### **Full Page Program Ads**

Advertise in the printed conference program, reaching attendees who will utilize this essential guide throughout the meeting.

### **One-Page Registration Packet Insert**

Have your company's one-page promotional flyer inserted in over 1000 attendee registration packets. (Insert is subject to NAHRO approval) Opportunity is limited to 5 vendors.

## **Learning Lab**

### **(NEW) Industry Thought Leadership Session (in the exhibit hall)**

Educate attendees about how your company can resolve their biggest dilemmas. Host an informative session on the show floor during lunch breaks. Two (2) 30-minute slots are available each day of the exhibits. Session area will include enclosed seating for 20, podium, lavalier mic, and 8x8 screen with projector. We will help with 2 push notifications and an email blast to attendees.

## Other NAHRO 2024 Conferences

### Washington Conference

April 8-10, 2024

Hyatt Regency Capitol Hill, Washington, DC

### Summer Symposium

July 10-12, 2024

Sheraton Grand Riverwalk Hotel, Chicago, IL

**Have A Question?**  
Contact us at [exhibit@nahro.org](mailto:exhibit@nahro.org)

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## Conference Team

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