VIRTUAL EXHIBIT & SPONSORSHIP OPPORTUNITIES
CONFERENCE & EXPO: NOVEMBER 12-15
It’s an exciting time as NAR kicks-off its first-ever hybrid REALTORS® Conference & Expo. The line between in-person and online engagement is blurring, and the 2021 REALTORS® Conference & Expo allows you to choose the best exhibit experience for you.

The National Association of REALTORS® is leading the way in optimizing every opportunity and platform to continue to provide networking and sales experiences that help you position your business for success now, and into the future.

The virtual Conference & Expo experience will include many of the essentials that make the REALTORS® Conference & Expo the go-to event for REALTORS® every year.

This includes access to all general sessions, and select education sessions available for sponsorship.

REALTORS® can preview this year’s cutting-edge products and engage with exhibitors online via the Virtual Expo.

Finally, virtual exhibitors will have opportunities for sponsorship branding at both the live event and the online event, maximizing exposure and ROI.

UNABLE TO EXHIBIT IN PERSON THIS YEAR? NOT A PROBLEM.

Exhibitors in 2021 have a choice of either the in-person event in San Diego or the virtual event taking place in the comfort of your own home/office; or both!
VIRTUAL AND IN-PERSON SPONSORSHIPS

IN-PERSON SPONSORSHIPS
You may be unable to staff a booth, but you can still benefit from exposure to thousands of REALTORS® attending the in-person event in San Diego!

Choose from select branding, marketing & promotion, and advertising opportunities and double your visibility at both the live and virtual events.

For complete details, visit live event sponsorships

VIRTUAL SPONSORSHIP OPPORTUNITIES THAT WILL GET NOTICED

- Increased brand visibility on key event webpages
- Sponsored virtual keynotes and educational sessions
- Exclusive access to pre-qualified attendees using AI technology
- Sponsor live streams and on-demand content
YOUR VIRTUAL BOOTH HOMEPAGE
INCLUDED WITH ALL BOOTHS

- **Special Offers/Giveaways**
  Offer up to 4 special offers/giveaways under the Special Offers Tab on your sponsor page.

- **About Tab**
  Brief description about your company.

- **Company Representatives**
  Sponsor page will include photos, names, and titles of booth staff providing attendees the ability to contact them directly.

- **Downloadable Documents**
  Provide product collateral material in PDFs, DOC, PPT, and JPG format.

- **Video/Demos/Commercials**
  Provide one or multiple videos to display (in loop) on your sponsor page.

- **Sponsor Profile Banner**
  Header logo or graphic on your sponsor page.

- **Exhibitor Listing**
  Listing of all sponsors by sponsorship level; includes thumbnail logo with link to your sponsor page.

- **Website links**
  Link to your home website or any other landing page you choose.

- **Networking With Virtual Attendees**
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message.
# Choose Your Sponsorship Package by Tier

<table>
<thead>
<tr>
<th></th>
<th>Rising Star</th>
<th>Super Star</th>
<th>Closer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship price for Exhibitors with live booth in San Diego</td>
<td>$500</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsorship price for exhibitors in Virtual Event Only</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>Maximum Number of Sponsors in Tier</td>
<td>Unlimited</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Company Representatives (excludes one additional admin)</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

## Branding

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rising Star</th>
<th>Super Star</th>
<th>Closer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Home Page Sponsor Banner</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Registration Branding Sponsor</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>30 Second Videostitial Video - Plays Before Session</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Static Interstitial - Your Ad that Launches Videostitial</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Session Banner</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## Engagement

<table>
<thead>
<tr>
<th>Feature</th>
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<th>Super Star</th>
<th>Closer</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 min On-Demand Pre-Recorded Content</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee Outreach via Video Call and Text</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## Connection

<table>
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<tr>
<th>Feature</th>
<th>Rising Star</th>
<th>Super Star</th>
<th>Closer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee List (mail data only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Event Bag Insert</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## Event Metrics

- **Overall Sponsor Clicks** includes attendees who have clicked into your booth and # of times.
- **Sponsor Click Report** includes opted in attendees that downloaded content, clicked on special offers, or visited your external websites.
- **Activity Log Report** is available to pull at anytime inside your virtual booth. This includes attendees sharing their data with sponsors.
- **Sponsor Connection** shows attendees who have clicked into a sponsor booth and earned gamification points.
CLOSER

**BRANDING**
- **Conference Home Page Sponsor Banner**
  Rotating sponsor banner ad in the virtual lobby that when clicked will go to your virtual booth on the platform.
- **Registration Branding Sponsor**
  Sponsor’s logo will appear on sidebar graphics and footer of registration page as well as footer of the registration email confirmation (will be added to registration upon receipt of logo).
- **30-Second Videostitial Video**
  30-second videostitial ad plays before the start of the sessions (the top 5 most popular sessions will be set aside for Closer sponsors).
- **Static Interstitial Ad**
  Session interstitial ad displays until participant launches your videostitial.
- **Session Banner Ad**
  Session banner ad will appear on same page as interstitial and videostitial.

**ENGAGEMENT**
- **15-minute on-demand content**
  15-minute pre-recorded educational or promotional content. All content will be available for attendees from day one of the platform launch and up to 30 days after.
- **Attendee Outreach via Video Call and Text**
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message.

**CONNECTION**
- **Attendee List (mail data only)**
  Includes a mailing list of all registrants post-event.
- **Virtual Event Bag Insert**
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees.

**$1,500 / $7,500**

W/ LIVE BOOTH  VIRTUAL ONLY
CONFERENCE PROGRAM BRANDING
(CLOSER SPONSORS ONLY) INCLUDES 3 SESSION BRANDING OPPORTUNITIES

- **Session Banner** (visible during session)
- **Conference Home Page**
  - Rotating banner on conference home page (virtual lobby)
- **Registration Branding**
  - Banner on registration web site
  - Banner on email confirmations
**BRANDING**

- **30-Second Videostitial Video**
  30-second videostitial ad plays before the start of the sessions (the top 5 most popular sessions will be set aside for Closer sponsors).

- **Static Interstitial Ad**
  Session interstitial ad displays until participant launches your videostitial.

- **Session Banner Ad**
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**SUPER STAR**

$1,000 / $5,000

W/ LIVE BOOTH VIRTUAL ONLY
**ENGAGEMENT**

- **Attendee Outreach via Video Call and Text**
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message.

**CONNECTION**

- **Attendee List (mail data only)**
  Includes a mailing list of all registrants post-event.

- **Virtual Event Bag Insert**
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees.

**RISING STAR**

- **$500 / $2,500**
  W/ LIVE BOOTH  VIRTUAL ONLY

**YOUR COMPANY LOGO + INFORMATION HERE**
VIRTUAL EVENT BAG INSERT
INCLUDED IN ALL TIERS

The Virtual Event Bag Insert is sent 3x to all registered attendees:
• Two weeks before the event
• The week of the event
• One week after the event
A LA CARTE

- **15-minute On-demand Content** $3,500
  15-minute pre-recorded educational or promotional content. All content will be available for attendees from day one of the platform launch (November 11, 2021) and up to 30 days after.

- **Virtual Event Bag Insert** $2,000
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees. (One VEB Insert is included in each Tier package.)
For more information about participating, please contact:
nar@heiexpo.com for sales information and sfadel@nar.realtor for fulfillment information.