

May 15-18 | Hilton Denver City Center

2019 NALHFA

Annual Conference

DENVER, COLORADO

Climbing to New Heights:

UNIQUE SOLUTIONS FOR
AFFORDABLE HOUSING


National Association of Local Housing Finance Agencies



2019 Annual Conference Sponsorship Opportunities

The National Association for Local Housing Finance Agencies (NALHFA) provides a variety of exhibit and sponsorship opportunities designed to reach industry leaders to educate them on your products, services, and provide overall brand visibility. When your organization decides to partner with NALHFA and support its annual conference you will have the unique opportunity to extend your reach and brand exposure to thought leaders and decision makers within the local government housing finance industry.

Sponsorship Levels and Benefits

The table below outlines sponsorship benefits at four different levels. To designate your sponsorship for a specific event, please see *Sponsorship Program Options and Opportunities* on the following page. If there is an event or opportunity not listed that you would be interested in sponsoring — or to customize your sponsorship package — contact NALHFA at 202.367.2496.

Sponsorship Benefits	PLATINUM (\$20,000+)	DIAMOND (\$15,000 - \$19,999)	GOLD (\$10,000 – \$14,999)	SILVER (\$7,000 – \$9,999)	BRONZE (\$4,000 - \$6,999)
Complimentary Registrations					
Comp. Full Registrations	4 Comps	3 Comp	3 Comp	2 Comp	1 Comp
Exhibiting Opportunities					
Complimentary Table-Top Exhibit	●	●	●	●	--
Company Marketing/Advertisement					
Registration Flyer	●	●	●	--	--
Ad in program	Full Page Color	Full page Color	1/2 page Color	1/2 page Color	1/4 Page Color
Webinar opportunity	●	●	--	--	--
Company Recognition					
Logo in conference materials	Top Tier	Second Tier	Third Tier	Fourth Tier	Fifth Tier
Link to sponsor page on NALHFA website	●	●	●	●	●
Sponsor Logo on rotating slides between sessions at conference	●	●	●	●	●
Recognition on conference signage	●	●	●	●	●
Recognition in conference program	●	●	●	●	●
Sponsor Ribbons to wear at conference	●	●	●	●	●

2019 Annual Conference Sponsorship Opportunities

FUNCTIONS AND TOURS

Thursday Night Reception

Welcome attendees to the city of Denver with the experience of a reception. Reception location and entertainment is to be determined once a sponsor is confirmed. The event sponsor will have napkins and/or cups with its company logo. The sponsor may also provide other promotional items. The sponsor will also have 5 minutes to greet attendees and welcome them to the conference kickoff event!

One (1) Available.....\$25,000

Friday Night Networking Reception

The networking reception sponsorship includes 5 minutes of speaking time. Location is to be determined based on sponsorship and space availability at the hotel property. The event sponsor will have napkins and/or cups with its company logo. The sponsor may also provide other promotional items.

One (1) Available.....\$25,000

Thursday Awards Luncheon and Annual Business Meeting

Your company's logo displayed on-screen. The opportunity to welcome attendees with a 2-minute video provided by sponsor. The sponsor will also have the opportunity to introduce the keynote speaker. At your request, NALHFA will distribute product literature (per NALHFA approval) on attendee tables.

One (1) Available.....\$15,000

Networking Breakfast(s) (2) Available

Your company logo will be displayed on signage recognizing you as the event sponsor. Your company will also be able to utilize the time during breakfast (between 30 minutes and an hour) to address attendees on stage for a "Sunrise Session". Your company is encouraged to bring napkins and/or cups with your company logo.

Thursday: Breakfast.....\$10,000

Friday: Breakfast.....\$10,000

General Session Keynote Speakers (3 Available)

Welcome attendees with a 2-minute video provided by sponsor and have the opportunity to introduce the speaker. Your company logo will also be displayed on-screen. You will also have the opportunity to provide a flyer for the registration packets or to be placed at the tables.

Thursday:.....\$5,000

Friday Morning:.....\$5,000

Friday Closing Keynote:\$5,000

Networking Breaks

In addition to onsite signage, you may provide beverage napkins with your company logo advertised. One organization may sponsor all of the conference breaks, which include coffee, local refreshments and snacks along with beverage napkins. Alternatively, organizations may sponsor individual breaks and have the option of providing beverage napkins.

All Networking Breaks Available\$15,000

- Individual break (coffee only)\$3,000
- Refreshment break with snack..... \$5,000
- Local refreshment break with featured drinks and snacks from the city of Denver.....\$7,000

Conference Wi-Fi

Your logo will appear on all signage for conference Wi-Fi, notably at the Registration desk. You will also be able to customize the login name for all attendees to gain access to internet while onsite.

One (1) Available.....\$10,000

Saturday Affordable Housing Bus Tour

NALHFA conference participants' learning experience is enhanced when the host(s) conducts off-site project tours. Participants see examples of both affordable and market rate housing options for residents at all income levels. Off-site project tour sponsor will receive recognition in conference program and signage at pickup location.

One (1) Available.....\$5,000

New! Conference Mobile App

Sponsorship includes a branded splash screen each time attendees access the app, as well as an enhanced sponsor listing in our mobile app directory. Includes customized banner ads and widgets to display to attendees for added visibility. Recognition will also include event signage with sponsor logo, as well as inclusion of your logo in the conference onsite program and on the event website.

One (1) Available.....\$15,000

PROMOTIONAL PRODUCTS

Conference Tote Bags..... \$6,000

Attendee Lanyards..... \$5,000

Back Outside Cover Ad in Color*... \$5,000

~~**Hotel Key Cards**.....\$4,000 SOLD~~

~~**Travel Mugs**.....\$3,500 SOLD~~

~~**Pens***.....\$2,000 SOLD~~

Notepads* \$2,000

Seat Drops* (2 available) \$2,000

Handout at Registration* \$1,000

* Provided by Sponsor

TABLE-TOP OPPORTUNITIES

NALHFA is offering all of its members the opportunity to display their products, programs, and services during the Annual Conference. Each showcase vendor will have a 6-foot table set-up in the foyer between session rooms. Table assignments will be made based on the order in which sponsorship payments are received.

- NALHFA Member \$1,000
- NALHFA Non-Member \$2,000

**The above rates are only for tabletop exhibits. For more information on larger booth pricing and availability, please contact Jonathan Paine at jpaine@nalhfa.org.*

CONFERENCE PRINT ADVERTISING OPPORTUNITIES

In addition to sponsorship of events and products visible to each conference attendee, NALHFA offers print advertisement opportunities in the official conference program. The program serves as a day-to-day guide to conference activities.

Ad Sizes	Dimensions	Member Rate	Non-Member Rate
Full Page.....	7.5" x 10"	\$1,550	\$2,050
Half Page Horizontal.....	7.5" x 4.75"	\$1,350	\$1,850
Half Page Vertical.....	3.25" x 10"	\$1,350	\$1,850
Quarter Page.....	3.25" x 4.75"	\$1,000	\$1,500

Special Placements

Back Outside Cover Ad in Color.....	7.5" x 10"	\$5,000	\$7,500 SOLD
Full Page / Inside Front Cover.....	7.5" x 10"	\$2,000	\$4,500
Full Page / Inside Back Cover.....	7.5" x 10"	\$2,000	\$4,500 SOLD

Advertisement Specifications

Format	Adobe EPS or high-resolution Adobe PDF only. PDF is preferred. Ads must be complete and sized at 100%.
Image	Minimum resolution 300 DPI CMYK when reduced at 100%. Embed all fonts and graphics when creating the postscript file.
Layout	Typesetting, stripping, and other production costs will be billed to advertiser at prevailing rates and are not to be commissioned.
Trim Size	8.5" x 11"
Color	All Ads will be in full color.

Deadlines

Advertisement materials are due to NALHFA National Headquarters by Friday, March 8, 2019 for the Annual Conference. E-mail your digital ad file to Jonathan Paine at jpaine@nalhfa.org. Should NALHFA receive no response advertisement materials by the print deadline, NALHFA will not be able to guarantee distribution.

Terms

- NALHFA's conference program has limited ad space; therefore, advertisements will be allocated on a first-come, first-serve basis determined by the date that payment is received.
- Advertisements are to be pre-paid, and no agency discount is given.
- NALHFA reserves the right to review and edit materials.
- NALHFA must receive payment in full before ads are printed.



2019 Spring Conference Sponsorship Contract

SUBMIT COMPLETED AGREEMENT TO

NALHFA, Attention: Jonathan M. Paine
 2025 M Street NW, Suite 800
 Washington, DC 20036
 Phone: (202) 367-2496
 jpaine@nalhfa.org

PAYMENT INFORMATION

Checks or money orders accepted
 Make payable to NALHFA
 8613 Solution Center
 Chicago, IL 60677-8006

QUESTIONS? Call (202) 367-2496 or e-mail

CONTACT INFORMATION

Sponsoring Organization _____

Main Contact _____ Title _____

Phone _____ Fax _____ E-mail _____

Address _____

City _____ State _____ ZIP Code _____

Billing Contact (if different from Main Contact) _____

Phone _____ Fax _____ E-mail _____

SPONSORSHIP/ADVERTISEMENT COMMITMENT:

AMOUNT:

EXHIBIT OPPORTUNITIES – PLEASE CHECK OFF YOUR COMMITMENT IF APPLICABLE.

Exhibitor will be provided with listing in the conference program, and a skirted 6-foot table, chairs, and a wastebasket.

- NALHFA Member Exhibit Space \$1,000
- Non-Member Exhibit Space \$2,000

*Limited space is available for 10x10 booths for an increased fee. These are offered on a first come, first serve basis and are based on availability at the hotel.

TOTAL PAYMENT DUE:

BY SUBMITTING THIS DOCUMENT, YOU HEREBY AGREE TO ALL TERMS OF AGREEMENT LISTED BELOW.



All sponsorship payments must be received by Friday, March 8, 2019
(All sponsorships are final and non-refundable)

I. TERMS OF AGREEMENT

This contract is subject to the provisions stated in the accompanying Rules and Regulations.

In accordance with the following terms, conditions, and regulations governing exhibiting at the NALHFA Annual Conference at the Hilton Denver City Center Hotel in Denver, Colorado. The undersigned hereby makes application for an exhibitor table space which, when accepted by NALHFA, becomes a contract. Terms and conditions are a part of this contract (see below). The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due Conference Management under terms of this agreement.

Application to participate in the NALHFA conference Exhibition Hall this _____ day of _____ by and between _____ (company name) hereinafter called "Exhibitor/Sponsor" and NALHFA.

Signature of Authorized Sponsor Representative _____
Date _____

II. COMPANY LISTING – *an online link will be shared to gather your information before Friday, March 8, 2019.*

III. CONTACT INFORMATION *if different from name listed above*

Please indicate the name of the person officially representing the "Exhibitor" or "Sponsor" at the NALHFA 2019 Annual Conference. This person will receive all information regarding the NALHFA 2019 Annual Conference.

IV. DEADLINES

In order to begin production of certain conference related items, the deadline to invest in the NALHFA 2019 Annual Conference Sponsorship Program is Friday, March 8, 2019. Any sponsorship requiring artwork or messaging must be approved by NALHFA before production begins. To participate in creative programs or sessions, or other items that may be included in the NALHFA 2019 Annual Conference Program, NALHFA asks that sponsors sign up prior Friday, March 8, 2019. NALHFA accepts no responsibility to include your company name or description in the final Conference Program for your failure to sign up or provide requested information by the deadline dates listed above.

V. SPONSOR PROMOTION AND MARKETING

NALHFA reserves the right to use individual sponsorships and/or sponsor names in its marketing and advertising materials. Approved Conference sponsors will receive permission from NALHFA to use the designation as a NALHFA 2019 Annual Conference sponsor, and the conference logo, in sponsor correspondence, collateral, exhibit booth space, and on other NALHFA materials. NALHFA will supply sponsors with the approved Conference logo upon receipt of a signed copy of the Agreement and payment.

VII. PRICE AND PAYMENTS POLICY

Please refer to the Sponsorship Prospectus for individual sponsorship opportunities. Sponsor pricing may fluctuate year to year to allow for increases in production costs and materials. Annual Conference Sponsorship payments are due in full upon receipt of invoice. Sponsorships not paid in full by Friday, March 9, 2019, may be cancelled and all payments made become non-refundable.

The following contract conditions, rules, and regulations are part of NALHFA's Annual Conference and Contract for Exhibitor Table Space. Please read carefully before signing the space application. After completing the Contract for Exhibitor Table Space, please give a copy of the rules and regulations to the person(s) responsible for staffing your table.

Please note that this contribution will not be deductible as a charitable contribution for federal income tax purposes as NALHFA does not qualify for this type of deduction under Internal Revenue Code 170.

1. Liability

NALHFA and the Hotel will not be responsible for the safety of the property of the Exhibitors from theft, fire, damages, accident, or other causes. Exhibitors agree to protect, save and hold NALHFA, the Hilton Denver City Center Hotel and all agents and employees thereof (hereinafter collectively called “indemnities”) forever harmless, for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those working for the Exhibitor and further, Exhibitors shall at all times protect, indemnify, save and hold harmless, the indemnities against and from any and all losses, costs (including attorney’s fees), damages, liability or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the Exhibitors, its agents, employees and business invitees which arises from or out by reason of said Exhibitor’s occupancy and use of the table space premises or a part thereof.

2. Cancellation Policy

Conference Cancellation: If the conference is canceled due to circumstances beyond the control of NALHFA, NALHFA will not be held liable for any expenses incurred by the Exhibitor beyond the rental cost of the table space.

Exhibit Cancellation: Cancellation of Exhibitor table space must be directed in writing to NALHFA and can be emailed to the attention of Jonathan Paine at jpaine@nalhfa.org. No refunds will be granted once a contract and or payment has been received. In case of fire or the elements, or any other causes beyond control of management that prevent the holding of the conference, this contract will not be binding.

3. General Annual Conference Exhibit Terms

Assignment of Exhibitor table space: All space will be assigned on a first-come, first-served basis. Every effort will be made to accommodate requests for table assignments.

Use of Space: Exhibitors shall not assign, share, or sublet any space without written consent of NALHFA.

Exhibitor Fees: Rates are \$1,000 per table for NALHFA members and \$2,000 for non-members. Applications will not be processed nor a table assigned without the required payments and signatures. All applications must be accompanied by payment of the total exhibitor table rental charge.

Payment Deadlines: Payments must be received by Friday, March 8, 2019. If the required payment is not received by Friday, March 8, 2019 the Conference Management reserves the right to reassign the reserved space. Make checks payable to “NALHFA” and mail to NALHFA, 2025 M Street NW, Suite 800, Washington, DC 20036. Receipt of payment does not oblige NALHFA to accept a contract as binding. NALHFA retains the option of returning funds.

Failure to Occupy Space: The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the Exhibitor installation period. This space may be resold, reassigned, or used by the Conference management. There will be no refund for space not occupied.

What comes with the Exhibit Space: NALHFA will provide (1) 6’ draped table for exhibitors. All other charges associated with the booth are the sole responsibility of exhibitor. These expenses include, but are not limited to: electricity, audio visual, shipping and receiving, and food and beverage.

Type of Exhibits: NALHFA will oversee exhibit space to ensure all exhibits are appropriate to the purpose of the Conference.

Sales of Goods in tabletop exhibits or booths: Sales of craft goods from Exhibitors is permitted, however, Exhibitors are responsible for collecting taxes and filing appropriate forms. Tax-exempt organizations cannot exchange money on the exhibit floor according to federal regulations.

Music Licensing: The Exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable, to its Exhibitor presentation.

4. Safety Regulation

Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings and other materials must comply with fire department regulations.



5. Americans with Disabilities Act (ADA)

Exhibitors shall be responsible for making their displays accessible to persons with disabilities as required by the ADA and shall hold NALHFA harmless from any consequences of Exhibitor's failure in this regard.