2021 REALTORS® Conference & Expo REALTORS® GRAND OPENING CELEBRATION SPONSORSHIP Terms and Agreement

The following agreement is based on the 2021 REALTORS® Conference & Expo to be held at the San Diego Convention Center November 12-14, 2021.

GRAND OPENING CELEBRATION

Friday, November 12, 2021 1:00pm – 5:00pm

The afternoon will start off with music and the official Ribbon Cutting Ceremony at the main entrance to the Expo Hall where your company representative along with NAR VIPs will have an opportunity to greet the crowd.

Once the Expo is opened, attendees will enjoy an assortment of California wines served from your booth and four bars located on the Expo floor. Each designated beverage station will reinforce your sponsorship with a 22"x28" sign including your message, logo and booth number.

SPONSORSHIP INCLUDES:

PRE-EVENT PROMOTION RECOGNITION:

- Attendee E-mail Communication: Contains your company name, logo, promotional copy (limit of 90 characters including spaces), and link to your website. This email is sent to all Conference & Expo registered attendee in early October and November.
- NAR Conference & Expo website: sponsorship recognition on the interactive website with your company logo/booth number and a link to your website.
- **Digital Retargeting Campaign:** Includes 3-month campaign guaranteeing 100,000 impressions for a 3 month duration: 2 months before the event and 1 month after.

ON-SITE PROMOTION:

- Ribbon Cutting Ceremony
- Sponsor recognized by an NAR VIP
- 30 second address to crowd inviting them to booth and to partake in F&B
- **Beverage Stations:** Four designated sponsorship beverage stations on the Expo Floor will serve California wines to attendees. One station will be located adjacent to your booth; the other 3 will be located in high-traffic areas of the exhibit hall. Each station will include 22"x28" sign recognizing sponsor logo.
- **Literature Distribution:** Your company representatives may hand out literature to attendees at these designated beverage stations during Grand Opening hours only.
- Virtual Event Bag Insert: Includes links to your insert in three email blasts sent to pre-registered attendees via NAR emails:
- One week before event
- Opening day of event
- One week following event
- Lobby Banner: double-sided, 3' high x 15' wide

Updated: August 25, 2021

POST-EVENT PROMOTION

• Post-Show Registration List: Final list of REALTORS® pre-registered for the Conference & Expo.

Sponsor's Responsibilities:

- Provide logo(s) for pre-promotion
- Provide artwork for virtual event bag, bar signage, digital retargeting campaign
- Adhere to NAR deadlines

Show Management's Responsibilities:

- Confirmation letter with all details to be provided upon receipt of signed agreement.
- Coordination and management of the REALTORS® Grand Opening Celebration
- Production of the REALTORS® Grand Opening Celebration including all items above in the Pre-event promotion, onsite promotion and Post-event promotion.

Investment:		\$55,000
Terms:Full payment due with signed agreement.		
<u>Cancellation Policy</u> : This Sponsorship Agreement is entered int Sponsor is responsible for meeting all details and deadlines outling with Agreement or upon receipt of invoice. This Agreement is bin Sponsorship Agreement shall result in the forfeit of 100% of the s	ned in the Confirmation Lette ding and any attempt to car	er as well as full payment
In the event that Sponsor's Contract for Exhibit Space is cancelled Contract shall automatically and concurrently terminate. If such cany illegal activity or activity otherwise prohibited under the terms sponsorship fee and Sponsor hereby waives any claim for refund the case of cancellation by NAR for reasons other than illegal or parefund of sponsorship fee. This contract shall be interpreted undispute arising out of or relating to this Agreement shall be filed in County, Illinois.	ancellation or termination is of the Contract for Exhibit S or other reparation-pertaini prohibited activity by Sponso der the laws of the United S	s due to Sponsor engaging in Space, NAR shall retain ing to such cancellation. In or, NAR shall issue sponsor States and Illinois. Any
Sponsoring Company	Booth #	
Signature Sponsoring Company Representative	Print Name	
Please send	all the details & requirem	nents necessary to fulfill
this sponsorship at Email:	; Phone:	

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SELECT PAYMENT METHOD: FULL PAYMENT DUE WITH ORDER			
☐ Check (make check payable to: NAR Expo)	TOTAL ORDER:		
☐ Credit Card (Check here to have invoice sent with online credit card payment information.)			
□ NAR Internal Transfer (GL#://	/		
Remit Signed Form With Payment To:			
Fred Champagne NAR Expo c/o Hall-Erickson, Inc. 98 E. Chicago Avenue, Suite 201 Westmont, IL 60559			
Phone: 800.752.6312	<u>ar@heiexpo.com</u>		

Updated: August 25, 2021