

# 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

## POST-EVENT PROMOTION

**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:**

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