



2023 Annual Conference Sponsorship Opportunities

The National Association for Local Housing Finance Agencies (NALHFA) invites you to support its Annual Conference in Tampa, FL from May 3-6 at JW Marriott Tampa hotel. NALHFA offers a variety of exhibit and sponsorship opportunities designed to reach industry leaders to educate them on your products and 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	5 Comps	4 Comp	3 Comp	2 Comp	1 Comp
Exhibiting Opportunities					
Complimentary Table-Top Exhibit	●	●	●	●	--
Company Marketing/Advertisement					
Registration Flyer/Brochure in Attendee Bags	●	●	●	--	--
Ad in onsite conference program or Mobile App	Full Page Color	Full page Color	1/2 page Color	--	--
Pre-show standalone communication	●	●	--	--	--
Webinar or Podcast opportunity	●	●	--	--	--
Company Recognition					
Logo in conference materials & Mobile App	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	●	●	●	●	●

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FUNCTIONS AND TOURS

Mobile App - NEW

As the official sponsor of the conference mobile app, your company ad will be featured at the top of the app Dashboard page. Content can be customized to educate attendees about your products/services, invite them to your booth, and/or take them to your website. We will also send out one push notification based on language that the sponsor provides.....\$15,000

Thursday Night Reception

Welcome attendees to the city of Tampa 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 with its company logo and signage. 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 Happy Hour

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 with its company logo and signage. The sponsor may also provide other promotional items.

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

Thursday Award 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 breakfast 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.....\$7,500
- Friday:** Breakfast.....\$7,500
- Both** Networking Breakfasts.....\$12,000

Barista Station - NEW

Attendees will be constantly refueling their energy with specialty coffee and relaxing in lounge area throughout the conference. Sponsorship includes branded barista apparel, branded cups or napkins, and signage.....\$10,000

General Session Keynote Speakers (5 Available)

Welcome attendees with a 2-minute video 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. **schedule subject to change*

- Thursday Mid-Morning:**.....\$5,000
- Thursday Closing Keynote:**.....\$5,000
- Friday Morning:**.....\$5,000
- Friday Afternoon:**.....\$5,000
- Friday Closing Session:**\$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.....\$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.....\$15,000

Saturday Affordable Housing Bus Tour

NALHFA conference participants' learning experience is enhanced during 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

PROMOTIONAL PRODUCTS

Attendee Lanyards

Connect with every attendee in an affordable and effective way! Put your company logo on the attendee lanyard to create a lasting impression with each conference participant.

One (1) Available.....\$7,500

Hotel Keycards

Putting your logo on a hotel key card given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.
One (1) Available.....\$7,500

Branded Hand Sanitizer Bottles

This is a great opportunity to have your company logo featured on hand sanitizer bottles that attendee will surely use not only throughout the conference but as they travel back home and continue using it even post-event.
One (1) Available.....\$5,000

Attendee Tote Bags

Putting your logo on a bag given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.
One (1) Available.....\$6,000

Conference Pens

All conference attendees will receive a pen with your company logo. This is great for taking notes throughout the conference. Every time attendees use the pen, they will see your logo prominently displayed.
One (1) Available.....\$4,000

***Conference Notepads**

All conference attendees will receive a notepad with your company logo. This is great for taking notes throughout the conference. Every time attendees use the notepad, they will see your logo prominently displayed.
One (1) Available.....\$4,000
** Provided by Sponsor*

***Conference Mug/Water Bottle**

Putting your logo on a mug or water bottle given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.
One (1) Available.....\$4,000
** Provided by Sponsor*

If you have your own ideas on potential sponsorship opportunities or interested in a customized package, please contact Jonathan Paine, NALHFA Executive Director at 202.367.2496 or email jpaine@nalhfa.org.

TABLE-TOP OPPORTUNITIES

NALHFA offers companies the opportunity to display their products, programs, and services during the Annual Conference. Each showcase vendor will have a 6-foot table set-up and two chairs. Table assignments are based on the order in which sponsorship payments are received and sponsorship level. Every effort will be made to accommodate requests for table assignments.

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

**The above rates are only for tabletop exhibits. For more information, 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
Full Page.....	7.5" x 10"	\$4,000
Half Page Horizontal.....	7.5" x 4.75"	\$4,000

Special Placements

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

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 24, 2023** 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.



2023 Annual Conference Sponsorship Contract

SUBMIT COMPLETED AGREEMENT TO

NALHFA, Attention: Jonathan M. Paine
2001 K Street NW, #300
Washington, DC 20006
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

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:

TABLE-TOP OPPORTUNITIES – PLEASE CHECK OFF YOUR COMMITMENT IF APPLICABLE.

Each showcase vendor will have a 6-foot table set-up and two chairs. Table assignments are based on the order in which sponsorship payments are received and sponsorship level. Every effort will be made to accommodate requests for table assignments.

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

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 3, 2023
(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 New York Hilton Midtown in New York City. 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 – your company information due by Friday, March 24, 2023.

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

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

IV. DEADLINES

In order to begin production of certain conference related items, the deadline to invest in the NALHFA 2023 Annual Conference Sponsorship Program is Friday, March 24, 2023. 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 2023 Annual Conference Program, NALHFA asks that sponsors sign up prior Friday, March 24, 2023. 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 2023 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 24, 2023, 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 New York Hilton Midtown 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 24, 2023. If the required payment is not received by Friday, March 24, 2023 the Conference Management reserves the right to reassign the reserved space. Make checks payable to "NALHFA" and mail to NALHFA, 8613 Solution Center, Chicago, IL 60677-8006. 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.