



**National Association  
of Housing Cooperatives**

## **Annual Conference**

# **General Advertising and Sponsorship Opportunities**

### ***About the National Association of Housing Cooperatives Annual Conference***

The NAHC Annual Conference is a nationally recognized training event for leaders in the housing cooperative industry. It helps foster the Association’s goal of supporting housing cooperatives and professionals who believe in the principles of cooperation. Historically, our conference has attracted more than 400 cooperative board members, site managers and individual professionals like attorneys, consultants, CPA’s, developers and property managers who seek to learn from and share information with each other. Our client base is interested in expanding their knowledge on available products that will assist them in managing a more effective cooperative.

### **Exhibitor and Sponsor Profiles**

#### **Co-Op Operations**

- Accessibility Products
- Architectural Services
- Attorney Services
- Computers/Software
- Developers, General Contractors and other Planning Individuals
- Personal Security, including Smoke and Carbon Monoxide Alarms, and Personal Alarm Systems
- Physical Needs Assessment/Reserve Studies
- Property Management
- Resident Screening
- Security Services
- Strategic Planning
- Website Services/Development of Property Website

#### **Finance**

- Bookkeeping and Accounting Services
- Fraud Detection Services
- Finance Planning
- Insurance
- Refinancing Opportunities
- Retirement Services
- Revolving Mortgages

#### **Physical Services**

- Bed Bugs & other Exterminating Services
- Capital Improvements
- Doors, Windows, Exterior Accessories
- Energy Services
- Engineering Services
- Environmental Services
- HVAC Services
- Interior Design including Floor Coverings, Appliances, Home Furnishings
- Landscaping
- Laundry Facilities
- Lead Based Paint
- Mold and Mildew Services
- Plumbing Accessories
- Replacement Reserve Planning Assistance

**Visit the [NAHC Annual Conference](#) page to download the current year’s Exhibitor and Sponsorship Prospectus for complete details and registration.**

#### ***Special Requests:***

If the below sponsorship items do not meet your current marketing goals please contact Julie Elfand at [jelfand@bostrom.com](mailto:jelfand@bostrom.com) to discuss your needs and she will work with you to tailor fit a sponsorship that meets your needs and interests.

| SPONSORSHIP LEVEL   | FEE  | CONFERENCE RECOGNITION   | ADVERTISING  |
|---|--|--|--|
| <b>GOLD LEVEL SPONSORSHIP</b><br>• Co-sponsorship of one event at annual conference, to include verbal/podium acknowledgement, signage, and program recognition (please choose)<br>– Opening evening reception<br>– Cooperative Pride luncheon<br>– Awards luncheon<br>• One free annual conference registration<br>• Complimentary exhibit space at annual conference<br>• Complimentary mailing list of attendees at the conference | \$5,000.00                                 | <ul style="list-style-type: none"> <li>• Recognition as Gold Sponsor on conference signage</li> <li>• Verbal/podium recognition</li> <li>• Half page, color ad in onsite conference program guide</li> <li>• Recognition/sponsor Thank You in conference promotional materials</li> <li>• Recognition of sponsorship on PowerPoint at Opening General Session</li> <li>• Sponsor Ribbon</li> </ul> | <ul style="list-style-type: none"> <li>• Half page, color ad in four issues of quarterly Cooperative Housing Bulletin newsletter</li> <li>• Logo on NAHC website with link</li> <li>• Listing in online Professional Directory, including link to company website</li> </ul> |
| <b>SILVER LEVEL SPONSORSHIP</b><br>• Co-sponsorship of one refreshment break at annual conference, to include signage and program recognition<br>• One free annual conference registration  | \$3,500.00                                 | Recognition as Silver Sponsor on conference signage<br><ul style="list-style-type: none"> <li>• Verbal/podium recognition</li> <li>• Quarter page, color ad in onsite conference program guide</li> <li>• Recognition/sponsor Thank You in conference promotional materials</li> <li>• Recognition of sponsorship on PowerPoint at Opening General Session</li> <li>• Sponsor Ribbon</li> </ul>    | <ul style="list-style-type: none"> <li>• Quarter page, color ad in four issues of the quarterly Cooperative Housing Quarterly newsletter</li> <li>• Logo on NAHC website with link</li> <li>• Listing in online Professional Directory</li> </ul>                            |
| <b>CONFERENCE EXHIBITOR</b><br>• One exhibit space at annual conference*<br>• Complimentary mailing list of attendees at the conference<br>• One free annual conference registration  | \$600.00                                   | <ul style="list-style-type: none"> <li>• Company listing in onsite conference program guide</li> <li>• Verbal/podium recognition</li> <li>• Exhibitor ribbon</li> </ul>  |  |
| <b>ADVERTISE IN THE ONSITE PROGRAM GUIDE</b><br><i>(Limited to one sponsor only)</i>  | \$1,500.00                                 | Increase your exposure by being the sponsor of the onsite conference program guide which provides detailed information on all education sessions as well as networking events and tours.   | You will receive recognition on each page of the conference program book as well as receive a half page ad.  |
| <b>ADVERTISE ON THE HOTEL CARD KEY</b><br><i>(Limited to one sponsor only)</i>  | \$1,250.00<br><i>Plus cost of keys</i>     | Sponsor the hotel room key cards at the host hotel and have your company name and logo in the hands of all registered attendees in the NAHC room block.  | <b>NAHC will coordinate the logistics of ordering the keys and the cost of the keys is at the expense of the sponsor. Artwork must be pre-approved by NAHC.</b>  |
| <b>ADVERTISE ON THE CONFERENCE BAGS</b><br><i>(Limited to one sponsor only)</i>   | \$1,000.00<br><i>Plus cost of bags</i>     | Customize the conference bags with your company logo and the NAHC Conference logo. All registered conference participants will receive a bag including the conference material, such as the final printed program and other information relative to the conference.  | <b>NAHC will coordinate ordering the bag and the cost of the bag is at the expense of the sponsor.</b>   |
| <b>ADVERTISE ON THE CONFERENCE LANYARDS</b><br><i>(Limited to one sponsor only)</i>   | \$1,000.00<br><i>Plus cost of lanyards</i> | Benefit from prime visibility on placing your company logo on the conference lanyards provided to every participant registered at the conference. The lanyards will be customized with the sponsor's logo as well as NAHC's logo.  | <b>NAHC will coordinate ordering the lanyards and the cost of the lanyard is at the expense of the sponsor.</b>  |
| <b>ADVERTISE AT THE REFRESHMENT BREAKS</b><br><i>(Unlimited sponsorship opportunities)</i>  | \$750.00                                   | Refreshments & networking breaks fuel conferences. Have the opportunity to display your company name and logo on conference signage during the refreshment breaks served during the conference.  | <b>The beverage items served are at the discretion of NAHC.</b>  |
| <b>GUEST ROOM AMENITY &amp; ROOM DROP</b><br><i>(Limited to 3 sponsors only, one drop each night – Wednesday, Thursday or Friday night)</i>   | \$500.00                                   | Deliver your message directly to NAHC conference attendees. Have your company's Sales and Marketing collateral or personal favor placed in each attendee's guest room at the host hotel. The items that you can have delivered include, but are not limited to: door hangers, chocolates, snacks, towels, tissues, hats, shirts, etc. with your company logo. Approximately 325 guest rooms.       | <b>Sponsoring company is responsible for all costs incurred for these items as well as any costs that the hotel may charge for delivering the item. Sponsoring company is also responsible for making arrangements with the hotel. Item must be approved by NAHC.</b>        |