

Exhibitor, Sponsorship & Advertising Prospectus

NAHC 64TH
ANNUAL CONFERENCE

JW Marriott Parq Vancouver
& The Douglas

October 23 – 26, 2024

**VANCOUVER,
BRITISH COLUMBIA**

About the 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 350 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 Schedule

Wednesday, October 23, 2024

2:00 p.m. – 5:00 p.m.

Exhibit Hall Setup

Thursday, October 24, 2024

8:30 a.m. – 5:00 p.m.

Exhibit Hall Open

Friday, October 25, 2024

8:30 a.m. – 2:00 p.m.

Exhibit Hall Open

2:00 p.m. – 5:00 p.m.

Exhibit Hall Dismantle

A full conference schedule is available at www.nahc.coop

Exhibitor & Sponsor Profile

Coop 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

Exhibitor & Sponsorship Opportunities

Gold Level Sponsorship (\$5,000)

- Co-sponsorship of one event at annual conference, to include verbal/podium acknowledgement, signage, and program recognition (please choose);
 - Opening evening reception
 - Cooperative Pride luncheon
 - Awards presentation
- One free annual conference registration
- Complimentary exhibit space at annual conference*

Conference Recognition

- Recognition on website as sponsor
- Email prior to conference promoting your company as a sponsor
- Recognition as Gold Sponsor on conference signage
- Verbal/podium recognition
- Half page, color ad in onsite conference program guide
- Thank You in conference promotional materials
- Recognition of sponsorship on PowerPoint at Opening General Session
- Sponsor Ribbon
- Donate prize to be given out to conference attendees

Advertising

- Half page, color ad in four issues of Cooperative Housing Quarterly.
- Listing in online Professional Directory, including link to company website

Silver Level Sponsorship (\$3,500)

- Co-sponsorship of one refreshment break at annual conference, to include signage and program recognition
- One free annual conference registration

Conference Recognition

- Recognition on website as sponsor
- Email prior to conference promoting your company as a sponsor
- Recognition as Silver Sponsor on conference signage
- Verbal/podium recognition
- Quarter page, color ad in onsite conference program guide
- Thank You in conference promotional materials
- Recognition of sponsorship on PowerPoint at Opening General Session
- Sponsor Ribbon
- Donate prize to be given out to conference attendees

Advertising

- Quarter page, color ad in four issues of Cooperative Housing Quarterly.
- Listing in online Professional Directory

Exhibitor (\$1,000)

- One exhibit space at annual conference*
- One free annual conference registration

Conference Recognition

- Recognition on website as exhibitor
- Email prior to conference promoting your company as an exhibitor
- Company listing in onsite conference program guide
- Verbal/podium recognition
- Exhibitor ribbon
- Donate a prize to be given out to conference attendeez

*Exhibit booth includes one standard 6' table with two chairs and a waste basket.

Onsite Conference Program Guide (\$1,500)

(Limited to one sponsor only)

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.

Hotel Key Cards (\$1,750) plus cost of keys

(Limited to one sponsor only)

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. 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 approved by NAHC.

Conference Bags (\$1,500) plus cost of the bag

(Limited to one sponsor only)

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. NAHC will coordinate ordering the bag and the cost of the bag is at the expense of the sponsor.

Conference Lanyards (\$1,200) plus cost of the lanyard

(Limited to one sponsor only)

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. NAHC will coordinate ordering the lanyards and the cost of the lanyard is at the expense of the sponsor.

Exhibitor & Sponsorship Opportunities (continued)

Refreshment Breaks (\$950)

(Unlimited sponsorship opportunities)

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. The beverage items served are at the discretion of NAHC.

Special Request:

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

Registration Stuffer (\$400)

Deliver your message directly to NAHC conference attendees. Have your company's Sales and Marketing collateral or personal favor handed out at registration. The items that you can have distributed include, but are not limited to: chocolates, snacks, towels, tissues, hats, shirts, etc. with your company logo. Approximately 350 attendees.

Sponsoring company is responsible for all costs incurred for these items. Item must be approved by NAHC.

Onsite Conference Program Guide Advertising Opportunities

The onsite conference program guide provides detailed information on all the educational sessions as well as the networking events at the conference. Increase your exposure by keeping your company's name in front of NAHC attendees at the conference as well as throughout the year. Ad space is limited and available on a first come first serve basis.

Program Guide Advertising is 5.5" x 8.5" (guide size is subject to change) **Ads due by September 12, 2024**

Back Cover @ \$850 • Inside Front Cover @ \$800 • Full Page Ad @ \$700 • Half Page Ad @ \$450.00

Quarter Page Ad @ \$300

Payment

Payment is due with Exhibitor, Sponsorship & Advertising Application

Sponsorship opportunities and table area assignments will be made on a first-paid basis. To be included in the Conference Program, payment must be received in full by **September 5, 2024**. Confirmation of sponsorship and your booth space location and a finalized schedule will be emailed. **Cancellation must be made in writing on or before September 18, 2024.**

Reserve your Sponsorship and Booth Space by completing the enclosed Exhibitor, Sponsorship & Advertising Application and send checks or credit card payment made payable to:

National Association of Housing Cooperatives

ATTN: Julie Elfand, Director of Meetings

30999 W. 10 Mile Road

Farmington Hills, Michigan 48336

Exhibitor & Sponsor Rules & Regulations

EXHIBIT DATES AND HOURS

At the time of this writing, it is anticipated show hours will be as follows: Thursday, October 24, 8:00 a.m. – 5:00 p.m., and Friday, October 25, 8:30 a.m. – 2:00 p.m. (Schedule subject to change)

INSTALLATION OF EXHIBITS

Installation of exhibits will take place from 2:00 p.m. to 5:00 p.m. on Wednesday, October 23, 2024.

DISMANTLING OF EXHIBITS

All exhibits must remain intact and manned until the official closing of the Exhibition at 2:00 p.m. on Friday, October 25. The Exhibitor will complete arrangements for prompt pick up of all outbound shipments and remove the exhibit no later than 5:00 p.m. Friday, October 25.

ASSOCIATION

The word “Association” means the National Association of Housing Cooperatives, acting through its officers, directors, members, committees, agents, or employees.

CONTRACT FOR SPACE

Applications for sponsorship and exhibit space are to be received on the official National Association of Housing Cooperatives, Exhibitor & Sponsorship Application Contract, and must include full payment. Sponsorships and space assignments will be based on the date of receipt of payment.

CANCELLATIONS OF EXHIBITS AND SPONSORSHIPS

Cancellations of booth space or sponsorship commitments must be made in writing to NAHC by **September 18, 2024**. Contracts for booths cancelled on or before this date will forfeit \$400 per booth for processing and handling. All other funds will be returned. If an exhibitor cancels after September 18, 2024, all funds will be retained by NAHC.

Contracts for sponsorship and advertising cancelled on or before September 18, 2024 will forfeit 25% of the sponsorship or advertising cost for processing and handling. All other funds will be returned. If a sponsor or advertiser cancels after September 18, 2024, all funds will be retained by NAHC.

These rules and regulations are to be construed as part of all space and sponsorship contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by NAHC. These rules and regulations may be amended at any time by NAHC and will be equally binding on all parties

affected. Written notification of any such amendments will be forwarded to exhibiting companies.

PERMISSIBLE EXHIBITS

The Association reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition and to refuse, cancel, or restrict any applicant, Exhibitor, or exhibit that the Association considers undesirable for any reason. This provision applies to Exhibitor’s conduct, articles, printed matter, samples, questionnaires, celebrities or any other item the Association deems objectionable or unacceptable. If the Association decides that any of these do not meet its standards or is not suitable, the Exhibitor must at once comply with the Association’s demands or can withdraw, and if appropriate, receive back the rental fee paid, prorated for the unused time.

SPACE RELOCATION

All or any part of the space herein above designated is subject to reassignment and rearrangement by the Association for the purpose of consolidation or for any reason. The judgment of the Association with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by the Exhibitor shall not be reduced or increased without consent of the Exhibitor. If space is reduced or increased, the amount of the rent payable shall be appropriately adjusted.

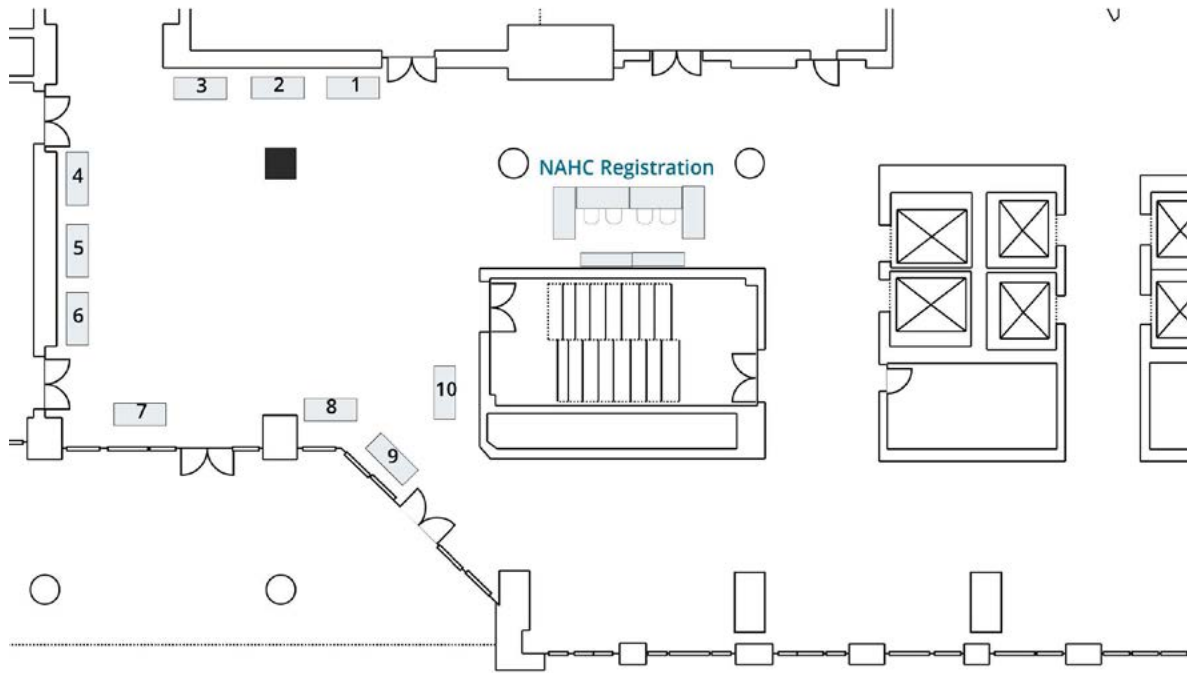
SUBLETTING OF SPACE

No Exhibitor shall, without the written consent of the Association, assign, sublet or apportion the space assigned to any other Exhibitor or person, except a parent, subsidiary or affiliated corporation or business. If permission to sublet is granted, the Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

LIABILITY

Exhibitor assumes responsibility and agrees to indemnify and defend the National Association of Housing Cooperatives and the JW Marriot Parq Vancouver & The Douglas and the Hotel’s Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the National Association of Housing Cooperatives nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Floor Plan - NAHC Exhibits - Kitsilano Foyer



Application for Exhibits, Sponsorships & Advertising

Step 1: COMPANY INFORMATION

Name of Contact: _____
Company Name: _____ (As it will appear in the Onsite Guide.)
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Company Web Site: _____

Step 2: EXHIBITS AND SPONSORSHIP Please select your sponsorship choice

- | | |
|--|---------|
| <input type="checkbox"/> Gold Sponsor Choose One: <input type="checkbox"/> Opening Evening Reception <input type="checkbox"/> Cooperative Pride Luncheon <input type="checkbox"/> Awards Presentation | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$3,500 |
| <input type="checkbox"/> Exhibitor | \$1,000 |
| <input type="checkbox"/> Onsite Conference Program Guide | \$1,500 |
| <input type="checkbox"/> Hotel Key Cards | \$1,750 |
| <input type="checkbox"/> Conference Bags | \$1,500 |
| <input type="checkbox"/> Conference Lanyards | \$1,200 |
| <input type="checkbox"/> Coffee Breaks Choose One: <input type="checkbox"/> Thursday AM Break <input type="checkbox"/> Thursday PM Break <input type="checkbox"/> Friday AM Break
<input type="checkbox"/> Friday PM Break <input type="checkbox"/> Saturday AM Break | \$950 |
| <input type="checkbox"/> Registration Stuffer | \$400 |

Total Exhibits & Sponsorship \$ _____

Step 3: ONSITE CONFERENCE PROGRAM GUIDE ADVERTISING

If you are a Gold or Silver sponsor you can skip Step 3 since advertising in the onsite conference program guide is included in your Sponsorship.

Program Guide is 5.5" x 8.5" (guide size is subject to change) Ads due by September 12, 2024

- | | |
|---|-------|
| <input type="checkbox"/> Back Cover | \$850 |
| <input type="checkbox"/> Inside Front Cover | \$800 |
| <input type="checkbox"/> Full Page Ad | \$700 |
| <input type="checkbox"/> Half Page Ad | \$450 |
| <input type="checkbox"/> Quarter Page Ad | \$300 |

Total Program Guide Advertising \$ _____

Step 4: BOOTH SELECTION Please see floor plan of exhibit space on page: 6. Please indicate choices in order of preference. NAHC has the right to assign space if your choices are not available.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Step 5: BOOTH PERSONNEL REGISTRATION

The registration fee for the first exhibitor/sponsor is included, each additional exhibitor/sponsor registration is \$500.00/each.

First Exhibitor: _____ Email: _____
Additional Exhibitor: _____ Email: _____
Additional Exhibitor: _____ Email: _____

Total Registration Fees: \$ _____



Exhibitor Name: _____

Application for Exhibits, Sponsorships & Advertising (continued)

Step 6: TOTAL

CANCELLATION POLICY

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Contracts for sponsorship or advertising cancelled on or before September 18, 2024 will forfeit 25% of the sponsorship or advertising cost for processing and handling. All other funds will be returned. If a sponsor or advertiser cancels after September 18, 2024, all funds will be retained by NAHC.

TOTAL EXHIBIT AND SPONSORSHIP FEES Step 2, Page 1	\$ _____
TOTAL PROGRAM GUIDE ADVERTISING FEES Step 3, Page 1	\$ _____
TOTAL BOOTH PERSONNEL REGISTRATION FEES Step 5, Page 1	\$ _____
GRAND TOTAL	\$ _____

Step 7: PAYMENT (NAHC requires pre-payment with Exhibitor, Sponsorship & Advertising Application in order to process.)

Check # _____ Mastercard Mastercard Debit Card Visa Visa Debit Card American Express

Card No. _____ Security Code _____ Exp. Date _____

Name on Card _____

Billing Address (including city, state and zip) _____

Exactly as it appears on the credit card statement

Signature _____

Send completed application and payment to:

Mail: **NAHC**
 ATTN: Julie Elfand, Director of Meetings
 30999 W. 10 Mile Road
 Farmington Hills, MI 48336
 Email: jelfand@bostrom.com



NAHC 2024

VANCOUVER, BC

OCTOBER 23-26, 2024

JW Marriott Parq Vancouver
& The Douglas

**For more information on Exhibits,
Sponsorship, or Advertising Opportunities
visit www.nahc.coop or call (202) 712-9027**



National Association of Housing Cooperatives

30999 W. 10 Mile Road • Farmington Hills, MI 48336
Fax: (202) 737-0797 • Email: info@nahc.coop