



2020 Vendor and Sponsorship Prospectus

Reception Package: \$15,000

- 4 conference attendee registrations
- (1) 6 ft. exhibit table inside vendor hall (Huddle Zone) and (1) Huddle Zone Conversation Pit
- Marketing video (1:00-1:30 minutes in length), produced by the event marketing contractor, highlighting the company to be shown to the attendees at the end of the final session/start of reception. Sponsor will have creative input.
- The ability to add up to 3 additional vendor representatives to attend the event at \$500 each
- Logo featured on all attendee drink tickets for reception
 - Attendees pick-up drink ticket at sponsor exhibit table during the conference
- Logo featured on signage during reception
- Company recognition on website, social media platforms, email to registered attendees prior to conference, and onsite signage
- One social media post and e-blast solely thanking reception sponsor

Presenting Package: \$12,000

- 4 conference attendee registrations
- 2 Expert Huddle Hour huddle zones
- Marketing video (2:00 – 2:30 minutes in length), produced by the event marketing contractor, highlighting the company and to be shown to the attendees of the event prior to the Keynote. Sponsor will have creative input.
- The ability to add up to 3 additional vendor representatives to attend the event at \$500 each
- Company recognition on website, social media platforms, email to registered attendees prior to conference, and onsite signage
- One social media post and e-blast solely thanking presenting sponsor
- Company has unlimited use of video as preferred post-conference

Session Package: \$8,500

- *Sessions will be assigned by the Planning Committee on a first-come, first-served basis.*
- 3 conference attendee registrations
- 1 Expert Huddle Hour huddle zone
- Marketing video (1:00-1:30 minutes in length), produced by the event marketing contractor, highlighting the company to be shown to the attendees prior to the Session indicated below. Sponsor will have creative input.
- The ability to add up to 2 additional vendor representatives to attend the event at \$500 each
- Company recognition on website, social media platforms, email to registered attendees prior to conference, and onsite signage
- Company has unlimited use of video as preferred post-conference

Participating Package: \$6,000.00

- 2 conference attendee registrations
- 1 Expert Huddle Hour huddle zone
- The ability to add up to 1 additional vendor representatives to attend the event at \$500 each
- Company recognition on website, social media platforms, email to registered attendees prior to conference, and onsite signage

Marketing Package: \$4,500.00 (*applicable as and add-on to any above package*)

- First-come, first-served choice of the following packages:
 - **Lanyard Marketing Package**
 - Company logo will be on the lanyards of all conference attendees (with NREC logo)

- **Conference Bag Marketing Package**
 - Company logo will be on the conference bags given to all attendees (with NREC logo)
- **Notebook Marketing Package**
 - Company logo will be on the conference notebooks given to all attendees (with NREC logo)
- **Pen Marketing Package**
 - Company logo will be on the conference pens given to all attendees (with NREC logo)
- Each **Marketing Package** will include:
 - 1 conference attendee registration
 - The ability to add up to 1 additional vendor representatives to attend the event at \$500 each
 - Company recognition on website, social media platforms, email to registered attendees prior to conference, and onsite signage

Vendor Table Package: \$2,500.00

- (1) 6' table inside vendor hall (Huddle Zone)
- 2 vendor attendees
 - *Note: Vendor attendee registration **does not** include conference registration or lunch*
- Including in vendor listings on website and onsite signage

Industry Partner Benefit: \$500.00 Discount

- Available only to IREM Greater Denver Industry Partners

Video Production (*applicable to Reception, Presentation, or Session Sponsors*):

Reception, Presentation, and Session Sponsors will be given the contact information for the event marketing contact once the agreement is signed and payment is made. It will be the responsibility of the Sponsor to arrange for the creative session necessary to capture the video.

Although the event marketing company may offer suggestions, it is the responsibility of the Sponsor to have any scripting for the video developed, and to ensure that any interviewees that the Sponsor may wish to include in the video presentation and filming locations are prepared.

The event marketing company is contracted to spend one taping session with the Sponsor, not to exceed 4 hours and two edits of video before final rendering. The Sponsor may individually contract the marketing company for additional taping time, or additional edits at a cost defined by the marketing company in alignment with their normal rates. The costs related to additional taping time and edits is the responsibility of the Sponsor and is not included in the Sponsor pricing package. The video will include up to \$50 of stock video or photos to enhance the message of the video. Sponsors are encouraged to provide any video or photos of actual work to be included in the video. If Sponsor wishes to add stock footage exceeding \$50, the additional cost is the responsibility of Sponsor.

Huddle Zone Conversation Pits (*applicable to Presenting, Session, and Participating Sponsors*):

Presenting, Session, and Participating Sponsors will have a conversation pit selected and set up prior to the day of the event, during the event, and for the Expert Huddle Hour at the conclusion of the event. Furniture for conversations pits will be preselected by IREM Greater Denver, and the Sponsors not be invited into the furniture selection process. The huddle zone pits will be sized and positioned relative to the level of vendor attendee package level, with the Presenting zones being larger and more predominately placed. Sponsor logos will be printed and placed at the appropriate huddle zone and the Sponsors are not be responsible for selecting, setting up, or tearing down their conversation pit.

Print Materials (*all sponsors and vendors*)

Sponsors and Vendors may bring printed material or promotional items, however such items must only be displayed or distributed from the huddle zone during the Expert Huddle Hour, or at the assigned exhibitor table . Printed materials and/or promotional items may not be distributed on chairs, on tables, or directly to attendees outside of the Expert Huddle Hours, with the exception of the exchange of business cards.

Marketing Sponsors will not have a conversation pit or exhibit table, unless a purchase of an additional package as permitted above, but will be permitted to attend the Expert Huddle Hour. The Marketing Sponsors may not distribute printed materials and/or promotional items at any time during the event, unless a purchase of an additional package as permitted above. Exchange of business cards is permitted.