2021 REALTORS® LEGISLATIVE MEETINGS
HOME FRONT
PROTECTING RIGHTS. EXPANDING ACCESS. BUILDING PROSPERITY.
MAY 3-14, 2021
VIRTUAL EXHIBIT & SPONSORSHIP OPPORTUNITIES
The 2021 REALTORS® Legislative Meetings is where the real estate community will come together for 3 days of specialized programming to engage, learn and unite in our commitment to rebuilding the economy and uplifting the American spirit.

The 2021 REALTORS® Legislative Meetings will take place in a virtual format – delivering timely legislative, economic and financial intelligence that is critical to sustaining and moving our industry forward.

The intimate format provides sponsors exclusive access to key leaders in real estate, and opportunities to build your business, and cultivate strong relationships.

NAR’s collective force of 1.4 million REALTORS® is the most powerful catalyst to restore the economy, including residential practitioners, as well as those in commercial sales, development, appraisals and property management.

Through strategic policy advisement, and by creating valuable tools members can use to ensure they have what they need to successfully guide clients and adhere to Fair Housing regulations, NAR is doing more than any other organization to help people access, afford, and protect their homes and investments and prosper.

As we look to the future, our strengthened emotional attachments to where we live will drive even more Americans toward homeownership, and deepen our bonds with our neighbors, our community, our families, and our homes.
SPONSORSHIP OPPORTUNITIES THAT WILL GET NOTICED:

• Increased brand visibility on key event webpages
• Sponsored virtual keynotes and educations sessions
• Exclusive access with pre-qualified attendees using AI technology
• Sponsored live streams and on-demand content
UNRIVALED ACCESS
TIERED. TARGETED. TIMELY.

The 2021 REALTORS® Legislative Meetings is a unique opportunity for sponsors to engage with this powerful audience in an intimate, virtual setting.

Unconstrained by the physical and financial limitation of an in-person event, the 2021 REALTORS® Legislative Meetings will attract a broader reach of real estate professionals, who are the forefront of change as we continue to navigate this unprecedented time in our history.

This year’s Legislative Meetings will be a truly interactive and immersive experience, offered on the MeetingPlay virtual platform including attendee networking enhancements: Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message.

Exhibitors can secure their position, alongside attendees during the live sessions, and will have the opportunity to connect one-on-one in exclusive meetings set through AI technology.

In addition, sessions will be available on-demand, providing sponsors exposure to NAR members for up to 30 days after the event.
YOUR VIRTUAL BOOTH HOMEPAGE
INCLUDED WITH ALL BOOTHS

- **Special Offers/Giveaways**
  Offer up to 4 special offers/giveaways under the Special Offers Tab on your sponsor page.

- **About Tab**
  Brief description about your company

- **Company Representatives**
  Sponsor page will include photos, names and titles of booth staff providing attendees the ability to contact them directly.

- **Downloadable Documents**
  Provide product collateral material in PDFs, DOC, PPT and JPG format.

- **Video/Demos/Commercials**
  Provide one or multiple videos to display (in loop) on your sponsor page.

- **Sponsor Profile Banner**
  Header logo or graphic on your sponsor page.
CHOOSE YOUR SPONSORSHIP PACKAGE

BY TIER

<table>
<thead>
<tr>
<th></th>
<th>Rising Star</th>
<th>Super Star</th>
<th>Closer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maxium Number of Sponsors in Tier</td>
<td>Unlimited</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Booth Staff Registrations (working your virtual booth)</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Additional admin staff (not assigned to your booth)</td>
<td>1</td>
<td>1</td>
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</tr>
</tbody>
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BRANDING

- Conference Home Page Sponsor Banner
- Registration Branding Sponsor
- 30-Second Videostitial Video
- Static Interstitial Ad
- Session Banner Ad

ENGAGEMENT

- 20-minute pre-recorded session promoted in the conference schedule*
- 15-minute on-demand content*
- Social Media Post - Twitter
- Facebook or LinkedIn Posts

CONNECTION

- Attendee List (mail address)
- Virtual Event Bag Insert

* Also available a la carte

Click here to see a complete description of each tier.

POST EVENT METRICS

Overall Sponsor Clicks includes attendees who have clicked into your booth and # of times.

Sponsor Click Report includes opted in attendees that downloaded content, clicked on special offers, or visited your external websites.

Activity Log Report is available to pull at anytime inside your virtual booth. This includes attendees sharing their data with sponsors.

Sponsor Connection shows attendees who have clicked into a sponsor booth and earned gamification points.
brANDING

✓ Conference Home Page Sponsor Banner
  Rotating sponsor banner ad in the virtual lobby that when clicked will go to your virtual booth on the platform

✓ Registration Branding Sponsor
  Sponsor’s logo will appear on sidebar graphics and footer of registration page as well as footer of the registration email confirmation (will be added to registration upon receipt of logo)

✓ 30-Second Videostitial Video
  30-second videostitial ad plays before the start of the sessions (the top 5 most popular sessions will be set aside for Closer sponsors)

✓ Static Interstitial Ad
  Session interstitial ad displays until participant launches your videostitial.

✓ Session Banner Ad
  Session banner ad will appear on same page as interstitial and videostitial

✓ Exhibitor Listing
  Listing of all sponsors by tier level; includes thumbnail logo with link to your exhibitor portal page

ENgAGEMENT

✓ 20-minute pre-recorded session promoted in the conference schedule.
  20-minute educational or promotional session featured in the conference schedule. All content will be available for attendees up to 30 days on the platform

✓ Social Media Post - Twitter
  One post on @NARdotRealtor Twitter Account

✓ Facebook or Linkedin Posts
  One Post on either @NARdotRealtor Facebook OR LinkedIn Accounts (not both)

✓ Attendee Networking Enhancements
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message

CONNECTION

✓ Attendee List (mail address)
  Includes a mailing list of all registrants post-event

✓ Virtual Event Bag Insert
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees.
CONFERENCE PROGRAM BRANDING
(CLOSER SPONSORS ONLY) INCLUDES 3 SESSION BRANDING OPPORTUNITIES

Session Banner
(Visible during session)

Conference Home Page
Rotating banner on conference home page (virtual lobby)

Registration Branding
- Banner on registration web site
- Banner on email confirmations
SUPER STAR $7,500

**BRANDING**

✓ Exhibitor Listing
  Listing of all sponsors by tier level; includes thumbnail logo with link to your exhibitor portal page

**ENGAGEMENT**

✓ 15-minute on-demand content
  15-minute pre-recorded educational or promotional content. All content will be available for attendees from day one of the platform launch and up to 30 days after

✓ Social Media Post - Twitter
  One post on @NARdotRealtor Twitter Account

✓ Attendee Networking Enhancements
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message

**CONNECTION**

✓ Attendee List (mail address)
  Includes a mailing list of all registrants post-event

✓ Virtual Event Bag Insert
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees.
RISING STAR $4,000

BRANDING
✓ Exhibitor Listing
  Listing of all sponsors by tier level; includes thumbnail logo with link to your exhibitor portal page

ENGAGEMENT
✓ Attendee Networking Enhancements
  Exhibitors can search for attendees in the general attendee list, click on their profile and start a video call or send them a text message

CONNECTION
✓ Attendee List (mail address)
  Includes a mailing list of all registrants post-event
✓ Virtual Event Bag Insert
  Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees.
VIRTUAL EVENT BAG INSERT
INCLUDED IN ALL TIERS

The Virtual Event Bag Insert is sent 3x to all registered attendees:

- One week before the event
- The week of the event
- One week after the event
Gamification $12,000
Attendees earn points toward rewards each time they click on an event or booth in the platform. This exclusive sponsorship includes: Daily NAR promotion of the “Reward Contest” via commercials; sponsor branding on highly-visible leaderboard; sponsor logo on all mentions of the “Reward Contest”; contact information of attendees participating; daily sponsor recognition as prizes are awarded.

20-minute pre-recorded session promoted in the conference schedule $5,000
Four opportunities available first-come, first-served: Includes one 20-minute session featured in the conference schedule and will be placed in the On-Demand Library for 30 days post-event.

15-minute on-demand content $3,500
15-minute pre-recorded educational or promotional content. All content will be available for attendees from day one of the platform launch (May 3, 2021) and up to 30 days after.

After Hours Hosted Events $2,500
Allows exhibitors the opportunity to host after hours event(s). Determine your audience (i.e. broker owners, commercial etc.) and NAR will email your invitation to them. Your event will be promoted within the conference program. Exhibitor is responsible for all fulfillment.

Session Ad Package $1,500
Includes: 30-Second Videostitial Ad, Static Interstitial Ad & Banner Ad
Select one session from 6 that are available (first-come, first-served) and display your static interstitial ad until the session starts when your 30-second sponsor video appears before the start of the recorded session. These ads along with your banner ad on the session page will remain with the session in the On-Demand library for the duration of the event and 30 days post event.

Virtual Event Bag Insert $1,500
Reach all pre-registered attendees via 3 emails sent by NAR before, during and after the event. You will be provided with an easy-to-build, interactive advertisement that allows you to customize the information you want to capture from attendees. (One VEB Insert is included in each Tier package.)
CONTACTS

Reach out to any of the following individuals for more information about participating:

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Download the order form here.