



National Council of  
State Housing Agencies

## UPCOMING EVENTS

**Housing Credit  
Connect &  
Marketplace**

June 19 – 22, 2018  
Chicago

**Annual Conference  
& Showplace**

October 13 – 16, 2018  
Austin

**HFA Institute**

January 13 – 18, 2019  
Washington, DC

**S P O N S O R**

**A D V E R T I S E**

**E X H I B I T**

**2018 CONFERENCE  
PARTNERSHIP  
OPPORTUNITIES**

# LEVERAGE THE POWER OF BRAND ASSOCIATION

Partner with NCSHA to reach the affordable housing community's decision-makers.

Get engaged in NCSHA's conferences to increase your organization's visibility, generate new leads, connect with potential clients, and demonstrate support for your established clients. You will maximize the return on your investment of marketing dollars by showcasing your services, products, technologies, and initiatives in front of this targeted audience of leaders responsible for finding solutions to the affordable housing community's business challenges.

Sponsor, exhibit, and advertise during NCSHA's conferences to benefit from:

- networking with executive directors and staff from the nation's HFAs
- increased awareness of your brand with this target audience
- opportunities to cultivate new and existing relationships face to face—the most effective method for developing a loyal client base
- first-hand knowledge of the business challenges and issues your clients are facing
- professional development for you and your team in the latest best practices and trends in affordable housing, delivered by leading practitioners, industry experts, and thought leaders

## Who Are NCSHA's Members?

NCSHA's members are:

- the HFAs of virtually every state, the District of Columbia, New York City, Puerto Rico, and the U.S. Virgin Islands
- the agencies that allocate the Low Income Housing Tax Credit in the states where an HFA does not
- more than 300 affiliate members in the affordable housing field, including major investment firms, technology companies, developers, and nonprofits

**Interested in becoming an NCSHA member?** Contact Phaedra Stoger at 202-624-7710 or [membership@ncsha.org](mailto:membership@ncsha.org).

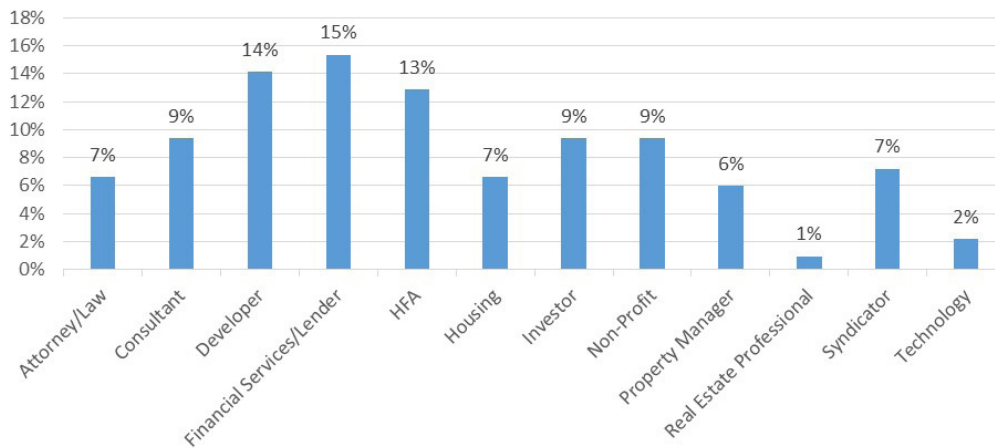


# WHO ARE NCSHA'S ATTENDEES?

## HOUSING CREDIT CONNECT & MARKETPLACE | JUNE 19 – 22, 2018 • CHICAGO

HOUSING CREDIT CONNECT (HCC) brings together **more than 1,200** executive directors and senior staff of Housing Credit allocating agencies with their partners for unparalleled educational and networking opportunities — and the largest exhibition of affordable housing products and services in the United States. **In 2017, 44%** of attendees were in executive positions, making this a conference you don't want to miss!

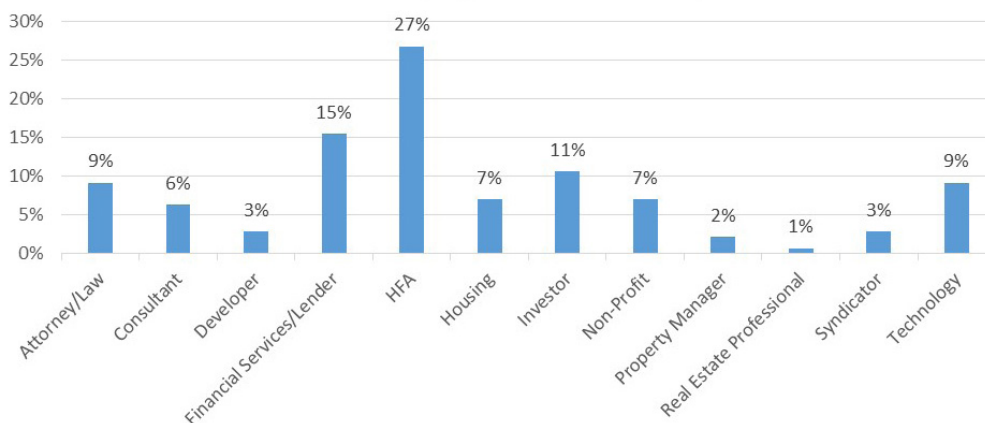
### Types of Organizations Represented at Housing Credit Connect



## ANNUAL CONFERENCE & SHOWPLACE | OCTOBER 13 – 16, 2018 • AUSTIN

THE ANNUAL CONFERENCE & SHOWPLACE (ACS) is NCSHA's premier members-only networking and professional development event of the year. **More than 1,000 members** take part in programming in 11 focus areas: communications, finance, governance, homeownership, human relations, information technology, legal, management innovation, rental, special needs housing, and sustainable housing. Conference features include the popular tradeshow and the Annual Awards for Program Excellence presentation.

### Types of Organizations Represented at the Annual Conference



# SPONSOR: Partnership Levels

## Housing Credit Connect & Marketplace | Annual Conference & Showplace

As a high-level NCSHA sponsor, your organization is featured throughout the conference. The following packages can help you connect with attendees, generate leads, and achieve your marketing objectives. Packages can be customized to meet your needs.

The sponsorship packages on pages 4 and 5 include the following benefits PLUS the benefits listed below each level:

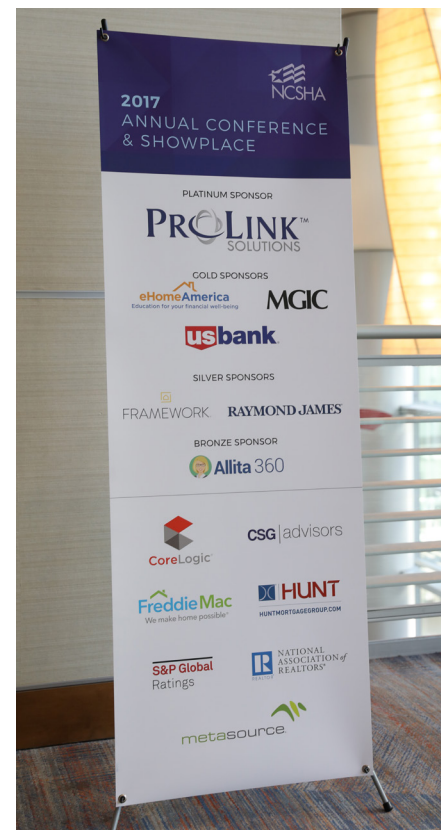
- Sponsor's logo and website link posted on the NCSHA conference web page
- Sponsor's logo published in the conference program guide distributed to all attendees on site
- Sponsor's logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- Recognition from the podium during the conference plenary sessions
- "Sponsor" name-badge ribbons for sponsor's staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor's website and printed collateral (*with NCSHA's pre-approval*)

### Platinum: \$20,000

- Four complimentary full conference registrations
- Four invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One double or single exhibit booth in a premium location in the tradeshow
- One full-page interior ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

### Gold: \$15,000

- Three complimentary full conference registrations
- Three invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters



- One single exhibit booth in a premium location in the tradeshow
- One full-page interior ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

### Silver: \$10,000

- Two complimentary full conference registrations
- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

### Bronze: \$5,000

- One complimentary full conference registration
- One invitation to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- A 40% discount on advertising in the conference program guide

### Affordable Housing Friends: \$3,500

- A 40% discount on advertising in the conference program guide



Interested in sponsoring both conferences? Contact Kimberly Carr at 202-624-5424 or [sponsors@ncsha.org](mailto:sponsors@ncsha.org) for details on how NCSHA can customize the ideal package for your organization.



# SPONSOR: Brand Promotions

## Housing Credit Connect & Marketplace | Annual Conference & Showplace

Increase the visibility of your brand and engage with NCSHA's attendees by sponsoring one of these fun and useful conference giveaways or special events. Check on our website to see what sponsorships are still available! *Do you have an idea for a new item not included here? Please tell us about it!*

The sponsorship packages on pages 6 and 7 include the following benefits PLUS the benefits listed below each item:

- Sponsor's logo printed on the product (or accompanying signage, if applicable)
- Sponsor's logo and website link posted on the NCSHA conference web page
- Sponsor's logo published in the conference program guide distributed to all attendees on site
- Sponsor's logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- "Sponsor" name-badge ribbons for sponsor's staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor's website and printed collateral (*with NCSHA's pre-approval*)
- First chance to renew your 2018 sponsorship in 2019, before sales open to the general public

### Hotel Keycard or Keycard Sleeve: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide



### Lanyard: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide



### Tote Bag: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide

To learn more about these sponsorship packages and to apply, contact Kimberly Carr at 202-624-5424 or [sponsors@ncsha.org](mailto:sponsors@ncsha.org).

### Wi-Fi: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide
- *The wi-fi scope and ability to customize will vary by venue; NCSHA will provide details.*

### Latte Station: \$7,500

- A 40% discount on advertising in the conference program guide
- *Depending on the conference, you may have the option to select from one of multiple time slots scheduled throughout the event.*



### Sundae Bar: \$6,500

- A 40% discount on advertising in the conference program guide
- *Offered only on the tradeshow's first day*

### Charging Station: \$5,000

- A 40% discount on advertising in the conference program guide

### Notebook: \$5,000

- A 40% discount on advertising in the conference program guide

### Photo Booth: \$5,000

- A 40% discount on advertising in the conference program guide

### Water Bottle: \$5,000

- A 40% discount on advertising in the conference program guide

## HFA Institute Sponsorship

Select sponsorship packages are available during this January 2019 conference. To learn more, please contact Kimberly Carr at 202-624-5424 or [sponsors@ncsha.org](mailto:sponsors@ncsha.org).

The HFA Institute offers intensive training and extensive networking with federal officials and industry consultants, practitioners, and experts in these major federal housing program areas: HOME and Housing Trust Fund, Housing Credit, MRBs and Other Federal Homeownership Programs, and Section 8 and Other Federally Assisted Multifamily Housing.

# City-Inspired Breaks

## Housing Credit Connect & Marketplace | Annual Conference & Showplace

Host a break for attendees inspired by the host city! *Available to member exhibitors only; date to be determined by NCSHA based on the conference schedule of events.*

### Chicago: “City of Champions” or Austin: Texas Tailgate: \$7,500

- Sponsor’s logo printed on napkins for the break
- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- Recognition from the podium during the conference plenary sessions
- Sponsor’s logo and website link posted on the NCSHA conference web page
- Sponsor’s logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor’s logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)
- One half-page ad in the conference program guide
- Sponsor’s logo published in the conference program guide distributed to all attendees on site
- Sponsor’s logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- “Sponsor” name-badge ribbons for sponsor’s staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor’s website and printed collateral (*with NCSHA’s pre-approval*)
- First chance to renew your 2018 sponsorship in 2019, before sales open to the general public\*



\* Availability of the City-Inspired Break is dependent on offerings at future conference hotels and is not guaranteed from year to year.

Contact Kimberly Carr at 202-624-5424 or [sponsors@ncsha.org](mailto:sponsors@ncsha.org) to learn more about sponsoring, exhibiting, and advertising with NCSHA.



# ADVERTISE

## *Housing Credit Connect & Marketplace | Annual Conference & Showplace*

Reinforce your brand with the affordable housing industry’s top executives and decision-makers by advertising in the conference program guide distributed to all attendees on site. The program is **THE** guide to the entire conference: It includes the agenda, tradeshow and hotel maps, and exhibitor profiles. Attendees refer to the program guide throughout the conference and take it back to the office as a reference.

### Program Guide Ad Sizes and Advertising Rates

	Back Cover	Inside Back Cover	Full Page	Horizontal Half Page	Vertical Half Page	Quarter Page
<b>Dimensions (width x height)*</b>	9.375" x 12.375"*	9.375" x 12.375"*	7.875" x 10.875"	7.875" x 5.25"	3.75" x 10.875"	3.75" x 5.25"
<b>Standard Rates</b>	\$2,600	\$2,200	\$1,600	\$1,100	\$1,100	\$550
<b>Exhibitor Rates</b>	\$1,560	\$1,320	\$960	\$660	\$660	\$330

### Specifications

Please furnish ads as electronic files in one of the following formats:

- Press-optimized PDF
- Illustrator EPS file with all fonts saved as outlines

Sizes above include live area. Bleeds are accepted for back cover and inside back cover ads only; sizes specified above include the bleed. Artwork may be in color or black/white, with a minimum resolution of 300 dpi.

One available for Housing Credit Connect & Marketplace and for the Annual Conference & Showplace. Previous-year sponsor has first right to renew the advertisement.

NOTE: *Advertisements will appear in the conference program guide exactly as they are received.*

### Submission Deadlines

	Housing Credit Connect	Annual Conference & Showplace
<b>Space Reservation Forms Due</b>	Friday, May 11, 2018	Tuesday, September 4, 2018
<b>Art Files Sent to advertising@ncsha.org</b>	Friday, May 18, 2018	Tuesday, September 11, 2018

# EXHIBIT

## Housing Credit Connect & Marketplace | Annual Conference & Showplace

Do you have a product, service, technology, or initiative you want to introduce to NCSHA’s audience? Consider exhibiting at an NCSHA conference, where you will network with current and potential clients, hear their challenges and issues first hand, and cultivate critical business relationships.

	NCSHA Member	Nonmember*
Housing Credit Connect	\$3,150	\$4,350
Annual Conference & Showplace	\$3,150	\$4,350

Note: The Platinum and Gold Sponsorship packages include premium exhibit space.

### The Exhibitor Package includes:

- One (1) 10’ x 8’ exhibit space, with 8’-tall back drapes and 3’-tall side drapes
- One (1) 6’ draped table
- Two (2) chairs
- One (1) wastebasket
- One (1) exhibitor ID sign
- Overnight in-hall security
- Two (2) exhibitor-only registrations, which include meals and social functions that take place inside the tradeshow, with the option to upgrade to a discounted full registration (*restrictions apply; inquire for details*)
- 40% discount on advertisements placed in the conference program guide distributed to all attendees on site
- Exhibitor’s logo, profile, and contact information published in the conference program guide
- Exhibitor’s logo and profile (including company description and contact information) posted on NCSHA’s interactive tradeshow map
- Use of pre- and post-conference attendee direct-mail lists
- Priority booth selection for NCSHA’s 2019 conferences

### \*Interested in Becoming an NCSHA Member?

Contact NCSHA’s Phaedra Stoger at 202-624-7710 or [membership@ncsha.org](mailto:membership@ncsha.org).

Contact Kimberly Carr at 202-624-5424 or [exhibits@ncsha.org](mailto:exhibits@ncsha.org) to reserve your booth space and discuss the relationship-building opportunities available for your business during NCSHA’s tradeshow.

## Exhibition Schedule\*

	Housing Credit Connect	Annual Conference & Showplace
<b>Booth Reservation Deadline</b>	Friday, May 18, 2018	Tuesday, September 11, 2018
<b>Booth Cancellation Deadline</b>	Friday, May 18, 2018	Tuesday, September 11, 2018
<b>Booth Set-Up Window</b>	Wednesday, June 20, 2018 9:00 a.m. – 11:30 a.m.	Sunday, October 14, 2018 9:00 a.m. – Noon
<b>Occupation Time</b>	Wednesday, June 20, 2018 1:00 p.m. – 5:30 p.m. Thursday, June 21, 2018 8:00 a.m. – 7:00 p.m.	Sunday, October 14, 2018 2:00 p.m. – 5:00 p.m. Monday, October 15, 2018 7:30 a.m. – 6:30 p.m.
<b>Booth Break-Down Window</b>	Friday, June 22, 2018 8:00 a.m. – 11:00 a.m.	Wednesday, October 17, 2018 7:00 a.m. – 10:00 a.m.

\*Subject to change



## General Information for Sponsors and Exhibitors

Once your organization has selected a sponsor or exhibitor package, an agreement will be generated describing the basic terms, conditions, and benefits. The provided agreement letter must be signed and returned to NCSHA before the terms can be executed.

### Coordination of Materials

To ensure timely and accurate promotion of your organization's conference participation and access to all the benefits of your package, please follow these steps.

- Complete all the requested fields on the applicable Sponsor or Exhibitor Application, *even if you have previously sponsored or exhibited at an NCSHA event*. This ensures NCSHA has the most up-to-date information for your organization.
  - If your sponsorship packages includes an exhibit booth, please also complete the Exhibitor Application which can be found on our website or provided by Kimberly Carr.
- Assign a primary point of contact whom NCSHA can contact regarding the critical logistical details of your participation.
- Return your executed application to Kimberly Carr at [kcarr@ncsha.org](mailto:kcarr@ncsha.org).
- Email your organization's logo to Kimberly Carr at [kcarr@ncsha.org](mailto:kcarr@ncsha.org). Please follow the file specifications below to ensure optimum display. Convert your color logo's fonts to outlines and supply two file types:
  - vector format (.eps or .ai) for large-format print production
  - bitmap format (.gif, .jpeg, or .png) for web display

### Invoicing and Payment

The executed agreement will serve as your invoice; no additional invoice will be supplied unless requested. Payment is due within 30 days of your reservation. NCSHA accepts checks and credit cards; we do not accept electronic fund transfers (ACH).

**Payment by Check:** Send to the address below with a copy of your completed application.

NCSHA, ATTN: Kimberly Carr  
444 North Capitol Street NW, Suite 438  
Washington, DC 20001

**By Credit Card:** To make a payment by credit card, please call Kimberly Carr at 202-624-5424 after your agreement is fully executed. *A 3.75% processing fee will be added for each transaction.*

### Exhibit Booths

Booth spaces are reserved on a first-come, first-served basis. Verbal or emailed booth requests may not be honored.

Booth selections are made via Map Dynamics, NCSHA's interactive tradeshow map. During checkout in Map Dynamics, you will be prompted to upload your completed Exhibitor Application. If your application is incomplete when submitted, your reservation may not be honored. Final booth layout is at NCSHA's discretion.

Please note: Spaces designated as preferred in the exhibit hall layout are subject to change.

NCSHA contracts with a show decorator to handle exhibitors' power and décor orders and shipping needs, as well as to setup and break down the exhibit hall. Kimberly Carr will send you the link to the online Exhibitor Services Manual well in advance of the conference so you can take advantage of discounted pricing.

Exhibitors are responsible for ensuring the timely setup and breakdown of their displays. NCSHA will not be held liable, or incur any charges, for shipping delays or loss, pilferage, or theft of display equipment. NCSHA provides overnight in-house security in the tradeshow.

### Hotel Information

Sponsors and exhibitors are responsible for their own hotel reservations. Reservation information for the conference headquarters hotel will be included in your registration confirmation email.

To take advantage of discounted room rates and ensure availability, please make hotel reservations well in advance of the published hotel cut-off date. After the cut-off date, hotels cannot guarantee room block or rate availability.

### Contact Us

We are here to help. If you need assistance, please contact NCSHA's Kimberly Carr at [kcarr@ncsha.org](mailto:kcarr@ncsha.org), 202-624-5424, or 202-624-7710.





## 2017 Sponsors | Exhibitors | Advertisers

Adfitech  
AEGON USA Realty Advisors, LLC  
Affordable Housing Finance  
Alden Capital Partners  
Alliant Capital, Ltd.  
Allita 360  
Baker Tilly  
Bank of America Merrill Lynch  
BNY Mellon  
BOK Financial  
Boston Financial Investment Management  
Bowen National Research  
CAHEC  
Capital One Multifamily Finance  
CBRE  
Churchill Stateside Group  
CohnReznick LLP  
Comerence, an Optimal Blue Company  
CoreLogic  
Costello Compliance  
CREA, LLC  
CSG Advisors  
Dauby O'Connor & Zaleski, LLC  
Dentons  
Dixon Hughes Goodman LLP  
Dominium  
Dovenmuehle Mortgage, Inc.  
E&A Team, Inc.  
eHome America  
Eide Bailly LLP  
EMG  
Emphasys Software  
Enterprise/Bellwether Enterprise  
Fannie Mae  
Fitch Ratings  
Framework  
Freddie Mac  
Gill Group, Inc.  
Herman & Kittle Properties, Inc.  
Housing and Development Software (HDS)  
Hunt Mortgage Group  
IMPLAN  
KeyBank  
Lakeview Loan Servicing  
Lea & Company  
Love Funding  
MetaSource  
MGIC  
MIAC Analytics  
Monarch Private Capital  
Moody's Investors Service  
MRI Software  
Nan McKay & Associates, Inc.  
National Association of Home Builders  
National Association of Realtors  
National Association of State and  
Local Equity Funds  
National Development Council  
Corporate Equity  
National Equity Fund, Inc.  
NeighborWorks America  
Nixon Peabody LLP  
Northsight Management  
Novogradac & Company LLP  
Ohio Capital Corporation for Housing  
Plante Moran  
PNC Real Estate  
Portfolio Resident Services  
PowerLender LOS  
PowerSeller Solutions LLC  
ProLink Solutions  
Propp Christensen Caniglia LLP  
Quadel Consulting & Training, LLC  
R4 Capital  
Raymond James Tax Credit Funds, Inc.  
RBC Capital Markets  
RealPage, Inc.  
Red Stone Equity Partners  
Ribbon Demographics, LLC  
Robert W. Baird & Co., Incorporated  
RubinBrown LLP  
S&P Global Ratings  
Stifel  
Sugar Creek Capital  
SunTrust Community Capital, LLC  
TCAM  
The Richman Group Affordable  
Housing Corporation  
U.S. Bank Home Mortgage – HFA Division  
U.S. Department of Housing and  
Urban Development  
US Bank  
VirPack  
Wells Fargo Corporate Trust Services  
Wilmington Trust, N.A.  
WNC  
Zappling/2rw Consultants  
Zeffert & Associates  
Zions Bank Corporate Trust