



HOUSING CREDITCONNECT

VIRTUAL | JUNE 21-24

Sponsor | Exhibit | Advertise



National Council of
State Housing Agencies

As of 4.15.21



Thank you for your interest in supporting Housing Credit Connect, the premier industry event of the year!

From June 21 – 24, NCSHA will convene the Housing Credit community on a robust virtual platform designed to encourage interaction among the state housing finance agencies and their partners. We're excited about the features the platform offers to help us help you raise awareness of your services and products with our audience — from video messages broadcast at the start of plenary and breakout sessions, to banner advertising, to a virtual booth where you can engage directly with current and potential clients.

I'll be in touch soon about opportunities to sponsor, exhibit, and advertise during HCC21 — however, if you see something that interests you on the following pages, please don't hesitate to contact me: We can customize a package together!

Looking forward to working with you!

Kimberly Carr

Sponsorship & Tradeshow Coordinator
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Why Sponsor, Exhibit, and Advertise During HCC21?

1. **Secure broad exposure for your services and products before, during, and after the conference.**
 - Our event platform offers attractive options for high visibility.
 - NCSHA expects strong attendance from the Housing Credit community as attendees take advantage of affordable registration rates, a team discount, and savings on travel.
 - In addition, on-demand session recordings and content will draw attendees to the event platform through September 2021.



Why Sponsor, Exhibit, and Advertise During HCC21?

2. Network with attendees safely.

- Attendees are eager to connect — and increasingly savvy at virtual networking!
- The event platform's features can be leveraged to renew and build relationships with current and potential clients.
- Schedule virtual meetings with current and potential clients, message with attendees, drive traffic to your website, and more.



Why Sponsor, Exhibit, and Advertise During HCC21?

3. Demonstrate your thought leadership and solutions.

Our Virtual Booths offer sponsors and exhibitors options to post videos, research, white papers, and other resources created by your organization to educate and support the Housing Credit community.



SPONSOR



All Sponsors Enjoy These Features...

- One Virtual Booth in the Marketplace on the event platform (*learn more starting on page 15*).
- Complimentary registrations for your staff to participate in HCC21 (*number depends on sponsorship level*).
- One pre-show attendee list with direct-mail addresses to use to promote your participation in HCC21.
- Inclusion of your company logo on the Housing Credit Connect Overview page on NCSHA's website (ncsha.org/hcc) upon signing.
- High-visibility placement of your company logo on the event platform's landing page from June 14 through September 24.
- Verbal recognition of your organization during the Opening and Closing Plenaries.



Platinum Sponsor

\$20,000 | Limited Availability

Your video will be broadcast before two breakout sessions of your choice*

- Sponsor will provide a 90-second (maximum) prerecorded video. (*Video specs to be provided and content approved by NCSHA.*)
- *Videos will be assigned to broadcast dates and times on a first-come, first-served basis.
- Video will become part of the on-demand recording of the sessions, which will be posted on the event platform approximately two weeks after the conference and accessible to registrants until September 24.

Package also includes:

- One pre-show attendee list **with email addresses** for one-time use to promote your participation in HCC21.
- Eight complimentary registrations for your staff to participate in HCC21.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees before and after the conference (*quantity depends on signing date*).
- PLUS all the features included on page 7!



Event Platform Sponsor

\$15,000 | One Available

High-visibility placement of your video on the event platform's landing page

- Sponsor will provide a 90-second (maximum) prerecorded video. (*Video specs to be provided and content approved by NCSHA.*)
- Video will be accessible on the landing page to registrants from June 14 through September 24.

Package includes:

- Five complimentary registrations for your staff to participate in HCC21.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees before and after the conference (*quantity depends on signing date*).
- PLUS all the features included on page 7!



Education Sponsor

\$10,000 | Per Concurrent Session

Your video broadcast at the beginning of one concurrent session*

- Sponsor will provide a 90-second (maximum) prerecorded video. (*Video specs to be provided and content approved by NCSHA.*)
- *Applies to breakout sessions offered June 22 – June 24. Videos will be assigned to broadcast dates and times on a first-come, first-served basis.
- Video will become part of the on-demand recording of the session, which will be posted on the event platform approximately two weeks after the conference and accessible to registrants until September 24.

Package also includes:

- Four complimentary registrations for your staff to participate in HCC21.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees before and after the conference (quantity depends on signing date).
- PLUS all the features included on page 7!



Networking Reception Sponsor

\$10,000 | One Available

Your video broadcast at the beginning of the June 23 networking event and verbal recognition for sponsorship of prizes

- The event will include a trivia contest for attendees. Prizes with a combined value of up to \$1,000 will be awarded and attributed to you.
- Sponsor will provide a 90-second (maximum) prerecorded video to be broadcast during the event; timing to be determined by NCSHA. (*Video specs to be provided and content approved by NCSHA.*)

Package includes:

- Four complimentary registrations for your staff to participate in HCC21.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees before and after the conference (*quantity depends on signing date*).
- PLUS all the features included on page 7!



Friend of Housing

\$5,000 | Unlimited Availability

A package for every budget!

- One Virtual Booth in the Marketplace on the event platform.
(Learn about booth features starting on page 15.)
- Three complimentary registrations for your staff to participate in HCC21.
- PLUS all the features included on page 7!



EXHIBIT



Virtual Booth Package

\$3,000 | Unlimited Availability

June 22 – 24: The Marketplace will be live, and exhibitors should plan to staff their booths.

Package includes:

- One Virtual Booth in the Marketplace on the event platform, accessible to registrants from June 14 – September 24.
- Two complimentary registrations for your staff to participate in HCC21.
- One pre-show attendee list with direct-mail addresses to use to promote your participation.

NCSHA will encourage traffic to your Virtual Booth on June 22 – 24 by awarding points and prizes to attendees for completing activities, including interacting with sponsors and exhibitors in the Marketplace.



Virtual Booth Package

\$3,000 | Unlimited Availability

Customize your booth with:

- Your company logo and branding
- Videos and other resources of interest to the Housing Credit community
- Links to your corporate website and social media pages

As an exhibitor, you can:

- Chat and video chat* with attendees in real time on conference days.
- Contact registrants to request meetings.
- Hold a prize drawing for attendees to your Virtual Booth.**
- View statistics to track visitors and page views.

Learn more about Virtual Booth features on pages 16 and 17.

*Using your company video conferencing account; you provide and send the video link to the attendee.

**Exhibitor is responsible for managing their drawing, communicating with participants, and shipping prizes to winners.



Virtual Booth: Sample Features

Add your own video!

Link your social media pages!

Describe your organization.

TIP: Post your availability to chat with attendees.

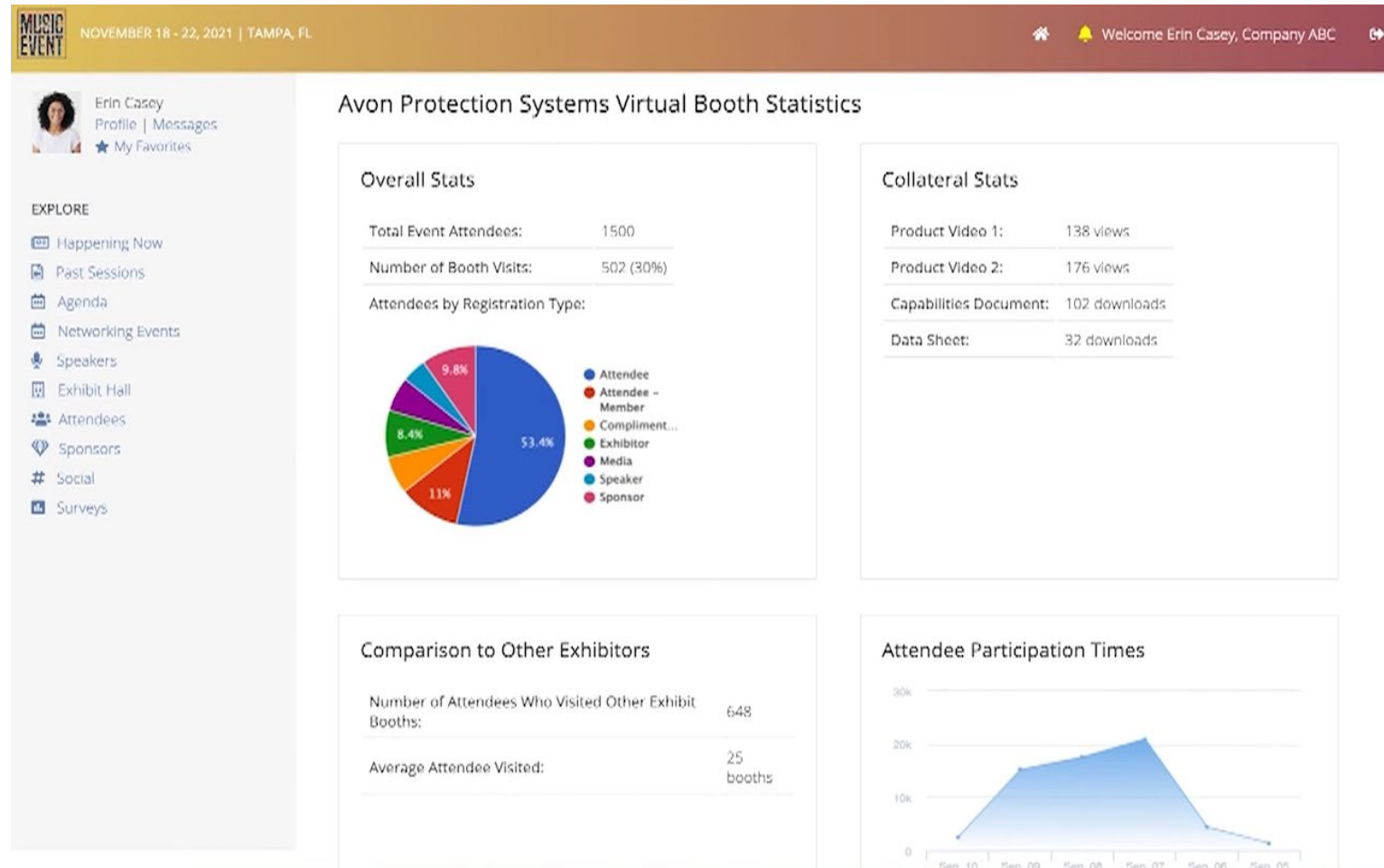
The screenshot shows a virtual booth for eventPower. At the top left, there is a video placeholder with the eventPower logo and a 'Gold Sponsor' badge. Below this is a social media section with icons for Instagram, Facebook, Twitter, and YouTube. Three buttons are visible: 'JOIN BOOTH CHAT', 'LET'S MEET', and 'VISIT WEBSITE'. The main content area contains a description of eventPower's services and a 'JOIN EVENTPOWER'S ZOOM VIDEO CHAT' button. On the right side, a red-bordered box highlights a promotional graphic for the 'FULL CONFERENCE PLATFORM' with the slogan 'we got you' and a list of features like 'Virtual Event Experience', 'Speaker Management', and 'Online & Onsite Registration'. Below the graphic is a 'Demo' section with event details and a 'Share' section for a virtual business card.

Add resources for attendees — or your own branding.

Attendees can ask to meet with you.



Virtual Booth: Sample Dashboard





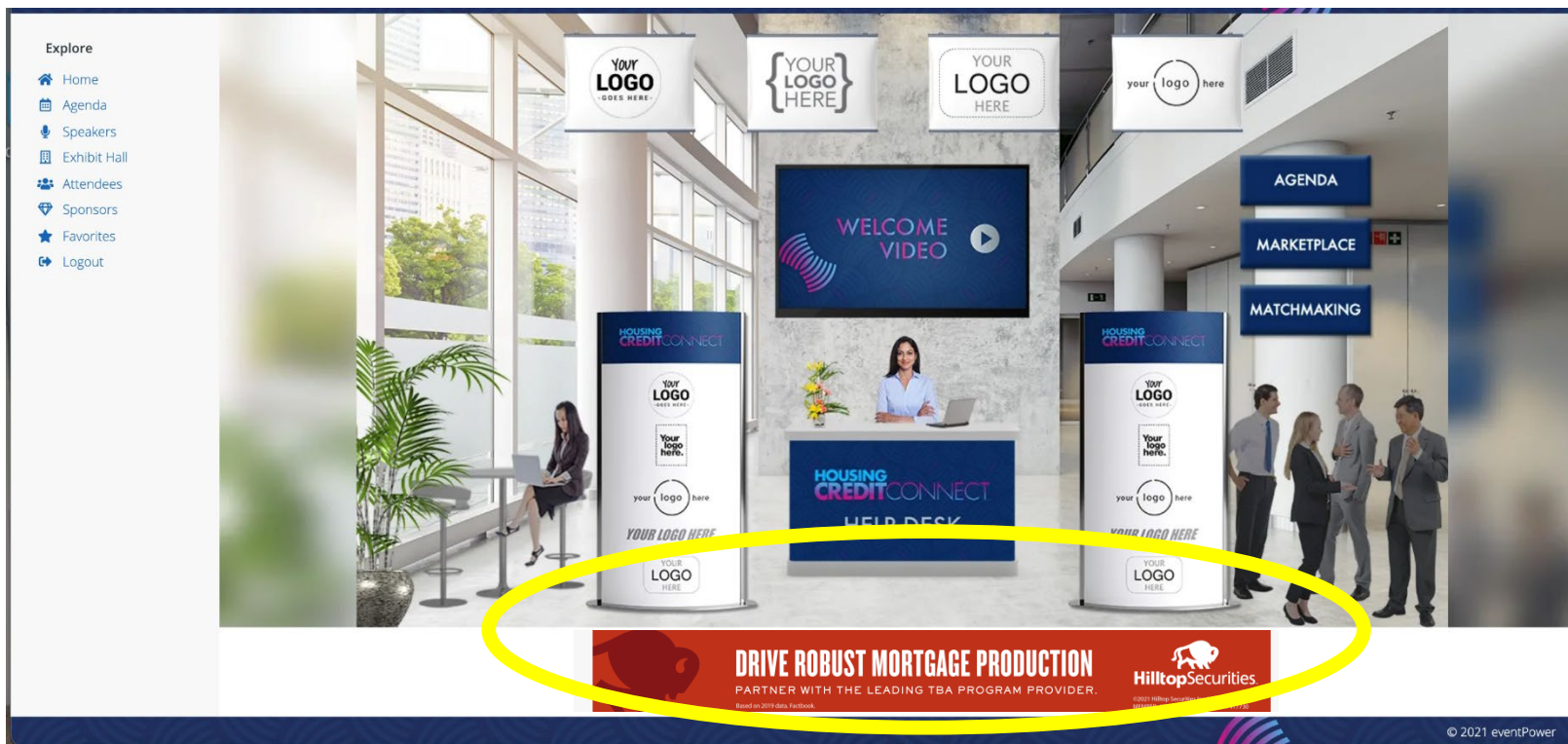
ADVERTISE



Banner Advertising

\$2,500 Per Image | 10 Available

Promote your business or event with an ad on the event platform's landing page, visible to attendees June 14 – July 14.





Logo Advertising

\$1,500 | Unlimited Availability

Show your support for this event by adding your company logo to the Housing Credit Connect Overview page on NCSHA's website (www.ncsha.org/hcc).





For More Information

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