



# Sponsor & Exhibitor Opportunities

2022



# 2022 Trade Show Events



## Housing Credit Connect

June 21 – 24 | Chicago

## Annual Conference & Showplace

October 22 – 25 | Houston



# Why Sponsor and Exhibit with NCSHA?

## Secure broad exposure for your brand.

- In 2022, NCSHA expects strong attendance from members and affordable housing leaders eager to reconnect in person after two years of virtual events.
- Our promotional campaigns, schedule of events, and meeting space offer attractive options for high visibility.
- **NEW:** Our conference app will connect participants with you before, during, and after the events!



## Why Sponsor and Exhibit with NCSHA?

### Network with the leaders in the affordable housing community.

- The executive directors and staff of the nation's state housing finance agencies (HFAs) and their industry partners are eager to learn how your services and products can help them solve their business challenges.
- Our events are full of opportunities to build and renew relationships with current and potential clients.
- As a sponsor or exhibitor, you can leverage special opportunities to raise your brand's visibility and connect with this audience.

## Why Sponsor and Exhibit with NCSHA?

### Demonstrate your team's thought leadership and business solutions.

- Sponsor a breakout session, and at the beginning of the session, we'll show attendees your video highlighting your company's mission, capabilities, a case study, or testimonials. (*Learn more on page 20.*)
- Planning to exhibit? Build traffic to your booth with a multimedia display or a product demo — providing valuable content makes it easy to connect with attendees.
- Take advantage of your company profile on NCSHA's event app — as a sponsor or exhibitor — to post white papers and free tools your team has created to educate and support the affordable housing community.

# SPONSOR



# Sponsors Enjoy...

## These Features\*:

- Inclusion of your company logo on the event overview page on NCSHA's website upon signing.
- One pre-show attendee list with direct-mail addresses to use to promote your event participation.
- Inclusion of your company profile in the event app.
- High-visibility placement of your company logo on site during the event.
- Recognition of your organization during plenaries.
- Sponsor name-badge ribbons for your staff in attendance.

*\*If noted on the package*



# PLATINUM

- \$20,000
- Members Only\*

*Price and availability are per event.*

## Package Includes:

- Five complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- One pre-show attendee list with email addresses to use to promote your event participation.
- One double exhibit booth in a prime location in the trade show; includes all features listed on page 30.
- PLUS all the features included on page 8!

*\*Annual Conference programming is open to NCSHA members only. Interested in becoming a member? Contact Phaedra Stoger at [membership@ncsha.org](mailto:membership@ncsha.org).*

## GOLD

- \$15,000 Member |  
\$18,000 Nonmember\*

*Price and availability are per event.*

## Package Includes:

- Four complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- One single exhibit booth in a prime location in the trade show; includes all features listed on page 30.
- PLUS all the features included on page 8!

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# SILVER

- \$10,000 Member | \$12,000 Nonmember\*

*Price and availability are per event.*

## Package Includes:

- Three complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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## BRONZE

- \$5,000 Member |  
\$6,000 Nonmember\*

*Price and availability are per event.*

## Package Includes:

- Two complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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# FRIEND OF HOUSING

- \$3,500 Member | \$4,200 Nonmember\*

*Price and availability are per event.*

## Package Includes:

- Inclusion of your company logo on the event overview page on NCSHA's website upon signing.
- Your company profile in the event app.
- Inclusion of your company logo on event signage.
- Recognition of your organization during plenaries.

*\*Interested in becoming a member? Contact Phaedra Stoger at [membership@ncsha.org](mailto:membership@ncsha.org).*

# TECH AND SPECIAL EVENT PACKAGES



# ATTENDEE WI-FI

- \$17,000
- Members Only\*
- One Available

*Price and availability are per event and subject to change.*

## Help attendees stay connected!

### Package includes:

- The opportunity to customize the wi-fi password. (*NCSHA will provide details on the wi-fi scope and specifics about password customization per event.*)
- Your company logo included on our wi-fi signage.
- Four complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- One pre-show attendee list with email addresses to use to promote your event participation.
- Optional single booth in the trade show; includes all features listed on page 30.
- PLUS all the features included on page 8!

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# EVENT APP

- \$15,000
- Members Only\*
- One Available

*Price and availability are per event.*

## We're introducing our app in 2022!

### Package includes:

- Your company logo on the app's splash screen.
- Four complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- One pre-show attendee list with email addresses to use to promote your event participation.
- Optional single booth in the trade show; includes all features listed on page 30.
- PLUS all the features included on page 8!

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# LUNCH

- \$10,000 Member | \$12,000 Nonmember\*
- One Available

*Price and availability are per event.*

## Lunchtime is one of the best times for networking.

### Package\*\* includes:

- Your logo featured on signage on each table.
- Three complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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*\*\*Menu to be selected by NCSHA.*

# CITY- INSPIRED BREAK

- \$8,500 Member | \$10,200 Nonmember\*
- One Available

*Price and availability are per event.*

## Host a Houston “Fiesta” snack break!

### Package\*\* includes:

- Your logo printed on napkins and signage.
- Two complimentary registrations\* for your staff.
- PLUS all the features included on page 8!

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*\*\*Menu to be selected by NCSHA.*

# NETWORKING RECEPTION HOST

- \$8,500 Member |  
\$10,200 Nonmember\*
- One Available

*Price and availability are per event.*

## Let's celebrate being together in person again!

### Package\*\* includes:

- Your logo printed on napkins and signage.
- Two complimentary registrations\* for your staff.
- PLUS all the features included on page 8!

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*\*\*Menu to be selected by NCSHA.*

# BREAKOUT SESSION

- \$7,000
- Members Only\*
- One Per Concurrent Session

*Price and availability are per event.*

## Your video broadcast at the beginning of one concurrent session.

### Package includes:

- A 90-second (maximum) prerecorded video provided by you to be played at the beginning of the session. (*NCSHA will provide video specs and has approval of content. Sponsors are assigned to sessions on a first-come, first-served basis.*)
- *For Housing Credit Connect: Applies to concurrent breakout sessions offered June 22 – 24.*
- Two complimentary registrations\* for your staff.
- PLUS all the features included on page 8!

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# BRANDED PACKAGES



# HOTEL KEYCARD

- \$10,000 Member | \$12,000 Nonmember\*
- One Available

*Price and availability are per event.*

## Remind attendees of your brand with every swipe!

### Package includes:

- Your brand printed on one side of the room keycard issued to attendees when they check into the hotel — co-branded with NCSHA. (*NCSHA to provide specs for graphics.*)
- Three complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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# LANYARD

- \$10,000 Member | \$12,000 Nonmember\*
- One Available

*Price and availability are per event.*

## Put your logo on the lanyard worn by every attendee!

### Package includes:

- Your logo printed on the event lanyard given to each attendee — co-branded with NCSHA.
- Three complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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# TOTE BAG

- \$10,000 Member | \$12,000 Nonmember\*
- One Available

*Price and availability are per event.*

## Attendees will carry your brand for years to come.

### Package includes:

- Your logo printed on a tote bag for each attendee — cobranded with NCSHA.
- Three complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 8!

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# HAND SANITIZER OR DISINFECTING WIPES

- \$8,000 Member |  
\$9,600 Nonmember\*
- One Available

*Price and availability are per event.*

## Attendees can't get enough of these!

### Package includes:

- Your logo printed on pocket-sized plastic bottles of sanitizer or packages of wipes distributed to attendees.
- Two complimentary registrations\* for your staff.
- PLUS all the features included on page 8!

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# MASK

- \$8,000 Member | \$9,600 Nonmember\*
- One Available

*Price and availability are per event.*

## Your company's name will be on everyone's lips!

### Package includes:

- Your logo printed on a reusable cloth mask for every attendee.
- Two complimentary registrations\* for your staff.
- PLUS all the features included on page 8!

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# NOTEBOOK OR PEN

- \$5,000 Member |  
\$6,000 Nonmember\*
- One of Each Available

*Price and availability are per event.*

## Help attendees capture fresh ideas and advice to take back to the office!

### Package includes:

- Your company's logo or name and web address printed on the item.
- One complimentary registration\* for your staff.
- PLUS all the features included on page 8!

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# REUSABLE STRAW

- \$5,000 Member | \$6,000 Nonmember\*
- One Available

*Price and availability are per event.*

## Demonstrate your company's commitment to protecting the environment!

### Package includes:

- Your company's logo or name printed on the item.
- One complimentary registration\* for your staff.
- PLUS all the features included on page 8!

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Contact Phaedra Stoger at [membership@ncsha.org](mailto:membership@ncsha.org).*

# EXHIBIT



# BOOTH PACKAGE

- \$3,500 Member | \$4,500 Nonmember\*

## Package Includes:

- One 8'-deep x 10'-wide exhibit space, with 8'-tall back drape and 3'-tall side drapes
- One 6' draped table and two chairs
- One wastebasket
- One ID sign
- Overnight in-hall security
- Two exhibitor-only registrations, which include meals and social functions that take place in the trade show, with the option to upgrade to discounted full registrations\*
- A customizable company profile in the event app
- Pre- and post-event attendee direct-mail lists
- *The option to order additional furniture, electricity, and dedicated internet service at an additional fee*

Price and availability are per event.

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# APP PACKAGE

- \$1,500 Member |  
\$1,800 Nonmember\*

## Promote your business with a profile in the app.

### Build your profile to include:

- Your company's logo
- Graphics
- A company description
- White papers, tools, or other resources for attendees
- Marketing material
- A link to your website
- Links to your social media pages

*Price and availability are per event.*

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The package features included in this prospectus are subject to change based on NCSHA's discretion, event needs, and availability of materials.



Contact Us for  
Details and to  
Reserve Your  
Package

**Sales for the 2022 Annual Conference  
& Showcase open July 21 and  
end September 20!**

**Kimberly Carr**

Sponsorship &  
Trade Show Coordinator

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