



# Sponsor & Exhibitor Opportunities



2024

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# 2024 Events



## Housing Credit Connect & Marketplace

Atlanta | June 10 – 13

Marketplace: June 11 – 12

## Annual Conference & Showplace

Phoenix | September 28 –

October 1

Showplace: September 29 – 30



# NCSHA Sales Contact



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**Housing Credit Connect Marketplace:**  
Sales close May 7

**Annual Conference & Showplace:**  
Sales open May 30 – August 27

*Ask me about HFA Institute 2025!*



## The National Council of State Housing Agencies turns 50!

Show your support — and leverage this opportunity — by sponsoring and exhibiting throughout our 50<sup>th</sup> anniversary year!

Our celebration will culminate in Phoenix during NCSHA's Annual Conference & Showplace.



# Join NCSHA



## Interested in becoming a member?

NCSHA members enjoy discounts on sponsor and exhibit packages PLUS access to the educational programming and networking during the Annual Conference & Showplace.

Contact [membership@ncsha.org](mailto:membership@ncsha.org) to learn more.

# Who Attends NCSHA Events?

- Executive directors and senior staff of the state housing finance and LIHTC allocating agencies
- Federal agency officials
- Affordable housing developers
- Lenders
- Syndicators
- Investors
- Tax advisors
- Asset managers
- Nonprofit leaders
- Compliance experts
- Property managers
- Service providers including accounting, legal, communications, software, training, and more



# Why Do They Attend?



- **Networking and education.**

These are the top two reasons affordable housing professionals flock to NCSHA events, according to participant survey responses.

- **Networking is a key element of every NCSHA event.**

Because attendees value it, NCSHA builds into the schedule plenty of opportunities for participants to make new industry contacts and strengthen established relationships.

- **Networking leads to problem solving.**

The connections made and information exchanged at NCSHA events lead to collaboration and problem solving that benefit the entire affordable housing community.

# Previous Sponsors & Exhibitors

Affordablehousing.com  
Affordable Housing Finance  
Alliant  
Amazon Web Services  
Applegate & Thorne-Thomsen  
April Housing  
Baker Tilly  
Bank of America  
BayGrape Technologies  
BFIM  
Black Knight  
BNY Mellon  
Boston Financial  
Bowen National Research  
Builders Patch Inc.  
Butler Human Services Furniture  
CAHEC  
Capital One  
CBRE Affordable Housing  
cfX Incorporated  
Churchill Stateside Group  
Cinnaire  
CohnReznick  
ComputerShare Trust Company, N.A.  
CREA, LLC  
CSG Advisors  
Dominium  
Dovenmuehle Mortgage, Inc.  
Down Payment Resource  
DOZ  
E&A Team  
Eide Bailly LLP  
Emphasys Software  
Enterprise Bellwether Enterprise  
Enterprise Community Investments  
Essent Guaranty  
Fannie Mae

FindHelp  
FORVIS  
Freddie Mac  
Gill Group  
Harvest Investments  
HDS Companies, HDS  
and eHousing Plus  
Help U Manage Compliance  
Homes4Good  
HOTB Software  
HUD Office of Policy Development  
and Research  
Hunt Capital Partners  
Idaho Housing and Finance  
Association – Finally Home!  
Insight One  
KeyBank  
Kittle Property Group  
KPMG LLP  
Lakeview Loan Servicing  
Lincoln Avenue Capital  
Merchants Capital  
Metasource LLC  
MGIC  
The Mitas Group  
Moody's Investors Services  
MRI Software  
MySideWalk  
NAHB Housing Credit Certified  
Professional (HCCP)  
Nan McKay & Associates  
NDC Affordable Housing  
National Equity Fund  
Neighborly Software  
Nixon Peabody  
Novogradac  
PaymentVision

PFM Asset Management  
Plante Moran  
PolicyMap  
PowerLender LOS  
Prolink Solutions  
Quadel  
R4 Capital  
Raymond James  
RBC Community Investments  
Red Stone Tax Exempt Funding  
Richman Real Estate Investments  
Rubin Brown LLP  
S&P Global  
Spectrum Compliance  
Speridian  
Stifel  
Sugar Creek Capital  
The Annex Group  
The Community Preservation Corporation  
The Fitch Group  
The Money Source  
The Mitas Group  
The Richman Group Affordable  
Housing Corporation  
U.S. Bancorp Community  
Development Center  
U.S. Bank Home Mortgage – HFA Division  
Walker & Dunlop  
Wilmington Trust, N.A.  
Winthrop & Weinstine  
Witt O'Brien's  
WNC  
Yardi  
Zeffert & Associates  
Zions Bank Corporate Trust



SPONSOR



## Why Sponsor?

- **Increase your brand's visibility with this audience.**  
Sponsors are featured prominently on communications NCSHA sends to prospective and registered attendees, throughout the event space, and in the event app.
- **Gain access to industry decision-makers — and an advantage over your competitors.**  
Sponsors are invited to exclusive receptions to network with the executive directors and board members of the state housing finance agencies and NCSHA leadership. Sponsors may also receive special consideration for opportunities to speak on panels.
- **Demonstrate support of the HFAs' mission.**  
NCSHA's members take note and appreciate your support!

# Sponsors Enjoy...\*



- For sponsorships valued at \$10,000 or more: One pre-show registrant list with email addresses to use to promote your participation. (*Postal addresses are provided in packages valued under \$10,000.*)
- Inclusion of your company logo on the event overview page on NCSHA's website upon signing.
- The option to reserve a trade show booth at a 10% discount!\*\*
- Inclusion of your company profile in the event app (see [page 36](#) for details).
- High-visibility placement of your logo throughout the event space.
- Recognition of your organization during plenaries.
- Sponsor name-badge ribbons for your staff in attendance.

*\*If noted on the package.*

*\*\*Discount applies to applicable membership rate for sponsorship packages that do not already include a booth.*

# TIERS



# PLATINUM

- \$20,000
- Members Only



Price is 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.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your organization tagged in a dedicated social media post recognizing your sponsorship, on Facebook and LinkedIn.
- One double exhibit booth (minimum 8' x 16') in a prime location in the trade show; includes all features listed on [page 35](#).
- **Annual Conference only:** One reserved table during the September 30 luncheon for you and your registered clients.
- PLUS all the features on [page 12](#)!

\*Annual Conference programming is open to NCSHA members only.

# GOLD

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



Price is 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.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your organization tagged in a dedicated social media post recognizing your sponsorship, on Facebook and LinkedIn.
- One single exhibit booth in a prime location in the trade show; includes all features listed on [page 35](#).
- PLUS all the features on [page 12](#)!

\*Annual Conference programming is open to NCSHA members only.

# SILVER

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

## Package Includes:

- Two complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your organization tagged in a dedicated social media post recognizing your sponsorship, on Facebook and LinkedIn.
- PLUS all the features on [page 12!](#)



Price is per event.

\*Annual Conference programming is open to NCSHA members only.

# BRONZE

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

## Package Includes:

- One complimentary registration\* for your staff — including an invitation 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*).
- Your organization tagged in a social media post recognizing your sponsorship, on Facebook and LinkedIn.
- PLUS all the features on [page 12!](#)



Price is per event.

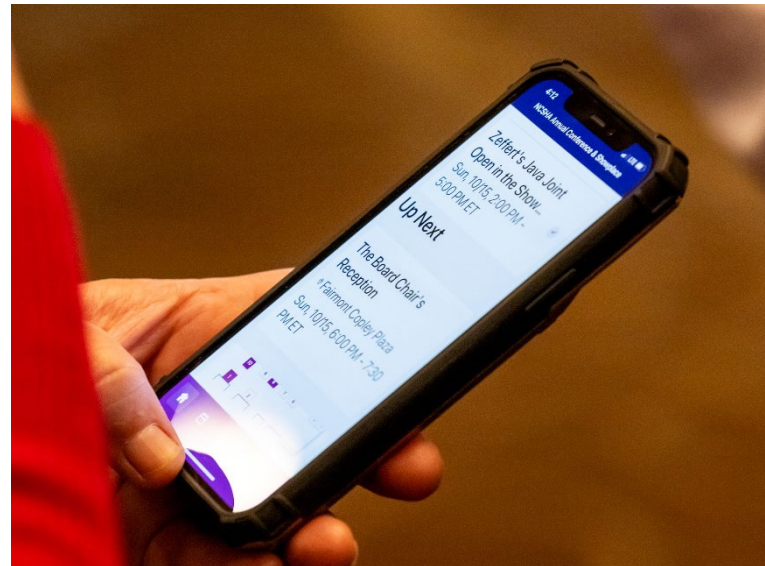
\*Annual Conference programming is open to NCSHA members only.

# FRIEND OF HOUSING

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

## Package Includes:

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



*Price is per event.*

# TECH & SPECIAL EVENTS



# ATTENDEE WI-FI

- \$17,000
- Members Only

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

## Package Includes:

- The opportunity to customize the wi-fi password. (*NCSHA will provide details on the scope and specifications per event.*)
- Your company logo included on wi-fi signage in the event space.
- Four complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your organization tagged in a dedicated social media post recognizing your sponsorship, on Facebook and LinkedIn.
- One optional double exhibit booth (minimum 8' x 16') in the trade show; includes all features listed on [page 35](#).
- PLUS all the features on [page 12](#)!

*\*Annual Conference programming is open to NCSHA members only.*

# EVENT APP

- \$15,000
- Members Only

## Package Includes:

- Your company logo on the app's splash screen.
- Your company logo included on wi-fi signage in the event space.
- Four complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospects and registered attendees (*quantity depends on signing date*).
- Your organization tagged in a dedicated social media post recognizing your sponsorship, on Facebook and LinkedIn.
- One optional double exhibit booth (minimum 8' x 16') in the trade show; includes all features listed on [page 35](#).
- PLUS all the features on [page 12](#)!

**SOLD for 2024!**

*Price and availability are per event.*

*\*Annual Conference programming is open to NCSHA members only.*

# LUNCH

- \$10,000 Member | \$12,000 Nonmember
- Annual Conference Only: September 30

*Price and availability are per event.*

## Package Includes:

- Exclusive sponsorship of one lunch open to all attendees.\*
- Your logo featured on signage on each table, and one table reserved for you and your registered guests, during the seated luncheon.
- Your logo featured on dedicated event signage.
- Two complimentary registrations\*\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your company recognized in a dedicated notification sent to all attendees via the event app.
- PLUS all the features on [page 12!](#)



*\*Date, time, and menu to be determined by NCSHA.*

*\*\*Annual Conference programming is open to NCSHA members only.*

# NETWORKING RECEPTION

- \$10,000 Member | \$12,000 Nonmember
- Housing Credit Connect: June 12
- Annual Conference: September 30

Price and availability are per event.

## Package Includes:

- Exclusive sponsorship of this popular and high-profile networking event open to all attendees.\*
- Your logo printed on event napkins and cups.
- Your logo featured on dedicated event signage.
- Two complimentary registrations\*\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- Your company recognized in a dedicated notification sent to all attendees via the event app.
- PLUS all the features on [page 12!](#)



\*Date, time, and menu to be determined by NCSHA.

\*\*Annual Conference programming is open to NCSHA members only.

# ICE CREAM SOCIAL

- \$9,000 Member |  
\$11,000 Nonmember

## Package Includes:

- Exclusive sponsorship of this popular 30-minute event in the trade show.\*
- Your logo printed on event napkins.
- Your logo featured on dedicated event signage.
- 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*).
- Your company recognized in a dedicated notification sent to all attendees via the event app.
- PLUS all the features on [page 12!](#)



Price and availability are per event.

\*Date, time, and menu to be determined by NCSHA.

\*\*Annual Conference programming is open to NCSHA members only.

# NETWORKING BREAK

- \$9,000 Member |  
\$11,000 Nonmember

## Package Includes:

- Exclusive sponsorship of one 30-minute break.\*
- Your logo printed on event napkins and cups.
- Your logo featured on dedicated event signage.
- 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*).
- Your company recognized in a dedicated notification sent to all attendees via the event app.
- PLUS all the features on [page 12!](#)



Price and availability are per event.

\*Date, time, and menu to be determined by NCSHA.

\*\*Annual Conference programming is open to NCSHA members only.

# BRANDED SWAG



# HOTEL KEYCARD

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



Price and availability are per event.

## 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.*)
- Two complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features on [page 12!](#)

\*Annual Conference programming is open to NCSHA members only.

# LANYARD

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



Price and availability are per event.

## Package Includes:

- Your logo printed on event lanyards available to all attendees, co-branded with NCSHA.
- Two complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features on [page 12!](#)

\*Annual Conference programming is open to NCSHA members only.

# POCKET SCHEDULE

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

## Package Includes:

- Your company's logo printed on the pocket schedule available to all attendees.
- One complimentary registration\* for your staff — including an invitation to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features on [page 12!](#)



Price and availability are per event.

\*Annual Conference programming is open to NCSHA members only.

# TOTE BAG

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

Price and availability are per event.

## Package Includes:

- Your logo printed on tote bags available to all attendees, cobranded with NCSHA.
- Two complimentary registrations\* for your staff — including invitations to the Leadership Circle Reception to network with HFA executive directors and board members.
- One pre-show registrant list with email addresses to use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features on [page 12!](#)

\*Annual Conference programming is open to NCSHA members only.



# NOTEBOOK AND PEN

- \$6,000 Member |  
\$7,000 Nonmember

## Package Includes:

- Your company's logo printed on notebooks available to all attendees.
- One complimentary registration\* for your staff — including an invitation 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 on [page 12!](#)



*Price and availability are per event.*

*\*Annual Conference programming is open to NCSHA members only.*

# WATER BOTTLE

- \$6,000 Member |  
\$7,000 Nonmember

Price and availability are per event.

## Package Includes:

- Your company's logo or name printed on water bottles available to all attendees.
- One complimentary registration\* for your staff — including an invitation 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 on [page 12!](#)



\*Annual Conference programming is open to NCSHA members only.



# EXHIBIT

# Why Exhibit?



- **Reach more prospects than ever before.**  
Attendance at NCSHA events continues to climb, breaking all our previous records!
- **Showcase your products and services in person.**  
Face-to-face meetings are more effective than those conducted behind a computer screen.
- **Engage with prospective and current clients.**  
Demonstrations, creative interactions (like games and prize drawings), and clever giveaways draw attendees to your booth and leave a lasting impression of your brand.

**The Exhibit Hall is the heart of any conference, where attendees gather throughout the day for receptions, meals, breaks, meetings, and coffee.**



# BOOTH PACKAGE

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

Price and availability are per event.

## 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 allow your designated employees to staff your booth and include meals and social functions that take place in the trade show, with the option to upgrade to discounted full registrations to attend educational sessions.
- Add up to two additional booth staff for \$400 per person (access only to the trade show and the meals and social functions in the trade show).
- A customizable company profile in the event app (see [page 36](#) for details).
- Pre- and post-event registrant lists with postal addresses.
- *The option to order additional furniture, electricity, and dedicated internet service at an additional fee.*

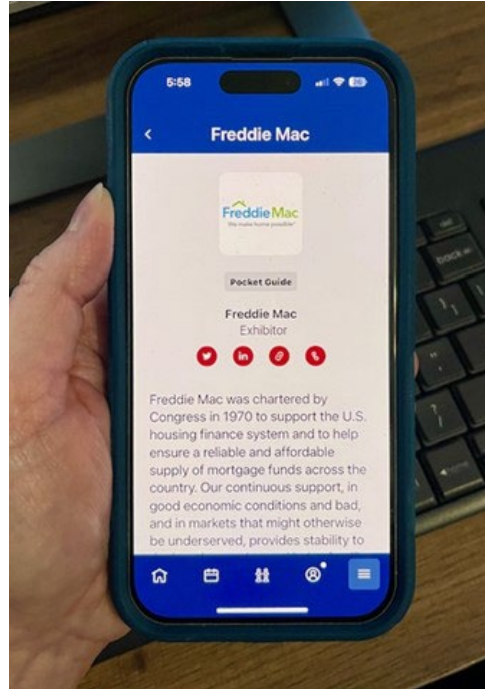
\*Annual Conference programming is open to NCSHA members only.

# APP-ONLY PROFILE

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

*Price and availability are per event.*

## Build your profile in the event app to include:



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

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



