



UPCOMING EVENTS

Housing Credit Connect

June 11 – 14, 2019
San Francisco

Annual Conference & Showplace

October 19 – 22, 2019
Boston

HFA Institute

January 12 – 17, 2020
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

**2019 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 toughest, fast-moving 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 nation's state Housing Finance Agencies (HFAs), as well as the HFAs of 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



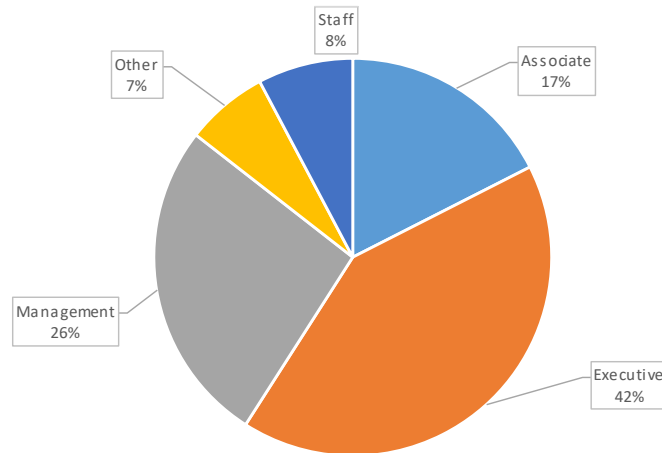
Interested in becoming a member?

Membership includes admission to quality industry programming, more opportunities to engage with fellow members, and discounts on the packages found on the following pages. Contact NCSHA's Phaedra Stoger at 202-624-7710 or membership@ncsha.org for details and to join.

WHO ARE NCSHA'S ATTENDEES?

HOUSING CREDIT CONNECT | JUNE 11 – 14 • SAN FRANCISCO

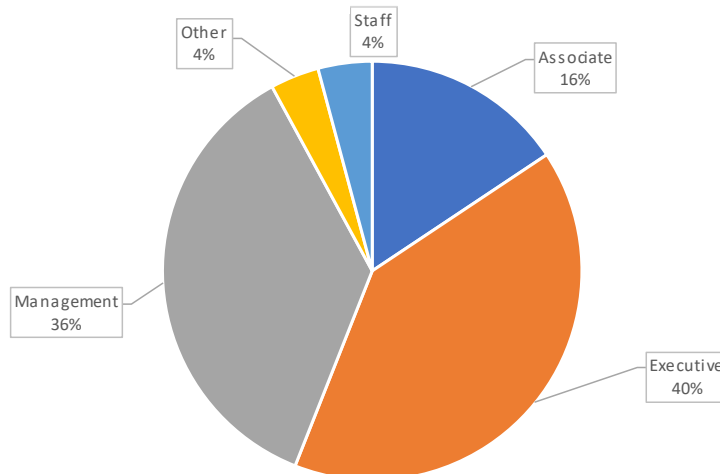
HOUSING CREDIT CONNECT (HCC) brings together **more than 1,200** executive directors and senior staff of Housing Credit allocating agencies with their partners for unparalleled educational and networking opportunities — and the largest exhibition of affordable housing products and services in the United States. **In 2018, 42%** of attendees were in executive positions, making this a conference you don't want to miss!



ANNUAL CONFERENCE & SHOWPLACE | OCTOBER 19 – 22 • BOSTON

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 12 focus areas: communications, finance, governance, homeownership, human resources, information technology, legal, management innovation, rental, rural, special needs housing, and sustainable housing. Conference features include the popular tradeshow and the presentation of the Annual Awards for Program Excellence to the winning HFAs.



SPONSOR: Partnership Levels

Available during Housing Credit Connect and the 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

Platinum: \$20,000 member | \$24,000 nonmember

- 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, sent 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*)
- Pre- and post-conference attendee email lists



Sponsor multiple NCSHA events in 2019 and enjoy a 10% discount!

Gold: \$15,000 member | \$18,000 nonmember

- 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, sent 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 member | \$12,000 nonmember

- 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, sent 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 member | \$6,000 nonmember

- One complimentary full conference registration
- One quarter-page ad in the conference program guide

Affordable Housing Friends: \$3,500 member | \$4,200 nonmember

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

SPONSOR: Brand Promotions

Available during Housing Credit Connect and the 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. Visit our website at ncsha.org to see which sponsorship packages are still available!

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

Wi-Fi: \$15,000 member | \$18,000 nonmember

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

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

- 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 member

- 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 member

- 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.



Latte Station: \$7,500 member | \$9,000 nonmember

- 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.*

Networking Reception: \$7,500 member | \$9,000 nonmember

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

Sundae Bar: \$6,500 member | \$7,800 nonmember

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

Charging Station: \$5,000 member | \$6,000 nonmember

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

Notebook: \$5,000 member | \$6,000 nonmember

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

Water Bottle: \$5,000 member | \$6,000 nonmember

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

Custom Item: \$5,000 + production costs member | \$6,000 + production costs nonmember

- Have an idea for a new item not listed here? Contact Kimberly Carr!
- Includes a 40% discount on advertising in the conference program guide

SPONSOR: City-Inspired Breaks*

Available during Housing Credit Connect and the Annual Conference & Showplace

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

San Francisco “Golden Gate City” or Boston “Bean Town” Break: \$7,500 member

- Sponsor’s logo printed on napkins for the break
- 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, sent 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

**Availability of this package is not guaranteed.*



EXHIBIT

Available during Housing Credit Connect and the 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

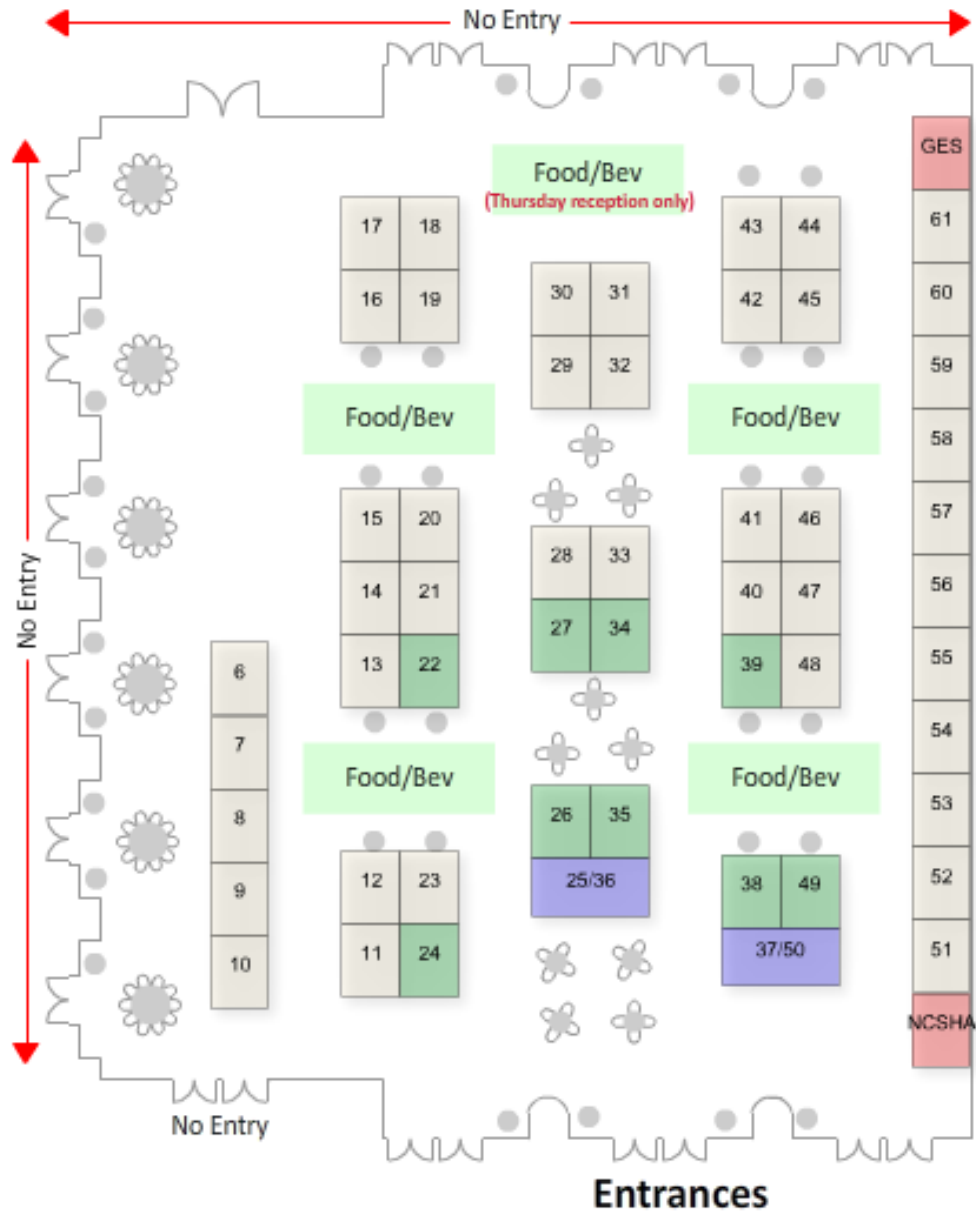


Contact Kimberly Carr at 202-624-5424 or exhibits@ncsha.org to reserve your booth space and discuss the relationship-building opportunities available for your business during NCSHA’s tradeshows.

EXHIBIT HALL LAYOUTS

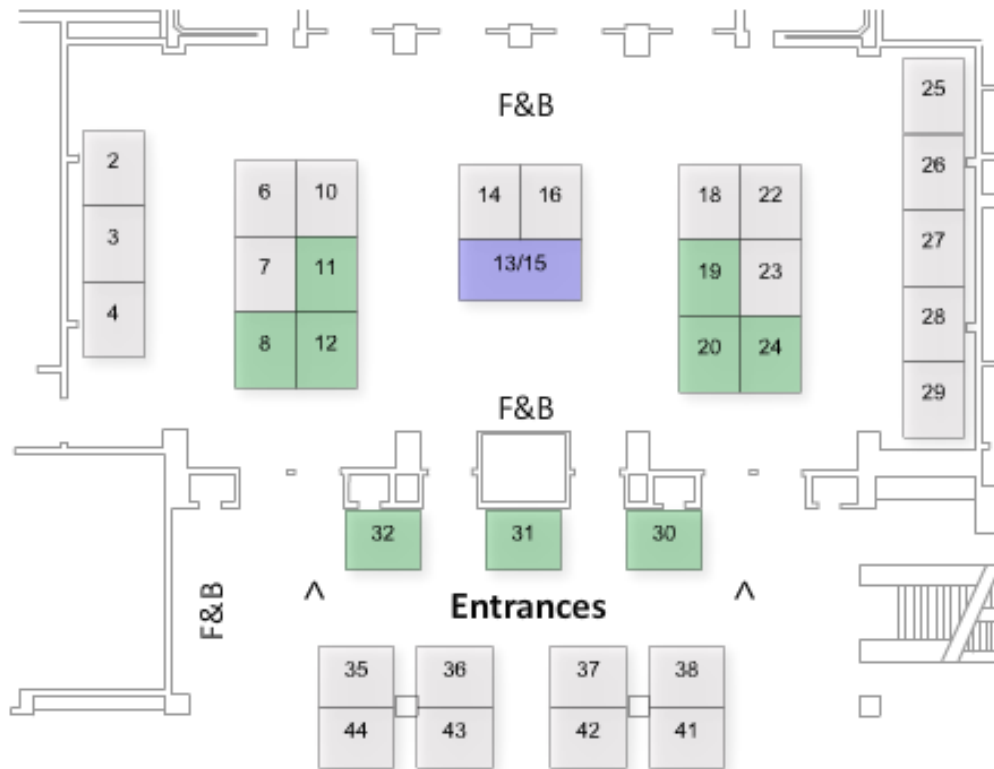
Housing Credit Connect | June 11 – 14 • San Francisco

San Francisco Marriott Marquis
 Yerba Buena Ballroom, Salons 9-15
 Lower B2 Level



Annual Conference & Showplace | October 19 – 22 • Boston

Sheraton Boston Hotel
Constitution Ballroom and Foyer
Second Floor



KEY

Blue = Reserved for Platinum Sponsors

Green = Reserved for Gold Sponsors or Leadership Circle Members

Grey = Available to All Exhibitors

Exhibit hall layouts are subject to change at NCSHA's discretion.

*Booth reservations may be made only after sales for an event open.
NCSHA will make an announcement to open sales.*

ADVERTISE

Available during Housing Credit Connect and the 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. This 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	Quarter Page
Dimensions (width x height)	9.375" x 12.375"*	9.375" x 12.375"*	7.875" x 10.875"	7.875" x 5.25"	3.75" x 5.25"
Nonmember Rates	—	—	\$1,600	\$1,100	\$550
NCSHA Member Rates	\$2,080	\$1,760	\$1,280	\$880	\$440
Exhibitor Rates	\$1,560	\$1,320	\$960	\$660	\$330

*One inside cover and one back cover are available for Housing Credit Connect and the Annual Conference.

File 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.

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

Interested in becoming an NCSHA member?

Contact Phaedra Stoger at 202-624-7710 or membership@ncsha.org.

To learn more about advertising opportunities during NCSHA events, contact Kimberly Carr at 202-624-5424 or advertising@ncsha.org.

ADDITIONAL PARTNERING OPPORTUNITIES

HFA Institute | January 12 – 17, 2020 • Washington, DC

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

A select number of sponsorship opportunities are available during this respected once-a-year training event:

- Lanyards
- Hotel Key Cards
- Wi-Fi
- Latte Stations (*choose from among the four program modules*)
- Networking Receptions (*choose from among the four program modules*)

Contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org to learn more and reserve one of these high-impact packages for your organization.



Dedicated Meeting Space

Need space for a private meeting — for a group or one on one — while attending an NCSHA event? Meeting rooms in NCSHA’s hotel space are available to registered sponsors, exhibitors, and attendees to reserve on a first-come, first-served basis. Sponsors and exhibitors enjoy a discount on this space rental.

Meeting room options and rental rates vary by hotel property, number of

participants, time of day, and amenities. For details and reservations, contact NCSHA’s Jessica Furst at registration@ncsha.org.

Special Event Space

Demonstrating a product or system, creating a unique experience, or offering a special treat for attendees during program hours are great ways to boost your company’s visibility with NCSHA’s audience. Our conference venues sometimes include attractive, flexible public spaces outside the tradeshow that you can reserve to hold a creative, high-visibility event open to all attendees (*subject to NCSHA terms and conditions; not available at all conference hotels*).

Contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org for availability, details, rates, terms and conditions, and reservations.

2019 DEADLINES & SCHEDULES

	Housing Credit Connect	Annual Conference & Showplace	HFA Institute
Ad Space Reservations Due	Friday, May 3	Tuesday, September 10	
Booth Reservation and Cancellation Deadline	Friday, May 10	Tuesday, September 17	
Exhibitor Profile Deadline	Friday, May 10	Tuesday, September 17	
Ad Artwork Submission Deadline	Friday, May 10	Tuesday, September 17	
Sponsorship Reservation Deadline	Friday, May 10*	Tuesday, September 17*	Monday, November 25*

*Some opportunities may have earlier deadlines due to production times.



Exhibition Schedule**

	Housing Credit Connect	Annual Conference & Showplace
Booth Set-Up Window	Wednesday, June 12 9:00 a.m. – 11:30 a.m.	Sunday, October 20 9:00 a.m. – Noon
Booth Occupation Times	Wednesday, June 12 1:00 p.m. – 5:30 p.m. Thursday, June 13 8:00 a.m. – 7:00 p.m.	Sunday, October 20 2:00 p.m. – 5:00 p.m. Monday, October 21 7:30 a.m. – 6:30 p.m.
Booth Break-Down Window	Friday, June 14 7:00 a.m. – 10:00 a.m.	Tuesday, October 22 7:00 a.m. – 10:00 a.m.

**Subject to change

GENERAL INFORMATION FOR SPONSORS & 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.
- Email your organization's logo to Kimberly Carr at 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) for large-format print production
 - bitmap format (.gif, .jpeg, or .png) for web display

Invoicing & Payment

The executed agreement will serve as your invoice; no additional invoice will be supplied unless requested.

Payment is due prior to the first day of the event.

Exhibitors: NCSHA must receive your payment prior to the event booth setup date; if payment has not been received, you may be denied access to set up. **Sponsors:** Payment for branded items is required before production begins.

NCSHA accepts checks and credit cards only.

Payment by Check: Send to NCSHA with a copy of your completed application.

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

By Credit Card: 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. *Exhibition packages cannot be paid for via Map Dynamics.*

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 set up and break down the tradeshow. 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 security in the tradeshow.

Hotel & Registration

Sponsors and exhibitors are responsible for their own hotel reservations. The discounted group room rate is available only to registered exhibitors, sponsors, and attendees. 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 group rate cutoff date. After this date, hotels cannot guarantee room or rate availability. Contact us at registration@ncsha.org or 202-624-7710 for assistance with registration and hotel questions.

We Are Here to Help

If you need assistance, please contact NCSHA's Kimberly Carr at kcarr@ncsha.org or 202-624-5424.



2018 Sponsors | Exhibitors | Advertisers

Adfitech	MGIC
AEGON USA Realty Advisors, LLC	Monarch Private Capital
Affordable Housing Finance	Moody's Investors Service
Alden Capital Partners	MRI Software
Alliant Capital, Ltd.	Nan McKay & Associates, Inc.
Allita 360	National Association of Home Builders
Baker Tilly	National Association of Realtors
Bank of America Merrill Lynch	National Association of State and Local Equity Funds
BNY Mellon	National Development Council
BOK Financial	Corporate Equity Fund
Boston Financial Investment Management	National Equity Fund, Inc.
Bowen National Research	National Title & Escrow
CAHEC	NeighborWorks America
CBC Mortgage Agency	Nixon Peabody LLP
CBRE	Novogradac & Company LLP
Choice Property Resources	Ohio Capital Corporation for Housing
Churchill Stateside Group, LLC	Plante Moran
CohnReznick LLP	PNC Real Estate
Community Investment Solutions	PowerLender LOS
CoreLogic	PowerSeller Solutions LLC
Costello Compliance	ProLink Solutions
CREA, LLC	R4 Capital
CSG Advisors	Radian
Data Tree by First American	Raymond James Tax Credit Funds, Inc.
Dauby O'Connor & Zaleski, LLC	RBC Capital Markets
Dixon Hughes Goodman LLP	RealPage, Inc.
Dominium	Red Stone Equity Partners
Dovenmuehle Mortgage, Inc.	RubinBrown LLP
Down Payment Resource	S&P Global Ratings
E&A Team, Inc.	Sage Computing
eHome America	Stifel
Eide Bailly LLP	Sugar Creek Capital
Emphasys Software	TCAM
Enterprise/Bellwether Enterprise	The Mitas Group
Epicosity	The Richman Group Affordable Housing Corporation
Essent Guaranty Inc.	Tidwell Group
Fannie Mae	U.S. Department of Housing and Urban Development Real Estate Assessment Center
Fitch Ratings	Ultra-Aire
Framework Homeownership	US Bank
Freddie Mac	US Bank Home Mortgage – HFA Division
Hatteras, Inc.	VirPack
Herman & Kittle Properties, Inc.	Wells Fargo Corporate Trust Services
Hilltop Securities	Wilmington Trust, N.A.
Housing and Development Software (HDS)	WNC
Hunt Capital Partners	Zeffert & Associates
KeyBank	Zions Bank Corporate Trust
Kinetic Valuation Group	
Lakeview Loan Servicing	
Love Funding	
MetaSource	