

# NRTA 2024 OPPORTUNITIES SPONSORSHIP AND ADVERTISING



NRTA is your premier marketing gateway to the real estate portfolio management profession. Our healthy membership levels and continued ability to attract new tenant-member companies offer you a unique prospect development tool to further your marketing success.

NRTA continues to invest in substantial online communications to support awareness values. We offer a strong site acquisition position with successful SEO, social media, and high-value website content. Impression counts validate that your online ads are being viewed by tens of thousands of real estate lease management professionals each month.

*The National Real Estate Tenants Association Team understands that Your Success depends on Our Success. We are here to help you succeed in 2024 and beyond.*

Review your 2024 NRTA sponsorship program – or consider starting a new collaboration with us – today! Building Your Best Experience with NRTA is an important sales-generating decision.

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**Diamond!**  
**Platinum!**  
**Gold!**  
**Silver!**

**Value of NRTA Collaboration At a Glance...**

FOUR LEVELS of Engagement Opportunities -  
All Levels feature optimization of Live App Mobility  
metrics and limitless paths to network, innovate and  
stay ahead of the competition.

↑  
*Value*



**NRTA Diamond Sponsorship In Depth...**

\$30,000 Diamond ... *33% discount*

|   |           |
|---|-----------|
| Guaranteed Speaking Session at 2024 Expanding Knowledge Event ..... | \$ 10,000 |
| NRTA Networking Event & Entertainment Host .....                    | \$ 10,000 |
| 10 x 20 Booth .....   | \$ 8,500  |
| • <i>4 complimentary conference admissions</i>                      |           |
| • <i>Full attendee list with contact information</i>                |           |
| <b>NEW! APP Home Page Visibility</b> .....                          | \$ 2,000  |
| <b>NEW! APP Agenda Page Visibility</b> .....                        | \$ 2,000  |
| <b>NEW! APP Attendee List Visibility</b> .....                      | \$ 1,000  |
| <b>NEW! SPONSOR BOOTH Capabilities (Via the Mobile App)</b>         |           |
| • <i>Add Company Information</i>                                    |           |
| • <i>Add Contact Information</i>                                    |           |
| • <i>Add Logo</i>   |           |
| • <i>Booth on Web App and Mobile App</i>                            |           |
| • <i>Live Chat</i>  |           |
| • <i>Upload 2 documents, 10MB limit per document</i>                |           |
| • <i>In-person Lead Generation</i>                                  |           |
| Professional Directory Advertising Listing .....                    | \$ 3,500  |
| Multi-page Web Advertising Listing .....                            | \$ 8,000  |

**NRTA Platinum Sponsorship In Depth...**

**\$20,000 Platinum Sponsor ... 20% discount**

|   |          |
|---|----------|
| 10 x 20 Booth .....   | \$ 8,500 |
| • Includes 4 complimentary conference admissions            |          |
| • Full attendee list with contact information               |          |
| <b>NEW! APP Home Page Visibility</b> .....                  | \$ 2,000 |
| <b>NEW! APP Agenda Page Visibility</b> .....                | \$ 2,000 |
| <b>NEW! APP Attendee List Visibility</b> .....              | \$ 1,000 |
| <b>NEW! SPONSOR BOOTH Capabilities (Via the Mobile App)</b> |          |
| • Add Company Information                                   |          |
| • Add Contact Information                                   |          |
| • Add Logo  |          |
| • Booth on Web App and Mobile App                           |          |
| • Live Chat   |          |
| • Upload 2 documents, 10MB limit per document               |          |
| • In-person Lead Generation                                 |          |
| Professional Directory Advertising Listing .....            | \$ 3,500 |
| Multi-page Web Advertising Listing .....                    | \$ 8,000 |

**NRTA Gold Sponsorship In Depth...**

**\$10,000 Gold ... 13% discount**

|   |          |
|---|----------|
| 10 x 10 Booth .....   | \$ 5,000 |
| • Includes 2 complimentary conference admissions            |          |
| • Full attendee list with contact information               |          |
| <b>NEW! APP Agenda Page Visibility</b> .....                | \$ 2,000 |
| <b>NEW! APP Attendee List Visibility</b> .....              | \$ 1,000 |
| <b>NEW! SPONSOR BOOTH Capabilities (Via the Mobile App)</b> |          |
| • Add Company Information                                   |          |
| • Add Contact Information                                   |          |
| • Add Logo  |          |
| • Booth on Web App and Mobile App                           |          |
| • Live Chat   |          |
| • Upload 2 documents, 10MB limit per document               |          |
| • In-person Lead Generation                                 |          |

|  |          |
|--|----------|
| Professional Directory Advertising Listing ..... | \$ 3,500 |
|--|----------|

*Growth*

**NRTA Silver Sponsorship In Depth...**

**\$5,000 Silver**

10 x 10 Booth ..... \$ 5,000

- Includes 2 complimentary conference admissions
- Full attendee list with contact information

**NEW! SPONSOR BOOTH Capabilities (Via the Mobile App)**

- *Add Company Information*
- *Add Contact Information*
- *Add Logo*
- *Booth on Web App and Mobile App*
- *Live Chat*
- *Upload 2 documents, 10MB limit per document*
- *In-person Lead Generation*

*Opportunities*



**Connect with us. Anytime. Online.**







# Conference Sponsorships

Sponsors will discover that the National Real Estate Tenants Association Expanding Knowledge Conference is not just an event—it's an outstanding venue to “wow” current and prospective clients. Join us as we curate an unparalleled experience, bringing together the best in the business to propel the real estate management industry forward.

## Conference Highlights...

### New APP Highly Successful

94% of conference attendees report they “loved the new conference APP.” Sponsors and exhibitors receive a full attendee list so they can contact attendees and set up meetings in advance.

### Expanding Network Opportunities

Conference attendees shared 1,310 messages, viewed over 1,500 private messages with one another and recorded 982 business interactions with one another. The conference provides networking areas to have a place to meet potential clients and share peers chats. A reserved networking suite is an added favorite to meet with key contacts.

### Powerful Business Development Success

The Annual conference provides a professional environment to network with attendees and potential clients. Trade Show exhibitors collected business leads, and recorded 3,755 prospect profile views, prospect meet ups, private messages, and business card exchanges.

### Online Interaction Provides Significant Branding Impressions

The new conference APP provides significant viewer impressions with multi-page rotating advertising and interactive company profile opportunities to tell attendees your company story.

### Networking Events Sponsor

|  |           |
|--|-----------|
| NRTA Networking Event & Entertainment Host . . . | \$ 10,000 |
| Receptions . . . . .                             | \$ 7,500  |
| Networking Lounge . . . . .                      | \$ 5,000  |
| Morning Coffee & Soda Breaks . . . . .           | \$ 2,500  |
| Afternoon Coffee & Soda Breaks . . . . .         | \$ 2,500  |
| Lunches . . . . .                                | \$ 10,000 |
| Breakfasts . . . . .                             | \$ 5,000  |
| NRTA Community Volunteers Event . . . . .        | \$ 5,000  |

### Visual Impact Sponsor

|  |          |
|--|----------|
| Hotel Room Key . . . . .                     | \$ 5,000 |
| Conference Notebooks or Pens . . . . .       | \$ 5,000 |
| Conference Online Brochure . . . . .         | \$ 7,500 |
| Floor Plan Map . . . . .                     | \$ 7,500 |
| Directional Signage Floor Stickers . . . . . | \$ 5,000 |

### Conference PREMIUM SPONSOR

|                            |           |
|----------------------------|-----------|
| Conference Wi-Fi . . . . . | \$ 16,000 |
| Keynote Speaker . . . . .  | \$ 20,000 |
| Audio / Visual . . . . .   | \$ 10,000 |

### Conference Pricing

#### • Conference Attendee

\$1,199 Early Bird through 6/15/24 then \$1,399

#### • NRTA Member Exhibitor

Single Booth . . . . . \$5,000  
 Double Booth . . . . . \$8,500  
 Additional Staff . . . . . \$850

#### • Non-Member Exhibitor

Single Booth . . . . . \$7,798  
 Double Booth . . . . . \$11,298

Success

# Website Advertising Opportunities

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## Annual Affiliate Membership Dues

|                               |       |
|-------------------------------|-------|
| Primary Member . . . . .      | \$425 |
| Secondary Member(s) . . . . . | \$195 |

## Multi-page Web Advertising Listing - \$8,000

This year **over 53,000 practitioners** visited the NRTA website to learn best practices, explore technical information, and *buy new resources*. Our online website advertisers have recorded **nearly 200,000 impressions** of professionals viewing their advertising messages this year.

## Professional Directory Advertising Listing - \$3,500

Thousands of site visitors shop this advertising section. Place your company's products or services in this exclusive directory listing. List your ad in multiple categories.

## Professional Certificate Sponsor - \$20,000

This year long education program consists of four major areas of study and testing. Participants will attend 36 individual study lessons and will be required to successfully complete mid-term and final examinations to earn their Professional Certificate of Proficiency.

- *Full Program Sponsorship is available for \$20,000*
- *Quarterly Series Sponsorships are also available for \$5,000*
- *Specific Lesson Sponsorships are available for \$1,500*

## Classroom LIVE Series Sponsorship - \$7,500

Annual sponsorship includes your company logo on the main classroom live pages throughout the year during your contract.

## Trade Show Exhibitor

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### 10 x 20 Booth - \$8,500

- *Includes 4 complimentary conference admissions*
- *Full attendee list with contact information*

### 10 x 10 Booth - \$5,000

- *Includes 2 complimentary conference admissions*
- *Full attendee list with contact information*

Partners



**Lead. Learn. Excel. With Us. Why Wait?**

Build Your Best Experience with NRTA.

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