

Sponsor Prospectus



2009 NMHC Apartment Technology Conference & Exposition

NOVEMBER 8-10, 2009

JW MARRIOTT DESERT RIDGE RESORT & SPA • PHOENIX, AZ

Conference Developed and Presented by  **Multihousing.com**

 **NMHC** National Multi Housing Council®
Apartments: Smart Communities, Smarter Living



Opportunities through
exhibiting...
sponsoring...
advertising...

2009 NMHC Apartment Technology
Conference & Exposition
Sponsor Prospectus

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NMHC National Multi
Housing Council®
Apartments: Smart Communities, Smarter Living

Dear Supplier Partner,

Please join us at the 2009 NMHC Apartment Technology Conference & Exposition being held November 8-10, at the JW Marriott Desert Ridge Resort & Spa in Phoenix, Arizona. This year's event continues to meet the unparalleled education and networking experience property owners and managers have come to expect from the industry's only technology-specific event.

For over a decade, this Conference has achieved great success as a direct result of the support of our members and most importantly our exhibitors and sponsors. The Conference has become the central industry event for technology and automation in our industry. This year's event promises to be a one-stop-shopping event for owners and managers of the apartment community.

NMHC will continue its tradition of bringing the leaders and decision-makers in technology and automation, and property operations and management to the Conference. The high level of attendees at this Conference create a unique opportunity to demonstrate your company's product/service to them and to our industry.

I welcome you to review the enclosed supplier offerings, each of which have been designed specifically to maximize your exposure and access to the richest assembly of technology purchasing decision-makers in the apartment industry.

Thank you for your support of NMHC and the apartment industry. In exchange, we pledge that the 2009 Apartment Technology Conference & Exposition will be your most successful event this year!



Regards,

Ric Campo
NMHC Chairman



2009 NMHC Apartment Technology Conference & Exposition

NOVEMBER 8-10, 2009 • JW MARRIOTT DESERT RIDGE RESORT & SPA • PHOENIX, AZ

Preliminary Agenda*

Sunday, November 8

2:30 PM – 7:30 PM Registration

3:30 PM – 5:30 PM Pre-Conference Workshops

- Communications Infrastructure – Circa 2009
- The Cost of Leads and Leases – Calculate the Numbers
- Multifamily Information and Transaction Standards (MITS) Working Group (*Annual Meeting – Open to All Attendees*)

5:30 PM – 7:30 PM Opening Reception in the Exhibit Hall

Monday, November 9

8:00 AM – 7:00 PM Registration

8:00 AM – 9:00 AM Continental Breakfast

8:30 AM – 10:30 AM Concurrent Peer-to-Peer Roundtables
(Open to Owners and Managers Only)

- CIO/CTO
- Maintenance Automation – Service Level Agreement (SLA) Insights
- Outsourcing – Comparing Notes on Costs and Benefits
- Voice, Video, Data: 1 + 1 = Challenges

10:45 AM – Noon Concurrent Sessions
(Open to Owners and Managers Only)

- Automated Payments – What Is Really Happening?
- Resident & Employee Privacy: CIO/CTO Responsibilities
- Voice, Video, Data – Myths and Realities of Regulations

Noon – 1:30 PM Walk-Around Networking Lunch in the Exhibit Hall

1:30 PM – 2:30 PM General Session
Emerging Issues – Monday Roundtable Highlights and Issues

2:30 PM – 4:00 PM Concurrent Sessions

- Alternative Data & Technology
- Drilling Down on Call Centers
- Voice, Video, Data – Differences Between Need and Want

4:15 PM – 5:30 PM Concurrent Sessions

- Technology or Marketing – Who and What Is the Driver?
- Portals and More
- Voice, Video, Data – An Ounce of Prevention Is Worth...

5:30 PM – 7:30 PM Cocktail Reception in the Exhibit Hall

Tuesday, November 10

7:30 AM – 8:30 AM Multifamily Information and Transaction Standards (MITS) Governance Committee Breakfast (*Closed Meeting*)

8:00 AM – 9:00 AM Continental Breakfast

8:00 AM – Noon Registration

8:30 AM – 10:30 AM Concurrent Peer-to-Peer Roundtables
(Open to Owners and Managers Only)

- Alternative Methods for Communicating with Residents
- Credit Cards and Fees
- Voice, Video, Data – Contract Language Issues
- Voice, Video, Data – The AT&T, Verizon, and Qwest Strategy

10:45 AM – Noon General Session
Chief Executive Panel
(Sponsored by AT&T Connected Communities)

Noon – 1:30 PM Walk-Around Networking Lunch in the Exhibit Hall

1:30 PM – 2:30 PM General Session
Emerging Issues – Tuesday Roundtable Highlights and Issues

2:30 PM Adjourn

* subject to change



2009 NMHC Apartment Technology Conference & Exposition

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Sponsorship Opportunities

This year's Conference offers opportunities for firms to present their company's technology products and services to the apartment industry's most select group of **decision-making executives** (*CEOs, Vice Presidents, Chief Information Officers, Chief Technology Officers, and IT Directors*). As this is the apartment industry's only comprehensive technology conference, each of these professionals attends with the specific goal of receiving high-quality education, researching products and services, and networking with strategic partners and vendors. For many, this is the only time during the year they will focus specifically on evaluating technology-related products and services for their companies.

Sponsorship Benefits

In addition to sponsorship opportunities, sponsors receive the following additional benefits:

- Exposure to over 650+ targeted attendees at the Conference
- List of Conference attendees that is mail-merge ready
- Recognition during the Conference Sessions and listing in Conference materials, brochures, web sites (*NMHC and Multi-housing.com*), Onsite Program Directory, CD-ROM (*based on receipt of sponsorship request and printing deadlines*)
- Logo displayed for major sponsors throughout the Conference
- Gratis registrations – major sponsors (*\$10,000 and above*) receive two (2) complimentary registrations and general sponsors (*\$5,000–\$10,000*) receive one (1) complimentary registration

Sponsorship by companies with apartment technology products and services is an integral part of the success of this annual event. Such sponsorship permits NMHC the ability to limit participation and attendance to the industry's cream-of-the-crop executives and companies, maintaining a high emphasis on quality education. The companies and executives responsible for the industry's five-billion-dollar purchase and management of technology products and services recognize the value of sponsor participation in a way not found at many other events.

Major Sponsorship Opportunities

- Apartment Technology Education CD-ROM Sponsorship
- Memory/Storage Stick Sponsorship
- Notebook Folio Sponsorship

- Reception Sponsorship
- Backpack Sponsorship
- General Session Sponsorship - *NEW in 2009!*
- Hotel Room Key Card Sponsorship
- Lanyard Sponsorship
- Onsite Program Directory Advertisement Sponsorship
- Pen Sponsorship
- Conference Registration Confirmation Sponsorship - *NEW in 2009!*
- "Corporate Logo" Bottled Water Sponsorship
- Cyber Café and WiFi Lounge Sponsorship
- Luggage Tag Sponsorship
- Luncheon Sponsorships
- "Mini Map" of Points of Interest Sponsorship
- Sports Bottle Sponsorship
- Turndown Service/In-Room Drop Sponsorship

General Sponsorship Opportunities

- In-Room TV Channel Advertising Sponsorship - *NEW in 2009!*
- Conference Daily Publication Sponsorship - *NEW in 2009!*
- Continental Breakfast and Refreshment Sponsorship
- Hotel LCD Reader Board Advertising Sponsorship - *NEW in 2009!*
- Newspaper Delivery Sponsorship
- Cash Prize Giveaway Sponsorships - *NEW in 2009!*
- Recycling Kiosk Sponsorship - *NEW in 2009!*

- Welcome Beverage Sponsorship - **NEW in 2009!**
- Onsite Program Directory Advertisement Behind Tabbed Page Sponsorship

Advertising Opportunities

- Program 4- and 2-color Advertisements *(see details under Onsite Program Directory Advertisement Sponsorship descriptions for complete information)*

New Sponsorship Ideas?

Each year we introduce new sponsorship items. If you have a new sponsorship recommendation, please send it to Julie Stalknecht at jstalknecht@nmhc.org.

Early Incentive

Sign up early to sponsor and your company will be mentioned online and in all promotional mailings delivered to the industry before the Conference. The first Conference tri-fold mailer is scheduled for late June, with additional mailings and notifications scheduled periodically leading up to the meeting.

QUESTIONS? Contact Julie Stalknecht, Vice President, at 202/974-2363 or jstalknecht@nmhc.org. See Sponsorship Descriptions and Sponsorship Request Form on the following pages.

Opportunities through
 exhibiting...
 sponsoring...
 advertising...

Sponsorship Descriptions

Major Sponsorship Opportunities

(\$10,000 and Above)

Apartment Technology Education CD-ROM Sponsorship

Now an industry standard for real estate/apartment professionals, the Apartment Technology Education CD-ROM serves as a permanent desk reference throughout the year. The CD-ROM contains valuable information related to various technologies and services regarding their applications to the apartment industry such as special reports, white papers, critical articles, and new federal rules and regulations. It will also include the PowerPoint presentations used by speakers that have been submitted before NMHC's deadline. This is a professionally produced CD-ROM that prominently displays the sponsor's logo. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$25,000

Memory/Storage Stick Sponsorship

A 4 gigabyte USB port memory/storage stick with the sponsor's name/logo imprinted on it. More portable and without the limitations of CD-ROM, these on-the-go universal memory devices are extremely popular and versatile for storage of presentations, documents, games, or other materials. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$25,000

Notebook Folio Sponsorship

More than a simple legal pad, the notebook folio is carefully selected for its quality, durability, and utility. Used by all attendees during the Conference for taking notes and storing business cards, the functionality of this piece perpetuates its continued use throughout the year, increasing the sponsor's market exposure. The notebook folio prominently displays the sponsor's logo. Additionally, the sponsor may submit an insert to be placed into each notebook folio. However, the insert must not be sales oriented and must first be approved by NMHC. This sponsorship includes two (2) complimentary Conference registrations and a complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$20,000

Sunday Networking Reception Sponsorship

(Located in the Exhibit Hall and adjoining corridors)

Sunday evening's Welcome Reception is held in the Networking and Exhibit Hall and adjoining corridors. This event is heavily attended and affords the casual atmosphere conducive to settling into the Conference, discussing the sessions ahead, arranging for dinner meetings with colleagues and technology service providers, as well as discussing technology issues in a social atmosphere.

The professionally planned and catered reception is hosted with an open bar serving premium brand liquors, wines, and imported and domestic beers. The white-glove-passed hors d'oeuvre trays are heavily dressed with food carefully selected to please most any palate. To add an extra sparkle to the evening's event, a signature cocktail will be named after your company and served during the reception as one of the beverages. Sponsorship of this event includes special signage at the reception facility, cocktail napkins with your company logo imprinted, a small note creatively positioned on the butler's hors d'oeuvre trays, a special listing in the Conference program, two (2) complimentary Conference registrations, and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors

Sponsorship Fee \$20,000 (to be paid by each sponsor)

Monday Networking Reception Sponsorship

(Located in the Exhibit Hall and adjoining corridors)

"The" Event – Monday evening's reception is held in the Networking and Exhibit Hall and adjoining corridors. This event has high attendance and affords the casual atmosphere conducive to networking and discussing the various technology-related subjects addressed during the day, as well as having extended conversations with industry colleagues and technology service providers.

This professionally planned and catered reception is hosted with an open bar serving premium brand liquors, wines, and imported and domestic beers. The white-glove-passed hors d'oeuvre trays are heavily dressed with food carefully selected to please most any palate. To add an extra sparkle to the evening's event, a signature cocktail will be named after your company and served during the reception as one of the beverages. Sponsorship of this event includes special signage at the reception facility, cocktail napkins with your company logo imprinted, a small note creatively positioned on the butler's hors d'oeuvre trays, a special listing in the Conference program, two (2) complimentary Conference registrations, and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors

Sponsorship Fee \$20,000 (to be paid by each sponsor)

Backpack Sponsorship

If you have attended either a Multihousing.com or a NMHC Apartment Technology Conference & Exposition in the past, you already know how useful each year's backpacks are and how often they are reused by attendees throughout the year. Selected for quality, durability, and utility, this year's Conference backpacks are designed for extended use, which greatly lengthens the sponsor's exposure to the market. The sponsor's logo is prominently displayed on the backpack. The sponsorship includes two (2) complimentary Conference registration and two (2) complimentary set of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors

Sponsorship Fee \$15,000 (to be paid by each sponsor)

General Session Sponsorship - NEW in 2009!

Three (3) General Sessions will take place during the Conference; one on Monday (*Emerging Issues – Monday Roundtable Highlights and Issues*) and two on Tuesday (*Chief Executive Panel and Emerging Issues – Tuesday Roundtable Highlights and Issues*). Each General Session is available to one sponsor per general session. Sponsorship of these events includes special signage at the entrance to the session, the option of providing a limited-page brochure for each session attendee (*cost of the brochure is not included in sponsor fee, and is to be provided by sponsor and pre-approved by NMHC*), a special listing in the Conference program, two (2) complimentary Conference registrations, and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to three (3) sponsors

Sponsorship Fee \$15,000 (to be paid by each sponsor)

Hotel Room Key Card Sponsorship

Used by all attendees lodging at the Conference hotel, this opportunity places the sponsor's name and logo, web site, telephone number, and e-mail address on the cards used by attendees to access their room. This is a creative way to ensure attendees are aware of your company. This sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor

Sponsorship Fee \$15,000

Lanyard Sponsorship

Each attendee receives a name badge attached to a lanyard displaying the sponsor's logo and tagline. This sponsorship includes two (2) complimentary Conference registrations and

two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo and tagline to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$15,000

Onsite Program Directory Advertisement Sponsorship

A professionally bound, 4-color publication, the Directory is a hand-held pocket directory with tabs given to over 650+ Conference participants at registration. It contains valuable information including brief descriptions of exhibitors and sponsors, as well as the Conference schedule, special notices, and other related items of interest. As with the Apartment Technology Education CD-ROMs, this publication also serves as a handy reference and contact throughout the year. This professional publication with long shelf life prominently displays the sponsor's full-page, 4-color logo, and/or advertisement on one of three prominent pages of the directory (*Back Cover, Inside Front Cover, and Inside Back Cover*). Each sponsorship includes two (2) complimentary Conference registrations and a complimentary set of education materials.

Note: Logo and 4-color ad to be provided by sponsor.

See final format specs on the Sponsorship Request Form.

Back Cover: Limited to one (1) sponsor
Sponsorship Fee \$15,000

Inside Front Cover: Limited to one (1) sponsor
Sponsorship Fee \$15,000

Inside Back Cover: Limited to one (1) sponsor
Sponsorship Fee \$10,000

(See Onsite Program Directory Advertisements Behind Tabbed Pages under the General Sponsorship descriptions for additional opportunities)

Program Cover Ad Specifications: Trim size: 4.5" x 9" – Live area: 4.125" x 8.625" – Bleed size: 4.75" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts), or jpeg.

All ad art must be received no later than September 25, 2009, to be included in the Directory. Please call NMHC for more detailed specifications.

Pen Sponsorship

These professionally manufactured pens, with the sponsoring firm's logo prominently displayed, will be an attractive and useful writing implement that attendees will be delighted to take back to the office. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$15,000

Conference Registration

Confirmations Sponsorship - NEW in 2009!

Your company name will appear on the Conference Registration Confirmations for over 650+ attendees to see. Conference Registration Confirmations are sent as part of the online meeting registration process. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$10,000

"Corporate Logo" Bottled Water Sponsorship

For Conference attendees seeking refreshment, bottles of water with the sponsoring firm's name and logo prominently displayed on the bottle's label will be the essential beverage for attendees and seen in attendees' hands throughout the Conference. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor. Bisphenol A-free bottles.

Limited to one (1) sponsor
Sponsorship Fee \$10,000

Cyber Café and WiFi Lounge Sponsorship

Free, unlimited Internet access is a must-have for any Conference attended by senior executives and upper-level management. They will find it at the Cyber Café and WiFi Lounge. As such, this is one of the most visible sponsorships available. Café sponsors are identified by special signage at the door of the Café, as well as on customized screen savers at each terminal. And to help create the "just right" atmosphere, the Café is continually refreshed with iced beverages, fresh baked goods, and fruit. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Café Hours: Sunday 2:00 PM through Tuesday Noon, closing at 7:00 PM each night.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$10,000

Luggage Tag Sponsorship

Help conference attendees avoid the risk of picking up someone else's luggage with tags featuring your logo. The sponsorship includes one (1) complimentary conference registration and one set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$10,000

Monday Walk-Around Networking Luncheon Sponsorship

(Located in the Exhibit Hall and adjoining corridors)

This event is attended by all Conference participants. The networking luncheon sponsorship includes special mention in the Conference program, signage at the entrance of the dining facility/exhibit hall, and the option of providing a gift with the sponsor's logo (cost of item not included in sponsor fee and is to be provided by the sponsor and approved by NMHC) to attendees. This sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors

Sponsorship Fee \$10,000 (to be paid by each sponsor)

Tuesday Walk-Around Networking Luncheon Sponsorship

(Located in the Exhibit Hall and adjoining corridors)

This event enjoys full participation from all attendees. The networking luncheon sponsorship includes special mention in the Conference program, signage at the entrance of the dining facility, and the option of providing a gift with the sponsor's logo (cost of item not included in sponsor fee and is to be provided by the sponsor and approved by NMHC) to attendees. This sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials for members of the sponsor's company.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors

Sponsorship Fee \$10,000 (to be paid by each sponsor)

"Mini Map" of Points of Interest Sponsorship

Each registrant will receive a "Mini Map" of the local area identifying points of interest such as restaurants, bars and boutiques. This "Mini Map" will assist with after-hours networking opportunities. The "Mini Map" will include the sponsor's name and logo on the map. Production cost and coordination of the mini map are the responsibility of the sponsoring company. This sponsorship includes two (2) complimentary Conference registrations and a complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor

Sponsorship Fee \$10,000

Sports Bottles Sponsorship

A durable stainless steel bottle for carrying a favorite beverage while exercising, this sponsorship item will be permanently embossed with the sponsoring firm's name and logo. The sponsorship includes two (2) complimentary Conference registrations and two (2) complimentary sets of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor

Sponsorship Fee \$10,000

Turndown Service/In-Room Drop Sponsorship

Your company's kind gesture will leave a lasting impression on the minds of conference attendees as they get into bed after a busy day on Sunday and Monday. An amenity and message will be placed on the guest's bed each night. The cost of the amenity and message are not included in the sponsor fee and are to be provided by the sponsor and approved by NMHC. This sponsorship includes one (1) complimentary registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor each night (Sunday and Monday only)

Sponsorship Fee \$10,000 (to be paid by each sponsor)

General Sponsorship Opportunities

(\$5,000 - \$10,000)

In-Room TV Channel

Advertising Sponsorship - NEW in 2009!

Show Conference attendees what your company is all about. The resort's In-Room dedicated TV Channel #33 will run your company's standard DVD with audio in 950 rooms throughout the resort. The advertisement you provide will loop continuously 24/7. The length of the ad is only restricted by the length/capacity of the DVD. The content of the advertisement must be clearly directed at the NMHC Technology Conference attendees and note that your company is a sponsor of the Technology Conference. The DVD must be pre-approved by the Conference Directors in advance of the Conference. DVD production cost is the responsibility of the sponsor. *Note: The resort and NMHC do not endorse any company's products or services.* This sponsorship includes (1) complimentary registration and (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor

Sponsorship Fee \$7,500

Conference Daily Publication Sponsorship - *NEW in 2009!*

Be the title sponsor for the NMHC Apartment Technology Conference & Exposition Daily. Your company logo will appear in the Sunday or Monday issues which are delivered inside the rooms of over 500 attendees' hotel rooms. This sponsorship includes one (1) complimentary registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to two (2) sponsors, one sponsor per day
Sponsorship Fee \$5,000 (to be paid by each sponsor)

Continental Breakfast and Refreshment Break Sponsorship

(Located in the Exhibit Hall and adjoining corridors)

This sponsorship guarantees your presence at every continental breakfast and refreshment food and beverage break (Monday and Tuesday). This sponsorship includes signage on the buffet tables for breakfast and breaks, and at the entrance to the room during the breakfast, as well as a listing in the Conference schedule. Each sponsorship includes one (1) complimentary Conference registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to four (4) sponsors
Sponsorship Fee \$5,000 (to be paid by each sponsor)

Hotel LCD Reader Board Advertising Sponsorship - *New in 2009!*

Showcase your company as Conference attendees check out the day's schedule on the hotel's LCD Reader Board. The Reader Board is a static image in a 16:9 format (Portrait) – a simple PowerPoint slide (*with no animation*) works fine. The image stays on the screen for 6 seconds and depending on the number of meetings/events posted on the board each day, frequency will vary. Resolution on the reader boards is only 480 x 848, so large font sizes are recommended. There are six (6) 40" LCD reader boards throughout the lobby and meeting space. The content of the image must be clearly directed at the NMHC Technology Conference attendees and that your company is a sponsor of the Technology Conference. The image must be pre-approved by NMHC in advance of the Conference. Image production is the responsibility of the sponsor. *Note: The resort and NMHC do not endorse any company's products or services.* This sponsorship includes one (1) complimentary registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$5,000

Newspaper Delivery Sponsorship

On Monday and Tuesday, get the first message of the day to conference attendees with the morning's headlines when the newspaper with your printed message is delivered to the front door of the room of each conference attendee staying at the conference hotel. This sponsorship includes (1) complimentary registration and (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$5,000

Cash Prize Giveaway Sponsorship - *NEW in 2009!*

NMHC will be giving away a total of eight (8) AMEX gift cards (4 worth \$1,000 each, and 4 worth \$500 each). During lunch on Monday and Tuesday, and the reception on Sunday and Monday, NMHC will hold a prize drawing to give away 2 AMEX gift cards (1 for \$1,000 and 1 for \$500) during each event. The sponsor(s) will host the drawing and, in addition to material and sign recognition, NMHC will acknowledge the sponsor as part of the gift announcement. The sponsorship includes one (1) complimentary conference registration and one (1) set of education materials.

Note: Logo to be provided by sponsor.

Limited to eight (8) sponsors
Sponsorship Fee \$5,000 for the \$1,000 AMEX Gift Card
(to be paid by each sponsor – total 4 sponsors)

Sponsorship Fee \$2,500 for the \$500 AMEX Gift Card
(to be paid by each sponsor – total 4 sponsors)

Recycling Kiosk Sponsorship - *NEW in 2009!*

Promoting recycling is an opportunity for your company to show its environmental consciousness and help reduce the carbon footprint of the meeting. Stationed throughout the conference meeting space will be recycling bins where the sponsor may place their company logo. This sponsorship includes signage and one (1) complimentary registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$5,000

Welcome Beverage Sponsorship - *NEW in 2009!*

Design your own (non-alcoholic) welcome beverage for attendees to enjoy when they check into the hotel. What a terrific way to say welcome and to set your company apart from the moment attendees arrive at the conference hotel. This sponsorship includes one (1) complimentary registration and one (1) complimentary set of education materials.

Note: Logo to be provided by sponsor.

Limited to one (1) sponsor
Sponsorship Fee \$5,000

Onsite Program Directory Advertisements Behind Tabbed Pages Sponsorship

Also in the Programs, in addition to the Onsite Program Directory full-page ads, we are offering several 4-color advertising opportunities on the back side of the tabbed pages. Starting with the tabbed pages from the front to the back of the Directory, ad placement is based on the order in which the request is received.

Advertising Benefits

- Target demographics – this publication reaches the apartment industry's most select group of technology-focused, decision-making executives (*CEOs, VPs, CIOs, CTOs, and IT Directors*). Eighty percent (80%) of attendees have titles that are Director level and above.
- Repeated exposure to over 650+ targeted attendees at the Conference
- Long shelf life and expanded exposure to others – a huge “take back to the office” value
- Greater awareness of your firm and business, which is a competitive advantage
- Quality printing and an affordable alternative option for limited budgets

Each advertising sponsorship also includes one (1) complimentary Conference registration and one (1) complimentary set of educa-

tion materials. *Note: Each 4-color advertisement in final format is to be provided by the sponsor/purchaser.*

Limit of available tabbed pages/ad space pending final layout. Advertising Fee \$2,500 (to be paid by each advertiser)

Program Tabbed Page Ad Specifications: Trim size: 4" x 9" – Live area: 3.625" x 8.625" – Bleed size: 4.25" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts), or jpeg.

All ad art must be received no later than September 25, 2009, to be included in the Directory. Please call NMHC for more detailed specifications.

Note: On sponsorship items where space permits, the NMHC and Multihousing.com logos will be added to the sponsored items in addition to the sponsoring company's logo. Companies that request a sponsorship item that takes place in or is affiliated in any way with the exhibit hall are not eligible to sponsor that item unless they are a confirmed and fully paid exhibitor.

QUESTIONS? Contact Julie Stalknecht, Vice President, at 202/974-2363 or jstalknecht@nmhc.org. See Sponsorship Descriptions above and Sponsorship Request Form on the following pages.

Opportunities through
exhibiting...
sponsoring...
advertising...

2009 NMHC Apartment Technology Conference & Exposition

Sponsorship Request Form

Sponsorship Opportunities (as of June 2, 2009)

Check box

- Apartment Technology Education CD-ROM, One (1) Sponsorship (\$25,000)
- Backpacks, Two (2) Sponsorships (\$15,000 each)
- Conference Daily Publication - **NEW in 2009!**
 - Conference Daily Publication, Monday, One (1) Sponsorship (\$5,000)
 - Conference Daily Publication, Tuesday, One (1) Sponsorship (\$5,000)
- Continental Breakfasts and Refreshment Breaks (Monday and Tuesday), Four (4) Sponsorships (\$5,000 each)
- Conference Registration Confirmations, One (1) Sponsorship (\$10,000) - **NEW in 2009!**
- "Corporate Logo" Bottled Water, One (1) Sponsorship (\$10,000)
- Cyber Café and WiFi Lounge, One (1) Sponsorship (\$10,000)
- General Session - **NEW in 2009!**
 - General Session: Roundtable Highlights, Monday, One (1) Sponsorship (\$15,000)
 - General Session: CEO Panel, Tuesday, Two (2) Sponsorships (\$15,000 each)
 - General Session: Roundtable Highlights, Tuesday, One (1) Sponsorship (\$15,000)
- Hotel LCD Reader Board Advertising, One (1) Sponsorship (\$5,000) - **NEW in 2009!**
- Hotel Room Key Cards, One (1) Sponsorship (\$15,000)
- In-Room TV Channel Advertising - One (1) Sponsorship (\$7,500) - **NEW in 2009!**
- Lanyards, One (1) Sponsorship (\$15,000)
- Luggage Tags, One (1) Sponsorship (\$10,000)
- Luncheon - Monday, Two (2) Sponsorships (\$10,000 each)
- Luncheon - Tuesday, Two (2) Sponsorships (\$10,000 each)
- Memory/Storage Sticks, One (1) Sponsorship (\$25,000)
- "Mini Map" of Points of Interest, One (1) Sponsorship (\$10,000)
- Newspaper Delivery - Monday and Tuesday, One (1) Sponsorship (\$5,000)
- Notebook Folios, One (1) Sponsorship (\$20,000)
- Onsite Program Directory Advertisement, Three (3) Sponsorships
 - Back cover full page, One (1) Sponsorship (\$15,000)
 - Inside front cover full page, One (1) Sponsorship (\$15,000)
 - Inside back cover full page, One (1) Sponsorship (\$10,000)
- Onsite Program Directory Advertisements Behind Tabbed Pages, Several Sponsorships (\$2,500 each)
- Pens, One (1) Sponsorship (\$15,000)
- Cash Prize Giveaways, Eight (8) Sponsorships - **NEW in 2009!**
 - Sunday Reception, One (1) Sponsorship (\$5,000)
 - Sunday Reception, One (1) Sponsorship (\$2,500)
 - Monday Lunch, One (1) Sponsorship (\$5,000)
 - Monday Lunch, One (1) Sponsorship (\$2,500)
 - Monday Reception, One (1) Sponsorship (\$5,000)
 - Monday Reception, One (1) Sponsorship (\$2,500)
 - Tuesday Lunch, One (1) Sponsorship (\$5,000)
 - Tuesday Lunch, One (1) Sponsorship (\$2,500)
- Reception - Sunday, Two (2) Sponsorships (\$20,000 each)
- Reception - Monday, Two (2) Sponsorships (\$20,000 each)
- Recycling Kiosks - One (1) Sponsorship (\$5,000) - **NEW in 2009!**
- Sports Bottles - One (1) Sponsorship (\$10,000)
- Turn-down Service/In-Room Drop - Sunday, One (1) Sponsorship (\$10,000)
- Turn-Down Service/In-Room Drop - Monday, One (1) Sponsorship (\$10,000)
- Welcome Beverages - One (1) Sponsorship (\$5,000) - **NEW in 2009!**

Submission Instructions

- Refer to the individual sponsorship descriptions listed on the prior pages for complete details of each sponsorship.
- Indicate the sponsorship(s) desired by checking the box next to the item.
- Complete the primary contact information of sponsoring firm, select method of payment, sign below, and return this request form. If returned via fax or e-mail, without payment, NMHC will invoice you.

- Major sponsors may register up to two representatives from their firm for free; general sponsors may register one representative from their firm for free.

Company Logo

E-mail a high-resolution color graphic data copy of your company logo to techconf@nmhc.org for inclusion in our sponsor recognition. Logos may be in one of the following formats: eps (*please outline all type*), tif, or jpeg. *Note: All sponsor logos will be given the same amount of "real estate" (print space).*

Continue onto the back of this form

Terms of Sponsorship and Advertising

By returning this signed form, our firm commits to sponsoring the 2009 NMHC Apartment Technology Conference & Exposition or commits to advertising in the 2009 NMHC Apartment Technology Conference & Exposition Directory as indicated in the prospectus/materials as set forth. We also understand that sponsorship of the Conference or advertising in the Directory does not imply or create an expectation that our firm will be allowed to be a part of any education or roundtable session. Cancellation of an ad will result in the forfeiture of a 15% retraction/administration fee. Our firm understands that on sponsorship items where space permits, the NMHC and Multihousing.com logos will be added to the sponsored items in addition to our company logo, if applicable.

Companies that request a sponsorship item that takes place in or is affiliated in any way with the exhibit hall are not eligible to sponsor that item unless they are a confirmed and fully paid exhibitor.

Return the completed Request Form with payment promptly and no later than August 28, 2009, to:

NMHC Sponsors, P.O. Box 3709, Baltimore, MD 21297-3091

Please make checks payable to the National Multi Housing Council.

Should your company require an invoice prior to making payment, fax or e-mail this Request Form with your request for an invoice to the attention of Julie Stalknecht at 202/775-0112 (fax) or jstalknecht@nmhc.org.

Sponsoring with Competitors

Certain sponsorship items are designed to permit more than one company to participate. Each of the sponsors for these items will have equal representation in the size of their logo images and/or company name. The ordering of each sponsor's logo image will be made on an alphabetical basis. There will be no competitive company or categories lock-out on any event. Contact Julie Stalknecht at jstalknecht@nmhc.org or 202/974-2363 if you have any questions.

NMHC reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time

Company Information

Firm Name _____
(as it will appear in program and on signage)

Name _____

Title _____

Address _____

City _____ State _____ ZIP _____

Phone *(with Extension)* _____ Fax _____

E-Mail Address _____

Signature _____ Date _____

Payment Information

Please bill us immediately at the address above

Check enclosed

Credit Card Payment *(check one)*

Visa MasterCard American Express Acct. Number: _____ Exp. Date: _____

Name _____ Signature _____
(as it appears on card) (required)

Return both sides of this completed Sponsorship Request Form with payment to: NMHC Sponsorships, P.O. Box 37091, Baltimore, MD 21297-3091. **Please make checks payable to the National Multi Housing Council.** Credit card payments will also be accepted. Should your company require an invoice prior to making payment, fax or e-mail BOTH SIDES of this Request Form with your request for an invoice to the attention of Julie Stalknecht at 202/775-0112 (fax) or jstalknecht@nmhc.org.

2009 NMHC Apartment Technology Conference & Exposition

2008 Attendees*

Adler Development
Advanced Multimedia
AIMCO
Alliance Data
Alliance Residential Company
Altman Development Corporation
Ambling Companies, Inc.
American Express
AMLJ Management Company
AMLJ Residential Properties, L.P.
Ancillary Services Management
Apartment Guide
ApartmentExpert.com
Apartments.com
Archstone
Aspen Square Management
Association for Maximum
Service Television, Inc.
Assurant Specialty Property
AT&T Connected Communities
Atlanta Apartment Associations
AUM
AvalonBay Communities, Inc.
Babcock & Brown Residential
The Bainbridge Companies
Behringer Harvard
Berkshire Property Advisors
BH Equities, LLC
The Bozzuto Group
Bozzuto Management Company
BRE Properties, Inc.
Buckingham Companies
C.R.E.S. Management
Camden Property Trust
Campus Apartments
Campus Village Communities
Carter Haston Holdings, LLC
Cautela Solutions
CBC AmRent
Central Street Capital, Inc.
Choice Property Resources, Inc.
Clareo Network
Colonial Properties Trust
Comcast Cable Communications
The ConAm Group of Companies
Concord Management, Ltd.
Conservance Utility Management & Billing
Consolidated Smart Systems
Consumer Source
Continental Properties Co., Inc.
Corcoran Jennison Companies
CORT

Costlow & Hubacher
Cox Communications
CrossFire, a Division of RealPage, Inc.
CWS Apartment Homes
Demmon Partners
DirecPath
DIRECTV, Inc.
The Dolben Company, Inc.
Dominium
Drucker & Falk, LLC
E & S Ring Management Corporation
ECI Group
Energy Advisory Service
Equity Residential
Essex Property Trust, Inc.
EverGreen Solutions
Fairfield Residential LLC
Flournoy Development Co., LLC
Fogelman Properties
For Rent Media Solutions
Forest City Residential Group, Inc.
Forest City Residential Management, Inc.
ForRent.com
FST21 Ltd.
Futurist
Gables Residential
GID Investment Advisers LLC
Grace Hill, Inc.
Greystar Management Services
Greystar Real Estate Partners, LLC
Greystone Properties, LLC
Guardian Management LLC
Gumenick Properties
H.G. Fenton Company
Hanley-Wood, LLC
Hathaway Development Company Inc.
HD Supply
Henderson Global Investors
Hercules Real Estate Services, Inc.
HHHunt
Home Properties, Inc.
I.Q. Data International, Inc.
Infinite Energy, Inc.
Inland American Communities Group, Inc.
Inovonics Wireless Corp.
InteliCable Group
Investors Management Trust Real
Estate Group, Inc.
The Irvine Company Apartment
Communities "IAC"
J. Turner Research
JMG Realty, Inc.
John M. Corcoran & Company

Johnson Companies
Kaiserman Company, Inc.
Kenney Development, Inc.
Korcett Holdings, Inc.
Kroll Factual Data
Lane Company
The Laramar Group, LLC
LeasingDesk, a Division of RealPage, Inc.
Level One
Lincoln Property Company
The Lynd Company
Lyon Management Group, Inc.
M/PF YieldStar
Mac-Gray Services, Inc.
MAXX Properties
McKinley
Metropolitan Properties of America, Inc.
MG Properties
Mid-America Apartment Communities, Inc.
Milestone Management
Miller & Van Eaton
Minol
MISMO
Mission Residential, LLC
Mitchell Management, Inc.
Morgan Properties
Morrison, Ekre & Bart Management
Services, Inc.
Multifamily Executive/Hanley-Wood, LLC
Multifamily Solutions, Inc.
Munsch, Hardt, Kopf & Harr, P.C.
MyNewPlace
National Church Residences
NTS Development Company
On-Site.com
Open Geospatial Consortium
Open Travel Alliance
PadZing
Patrician Management, LLC
Penco, Inc.
Perfect 10
Pinnacle
Place Properties
Post Properties, Inc.
The Preiss Company
Prime Group
Professional Apartment Services
Prometheus
ProVista Solutions, Inc.
RAM Realty Services
RealFoundations
RealtyCom Partners, LLC
The Related Companies

RenaissancePG, LLC
Rent.com
RentBureau, LLC
RentGrow, Inc.
Rentlity
RentMineOnline.com
Rentwiki.com
Resident Data, A ChoicePoint Service
ResidentCheck
Riverstone Residential,
a CAS Partners Company
Sales Inc!
Satterton Enterprises LLC
The Search Agency
Sequoia Equities
Shea Properties
Shelter Properties
Simpson Housing LLLP
Solomon Management
The Solomon Organization
Stellar Management
The Sterling Group, Inc.
Steven Scott Management, Inc.
Suddenlink
Sueba USA Corporation
SureDeposit
TGM Associates L.P.
Tharaldson
Timberland Partners
Time Warner Cable
Trammell Crow Residential
TransUnion/CreditRetriever
UDR, Inc.
University Housing Group
Valet Waste, Inc.
Vast.com
VaultWare
Velocity, a Division of RealPage, Inc.
Venterra Realty Management Company
Verde Apartment Communities
Verizon
Video Solutions Worx, Ltd.
(dba) Capture the Market
Village Green Companies
Waterton Associates, L.L.C.
Waterton Residential
Western National Property Management
Wilmar
Windstream
Wired Not, LLC
Wood Partners, LLC
Ygnition Networks
YieldStar - RealPage, Inc.

* Eighty percent (80%) of attendees have titles that are Director-level and above.

2008 Exhibitors

AMSI, an Infor Company
AvidXchange, Inc.
Broadband Properties Magazine
BuildingLink.com
CallSource
Capture the Market
Connexion Technologies
Dish Network, LLC
Domin-8 Enterprise Solutions

Ellipse Group, Inc.
eReal Estate Integration, Inc.
Fair Collections & Outsourcing, Inc.
First Advantage SafeRent
HandyTrac Systems
HBO
Hunter Warfield, Inc.
InfiniSys, Inc.
Intuit Real Estate Solutions
ista North America

Lead Tracking Solutions
Multi-Housing News
Nexus Systems
NWP Services Corporation
OpsTechnology, Inc.
Property Solutions International, Inc.
PropertyBridge, a MoneyGram
Company
The Rainmaker Group
RealPage, Inc.

Realty DataTrust
RentPayment
Resite Online
SAFLOK
Spherexx.com
Spot On Networks
Toner Cable Equipment, Inc.
Verizon Enhanced Communities
Vertex Outsourcing - Multifamily Services
Yardi Systems, Inc.



Apartments: Smart Communities, Smarter Living

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NMHC web site: www.nmhc.org

Multihousing.com web site: www.multihousing.com

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