



SPONSORSHIP OPPORTUNITIES

From March 23-26, 2018, close to 1,000 REALTOR® Association Executives will meet in Charlotte, North Carolina. Their goal: To improve their management skills and to learn more about the latest technology and industry trends that will help them better serve the needs of their members, the 1.2 million REALTORS® in the United States. These REALTOR® Association Executives will gather at the 2018 Association Executives Institute.

This influential group interacts with REALTORS® on a frequent and ongoing basis. They not only purchase on behalf of their Associations, they are often REALTORS®' first source for advice and information; both through direct contact and through their Association programs and communications.

If YOU market products and services to the real estate industry, these are individuals YOU need to know. And they need to learn about YOU and YOUR Company's value to the industry.

The 2018 Association Executives Institute offers you a wonderful opportunity to create brand awareness and develop relationships through one-on-one networking. The meetings are close, friendly and personal. They offer you access to AE discussions on the challenges facing REALTOR® Associations...a breeding ground for formulating your next new product or service.

ACT TODAY!

Take advantage of this opportunity by participating in the following advertising and event sponsorships! Sponsorships are confirmed on a first-come, first-served basis.

*Attendance at the 2018 Association Executives Institute is limited to REALTOR® association executives and official sponsors.

*The number of sponsor registrations applicable to each sponsorship is noted in the sponsorship listing.

*Additional sponsor registrations are \$695 per person. Please use the sponsor registration form to register.



ADVERTISING SPONSORSHIPS

1. FINAL PROGRAM ADVERTISING

Options Below

Reach and frequency assured. Final Program advertising is a sure-fire way to frequently communicate your company's message to attendees. The all-inclusive Final Program is the reference tool for all meeting activities. *One Sponsor Registration is included with each ad.*

Back Cover (Four-Color) **\$5,000**

Inside Back Cover (Four-Color) **\$3,500**

Inside Front Cover (Four-Color) **\$4,000**

Run Of Book (Four-Color) **\$3,000**

2. Conference Portfolio/Notepad

\$8,000

Display your company's logo on each portfolio cover and each page of the paper notepad. Attendees will use it throughout the meeting for their note-taking needs. Notepad produced by NAR, logo and promotional information provided by sponsor. *Two Sponsor Registrations are included.*

3. Umbrella

\$8,000

Feature your company's logo on this unique sponsorship! AEI attendees will use this umbrella at home, long after the AE Institute is over. NAR will produce and distribute the umbrellas. Sponsor must provide logo. *Two Sponsor Registrations are included.*

4. Badge Lanyard

\$4,000

Each attendee will receive a badge necklace that features the sponsor's logo or company name printed on it. Sponsor is responsible for producing the lanyard. *Two Sponsor Registrations are included.*

5. Luggage Tags

\$4,000

Each attendee will receive a luggage tag that features the sponsor's logo and company information printed on it. NAR will produce and distribute the luggage tag. Sponsor must provide logo. *One Sponsor Registration is included.*

6. Registration Tote Bags

\$12,000

All meeting participants will receive a tote bag featuring your logo. It is your own walking billboard. Tote bags are used as a handy tote at home and work long after the meeting is over! Also included in each tote bag is your company's brochure/flyer. NAR will produce and distribute the tote bag. Sponsor must provide logo and brochure/flyer. *Three Sponsor Registrations are included.*

7. Highlighter Markers

\$3,000

Provide attendees with a highlighter to mark the Final Program and their notes. Your company logo on the highlighter will remind attendees of your company at the meeting, as well as when they return to their offices. Markers produced by NAR, logo provided by sponsor. *One Sponsor Registration is included.*

8. Room Keys

\$6,000

Have your company logo on every attendee room key where it will be seen over and over. Sponsor provides logo/artwork for production. *Two Sponsor Registrations are included.*

ADVERTISING SPONSORSHIPS (CONTINUED)

9. Lip Balm

\$3,000

Your company logo will be on each lip balm for attendees to use during and after AEI. Produced and distributed by NAR. Sponsor provides logo. *One Sponsor Registration is included.*

10. Gum Pack

\$3,000

Have your company logo/design on these refreshing sugar-free peppermint gum packs. Produced and distributed by NAR. Logo provided by sponsor. *One Sponsor Registration is included.*

11. Screen Wipes

\$3,000

The screen wipe will be used over and over. Your company logo will be featured on this screen wipe. Attendees will use it to clean their computer screen, glasses and phone while at AEI and long after the Institute is over. Produced and distributed by NAR. *One Sponsor Registration is included.*

12. Mobile Card Holder

\$4,000

These handy silicone pouches adhere to any smart phone. Attendees can use it to carry their room key, ID, credit card, etc. Your company logo will be featured on this card holder. Produced and distributed by NAR. *One Sponsor Registration is included.*

EVENT SPONSORSHIPS

Make sure the association executives' fondest memories of Charlotte include your company and the hospitality event you sponsor! Event sponsorship includes sponsor registration as indicated.

Welcome/Icebreaker Reception

\$30,000

AEI attendees will meet for this special Institute Welcome Reception. The reception will be held at Charlotte's very own NASCAR Hall of Fame. This wonderful event allows attendees to renew old friendships and business relationships and cultivate new ones. Attendees will appreciate and remember your company's hospitality at this very special social event! There will be good food, good beverages and a good time to be had by all! Sponsorship includes:

- Advance promotion
- Final Program run of book ad
- A table set up for your company brochures
- Your logo on drink tickets
- Your logo on screen in room
- Company recognition at reception by Institute Dean
- Your company logo on all napkins
- PLUS seven Sponsor Registrations

Grab & Go Lunch—Saturday, March , 24 12:30 pm or Sunday, March 25, 12:45 pm

\$3,000

Attendees will grab a sandwich and a drink and head to a networking roundtable or workshop, catch up with friends or explore the city. Sponsorship includes:

- Sponsor recognition in advance marketing materials
- Your company's brochure in the registration tote bag
- On-site signage
- Final Program recognition
- PLUS one Sponsor Registration

EVENT SPONSORSHIPS (CONTINUED)

Continental Breakfasts— Saturday, March 24 or Monday, March 26

\$6,000

RISE & SHINE! AEs will appreciate this continental breakfast. Your company can reach attendees as they start their day over coffee and continental breakfast. Also included, sponsors will have 3 minutes to welcome attendees and highlight their product/service. Sponsorship includes:

- 3 minutes to welcome attendees
- Event food, beverage and decorations as determined by the AEI Advisory Board
- Sponsor recognition in advance marketing materials
- On-site signage
- A separate table for your company brochures
- Final Program recognition
- PLUS two Sponsor Registrations

Buffet Lunch, Monday, March 26,

\$7,500

The Buffet Lunch is part of a program attended by all AEI attendees on Monday. This special session (10:30 am-3:00 pm) will share the best collaboration practices of REALTOR® Associations across the country, and it offers you a special chance to sponsor this Buffet Lunch, from 12:00 noon -12:30 pm. Sponsorship includes:

- 5 minutes on stage to address attendees
- Your company brochure on all seats at the event
- On-site signage
- Sponsor recognition in advance marketing materials
- Final Program recognition
- PLUS three Sponsor Registrations

Snack Break, Saturday, March 25. 3:00 pm-3:30 pm

\$5,000

AEs will appreciate this afternoon snack that you sponsor. All attendees will have a break between 3:00-3:30 pm. Sponsorship includes:

- 2 minutes to greet all attendees
- On-site signage
- Sponsor recognition in advance marketing materials
- Sponsor recognition in Final Program
- PLUS one sponsor recognition

Additional Sponsorship Information

- All sponsors receive complimentary pre-show mailing information as part of their sponsorship (for one-time use only—mailers must be approved by NAR prior to printing)
- All sponsors receive recognition on two thank-you sponsor signs that will be displayed in a high traffic area
- All sponsors receive recognition on the AEI website and on the AEI mobile app

Do you have a promotional idea? Give us a call and we will be happy to discuss it with you.

Call Lisa Nicola at 800/874-6500 x8319

CALL US TODAY

To become a sponsor of the 2018 Association Executives Institute contact:

Lisa Nicola

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