

# 2023

MARCH 17-20 | SEATTLE, WA

# REAL INSTITUTE

**SPONSORSHIP OPPORTUNITIES**



# REALTOR® ASSOCIATION EXECUTIVES ARE AN INTEGRAL PART OF COMMUNICATING TO THE REALTOR® MEMBERSHIP.

Every year, the Association Executives Institute brings together nearly 1,000 association executives from around the country to collaborate, learn, and discuss industry trends. Those association executives then bring that information back to their membership, equaling the more than 1.5 million REALTOR® members.

How can YOU tap into this audience of local and state association executives and ultimately the 1.5 million REALTOR® members? Become an AE Institute sponsor! Sponsorship opportunities put the value of your services in front of an audience that manages associations and acts as REALTORS®' first source of advice and information. It also gives you an opportunity to hear firsthand what associations need so that you can customize your next product or service.

- Attendance at the 2023 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 \$ 725 (U.S. dollars) per person. Please use the sponsor registration form to register.



# NETWORKING LUNCHESES

## NAR CEO Welcome Lunch

Saturday, March 18th ■ 11:30 a.m. – 1:00 p.m.

Join NAR CEO Bob Goldberg as he welcomes you and updates you on NAR issues and shares the future direction of the organization.

## Networking Lunch with REALTOR® Party

Sunday, March 19th ■ 11:45 a.m. – 1:00 p.m.

Mix it up and sit with some AEs you've never met before. Then take a listen to what the advocacy gurus behind the REALTOR® Party have to say about the political landscape and what you and your association can do to make a difference.

# COFFEE CONNECTIONS

@ \$18,000 exclusive or \$8,000 co-sponsorship

Saturday, March 18th ■ 7:30 a.m. – 8:30 a.m.

Sunday, March 19th ■ 7:30 a.m. – 8:30 a.m.

Monday, March 20th ■ 7:30 a.m. – 8:30 a.m.

Join your colleagues and customers each morning for a boost of caffeine and a lot of networking! Sponsors have the opportunity to brand the space and greet members as they start their day.

### Sponsorship Includes:

- Opportunity to network with attendees at the event
- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Opportunity to make welcome remarks to attendees
- Recognition in event mobile app
- Two complimentary sponsor registrations or four with exclusive sponsorship
- Insert in conference tote bag (only with exclusive sponsorship and sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship

# RECEPTIONS

## **AE Young Professional Network (YPN) Meet Up** Unlimited co-sponsorships @ \$5,000 Saturday, March 18th ■ 5:00 – 7:00 p.m.

Attend this off-site networking event and be a part of the AE's Young Professional Network. Connect with the AE YPN community and learn how your product or service can make a difference in their association operations and their members' livelihoods.

### **Sponsorship Includes:**

- Opportunity to make welcome remarks
- Branded drink tickets
- Sponsor recognition on all marketing materials for event in advance and on-site
- Recognition in event mobile app
- One complimentary sponsor registration

## **Welcome Reception** @ \$50,000 exclusive or co-sponsor for \$25,000 Friday, March 17 ■ 6:30 p.m. – 9:30 p.m.

Join your friends, colleagues, and customers for some refreshments and a chance to renew old connections and create new ones. The Welcome Reception is a great opportunity to connect with friends and start collaborating! Hosted at the Chihuly Garden and Glass Museum, a world-renowned landmark in Seattle.

### **Sponsorship Includes:**

- Opportunity to welcome attendees at entrance
- Sponsor to make welcome remarks to attendees during the event
- Display table on-site (includes 6' skirted table and 2 chairs)
- Sponsor recognition on all marketing materials for event in advance and on-site
- Up to ten complimentary sponsor registrations
- Opportunity to provide pre-approved gift items to attendees at event at sponsor's discretion
- Branded napkins at the event
- Complimentary drink tickets with sponsor logo
- Insert in conference tote bag (sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Recognition in event mobile app

# GENERAL SESSION SPONSORSHIP

## @ \$15,000 EACH

### Opening Session Keynote Address with Erik Wahl

**Saturday, March 18 ■ 8:30 a.m. – 9:45 a.m.**

The Opening Session is the official kick-off to the 2023 AE Institute. Come and meet the AEI team and help us welcome keynote speaker Erik Wahl, an internationally recognized artist, TED speaker, and No. 1 bestselling author.

### General Session Keynote Address with Mary Byers

**Sunday, March 19 ■ 8:30 a.m. – 9:45 a.m.**

The 2023 AE Institute Advisory Board is pleased to welcome Mary Byers. Mary is a certified association executive and certified speaking professional. She is also the author of nine books, and the co-author of *Race for Relevance: Five Radical Changes for Associations* and *Road to Relevance: 5 Strategies for Competitive Associations*.

### Closing Keynote Address with Michelle Mason

**Monday, March 20 ■ 10:00 a.m. – 11:00 a.m.**

Join us for the closing keynote speaker Michelle Mason. Michelle serves as the President and CEO of the American Society of Association Executives.

#### Sponsorship includes:

- Emcee recognition at the start of the event
- Logo or 30 second sponsor provided non-audio video loop at the start of the General Session
- Sponsor recognition on all marketing materials for event in advance and on-site
- Three complimentary sponsor registrations
- Insert in conference tote bag (sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Recognition in event mobile app

# CLOSING SESSION: ASSOCIATION INNOVATION AND EXPERIMENTATION @ \$15,000 EXCLUSIVE

**Monday, March 20th ■ 9:00 a.m. – 9:45 a.m.**

This exclusive opportunity will showcase your organization, product and/or service to all the attendees as the AE Institute draws to a close. Session promotion will begin in January 2023. Innovative ideas and experiments from attendees will be featured and discussed during this session, giving you the opportunity to tie your organization's product or service to the theme of "innovation" at the event.

## **Sponsorship includes:**

- Emcee recognition at the start of the event
- Logo or 30 second sponsor provided video loop at the start of the session
- Sponsor recognition on all marketing materials for event in advance and on-site
- Three complimentary sponsor registrations
- Insert in conference tote bag (sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Recognition in event mobile app

## Registration Tote Bags @ \$15,000

Each conference attendee will receive a professional Conference Tote Bag with your company logo printed on the side. Attendees will carry this bag throughout the conference to gather information and bring back to their office. One tote bag insert is included as part of your sponsorship. Three complimentary sponsor registrations are included.

*\*Sponsorship includes the production and distribution of the bag*

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## Registration Tote Bag Insert (pricing based on selection)

Promote your presence at the conference by getting your company's message out to all registered attendees with an insert in the Conference Tote Bag. Be creative! We are happy to work with you to create branded inserts that will grab the attention of attendees with items such as:

- **Journal w/ logo sponsorship @ \$15,000**

Provide every attendee with a branded notebook to take to each session and bring home the highlights of the conference.

*\*Three complimentary sponsor registrations included.*

- **Hand sanitizer sponsorship @ \$4,000**

1.8 oz hand sanitizer with carabiner and your brand prominently displayed. Keep attendees' hands clean by sponsoring this highly sought product.

*\*One complimentary sponsor registration included.*

- **Chocolate sponsorship @ \$5,000**

2"x5" chocolate bar with custom branded wrapper.

*\*One complimentary sponsor registration included.*

- **Pen sponsorship @ \$4,000**

Attendees will be grateful to have a branded pen for which to take notes in each session.

*\*One complimentary sponsor registration included.*

- **Aluminum water bottle sponsorship @ \$10,000**

Keep attendees hydrated by providing a branded water bottle, able to be refilled with their beverage of choice.

*\*Two complimentary sponsor registrations included.*

- **Sharpie sponsorship @ \$4,500**

Provide attendees with a branded Sharpie highlighter for detailed notes in each session.

*\*One complimentary sponsor registration included.*

Want to create your own insert? Please let us know, we can work with you to place your insert into every attendee's tote bag. One complimentary sponsor registration included with each insert.

*\*Pricing includes production and placement of inserts where applicable*

## Mobile App Sponsor @ \$12,500

Become the exclusive sponsor of the official AEI mobile app that all attendees will need to navigate the event. Your brand will be in everyone's hands each day and each time they access the event mobile app to check times and locations of events.

### Sponsorship includes:

- Branding in all event mobile app promotions
- Banner advertisement with link to sponsor's mobile app page
- Left hand navigation menu banner
- Splash page advertisement within the app
- Two complimentary sponsor registrations

## Hotel Keycards @ \$8,500

Open the door to new customers by branding each attendees hotel keycard. Attendees will remember you every time they use their room key. This opportunity includes exclusive advertisement on all attendee's room keycards for the Hyatt Regency Seattle. Two complimentary sponsor registrations are included.

## Lanyards @ \$4,500

Each attendee will receive a badge necklace that features the sponsor's logo or company name printed on it. Two complimentary sponsor registrations are included.

## Mentor Center @ \$10,000

The mentor center will be open Friday–Sunday and will feature charging stations, comfortable seating arrangements, and light refreshments. Connect with attendees and engage in conversation with peers or mentors. Sponsorship includes:

- Branded charging stations
- Branding on all advance and on-site signage
- Recognition in event mobile app

## Education Classroom Sponsorships @ \$4,000

Show your support of the AEI attendees by sponsoring an education classroom and receive the following recognition:

- Recognition by emcee
- Logo or title slide on screen in room
- Sponsor table in rear of room with the opportunity to provide literature or gift item
- Recognition on event mobile app



For more information, contact Serena Fadel at [sfadel@nar.realtor](mailto:sfadel@nar.realtor) or 312-329-8212 or visit [www.nar.realtor/events/ae-institute](http://www.nar.realtor/events/ae-institute)

# AEI INSTITUTE

THANK YOU