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CONFERENCE & EXPOSITION

Attendee Guide

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Welcome to the Virtual 2020 NMHC OPTECH Conference and Expo!

While we can't be together in person, we are thrilled to welcome you online for four days of the kind of top-notch content, networking and product demonstration that you have come to expect. We promise not to disappoint.

We agree. We'd rather be in Vegas right now. But #2020 is real, so we're making the best of a situation we can't control—and even finding some silver linings.

By now, you've been to more than your fair share of virtual meetings. And you're probably longing for some of the unscripted meetings that have been some of the highlights of your in-person meetings past. But virtual meetings have their pluses—and we're super excited about them.

So, while we don't have free drinks and a stocked bar on the Strip this year, we do have a lot of great stuff for you. Here are what we're counting as the best things about being virtual.

COVID-19 has underscored the importance of technology in multifamily operations. OPTECH has long been the premier destination for all things operations and strategy, and this year—more than ever—multifamily operators cannot afford to miss hearing from their peers, legal and regulatory experts and suppliers about how to identify, invest, implement and measure the success of technology solutions.

Rick Haughey
VP, Industry Technology
NMHC

Sarah Yaussi
VP, Business Strategy
NMHC

OPTECH just gained bench strength because no one has to travel. One of the absolute best things about going virtual events is that we're able to access a bigger, deeper pool of multifamily, technology and innovation experts. Check our speaker and attendee roster; it's gold.

You can participate on your own schedule. We get it. You're doing more work than ever while balancing a whole lot of work-home obligations. Our schedule—with shorter sessions, variety of formats and replay options—is built for max flexibility. We're here whether you want to block off a few hours or squeeze in a visit between meetings.

There are so many ways to connect. Whether you're a prepper or a wing-it kind of person, there are many options for engaging with other attendees. Use search to identify attendees with similar interests or by company, joining a speed networking sessions, take advantage of the live chats with speakers to ask your burning questions or use the message feature to send a meeting request. It's way better than trying to find someone at a crowded bar.

We'll be there every day, tuning in, taking part of the conversations, exploring the expo and meeting new people. We look forward to seeing you there!

Table of Contents

01 Welcome to OPTECH

02 Table of Contents

03 Explore OPTECH

04 A Look Inside the Expo

11 Demo Day

12 Opening Pitches

14 The Resident Experience Redefined

15 Operational Strategy Reconsidered

16 Top 5 Ways to Network

17 Innovation ROI

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The Basics

How to Navigate This Guide

The OPTECH Attendee Guide will help attendees navigate the various types of programming at 2020 OPTECH. Each page in the guide provides background information on key sessions, information on exhibitors, important tech highlights to help keep you "in-the-know."

Know Before You Go

Before you login to the 2020 Virtual OPTECH conference enviroment on Monday, be sure to complete your profile, plan your agenda and build your connections. Click here to sign in and begin your 2020 OPTECH journey.

Complete Your Profile

Click here to edit your profile to allow other attendees, speakers and exhibitors to view your job information, interests and profile picture. Completing your profile will help others connect with you throughout the week.

Plan Your Agenda

With nearly 100 sessions available, you'll be sure to find something that piques your interest. Visit the "Agenda" tab, then click on the yellow plus sign to add an agenda item to your personal agenda. All saved agenda items can be found in the "My Agenda" tab and also downloaded to your calendar.

Build Your Connections

Who needs a crowded banquet hall when you can connect with your peers online? Use the "Attendees" tab view other attendees interests, schedule a meeting or send a private message.

Explore Everything 2020 OPTECH Has to Offer

With shorter sessions, new formats, a great mix of live and on-demand content, we've built the agenda to provide attendees with max flexibility.

Want a quick overview of the agenda? **BH Management's Joanna Zabriskie** breaks down all four days of OPTECH in 90 seconds.

Session Tracks

Each day, we'll be bringing you a wide variety of program features to meet your needs and preferences. In addition to keynote speakers and industry panels, we'll be bringing you a number of new session formats to both get you engaged and fit your busy schedule. Check out just some of our offerings below.

- General Session
- Panel Discussion
- NMHC Briefings
- Product Demonstration
- Networking
- Roundtables
- Quick Takes

A Look Inside the Expo

Access each exhibitors virtual booth by clicking on their booth icon.

Note that exhibitors with a yellow podium are participating in Demo Day, so be sure to mark your agendas!

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Make the Most of the OPTECH Expo

While the Expo Hall is available for attendees to peruse during the duration of the conference, we've got a triad of options for next-level product exploration.

1. **Get a Quick Rundown with Opening Pitches**
2. **Check out Demo Day**
3. **Note the Exhibitor Spotlights**

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A Look Inside the Expo

Don’t Forget to Visit the NMHC Exhibit Booth to Learn More About NMHC Membership

Focus On The Work That Matters

Lean on Us for Support

Backed by decades of proven experience, RealFoundations delivers best-of-breed support services for critical real estate enterprise applications including Yardi, MRI, JD Edwards and more. Our extensive, multi-sector operational knowledge and strong partnerships with industry-leading software providers enable our Application Support practitioners to provide quality solutions that ensure long-term value for our clients. **Are you next?**

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- Workflow Management
- Financial Reporting
- Investment Management
- CRM
- CAM/Recoveries
- Lease Administration
- Resident/Tenant/Vendor Portal
- Inspections/Maintenance
- Data Movement/Integration
- System & Database Administration
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- Investor Portal

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Day 1 Demo Day

Opening Pitches

Back by popular demand! With new technology solutions to new and unexpected challenges, this year's opening pitches will focus on solutions to the vexing new challenges you face today. At four minutes a pop,you'll get everything you need in a really short period of time and can follow up virtually with those that interest you. Click on the room to tune in.

Monday, November 16
12pm- 1pm ET

Product Categories

- Business Intelligence & Lease Automation Software
- Marketing & Advertising
- Onsite Solutions
- Property Management & Operations
- Telecom & Utilities

Room 1

Company Name (A-M)	Product Type
Anyone Home	Marketing Analytics/ KPI Software
Airbnb	Enterprise Property Management/STR
AppFolio	IWMS/Task Management Software
Beekin	PMS/Revenue Management
Conservation Labs, Inc.	Facilities Management/ Sustainability Software
Courtesy Connection	Call Center Software
Digital Guard Force	Building Security System
Domuso	Mobile Payment
Haven Connect	Lease Management/ Compliance Software
Kairos IoT	Facilities Management/ Sustainability Software
Mobile Doorman	Business Intelligence/ Data Discovery

Room 2

Company Name	Product Type
ApartmentGeofencing.com	Business Intelligence/ Data Warehouse
Different AI	Lease Management AI
Engrain	BI/Visual Analytics
Frontdesk	Enterprise Property Management/STR
Funnel	Lease Servicing Software
LeaseHawk	Lease Management AI
LeaseLock	Lease insurance software platform
MeetElise	Lease Management AI
Obligo	Lease insurance software platform
RealPage, Inc.	Lease Management AI
Yardi Systems	Lease Management AI

Room 3

Company Name	Product Type
3DPlans.com	VR/AR Tour Technology
Connect	Lead Generation Software
Dwelo	Self-Guided Tour Technology
Entrata	Marketing Analytics Software
G5	Campaign Management Software
Oda	VR/AR Tour Technology
Peek	VR/AR Tour Technology
Realync	Video Tour Technology
Rentgrata	Live Chat/Prospect CRM Software
Rently	Self-Guided Tour/ Lease Management Technology
Respage	NPS Software
Tour24	Self-Guided Tour Technology

Room 4

Company Name	Product Type
Boingo Wireless	Automated Resident Broadband/Wifi Platform
Brilliant	Smart Home Automation
CenturyLink	Subscription-Based, Fiber-Optic Network
Fetch	Delivery Service/Package Management System
DISH Fiber	Automated Resident Fiber-Optic/Wifi Platform
HABI SOLUTIONS	Smart Home/Sustainability Software
Homebase.ai	Delivery Service Technology
Comcast	Automated Resident Broadband/Wifi Platform
Minnow	Delivery Service/ Management Technology
Quext	Smart Home/Sustainability Software
Spectrum Community Solutions	Automated Resident Broadband/Wifi Platform

Room 5

Company Name (N-Z)	Product Type
Parking Boss/Luminous	Property Management Visualization Software
PointCentral	Smart Intercom Technology
RealtyCom Partners, LLC	Telecom Asset Management Services
Rent Dynamics	Lead Management Software
Rent Manager	PMS Platform
RentCaddy	Deliquency Management Software
RentCheck	Mobile Inspection App
SmartRent	Parking Management Software
STRATIS	Facilities Management/ Sustainability Software
SuiteSpot Inc.	CMMS/Field Service Software

Monday, November 16

Demo Day

We are opening 2020 OPTECH with a full day dedicated to the exploration of new and innovative products and services for the multifamily industry.

This day is all about showcasing new products and services with a series of fast pitches and live demo and networking in the exhibit hall.

Listen to **Camden's Kristy Simonette** explain how important OPTECH is for industry executives interested in exploring new and innovative products and services.

Stop, Collaborate and Listen

Day One of 2020 OPTECH will help to expand your rolodex, broaden your network and get your wheels turning. The day will open with a carousel of Opening Pitches from start-ups to industry mainstays, then original research from NMHC and One11 Advisors followed by longer product demonstrations of the latest and greatest. Networking opportunities will be open all day, and attendees can end the day with topical roundtables to share their experiences.

How to Make the Most of Day One

There's plenty to do and see on day one. The Expo Hall opens at 11:00 AM ET, giving you plenty of time to squeeze in an hour of connection before logging in to the Opening Pitches at 12:00 PM ET. To make the most of your day, be sure to pop into one of the three Peer-to-Peer roundtables then head over to the 2020 OPTECH Welcome Reception and Trivia Contest. Like we said: Stop, collaborate and listen.

What to Look Out For

Be one of the first to hear the results from the inaugural NMHC/One11 Advisors Technology Report. Don't miss the 1:15 PM ET General Session, where NMHC and One11 Advisors dive into its recent survey of the highest-level technology leaders from NMHC member companies and report on that state of apartment industry technology.

Session Spotlight

Monday, 1:15 PM ET

LOOK OUT FOR EXHIBITORS WITH YELLOW PODIUMS ON PAGES 4-9!

EXHIBITORS WITH THIS DENOTATION ARE PARTICIPATING IN DEMO DAY.

Tuesday, November 17

The Resident Experience Redefined

COVID-19 has called into question almost everything about how we attract, serve and satisfy residents. Now what?

Spend the day learning about how the customer journey is being redefined by shifting consumer attitudes and preferences and new technologies—and how your company needs to adapt to be successful in this new environment.

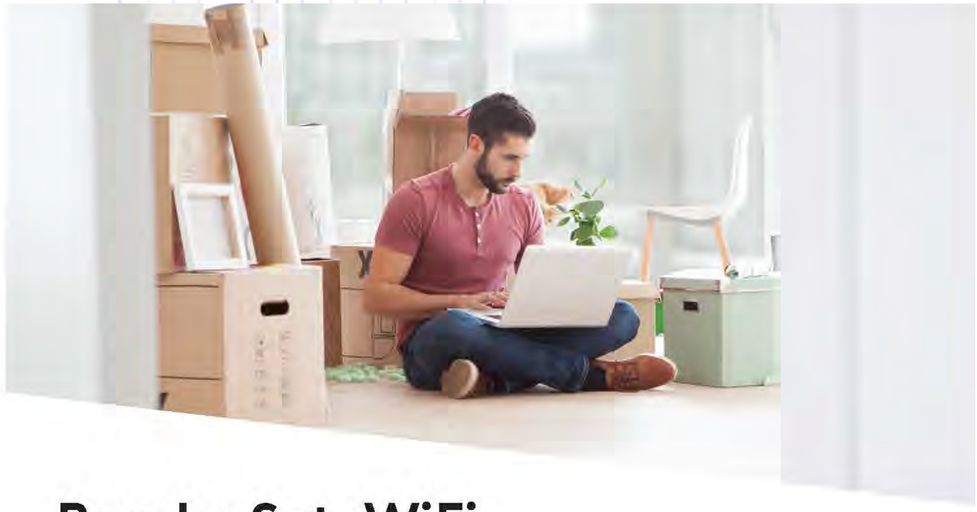
How to Make the Most of Day Two

Before heading into the content-driven sessions of the day, connect with key suppliers at 11:00 AM by visiting the Expo Hall or attending an OPTECH Eye Opener. Then, build your calendar out so you won't miss the day's diverse content. Of particular interest, Day Two features a few can't-miss networking events: Speed Networking at 11:30 AM ET and 3:15 PM ET and the Virtual Women in Tech and Marketing Meetup at 4:00 PM ET.

What to Look Out For

One of NMHC's OPTECH experts weighed in on what she wouldn't want to miss on Day Two. NMHC's Sarah Yaussi explained, "Day Two is packed with so much great content, it's so hard to choose. But I definitely would make sure you're "in the room" for the 12:45 PM ET General Session, What the Heck Just Happened? Market Analysts Tell Us Where We've Been and Where We're Going in 2021."

Session Spotlight Tuesday, 12:45 PM ET



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Benefits for you:

- No need to uninstall or remove xFi Gateway between residents
- Less time coordinating on-site technician visits or managing equipment
- An attractive feature to promote to new residents

Benefits for residents:

- Ready to sign up and get connected to Xfinity Internet within moments of moving in
- No technician to schedule, no additional equipment to install
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Wednesday, November 18

Operational Strategy Reconsidered

Decisions, decisions. How do you balance making smart, data-driven decisions while operating in today's unknown enviroment?

Join us for a day dedicated to tackling many of the core issues related to operations—including workforce management, enterprise technology and broadband investments, compliance issues, data management and security and more.

How to Make the Most of Day Three

Apartment operators are faced with no shortage of decisions in today's uncertain enviroment. Make the most of Day Three by balancing your schedule with our Ask-the-Pros sessions, power pannel sessions and the diversity, equity and inclusion committee meeting.

What to Look Out For

NMHC's Kevin Donnelly leads the NMHC connectivity initatives and advocacy efforts. When asked what he's looking forward to on Day Three, he mentioned that operators should be sure to mark their calendars for one of the Connectivity360 sessions. "This new series features sessions on all things connected, from smart home to the digital divide and everything in between," he said.

Session Spotlight Wednesday, 12:00 PM ET

Top 5 Ways to Network

Although we're not all under one roof, there are still plenty of ways to connect.

1

Speed Networking

Building your network is never more important than in an economic downturn. Take a break from your sessions to have some fun, learn from your colleagues while making the types of connections you can only make at OPTECH.

2

Trivia Night

We've missed all of our OPTECH friends so much over the last year—and especially the last six-plus months. So, let's get together for some casual, socially-distanced networking and friendly competition at our first-ever virtual trivia contest!

3

Peer-to-Peer Roundtables

OPTECH has always been a great place to check in with your peers to hear what they have learned as they face the same challenges you're encountering. While we can't do it face to face this year, we can hop in a Zoom room and get the same helpful guidance from our peers.

4

Conference Chat

Attendees can take advantage of the conference chat feature to connect one-on-one. Chat with fellow attendees on session pages, or post a message in on our public forum "conversations" page.

5

Virtual Meet-Ups

Although it won't take place in the Expo Hall this year, the Women in Tech and Marketing Meet Up is back! Don't miss this networking even on Thursday, November 17 at 4:00 PM ET.

Thursday, November 19

The Innovation ROI Recalculated

"Necessity is the mother of innovation" has never felt more true.

How to Make the Most of Day Four

On this final day of OPTECH, we'll be casting an eye toward the future of multifamily and looking at the tech trends and innovations that have the potential to reshape the multifamily experience inside and out.

You can make the most of the final day of OPTECH by making time for speed networking (you might even run into NMHC President Doug Bibby!), catching a few panel discussions, squeezing in an OPTECH Quick Take and ending your day with the closing keynote speaker, Claire Haidar of WNDYR.

What to Look Out For

NMHC's Rick Haughey says attendees shouldn't miss out on The Great Debates of 2020 sessions. During these sessions, two duos of experts will go head to head in debate on two of the biggest questions emerging from the pandemic. Will city dwellers' move from the urban core to the suburbs continue after the virus is gone? And is the future of apartments high touch or high tech?

Session Spotlight Thursday, 3:45 PM ET

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OPTECH Expo Treasure Map

Pop by as many booths as you can to stand a chance at winning awesome prizes courtesy of our exhibitors! See each exhibitor for full entry details, qualifications, terms and requirements.

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Win a Free Realistic 3D Floor Plan for Your Apartment Property

ApartmentGeofencing.com
Quarantine Relief Package ($350 Value)

AppFolio Property Manager
$100 Apple Gift Card (one per day of the conference)
Mirror Home Fitness Center & 1-Year Subscription

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MRI Software
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The new Apple iPad 10.2"
128 GBParcel Pending $100 Gift Card to Lowe's

Parcel Pending
Prize: $100 Gift Card to Lowe's

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Realync
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Rent Manager
Apple Airpods Pro

Rently
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Prize: Apple AirPods Pro

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OPTECH By the Numbers

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