

# NMHC OPTECH

## CONFERENCE & EXPOSITION

October 21-23, 2024 | Gaylord National Resort & Convention Center | National Harbor, MD

### 2024 NMHC OPTECH SUBGROUP EVENT GUIDELINES

All event requests at the Gaylord National Resort & Convention Center require NMHC approval. Requests made directly through the hotel will be declined and turned over to NMHC for review and approval. NMHC reserves the right to decline any request for any reason.

To request subgroup event space, please review the Subgroup Event Guidelines below and submit a request form for each event you wish to host. [Click here to submit the Subgroup Event Request Form.](#)

- **Eligibility:** 2024 NMHC Chair's Circle, Friends of the Council, or OPTECH Conference Platinum/Gold/Silver Sponsors are eligible to host subgroup events at the Gaylord National Resort & Convention Center. **Space will not be assigned to non-sponsoring companies.**
- Events may not be held during OPTECH program and exhibit hall hours. Daytime buyouts of any hotel space (including restaurants) are not permitted. Please view the conference agenda on the NMHC website prior to requesting or booking your event. If the conference agenda is not yet published, please email [mrowan@nmhc.org](mailto:mrowan@nmhc.org) for information. The conference agenda is subject to change.
- Events being held off-property do not require prior approval from NMHC, however, off-property events may not be held during OPTECH program and exhibit hall hours. Companies arranging group transportation for off-property events may not board or remove attendees from the hotel during OPTECH program and exhibit hall hours.
- Space will be assigned in the order forms are received, based on availability. Due to limited availability, space assignments are not guaranteed to any company, regardless of sponsorship level, membership level, exhibitor status, or any such opportunity held by a company in the past. If space is unavailable at the time of your request, you will be moved to the wait list.
- Upon approval from NMHC, the hotel will contact the sponsor to review space options for their event. Once the space has been determined, the sponsor is responsible for completing the booking of their preferred space and making all arrangements directly with the hotel.

- The sponsor is responsible for all fees and costs associated with their event, including but not limited to hotel space rental fees, food & beverage, A/V, décor, and any venue or vendor cancellation fees.
- A sign is permitted in front of the sponsor's assigned space for the duration of their event. Additional signage or other methods of advertising in the hotel are not permitted and will be removed.
- The sponsor may have a check-in table at the entrance to their assigned event space (if approved by the hotel.)
- The sponsor/exhibitor is responsible for distributing their own invitations for their event. NMHC does not advertise subgroup events on behalf of the sponsor. All event invitations and materials that reference NMHC or OPTECH require NMHC approval before distribution. Please submit a copy of your invitation to [sponsorships@nmhc.org](mailto:sponsorships@nmhc.org) and allow up to 3 business days for review and approval.
- Sponsors holding a subgroup event at the hotel give NMHC authorization to review final BEOs once their event has been completed.
- **NMHC Values & Expectations:** All sponsors, exhibitors, attendees, and guests are expected to behave professionally in accordance with NMHC's Values and Expectations. Read NMHC's Values and Expectations at <https://www.nmhc.org/about/nmhc-values-and-expectations>.
- Violations of any subgroup event guidelines may result in a company's loss of the ability to exhibit, sponsor, or hold subgroup events at future NMHC events.

If you have any questions regarding subgroup events, please email Melissa Rowan, Associate Vice President, Sponsorships & Exhibits, at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).