

Start-Ups Center Kiosk Rental Package

(Only 10 Spaces Available!)

Are you an innovative entrepreneur or have a start-up company that you want to promote at OPTECH? NMHC understands that start-up businesses need some help to grow and gain exposure in the marketplace. To support start-up firms in the apartment industry, NMHC will feature a designated area in the Expo, Start-Ups Center. This area is designed to feature new companies and their products/services to over 1,800 senior level conference registrants. Exhibiting in Start-Ups Center is a great opportunity for new companies who have limited budgets and time, but still want to have a presence on the floor. Simply show up, plug in your laptop, and start making connections!

If Kiosks sell out, the exhibiting company will need to apply for a full booth rental package at regular pricing. *Companies applying to exhibit as a Start-Ups Center Exhibitor may not be previous OPTECH exhibitors or OPTECH Start-Ups Center exhibitors.*

NMHC Member Rate and Non-Member Rate: \$2,500

Companies meeting the criteria below may exhibit in this dedicated space on the show floor.

Company Qualification Criteria:

- Must be a new company with a solution/service/product being offered to the apartment industry
- May not be a spin-off from a parent company
- Has been in operation for 3 years or less
- Must have at least one customer
- Has a product or service that focuses on the use of technology to solve a problem within the apartment industry
- Must be a first-time NMHC OPTECH Exhibitor (in any capacity)

Turn-key Booth Rental Package (\$2,500) Includes:

- Modular Kiosk (with storage underneath) - (Kiosk is 3.25 ft. wide x 1.5 ft. deep x 8 ft. high)
- Kiosk overhead light.
- Kiosk carpeting, aisle carpeting, and aisle carpet cleaning.
- Free, high-speed Wi-Fi Internet access.
- One standard electrical outlet with electricity.
- Company ID sign on Kiosk (with option to brand kiosk back wall at exhibitor's expense; order information will be included in the Exhibitor Services Kit.)
- One (1) free, full conference registration (additional registrations are \$600 per person for members, and \$1,200 per person for non-members.)
- Basic exhibitor listing and profile published in the online floor plan. Package upgrades are available.
- Exhibitor listing and company profile included in the official NMHC Conference App.
- Access to the online attendee list that includes name, title, and company. *Note: Non-member exhibitor companies must be registered as an attendee for Conference in order to view the list. NMHC member companies have access to the attendee list online at any time. Email addresses are not provided or available for rent or sale in accordance with NMHC's privacy policy.*
- Eligible to send a one-time direct mail campaign to Conference registrants through a NMHC designated third-party mail house and printer. (Contact NMHC for details.)
- Exhibitor Services Kit (released approximately 90 days prior to the conference.)
- Overnight expo security.