

2018 MAHRA Spring Conference



SPONSORSHIP PROSPECTUS

May 23-25, 2018

Greetings Valued Partner:

I am writing to you on behalf of the Maryland Association of Housing and Redevelopment Agencies (MAHRA). Our 2018 Spring Conference will be held May 23-25, 2018 in beautiful Ocean City, Maryland. Every year we bring together hundreds of people from housing agencies and community partners across the state of Maryland to learn about new practices and identify opportunities to move their missions forward.

The 2018 Spring Conference is a great way to promote your organization and build unparalleled visibility amongst leaders in the affordable housing, development and property management fields. This is an event you cannot afford to miss.

As you may know, affordable housing continues to face unprecedented challenges across the country and every agency is looking for new opportunities to preserve and increase its stock. Our conference offers your company a chance to create and build relationships with other professionals committed to housing in Maryland and throughout the country. Your participation can link your company with more than 50 state and local government agencies, public housing authorities, as well as non-profit housing and community organizations.

MAHRA is a statewide organization that has been a major voice for affordable housing and community development professionals since 1985. Our goal is to provide affordable housing and safe, viable communities that enhance the quality of life for all, especially those of low- and moderate-income. In addition, we provide the forum for technical training to ensure housing professionals are equipped for today's challenges.

MAHRA requests your support for the 2018 Spring Conference. There are several sponsorship opportunities available, which are outlined in this prospectus. We look forward to your participation as we celebrate our accomplishments and set the course to reach new heights in the affordable housing industry.

Please contact Stephanie Semones at (240) 528-4619 or via email at: mahra@hocmc.org to pledge your support. On behalf of MAHRA, I thank you for your ongoing partnership in providing safe, quality affordable housing in Maryland and across the Mid-Atlantic region.

Sincerely,

Eric Brown

Eric Brown
MAHRA President



WHY SUPPORT MAHRA?

● ● ● ● ● ● ● ● ● LOCATION

MAHRA's 2018 Spring Conference is attended by leaders and decision makers in the affordable housing industry, real estate, development, community agencies and many more. This is your chance to have their ears, network and promote your company - all under one roof.

LOCATION ● ● ● ● ● ● ● ● ●

Your company has the opportunity as an exhibitor to display your product, showcase services and demonstrate how you can help buyers achieve their mission on behalf of their agencies and customers.

● ● ● ● ● ● ● ● ● LOCATION

As a sponsor, you will be front and center during the 2018 Spring Conference. Your company has the opportunity to be promoted on MAHRA's website, in the conference program and on-stage. Visibility goes a long way and MAHRA can help you succeed. Top sponsors will enjoy membership in MAHRA and recognition at future events!

Be seen at MAHRA's 2018 Spring Conference! There are five sponsorship levels available, which provide a wide array of opportunities for corporate exposure. The sponsor levels have been crafted for every company size and every individual's desire and capacity for involvement. Benefits provide maximum exposure for corporate or individual recognition.

PRESENTING SPONSOR – \$10,000

- Title sponsorship
- Special recognition as Presenting Sponsor at all events
- Company name and logo on conference bags
- Your company acknowledged as the sponsor of the Opening Luncheon, Plenary Session, and the Seafood Dinner.
- Year-long recognition and exposure at every opportunity
- One year membership including all Membership Benefits for 3 employees
- Four complimentary registrations for the conference
- Two complimentary rooms for the conference
- Full-page ad in the Conference Program
- Company name listed on conference signage
- Recognition from the main podium
- Booth in the Exhibit Hall
- Pre and post promotion – Corporate logo and link on MAHRA's website (1 year)

GOLD SPONSOR – \$7,000

- Your company acknowledged as the sponsor of the Annual Breakfast held on Friday
- One year membership including all Membership Benefits for 2 employees
- Two complimentary registrations for the conference
- One complimentary room for the conference
- Full-page ad in the Conference Program
- Company name listed on signage
- Recognition from the main podium
- Booth in the Exhibit Hall
- Pre and post promotion – Corporate logo and link on MAHRA's website (1 year)

SILVER SPONSOR – \$5,000

Your company acknowledged as the sponsor of the Commissioners’ Dinner

Two complimentary registrations for the conference

One Booth in the Exhibit Hall

Half-page ad in the Conference Program

Company name listed on signage

Recognition from the main podium

Pre and post promotion – Corporate logo and link on MAHRA’s website
(1 year)



BRONZE SPONSORS – \$3,000

One complimentary registration for the conference

One Booth in the Exhibit Hall

Your company acknowledged as the sponsor of one of the following conference events: Beverage Breaks, Happy Hour I, and Happy Hour II.

Half-page ad in the Conference Program

Company name listed on signage

Recognition from the main podium

Pre and post promotion – Corporate logo and link on MAHRA’s website (6 months)



CONFERENCE SUPPORTING CONTRIBUTOR – \$1,000

One complimentary registration for the conference

Recognition from the main podium

Pre and post promotion – Corporate logo on MAHRA’s website (6 months)

Advertising

Promote and showcase your company at the 2018 Spring Conference. Top decision makers and buyers from the housing and community development agencies are looking for products and services in:

- Accounting
- Appliances
- Bathroom and kitchen products
- Building products
- Computer systems and services
- Consulting services
- Construction and demolition
- Document and data management
- Energy-efficient products
- In-place renovations
- Insurance and employee benefits
- Maintenance services and equipment
- Resident screening
- Security
- Training and education
- Windows and doors
- And much more!



Advertisement subscriptions are available on a first-come, first-served basis. Please select a first, second and third preference. The publication is 8" x 11".

Ad Size	Ad Location	Cost	Vendor Cost
Full Page	Back Cover	\$600	\$300
Full Page	Inside Front Cover	\$500	\$250
Full Page	Inside Back Cover	\$500	\$250
Full Page	Interior	\$400	\$200
Half Page	Interior	\$325	\$175
Quarter Page	Interior	\$275	\$150
Business Card	Interior, eight per page	\$125	\$50

Advertisement commitments and a high resolution (300 DPI) logo must be received by April 13, 2018. A minimum of 50% of the total fee must be submitted with your reservation form. Space is not guaranteed until payment is received. Confirmation letters will be sent within one week of receipt of contract.

Payment in full is due no later than May 4, 2018.

Exhibit Space Reservation

Conference attendees are in search of products and services critical to the growth and success of their agencies. Each exhibitor will receive one booth rental to include one 6 ft table, 2 chairs, and an electric outlet if specified. In keeping with our “*Game On*” theme, we encourage vendors to include a game (*plinko, ring toss, cornhole, etc.*) at each booth to encourage foot traffic and visits to the Exhibitor hall.

Early Bird Booth Rental Rates are for reservations received prior to March 31, 2018.

Rates

First 31.2” x 72” Booth = \$500

Additional 31.2” x 72” Booth = \$100

Rental Rates for reservations received after March 30, 2018

Rates

First 31.2” x 72” Booth = \$600

Additional 31.2” x 72” Booth = \$150

Space reservations and a high resolution (300 DPI) logo must be received by April 14, 2017 in order for your organization to be included in the publication. A minimum of 50% of total fee must be submitted with your reservation form. Space is not guaranteed until payment is received. Payment in full is due no later than May 4, 2018.

What’s Included in Your Exhibit Investment?

1. Company listing in Attendee Program* (print and electronic), including a 25-word company description.
2. One full conference registration (purchase up to three additional full conference registrations at \$200 each).
3. One booth personnel badge (access to exhibit hall and sessions only).
4. Pre and post-show attendee lists.
5. Link to your website from the MAHRA Conference Sponsors page.
6. One 7” x 44” booth identification sign.

***If signed up before April 14, 2018.**

Thank You For Your Support!



For additional information or to discuss opportunities, please contact
Stephanie Semones at (240) 528-4619 or mahra@hocmc.org.

We'll see you in Ocean City!