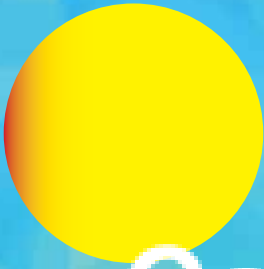




NARPM®
Convention
& Trade Show
Rewired
October 20-22, 2020

EXHIBITOR PROSPECTUS





Convention & Trade Show Rewired

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Welcome

Please join us for the National Association of Residential Property Managers Convention and Trade Show REWIRED on October 20-22, 2020.

This is an excellent opportunity to meet and introduce your products and services to residential property managers throughout the United States, as well as internationally, who are the primary decision-makers in their companies. Sign up early to ensure you will be able to showcase your company.



Connect with NARPM® members
on Facebook at:
www.facebook.com/narpmnational

What Is a Virtual Event?

After much discussion, NARPM has made the difficult decision to cancel the in-person Convention and transition to a fully virtual event still being held October 20-22, 2020. NARPM is very excited to be able to still offer you the same innovative and timely content from presenters, impactful networking with industry peers, and the space to connect with property managers from across the country.

The Value for Your Business

Sharing the same great content in a digital space, we're proud to offer the virtual convention at discounted rates. With your virtual registration, you'll receive the following benefits:

- **The virtual conference** will include our regular offerings, including both live and recorded sessions, interactive Q&As with presenters and "office hour" interactions, town hall-style meetings, virtual happy hour and informal "chat" sessions, and discussion forums.
- **In-depth Access to Educational Content** – Spend more time with the information provided by the virtual conference. View the educational content at your own pace and revisit sessions as needed. You'll even have access to the session recordings after the conference concludes!
- **No Travel Expenses** – The virtual ticket cuts out travel expenses. No need to worry about airfare, hotel expenses, meals, or even Uber trips.
- **More Time to Focus on Your Business** – Without travel involved, you'll have extra time to dedicate to your business. Take what you've learned in our sessions and immediately implement new tactics.
- As we continue to add details in the coming days and weeks, stay up-to-date with recent developments on our website. Soon we'll be sharing the updated agenda and schedule.

Our FAQ page provides detailed information to address your concerns about the cancellation and our transition to a virtual convention.

Stay tuned for more information as it becomes available. We look forward to hosting you virtually for the 2020 NARPM Convention!

Exhibitor Services

EXHIBIT INFORMATION

- A customizable and interactive booth that includes your company logo, description, website, contact information, options to upload handouts for attendees, and an introductory video for attendees to watch. Virtual Convention website will be live through 11/22/2020.
- The booth includes 1:1 attendee engagement through either a built-in live video chat function or through text chat with the ability to track which attendees have visited your booth in real time
- 1:1 tech support throughout the duration of the conference for any technical issues that may arise.
- Full analytics report after the conference on attendee engagement with your booth with their contact information for any follow-up purposes.

EXHIBIT VIRTUAL BOOTH FEES

	<u>One Booth</u>
NARPM® Affiliate Member	\$750
NARPM® Local Affiliate Member*	\$850
Non-Member**	\$950

* Local Affiliate Members are companies who are members of a NARPM® Chapter, but not NARPM® National.

** Call the NARPM® office for information and an application to become a NARPM® Affiliate Member and get cost savings immediately for this trade show.

Hours

TENTATIVE EXHIBIT HOURS

Tuesday, October 20, 2020

11:00 am – 6:00 pm Eastern time zone

Wednesday, October 21, 2020

11:00 am – 6:00 pm Eastern time zone

Thursday, October 22, 2020

11:00 am – 6:00 pm Eastern time zone



Sponsorship Opportunities

When your company becomes a NARPM® sponsor, you get your message and product information in front of the decision-makers of our membership — your potential customers. Keep in mind, as you review the various sponsorship levels, just how important this exposure could be to your business. Also, only sponsors will be permitted to host additional events during the off-hours of the convention. For additional details, email: conventioninfo@narpm.org.

CONVENTION PATRON LEVEL – \$5,000 (Limit one sponsorship)

General Benefits

- Featured Exhibit listing
- Pre- & post-convention mailing lists
- 30-second, company-provided, commercial to be played before one (1) general session
- One (1) push notification sent to attendees with your branded message

Print & Web Media

- Full-page color ad in Event Program
- Logo on all promotional emails
- Logo & link on NARPM® website

Sponsor Spotlight

- 55 minute Sponsor Spotlight Session for your company representatives to speak on an educational topic regarding the Property Management industry. Should not be a sales pitch. (Pre-recorded or live.)

PLATINUM SPONSOR LEVEL – \$3,000 (Limit one sponsorship)

General Benefits

- Features Exhibit listing
- Pre- & post-convention mailing lists
- 30-second, company-provided, commercial to be played before one (1) general session

Print & Web Media

- Full-page b&w ad in Event Program (You may upgrade to full color for \$300)*
- Logo on all promotional emails
- Logo & link on NARPM® website

Sponsor Spotlight

- 55 minute Sponsor Spotlight Session for your company representatives to speak on an educational topic regarding the Property Management industry. Should not be a sales pitch. (Pre-recorded or live.)

GOLD SPONSOR LEVEL – \$2,000 (Limit two sponsorships)

General Benefits

- Featured Exhibit listing
- Pre- & post-convention mailing lists

Print & Web Media

- Full-page b&w ad in Event Program (You may upgrade to full color for \$300)*
- Logo on all promotional emails
- Logo & link on NARPM® website

Sponsor Spotlight

- 55 minute Sponsor Spotlight Session for your company representatives to speak on an educational topic regarding the Property Management industry. Should not be a sales pitch. (Pre-recorded or live.)

*Non-members may upgrade to full color for \$500.

SILVER SPONSOR LEVEL – \$1,500 (Limit two sponsorships)

General Benefits

- Featured Exhibit listing
- Pre- & post-convention mailing lists

Print & Web Media

- Half-page b&w ad in Event Program
- Logo on all promotional emails
- Logo & link on NARPM® website

Sponsor Spotlight

- 55 minute Sponsor Spotlight Session for your company representatives to speak on an educational topic regarding the Property Management industry. Should not be a sales pitch. (Pre-recorded or live.)

BRONZE SPONSOR LEVEL – \$1,000 (Limit two sponsorships)

General Benefits

- Featured Exhibit listing

Print & Web Media

- Logo on all promotional emails
- Logo & link on NARPM® website

Sponsor Spotlight

- 55 minute Sponsor Spotlight Session for your company representatives to speak on an educational topic regarding the Property Management industry. Should not be a sales pitch. (Pre-recorded or live.)

Additional Marketing

Get your message in front of hundreds of property management professionals!

ATTENDEE MAILING LIST

To assist in your marketing efforts, you may purchase attendee mailing lists for pre-convention and/or post-convention marketing mailings. Note that lists include names and addresses only, and **DO NOT** include emails. The pre-convention mailing list will be sent after the early bird registration deadline, approximately 30 days prior to the convention. The post-convention mailing list is sent 30 days after the convention. The price for either is \$110 for NARPM® Members and \$210 for Non-Members and **is only available to companies exhibiting at the trade show.**

FACE MASK SPONSOR – \$1,500 (1 available)

Sponsor's logo on face masks mailed to all attendees.

HAND SANITIZER SPONSOR – \$750 (1 available)

Sponsor's logo on individual bottles of hand sanitizers mailed to all attendees.

FOR ADDITIONAL INFORMATION ABOUT THESE OPPORTUNITIES

Contact NARPM® at 800-782-3452 or email: conventioninfo@narpm.org.

Sponsor Logos & Virtual Program Ad Specs



SPONSOR LOGO SPECIFICATIONS

Logos should be submitted as soon as sponsorship has been processed and approved. Please send a full color, 300 dpi or better image, preferably in EPS format. High resolution TIF and JPG logos will also be accepted, if an EPS is unavailable.

EVENT PROGRAM AD SPECIFICATIONS

All ads should be at least 300 dpi, and submitted as an EPS, TIF, or PDF file attachment. Fonts should be converted to outlines to correctly display. Please note the color specifications below.

Ads DO NOT bleed and the page trim size is 5.5" W x 8.5" H. Do not confuse the page size with the ad size.

Full-page ad size	4.5" W x 7.5" H
Half-page ad size	4.5" W x 3.75" H
One eighth-page (business card) ad size	3.5" W x 2" H

Premium Position Ads for Partners - Full Color

These positions are **full color (CMYK) and are reserved for NARPM® Official Partners**. Premium position ads include the back cover, the inside front cover, inside back cover, or as far front as possible. Ads should be the same dimensions as a full-page ad (with no bleed).

Full-Color Ad Upgrade Available

Only Platinum and Gold Sponsors may upgrade to a full-color ad for an additional fee of \$300. These ads are **full color (CMYK)** and should be the same dimensions as a full-page ad.

Full, 1/2, or 1/8 Page Ads – Black & White

If a full-page/full-color ad has not been purchased, ads should be **black and white only** at the dimensions specified above.

Ad Receipt Deadline

ALL ads must be received no later than **TUESDAY, OCTOBER 13, 2020.**

Contact publications@narpm.org with questions about logo or ad specifications.

TO BOOK AN AD IN THE EVENT PROGRAM

Contact: advertising@narpm.org.

TERMS, CONDITIONS, AND RULES FOR EXHIBITING AT A NARPM® EXHIBITION

For purposes below, “Management” shall mean the National Association of Residential Property Managers and “Exhibit Site” shall mean the virtual event website. It is stipulated that each exhibitor subscribe to the following rules and that their representatives will comply.

1. PURPOSE OF EXHIBITION

This Exhibition is an integral part of the 2020 NARPM® Annual Convention. To assure that the Exhibition will further the above purpose, admission to the display floor is limited to qualified persons. Since the primary purpose of the Association is to educate delegates on products and services of the Exhibitor, emphasis on all exhibits shall be to fully describe uses of products and services offered by the Exhibitor. This shall include display of all products and services offered. Exhibits must not be in violation of the Association’s policies and code of ethics. While acknowledging the value of explaining cost of products and services to delegates, the Association maintains the Exhibitor does not dispense or sell any services, products, or devices merely for profit.

2. INDEMNITY AND LIMITATION OF LIABILITY

Neither NARPM® nor any division of NARPM®, nor the Exhibit Site, nor any of their officers, agents, employees, or other representatives, shall be held liable for, and they are hereby released from liability for any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from water, accident, or any other cause. The Exhibitor shall indemnify, defend, and protect Management and the Exhibit Site, and save Management and the Exhibit Site harmless from any and all claims, demands, suits, liability damages, losses, costs, attorney’s fees, and expenses of part of the Exhibitor or its officers, agents, employees, or other representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability. It is understood that NARPM®, Omni Amelia Island Plantation Resort, and all staff, agents, and representatives are harmless from any claims arising from the products given to the attendees during the Exhibition.

3. ASSIGNMENT OF EXHIBIT SPACE

Management shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit, provided the Exhibit Site is made available to Management, on a first priority receipt of the enclosed contract. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor’s space choices whenever possible, but Management’s decision will be final. Management reserves the right to transfer assignment when such action is deemed to be in the best interest of the total Exhibition. Management reserves the right to withdraw its acceptance of this contract if it determines, in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor’s product is not eligible to be displayed in this Exhibit. **Affiliate Members and Affiliate Non-Members who are not exhibiting are not allowed to attend any part of the NARPM® Convention.**

4. USE OF NAMES

NARPM® Board Members and Committee Chairs are not allowed to use their board position to promote a product or service for an Affiliate/Vendor. Members will be allowed to use their name, company name, and company title, but not their NARPM® Board title. In addition, NARPM® Affiliates/

Vendors are prohibited from using board member names in conjunction with the member’s NARPM® board position in any advertising, marketing or promotional material. Please do not use or request board members to use their title in promoting your business.

5. USE OF EXHIBIT SPACE

An Exhibitor shall not assign to a third party its rights hereunder to the Exhibit Space or any portion thereof without the written consent of the Management, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

6. INSTALLATION

It is explicitly agreed by the Exhibitor that in the event they fail to install their products in assigned Exhibit Space or fail to remit payment for required space rental at the time specified, Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

7. DISPLAYS, DECORATIONS, AND MUSIC

Advertising material or signs of firms other than those that have engaged space is prohibited. Exhibitors who play any form of copyrighted music in their exhibit or private meetings during this event, are required to be licensed by either or both the American Society of Composers, Authors and Publishers (ASCAP) and/or Broadcast Music, Inc. (BMI). Exhibition producers, the association sponsor and facility management independently and severally disclaim any licensing responsibility for public performance of unlicensed music by exhibitors during this event.

8. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Site.

9. CANCELLATION OR TERMINATION OF EXHIBIT

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, the public enemy, or any other cause, the Exhibition or any part thereof is prevented from being held, is cancelled by the Management, or the Exhibit Space becomes unavailable, Management, in its sole discretion, shall determine and refund to the Exhibitor, its proportionate share of the aggregate Exhibit fees received that remains after deducting expenses incurred by Management and reasonable compensation to Management, but in no case shall the amount or refund to Exhibitor exceed the amount of the exhibit fee paid.

10. EXHIBITOR CONDUCT

The prior written consent of Management is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Management, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. All promotional plans must be submitted to Management for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees

TERMS, CONDITIONS, AND RULES FOR EXHIBITING AT A NARPM® EXHIBITION

from one Exhibit Space to another or to elevators or escalators. Exhibitor shall not enter into another Exhibitor's space without invitation or when unattended. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

11. UNION LABOR

Exhibitor must comply with all union regulations applicable to setup, dismantling, and display of its exhibits where applicable.

12. ARBITRATION

Any controversy or claim between the parties hereto arising out of or related to the provisions of the agreement or the breach thereof shall be settled by arbitration in Chesapeake, Virginia in accordance with the Rules of the American Arbitration Association and judgment upon the award rendered by the Arbitrator may be entered in any court having jurisdiction thereof.

13. JURISDICTION

Both Management and Exhibitor consent to the jurisdiction of the Virginia District and Appellate Courts and the U.S. District Court for the Hampton Roads District of Virginia, for all purposes in connection with this agreement. The parties agree that review of process may be obtained by registered mail, return receipt requested, within or without the state of Virginia.

14. ABIDANCE WITH THE NARPM® AFFILIATE MEMBER CODE OF CONDUCT

Exhibitor agrees to the NARPM® Affiliate Member Code of Conduct listed below. As defined in this code, NARPM® Member is any classification of membership within the organization.

Article 1

The Affiliate Member (Affiliate) shall provide equal professional service to any NARPM® Member (Member) or other person regardless of race, color, religion, sex, disability, familial status, national origin, creed, marital status, sexual orientation, status with regard to public assistance or handicap, whether physical or mental. I understand further that local ordinances may include other protected classes.

Article 2

The Affiliate shall be informed and do business in accordance with laws, governmental regulations, licensing requirements, and public policies in the field in which the Affiliate customarily engages.

Article 3

The Affiliate shall provide a level of competent service in keeping with the standards of practice in the field in which the Affiliate customarily engages.

Article 4

The Affiliate shall promote business in a positive and professional manner based on individual merit and those of the Affiliate Company. Affiliates are required to use professional courtesy and consideration at all NARPM® events and refrain from undesirable activities. Undesirable activities by non-sponsoring Affiliates at NARPM® events where paid Affiliate sponsors are in attendance include, but are not limited to, attendance, actively marketing their business, distributing marketing materials or business cards, holding offsite events, or making negative remarks about sponsoring Affiliates.

Article 5

The Affiliate shall not disparage competitors in an attempt to gain business. The Affiliate shall not attempt to gain any unfair advantage over competitors by knowingly or recklessly making false or misleading statements about competitors or NARPM® Members.

Article 6

The Affiliate shall interact with all Affiliate Members within the guidelines of this Code of Conduct.

Article 7

The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship NARPM® Members have with their customers and clients.

Article 8

Affiliate Members will aspire to follow the rules and regulations contained in the Code of Ethics of the NARPM®. This would include cooperation in any disciplinary proceedings or investigations conducted by the NARPM® leadership.

Article 9

The Affiliate shall fully comply with RESPA (Real Estate Settlement Procedures Act), as well as the Affiliate's own industry standards, when money or any item of monetary value is paid by the Affiliate to a Member in return for business, referrals, or preferred vendors status.

15. AGREEMENT TO TERMS, CONDITIONS, AND RULES

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules and by such rules made by Management from time to time for the efficient or safe operation of the Exhibit, including but not limited to, those contained in this contract. In addition to Management's right to close an Exhibit and withdraw its acceptance of the Application, Management, in its sole judgment, may refuse to consider for participation in future Exhibits any Exhibitor that violates or fails to abide by all such Terms, Conditions, and Rules.

The foregoing Rules have been formulated in the best interest of Exhibitors. The cooperation of our patrons is requested. All points not covered herein are subject to settlement by the Association.

NARPM® ANTITRUST STATEMENT It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive or otherwise illegal.

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