

Our industry constantly changes.

Stay ahead of the curve.

2012 REALTOR® EXPO

It's a simple fact – times change. This is the pattern of life. The real estate industry has seen its fair share of change over the past several decades. Embrace and celebrate those changes at the next Realtor® EXPO.

The Realtor® EXPO provides an extraordinary opportunity to reach your target market and inform more than 1,000 Realtors® of your products or services through educational breakout sessions and exhibitor space. Inspire Realtors® to take their careers to the next level and stay ahead of the curve.

Don't miss the opportunity to target this captive audience. Select a sponsorship level to maximize your participation and exposure, or the exhibitor booth space that best meets your needs.

FEB. 28, 2012

CHARLOTTE, NC



Charlotte
Regional
Realtor®
Association

SPONSORS

TITLE-\$5,000

- » Sponsor logo featured on signage placed in all Realtor® EXPO educational rooms
- » 8'x16' exhibitor booth (two premium booths)
- » Sponsor logo prominently displayed at Realtor® EXPO registration area
- » Sponsor logo prominently displayed on screen during keynote speaker session
- » Sponsor banner hung in prominent location of keynote speaker session (Sponsor to provide banner)
- » Sponsor representative introduced by Realtor® EXPO organizers at the beginning of keynote speaker
- » Sponsor representative can offer a one- to three-minute welcome to the keynote speaker and attendees
- » Featured as the Title Sponsor on the Web page where Realtors® register for the EXPO, with company logo and link to sponsor website
- » Featured as the Title Sponsor on the Realtor® EXPO website with link to sponsor's website
- » Featured as the Title Sponsor in marketing materials used for promoting the Realtor® EXPO, including e-Headlines and Realtor® Reflections online
- » Full-color ad (either front-inside cover or back cover) in Realtor® EXPO program
- » Highlighted in the official Realtor® EXPO program with company name; contact information, including e-mail address and website, if desired; description of services; logo; and booth location
- » Mentioned as the Title Sponsor when promoting the Realtor® EXPO on association's social media accounts (Facebook, Twitter)
- » Title Sponsor also receives all benefits of premium double booth



WATER BOTTLE SPONSOR-\$2,500

- » 8'x16' exhibitor booth (two premium booths)
- » Sponsor logo displayed on water bottles available to members during the Realtor® EXPO
- » Sponsor logo featured on signage placed in all Realtor® EXPO educational rooms
- » Featured as the Water Bottle Sponsor on the Web page where Realtors® register for the EXPO, with company logo and link to sponsor website
- » Featured as the Water Bottle Sponsor on the Realtor® EXPO website with link to sponsor's website
- » Featured as the Water Bottle Sponsor in all marketing materials used for promoting the Realtor® EXPO, including e-Headlines and Realtor® Reflections online
- » Full-page color ad in Realtor® EXPO program
- » Highlighted in the official Realtor® EXPO program with: company name; contact information, including e-mail address and website, if desired; description of services; logo; and booth location
- » Water Bottle Sponsor also receives all benefits of double premium booth
- » Eight sponsor badges to the Realtor® EXPO



REGISTRATION BAG-\$2,000

- » 8'x16' exhibitor booth (two premium booths)
- » Sponsor logo displayed on registration bags given to all attendees
- » Sponsor logo featured on signage placed in all Realtor® EXPO educational rooms
- » Featured as the Registration Bag Sponsor on the Web page where Realtors® register for the EXPO, with company logo and link to sponsor website
- » Featured as the Registration Bag Sponsor on the Realtor® EXPO website with link to sponsor's website.
- » Featured as the Registration Bag Sponsor in all marketing materials used for promoting the Realtor® EXPO, including e-Headlines and Realtor® Reflections online
- » Full-page color ad in Realtor® EXPO program
- » Highlighted in the official Realtor® EXPO program with company name; contact information, including e-mail address and website, if desired; description of services; logo; and booth location
- » Registration Bag Sponsor also receives all benefits of double premium booth
- » Eight sponsor badges to the Realtor® EXPO



ADDITIONAL BADGES-\$25

SPONSORS

BREAKFAST OR LUNCHEON-\$1,500

- » 8'x8' exhibitor booth (one premium booth)
- » Sponsor recognition on signage where breakfast or luncheon is held
- » Sponsor logo featured on signage placed in all Realtor® EXPO educational rooms
- » Sponsor can display company banner in the breakfast or luncheon area (sponsor to provide banner)
- » Featured as the Breakfast or Luncheon Sponsor on the Web page where Realtors® register for the EXPO, with company logo and link to sponsor website
- » Featured as the Breakfast or Luncheon Sponsor on the Realtor® EXPO website with link to sponsor's website
- » Featured as the Breakfast or Luncheon Sponsor in all marketing materials used for promoting the Realtor® EXPO, including e-Headlines and Realtor® Reflections online
- » Half-page color ad in Realtor® EXPO program
- » Highlighted in the official Realtor® EXPO program with company name; contact information, including e-mail address and website, if desired; description of services; logo, and booth location



CYBER CAFE-\$1,500

- » 8'x8' exhibitor booth (one premium booth)
- » Sponsor supports the computers that are available in Cyber Café area for Realtors® to check e-mail
- » Sponsor logo will be featured on computer screensavers and wallpaper
- » Sponsor can display company banner in Cyber Café area (sponsor to provide banner)
- » Sponsor logo featured on signage placed in all Realtor® EXPO educational rooms
- » Featured as the Cyber Café Sponsor on the Web page where Realtors® register for the EXPO, with company logo and link to sponsor website
- » Featured as the Cyber Café Sponsor on the Realtor® EXPO website with link to sponsor's website
- » Featured as the Cyber Café Sponsor in all marketing materials used for promoting the Realtor® EXPO, including e-Headlines and Realtor® Reflections online
- » Half-page color ad in Realtor® EXPO program
- » Highlighted in the official Realtor® EXPO program with company name; contact information, including e-mail address and website, if desired; description of services; logo; and booth location
- » Cyber Café sponsor also receives all benefits of single premium booth
- » Four sponsor badges to the Realtor® EXPO

EXHIBITORS

SINGLE BOOTH-\$500

(8'x8' booth)

PREMIUM SINGLE BOOTH-\$700

(8'x8' entrance, aisle or double-sided booth)

- » One 6' draped table
- » Two folding chairs
- » 8' back drape and 3' divider drape
- » One company-identification sign
- » Post-EXPO names and addresses: a final list of registrations received for Realtor® EXPO (no e-mail addresses)
- » Featured as a Realtor® EXPO exhibitor on the EXPO website with link to exhibitor's website
- » Featured as an exhibitor in the official Realtor® EXPO program
- » Acknowledged as a Realtor® EXPO exhibitor in wrap-up story in Realtor® Reflections online
- » Two exhibitor badges per booth
- » Wi-Fi and electric included

DOUBLE BOOTH-\$800

(8'x16' booth)

PREMIUM DOUBLE BOOTH-\$1,200

(8'x16' entrance, aisle or double-sided booth)







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- » Four folding chairs
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**Register
today!**

**For more information, contact
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February 28, 2012
Blake Hotel
Symphony Ballroom
Charlotte, NC

-  **TITLE SPONSOR**
-  **PREMIUM SPONSOR**
-  **CYBER CAFE SPONSOR**
-  **REGISTRATION/
WATER BOTTLE
SPONSORS**
-  **BREAKFAST/LUNCH
SPONSORS**
-  **EXHIBITOR SPACE**

