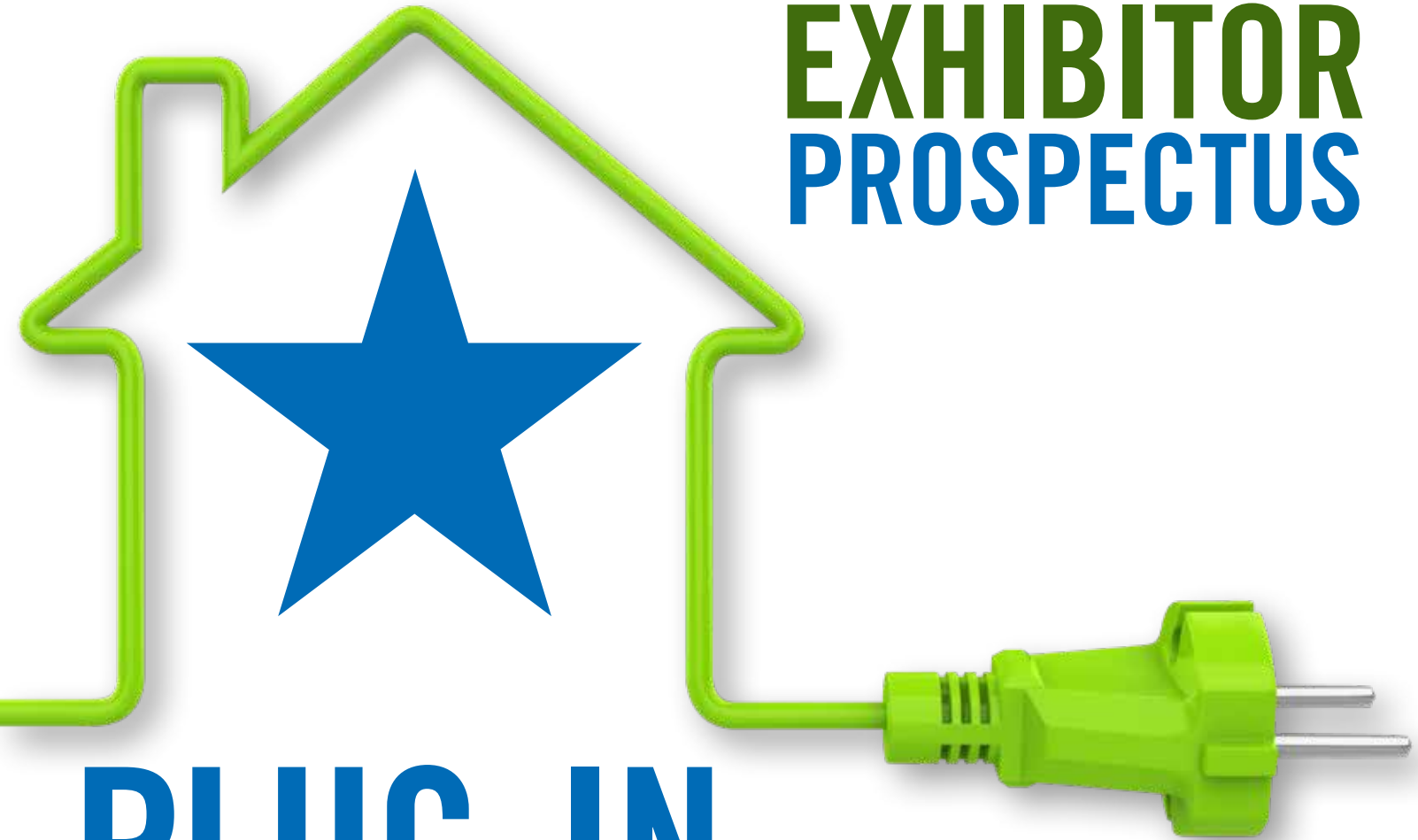


REALTORS® LEGISLATIVE MEETINGS & TRADE EXPO

MAY 15-16, 2019 *in* WASHINGTON, DC

2019

EXHIBITOR PROSPECTUS



PLUG-IN

TO A NATIONWIDE NETWORK OF REALTORS®

IN ONLY TWO DAYS



NATIONAL
ASSOCIATION *of*
REALTORS®

★ REALTORS® ★
LEGISLATIVE MEETINGS & TRADE EXPO

ENERGIZE YOUR SALES

Reaching top decision makers from all 50 states in only two days is an empowering business proposition! Take advantage of this opportunity at the REALTORS® Trade Expo, May 15-16, 2019 in Washington, DC. Limited inventories plaguing many housing markets in the U.S. makes this an opportune time to demonstrate how your products and services can help REALTORS® be savvy marketers and close the properties they represent.

WHO SHOULD EXHIBIT

- Companies with real estate-specific products and services that help REALTORS® sell more homes and businesses.
- Companies offering business, financial and office products and services that help small business owners manage their office.
- Companies that can benefit from the recommendation of REALTORS® to help sell an existing property or rehab and update an existing home. Ninety three percent of REALTORS® recommend products to their clients.⁴

50/32

REALTORS® from every state in the U.S. and 32 countries attended the 2018 REALTORS® Trade Expo.³

90%

Exhibitors that met or exceeded their objectives for obtaining sales leads.¹

89%

Nine out of ten companies indicated they would recommend that their company exhibit at the 2019 REALTORS® Trade Expo.¹

248

Average number of leads generated by exhibitors in only two days.²

\$40,000+

31% of exhibitors anticipate \$40,000+ in business over the next year due to their participation.¹

20%

One out of every five REALTORS® was a first-time attendee. Exhibit annually for fresh contacts and sales leads.

REALTORS® AT-A-GLANCE

REALTORS® are members of the National Association of REALTORS® and include both residential practitioners, as well as those in global sales, commercial sales, development, and property management.

- 92% Percentage of firms with websites
- 63% Percentage that are female
- 53% Affiliated with an independent company catering to local markets
- 54 Median age
- 11 Number of annual transactions
- 10 Average years' experience

SOURCE: National Association of REALTORS® 2018 Member Profile

GEOGRAPHIC PROFILE³

REALTORS® that attended the 2018 REALTORS® Trade Expo were well represented from around the U.S.:

- 30.8% South
- 20% Midwest
- 18.9% Mid-Atlantic
- 16.6% West
- 9% Southwest
- 4.7% New England

ATTENDANCE BY JOB FUNCTION¹

Exhibitors at the 2018 REALTORS® Trade Expo were asked to rank the types of REALTORS® that most frequented their booth:

- 53% Broker/Broker-Owner
- 40% Sales Agent
- 7% Association Executives (State/Board)

FIRST-TIME EXHIBITOR PARTICIPATION SOARS

The 2018 REALTORS® Trade Expo saw the largest number of first-time exhibitors since 2008. Like this first-time exhibitor's success story details, the two-day trade expo is a great venue to get discovered:



COMPANY: New American® Funding
BOOTH SIZE: 10x10
OBJECTIVE: Demoing new GOGO technology for REALTORS®

This was New American Funding's first time exhibiting our technology at any conference, and we could not have been more pleased with the outcome.

There was a constant flow of traffic to our booth, and everyone that we spoke with was extremely interested in what we had to offer. We received the opportunity to network with somewhere around 1,000 REALTORS®, MLS executives and vendors. Our staff of four had only brought about 200 business cards each, thinking that would suffice. Not only did we have to overnight more business cards for ourselves, but we established over 1,000 new partnerships.

In an industry where so much is now dependent on technology, it was exciting for us to share our GOGO technology and the value it provides to real estate agents nationwide. Some REALTORS® have already proactively reached out to me to connect them with our New American Funding Loan Officers. I am excited to say that **we have already begun connecting REALTORS® with both outside and inside loan agents.**

While we were there to promote our business, we may have located an alternative vendor for flood certifications that provides extra services for a similar price to what we pay now. **This was a valuable expo in many ways.**

This was our first time at NAR, and I can say with confidence that **it definitely won't be our last!**

SAISHA PATEL / GOGO APPLICATIONS MANAGER



SOURCES: ¹ 2018 REALTORS® Trade Expo Exhibitor Survey / ² 2018 REALTORS® Trade Expo Lead Generation Report / ³ 2018 REALTORS® Trade Expo Registration Report / ⁴ REALTOR® Magazine Media Kit



2018 REALTORS® TRADE EXPO BY THE NUMBERS

2018 REALTORS® LEGISLATIVE MEETINGS & TRADE EXPO

MAY 15-16, 2019 *in* WASHINGTON, DC

LEGISLATIVE MEETINGS: MAY 13-18 / TRADE EXPO: MAY 15-16 / MARRIOTT WARDMAN PARK HOTEL / WASHINGTON, DC

SPONSORSHIP & ADVERTISING OPPORTUNITIES

2018 REALTORS® Trade Expo Exhibitors Generated an Average of **69% More Leads** by participating in sponsorship and advertising programs.

418
248

Average Leads per Company –
Participation in Sponsorships/Advertising

Average Leads Per Company –
No Participation in Sponsorships/Advertising

Sponsorships/Advertising have a direct impact on your lead generation.

SOURCE: 2018 REALTORS® Trade Expo Lead Generation Report - Experient

Budget **NOW** for the sponsorship and advertising opportunities that best meet your objectives at the 2019 REALTORS® Trade Expo:

Banners & Signs (\$1,500-\$8,000)

Aisle Signs
Banners
Column Decals
Elevator Decals
Escalator Decals
Floor Decals
1-meter Standing Signs

Events (\$2,500 - \$15,000)

Cocktail Reception
Morning Coffee Break
Music Sponsorship

Marketing & Promotions (\$1,100 - \$15,000)

Bundled Branding
Cash In & Win
Consultation Suite

Hotel Keycard
Badge Holders
Mobile App
Pre-show List
Post-Show List
Shuttle Bus
Reg Tote Bag
Tote Bag Insert

Program Guide Advertising (\$1,500-\$8,000)

Full Page, 1 color
Full Page, 4 color
Back Side of Center Spread
Front Side of Center Spread
Inside Back Cover
Inside Front Cover
Center Spread
Back Cover

EXHIBIT SPACE AND SPONSORSHIPS CONTACT:

Hall-Erickson, Inc. 98 E. Chicago Ave., Westmont, IL 60559 **P:** 800-752-6312 **F:** 630-434-1216 **E:** nar@heexpo.com

Installation:

Monday, May 13	8:00am – 5:00pm
Tuesday, May 14	8:00am – 5:00pm
Wednesday, May 15*	8:00am – 9:00am

* Last-In, First-Out Booths

Exhibit Hours:

Wednesday, May 15	10:00am – 6:00pm
Thursday, May 16	10:00am – 6:00pm

Dismantle:

Thursday, May 16	5:00pm – 10:00pm
Friday, May 17	8:00am – 5:00pm

Hours subject to change

Space Rate:

\$24 per sq.ft. prior to
November 11, 2018

\$25 per sq.ft. after
November 11, 2018

\$300 per corner
(linear booths)

\$150 per corner
(island booths)

INCLUDED IN YOUR BOOTH SPACE

- Online exhibitor directory accessible by all 1.3 million NAR members
- Mobile App Listing with logo and downloadable PDFs
- eVIP Invitations to invite your customers to the trade expo for free
- Carpeted expo hall, booth drapes and ID sign
- 4 staff badges per 10x10 booth

MARK YOUR CALENDAR

REALTORS®
Conference & Expo

Global Reach, Local Focus



NOVEMBER 8-11, 2019 *in* **SAN FRANCISCO**

This is the real estate industry's largest event and expo, attracting on average 20,000 real estate professionals. Annually ranked by REALTORS® as the most valuable real estate event they attend.

www.LegislativeMeetings.realtor
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