make it your year

2020 REALTORS®
CONFERENCE & EXPO

EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

CONFERENCE: NOVEMBER 13-16 | EXPO: NOVEMBER 13-15
NEW ORLEANS, LA | ERNEST N. MORIAL CONVENTION CENTER
**ABOUT THE EVENT**

Attendees at the **REALTORS® Conference & Expo** are members of the National Association of REALTORS®, the USA’s largest group of independent businesspeople, with over 1.4 million members.

The **REALTORS® Expo** is the nation’s biggest marketplace for real estate professionals.

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**2019 REALTORS® EXPO ATTENDEES BY THE NUMBERS**

<table>
<thead>
<tr>
<th>#1</th>
<th>91%</th>
<th>46%</th>
<th>61%</th>
<th>50</th>
<th>67</th>
<th>69%</th>
<th>31%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of surveyed attendees indicated the expo was the #1 most valuable real estate event they have attended in the past two years.</td>
<td>The value rating expo-only attendees assigned to exhibitors and trade show activities.</td>
<td>Found products and services they were unaware of prior to the 2019 expo.</td>
<td>REALTORS® gathered information at the 2019 expo for a future purchase.</td>
<td>The number of states represented by attendees at the 2019 expo.</td>
<td>The number of countries represented by attendees at the 2019 expo.</td>
<td>REALTORS® indicated “finding new tools to help their business” was one of their top two goals for attending the expo.</td>
<td>Attended the expo for the first time in 2019.</td>
</tr>
</tbody>
</table>

1 2019 REALTORS® Conference & Expo Attendee Survey
2 2019 REALTORS® Conference & Expo Registration Report
3 2019 REALTORS® Conference & Expo Demographic Profile

*New contacts and sales opportunities are presented each year!*
TYPES OF BOOTHS ATTENDEES VISITED AT THE 2019 REALTORS® EXPO

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Marketing</td>
<td>61%</td>
</tr>
<tr>
<td>Real Estate Software</td>
<td>52%</td>
</tr>
<tr>
<td>National/State/Affiliate REALTOR® Associations</td>
<td>51%</td>
</tr>
<tr>
<td>Educational Products/Services</td>
<td>47%</td>
</tr>
<tr>
<td>Office Products &amp; Services</td>
<td>42%</td>
</tr>
<tr>
<td>Banking/Financial</td>
<td>32%</td>
</tr>
<tr>
<td>Wireless Technology</td>
<td>26%</td>
</tr>
<tr>
<td>Home Protection and Warranty</td>
<td>23%</td>
</tr>
<tr>
<td>Internet Services</td>
<td>22%</td>
</tr>
</tbody>
</table>

SOURCE: 2019 REALTORS® Conference & Expo Attendee Survey

PRODUCTS & SERVICES REALTORS® WANT TO SEE MORE OF IN 2020

Accounting Products/Software
Advertising/Direct Mail/Marketing
Apparel/Shoes
Appraisal
AR/VR
Building Products
Business Coaching
Call Center
Drones/Cameras
Cellphone Companies
Closets
Closing Gifts
Cloud CMA
Commercial Services
Computers
CRM
Data Security
Energy Efficiency
Exterminators
Financial Planning
Furniture/Office Equipment
Golf Communities
Hardware & Tools
Home Builders/Improvement
Inspectors
Insurance: Home, Health, Flood
Interior Design
International Developers
Lead Generation
Lock Box Companies
Logo Gifts
Mapping
MLS
Moving Companies
Personal Safety Products
Predictive Analytics
Real Estate Global Companies
Referral and Relocation
Rental/Property Management
Social Media Tools
Staging
Tiny Home Builders
Title Companies
Virtual Assistance
Warranty Companies

SOURCE: 2019 REALTORS® Conference & Expo Attendee Survey
### REALTORS® EXPO ATTENDEE SNAPSHOT

#### DEMOGRAPHIC PROFILE OF NAR MEMBERS ATTENDING THE 2019 EXPO

<table>
<thead>
<tr>
<th>LOCATION WORKED</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%  Home</td>
<td></td>
</tr>
<tr>
<td>73%  Office</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LICENSES IN OFFICE</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%  1-20</td>
<td></td>
</tr>
<tr>
<td>19%  21-50</td>
<td></td>
</tr>
<tr>
<td>11%  51-100</td>
<td></td>
</tr>
<tr>
<td>17%  101+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAIN FUNCTION IN INDUSTRY</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%  Sales Agent - Mainly Residential</td>
<td></td>
</tr>
<tr>
<td>21%  Broker/Owner – With Selling</td>
<td></td>
</tr>
<tr>
<td>16%  Associate Broker, Broker-Associate or Broker: Mainly Residential</td>
<td></td>
</tr>
<tr>
<td>11%  Association Staff</td>
<td></td>
</tr>
<tr>
<td>4%   Manager - Some Selling</td>
<td></td>
</tr>
<tr>
<td>4%   Buyer’s Agent - Mainly Residential</td>
<td></td>
</tr>
<tr>
<td>3%   Broker of Record - Some Selling</td>
<td></td>
</tr>
<tr>
<td>3%   Broker/Owner - No Selling</td>
<td></td>
</tr>
<tr>
<td>10%  Other</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REAL ESTATE SPECIALTY</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%  Residential</td>
<td></td>
</tr>
<tr>
<td>10%  Commercial</td>
<td></td>
</tr>
<tr>
<td>7%   Property Management</td>
<td></td>
</tr>
<tr>
<td>7%   Relocation</td>
<td></td>
</tr>
<tr>
<td>7%   Land</td>
<td></td>
</tr>
<tr>
<td>4%   International</td>
<td></td>
</tr>
<tr>
<td>3%   Resort</td>
<td></td>
</tr>
<tr>
<td>1%   Appraisal</td>
<td></td>
</tr>
<tr>
<td>1%   Auction</td>
<td></td>
</tr>
<tr>
<td>13%  Unspecified/Other</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%  Female</td>
<td></td>
</tr>
<tr>
<td>38%  Male</td>
<td></td>
</tr>
<tr>
<td>2%   Did not Indicate</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATTENDANCE BY AGE</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%  Boomers</td>
<td></td>
</tr>
<tr>
<td>35%  Gen X</td>
<td></td>
</tr>
<tr>
<td>14%  Millennials/Gen Z</td>
<td></td>
</tr>
<tr>
<td>2%   Civics</td>
<td></td>
</tr>
</tbody>
</table>

Median Age: 55

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1. 2019 REALTORS® Conference & Expo Attendee Survey
2. 2019 REALTORS® Conference & Expo Demographic Profile
**PERSONAL GROSS INCOME**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 - $49,999</td>
<td>17%</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>25%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>24%</td>
</tr>
<tr>
<td>$150,000 - $199,999*</td>
<td>12%</td>
</tr>
<tr>
<td>$200,000 - $249,999*</td>
<td>6%</td>
</tr>
<tr>
<td>$250,000 or more*</td>
<td>16%</td>
</tr>
</tbody>
</table>

*1/3 of Attendees Spent $31,820 annually on total real estate expenses*

**SOURCE:** 2019 Member Profile

**MOST VALUABLE REAL ESTATE EVENT ATTENDED IN THE PAST TWO YEARS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>REALTORS® Conference &amp; Expo</td>
<td>28%</td>
</tr>
<tr>
<td>REALTORS® Legislative Meetings &amp; Trade Expo</td>
<td>18%</td>
</tr>
<tr>
<td>State/Local Board Convention</td>
<td>13%</td>
</tr>
<tr>
<td>Franchise Convention or Meeting</td>
<td>3%</td>
</tr>
<tr>
<td>Inman Real Estate Connect</td>
<td>2%</td>
</tr>
<tr>
<td>YPN events</td>
<td>1%</td>
</tr>
<tr>
<td>Balance of answers were “Don’t Know”, “Other”</td>
<td></td>
</tr>
</tbody>
</table>

**THE TYPICAL 2019 ATTENDEE**

| Typical Attendee Median age | 55 |
| Typical Attendee Years of Experience | 17 (Much higher than the average NAR member’s 8 years of experience) |
| Average Number of Licenses in a Typical Attendees Office | 19 |

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1. 2019 REALTORS® Conference & Expo Demographic Profile
2. 2019 REALTORS® Conference & Expo Attendee Survey
**WHO SHOULD EXHIBIT?**

Companies with real estate-specific products and services that help REALTORS® increase their business.

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.

**2019 REALTORS® EXPO EXHIBITORS BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>355</td>
<td>Average number of leads exhibitors collected. *</td>
</tr>
<tr>
<td>80%</td>
<td>Thought the quality of traffic met or exceeded their expectations. $</td>
</tr>
<tr>
<td>73%</td>
<td>Met or exceeded expectations for product exposure. $</td>
</tr>
<tr>
<td>68%</td>
<td>Met or exceeded expectations for obtaining sales leads. $</td>
</tr>
</tbody>
</table>

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*2019 REALTORS® Conference & Expo Lead Generation Report – Experient
$ 2019 REALTORS® Conference & Expo Exhibitor Survey

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“Exhibiting at NAR was one of the best business decisions we have made for our real estate vertical. We met clients, vendors and partners from all over the country that we would not have reached otherwise or if we did, it would take years. Everyone who attended and exhibited was open to meeting new vendors and partners, hearing new solutions and doing business. It was an exciting expo!”

KEVERNE DENAHAN
CEO, FOUNDER KARDZEE

“We promoted our national debut at the 2019 REALTORS® Conference & Expo, with an outstanding response full of high-quality leads from the engaged and enthusiastic REALTOR® community. Happy we exhibited and looking forward to next year - thanks NAR and fellow REALTORS®!”

MARSHALL BECK
CO-FOUNDER AND CEO, BROKERASSIST

“We’ve been exhibiting annually at the NAR event for nearly 20 years and have always had a great experience!”

JILL DEVOS
ADMINISTRATIVE MANAGER, UMEVOICE, INC. - THEBOOM®

“We love being at the expo mainly to connect with our current customers who are all over the US. Also, to launch and test new products, we can physically show and talk to them in person about it. And of course, to expose All Things Real Estate to people who haven’t heard about us yet!”

TRACEY HICKS
OWNER, ALL THINGS REAL ESTATE
THE DIRECT IMPACT
OF SPONSORSHIPS/ADVERTISING ON
LEAD GENERATION AT 2019 REALTORS® EXPO

352 Average Leads per Company.

591 Average Leads per Company Participating in Sponsorships/Advertising.

68% Exhibitors Generated an Average of 68% More Leads by Participating in Sponsorship and Advertising Programs.

*2019 REALTORS® Conference & Expo Lead Generation Report – Experient

PLAN AND BUDGET

NOW is the time to plan for the sponsorship and advertising opportunities that best meet your objectives at the 2020 expo:

SIGNAGE:
- Banners
- Column Wraps
- Escalator Runners
- Floor Decals
- Stair Decals
- Standing Sign Boards
- Video Messaging
- Window Clings

MARKETING:
- Access Passes
- Attendee Email Branding
- Booth Locator Kiosks
- Cash In & Win
- Conference Tote Bags
- Consultation Suites
- Digital Lounge
- Hotel Keycards
- Hotel Room Drop
- Lanyards
- Mobile App
- Mobile Device
- Charging Stations
- Post-Show List Rental
- Pre-Show List Rental
- Video Marketing
- Virtual Event Bag

EVENTS:
- 5K Race
- Backyard Party
- Celebrity Concert
- Commercial Caffeinated
- Networking Breakfast
- Commercial Red Carpet
- Networking Reception
- Exhibitor User Groups
- General Session
- Global Real Estate Theater
- Good Neighbor Awards
- Grand Opening Celebration
- Green Pavilion
- Inspirational Program
- International Night Out
- International Welcome Reception
- Paws-Apalooza
- Shuttle Branding
- Sunday Morning Refreshment Break
- Tiny Homes Village
- Young Professionals
- Network Reception

ADVERTISING:
- Conference Guide Advertising
- Expo Guide Advertising
CONTACT

EXHIBIT SPACE & SPONSORSHIPS
Hall-Erickson, Inc. / Show Management
98 E. Chicago Ave.
Westmont, IL 60559
P: 800-752-6312
F: 630-434-1216
E: nar@heiexpo.com

SPACE RATE
$37 per sq.ft.
$300 per corner (linear booths)
$150 per corner (island booths)

DOUBLE YOUR LEADS IN AN ISLAND BOOTH
691: Average Leads per Company Island Booth
271: Average Leads per Company Inline Booth
Exhibitors in island booths secured 155% more leads than companies in in-line booths at the 2019 expo.


INSTALLATION:
November 10-12
Friday, November 13
8:00am – 5:00pm
8:00am – 11:00am

EXHIBIT HOURS:
Friday, November 13
3:00pm – 6:00pm
Saturday, November 14
10:00am – 4:00pm
Sunday, November 15
10:00am – 5:00pm

DISMANTLE HOURS:
Sunday, November 13
5:00pm – 10:00pm
Monday, November 14
8:00am – 5:00pm
Tuesday, November 15
8:00am – 5:00pm

HOURS SUBJECT TO CHANGE

CHOOSE
FROM MULTIPLE EXHIBIT SPACE OPTIONS IN 2020

GENERAL EXHIBIT SPACE
Exhibit space available in Morial with many show-floor activities planned. Space is assigned on a first-come, first-served basis.

GLOBAL PAVILION
Meet with REALTORS® from over 60 countries. Perfect for second home and retirement properties, global, commercial and residential developers, and tourism boards that want to promote infrastructure and favorable building climate.

COMMERCIAL MARKETPLACE
Your venue for everything in commercial real estate. Includes a Commercial Learning Theater and Commercial Education Center, as well as networking opportunities with commercial practitioners.

GREEN PAVILION
For companies that sell products or services with green features, you’ll want to meet NAR’s Green Designees. They are REALTORS® who receive advanced training in green building and sustainable business practices to help them market and sell green properties.

Contact Hall-Erickson, Inc. for further details; phone: 800-752-6312; email: nar@heiexpo.com.