YOUR COMPANY’S MOST COST-EFFECTIVE and PRODUCTIVE EVENT

PRODUCTS AND SERVICES THAT ARE THE RIGHT FIT

Your product or service is a perfect fit if it falls into the following four selling categories:

1. My product/service helps REALTORS® sell more residential and/or commercial properties

2. My product/service helps agents and brokers manage their home office and portfolio

3. My company provides a valuable service used by property owners prior to or after the sale and can benefit from the recommendations from REALTORS®

4. My product/service makes a great closing gift

TEN REASONS WHY YOUR COMPANY SHOULD EXHIBIT

1. 100% of 2019 exhibitors met or exceeded their objectives for obtaining sales leads

2. Exhibitors ranked the 2019 Trade Expo as their most important event for meeting their marketing objectives - ahead of all other association events, franchise expos, and other industry events

3. You’ll reach top-producing real estate brokers and sales agents from all 50 states

4. Convenient two-day format

5. 84% of exhibitors met or exceeded their objective for product exposure

6. 8 out of 10 exhibitors recommended that their company exhibit at the 2020 Trade Expo

7. Nearly ¼ of REALTORS® are first-time attendees providing new contacts and more sales

8. 38% of REALTORS® in attendance earn $150,000+ and spend a median of $31,820 annually on real estate expenses. **SOURCE: NAR 2019 MEMBER PROFILE**

9. 93% of REALTORS® recommend products to their clients. **SOURCE: REALTOR® MAGAZINE MEDIA KIT**

10. 10x10 exhibit space is only $2,500. **SOURCE: 2019 REALTORS® Trade Expo Exhibitor Survey**
PUT YOUR COMPANY IN FRONT OF AMERICA’S LARGEST GROUP OF INDEPENDENT BUSINESS PROFESSIONALS!

With more than 1.3 million members, the National Association of REALTORS® (NAR) is the largest professional trade association in the U.S. NAR members include residential practitioners, as well as those in commercial sales, development, appraisals and property management.

2019 TRADE EXPO DEMOGRAPHIC PROFILE

**ATTENDANCE BY GENDER**
- 58% Female
- 42% Male

**ATTENDANCE BY AGE**
- 6%  18-35 years
- 27%  36-50 years
- 46%  51-65 years
- 21%  65+

**ATTENDANCE BY PERSONAL GROSS INCOME**
- 22%  $200,000+
- 16%  $150,000 - $199,999
- 27%  $100,000 - $149,999
- 35%  Less than $100,000

**ATTENDANCE BY JOB FUNCTION**
- 38%  Broker/Broker-Owner
- 31%  Sales Agent
- 31%  Association Executives (State/Board)

**ATTENDANCE BY PRIMARY BUSINESS SPECIALTY**
- 53%  Residential
- 9%  Commercial
- 7%  Relocation
- 6%  Land
- 5%  Property Management
- 3%  Resort
- 3%  International
- 14%  Other

**GEOGRAPHIC PROFILE**

Exhibiting at the Trade Expo provides your company with direct access to thousands of REALTORS® from across the country:

- 32%  South Atlantic
- 19%  Midwest
- 15%  South
- 11%  Pacific
- 10%  Mountain
- 8%  Mid-Atlantic
- 5%  New England
SPONSORSHIP & ADVERTISING OPPORTUNITIES

2019 REALTORS® Trade Expo exhibitors generated an average of 48% MORE LEADS by participating in sponsorship and advertising programs. Budget NOW for the sponsorship and advertising opportunities that best meet your objectives at the 2020 REALTORS® Trade Expo:

BANNERS & SIGNS ($1,500-$8,000)
- Banners
- Column Wrap Decals
- Elevator Decals
- Escalator Decals
- Floor Decals
- Standing Signs
- Wall Clings

EVENTS ($2,500 - $15,000)
- Cocktail Reception
- Morning Coffee Break
- Music Sponsorship

MARKETING & PROMOTIONS ($1,100 - $15,000)
- Badge holders
- Bundled Branding
- Cash In & Win
- Consultation Suite

MARKET YOUR CALENDAR

2020 REALTORS® CONFERENCE & EXPO

NOVEMBER 13-15, 2020 in NEW ORLEANS

This is the real estate industry’s largest conference and expo, annually ranked by REALTORS® as the most valuable real estate event they attend.

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

Source: 2019 REALTORS® Trade Expo Lead Generation Report - Experient

EXHIBIT SPACE AND SPONSORSHIP INFO:

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

Installation:
Monday, May 11 8:00am – 5:00pm
Tuesday, May 12 8:00am – 5:00pm
Wednesday, May 13* 8:00am – 9:00am
* Last-In, First-Out Booths

Exhibit Hours:
Wednesday, May 13 10:00am – 5:00pm
Thursday, May 14 10:00am – 5:00pm

Dismantle:
Thursday, May 14 5:00pm – 10:00pm
Friday, May 15 8:00am – 5:00pm

Space Rate:
- $25 per sq. ft.
- $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

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