



# HOUSING MATTERS

## 2021 NCRC NAHRO VIRTUAL CONFERENCE

# SPONSORSHIP PROSPECTUS

2021 NCRC NAHRO VIRTUAL CONFERENCE  
April 28-29

# **2021 NCRC NAHRO VIRTUAL CONFERENCE**

## **ABOUT THE SHOW:**

You're invited to take part in the 2021 NCRC NAHRO Virtual Conference. This event will take place at via Hopin Virtual conference platform on April 28-29, 2021. Attendance is expected to be around 200 professionals from the industry in the surrounding 8 state region.

## **WHO EXHIBITS:**

Companies representing the best products and services in the industry will be exhibiting. This exposition will provide you with an excellent opportunity to increase your sales volume by marketing to prospective clients who are actively seeking the products and information that you have available.

# PREMIER SPONSOR PACKAGE

## \$1,000

### What's Included:

- Exhibit Booth in the online Expo Floor. Choice of prepared video or live participation in booth. Read more about how the vendor experience works under the “Vendor Booth” information section.
- Acknowledgement and introduction to the full conference by NCRC President.
- 2 minutes to speak and introduce your company at either the opening or closing conference remarks.
- Logo and brief company description on the event reception page and in the event expo area in order of prominence.
- Logo displayed on conference website registration page more prominently than other sponsors.
- Recognition in all email communication to prospective attendees and registered attendees of the conference.
- Conference attendee list for pre and post conference communication.
- Full Page ad in conference program. Ads are to be submitted to [jmatуска@fwha.org](mailto:jmatуска@fwha.org) by April 14<sup>th</sup>.

# 2021 NCRC NAHRO VIRTUAL CONFERENCE SCHEDULE

**SUBJECT TO CHANGE**

<b>Wednesday, April 28th</b> (All times are Central)	
8:30am	Coffee, Speed Networking, and Vendors
8:45am	Conference Welcome and Sponsor Recognition
9:00am	Diversity, Equity, and Inclusion Keynote – Elizabeth Scott Glenn
10:30am	BREAK
10:45am	Section 3 Training   Affirmatively Furthering Fair Housing
12:15pm	Awards/Conference Remarks/Announcements
<b>Thursday, April 29th</b> (All times are Central)	
8:30am	Coffee, Speed Networking, and Vendors
8:45am	Conference Welcome and Sponsor Recognition
9:00am	NAHRO Updates - Georgi Banni, Eric Oberdorfer, and Tushar Gurjal
10:30am	BREAK
10:45am	The Best Mistakes I've Ever Made   Communicating with Residents
12:15pm	Meet the Candidates
12:30pm	Closing Remarks and Announcements

**Check out [www.ncrc.org](http://www.ncrc.org) for full list of session descriptions**

# ADDITIONAL INFORMATION

## **Moderated or Open or Invite Only**

If you choose a live session in your vendor booth, you can then choose whether you want it to be open or moderated or invite only. An open vendor booth lets people join on live camera as they please. A moderated vendor booth (you would be the moderator), requires your approval for attendees to join on live camera. Invite only means you would be the only one able to participate on live camera.

## **Event Offer**

Optionally: you can choose to include a special offer in your booth, such as a percentage off of a product, a coupon code, a giveaway, or whatever you'd like. This is a text-only field. Shoot "hello" messages to all Conference attendees in real time (example: "CompanyX is giving away a gift basket - drop your card at our booth!")

## **Video**

Livestream or pre-recorded. The video in your booth can be pre-recorded as a YouTube video, Vimeo video, or Wistia video. Or it can be a live session where you or your team can be on live camera with guests. Up to 10 people can be on camera. Lastly, you can create a custom stream using RTMP to hybridize your booth. Meaning, if you have a physical event booth and you'd like to record it live for the online Hopin event booth, you can use RTMP.

# ADDITIONAL INFORMATION

## Once the Conference starts, how do I enter and run my exhibit booth at a Hopin event?

It's important to make sure you are "in" your vendor booth at the Hopin event when it's time. This will allow you to answer questions in the Booth Chat and be on live camera to engage with visitors, if you've chosen that format.

When it's time for the event, head to the registration page five minutes before the event starts. Click Enter Event.

To enter your booth, click Expo on the left-hand side and find your booth. Click it to enter. Conference attendees can "find" your company booth by browsing around the Expo, as they would in person.

- If it's a pre-recorded video, then your job is easy. Just man the Booth chat. TIP: Use the Event chat to invite people to your booth.
- If it's a live session and it's Open, click Participate. Make sure you've given browser permissions for Hopin to use your camera and mic.
- If it's a live session and you are the moderator, click the blue button Start Session. Again, make sure Hopin can use your camera and mic. Select your audio and video devices and hit Apply and Join Session. You're live!
  - Share your screen to show photos, a video, demo, etc.
  - You can also chat in writing with all booth visitors at once.

When people request to join a moderated session, you'll see their name pop up in the moderation panel below. Click their profile image to allow them to join. They then select their AV devices and will be on camera shortly. Click the RED button in their screen to remove them. When a visitor clicks on your booth, they can hear and see what's happening there, just as they would strolling down an aisle without actually requesting to join your booth.

# ADDITIONAL INFORMATION

## HOW EXHIBITORS CAN NETWORK FOR EXPOSURE THROUGHOUT THE CONFERENCE

Your team reps can also quick-search all participants to just chat one-on-one.

Invite any participant (or a small group) for a private on-the-spot video meet-up!

Jump into spontaneous speed-date style networking to meet new managers or board members. Your session ends in 3 minutes- no awkward partings.

Schedule a demo or short "How-to" talk at your booth and invite whomever you wish.

It works both ways! Participants can also easily find your team members by name and reach out with a click.

There you go! That's how you enter, run and network with your vendor booth at a Hopin event. Let us know if you have any questions!

## WHAT TECHNOLOGY DO I NEED?

For the best Hopin experience we recommend:

- Using Google Chrome or Firefox (Please avoid Brave, Safari, and Microsoft IE or Edge).
- Make sure your browser is up to date, you can download Google Chrome here: <https://www.google.com/chrome/>
- Check your internet speed and network. Hopin recommend a minimum of 5mbps download and 2mbps upload. Ideally, we like to see 30mbps download and 10mbps upload or higher for the best quality - [test your speed here](#).
- We recommend attending the event using a laptop or PC, as we cannot guarantee it will work flawlessly on your phone.

**SIGN UP TODAY**

**Click here to register online**  
**or visit [www.ncrcnahro.org](http://www.ncrcnahro.org)**

**Contact Jessica Matuska**  
**at [jmatuska@fwha.org](mailto:jmatuska@fwha.org) or**  
**260-494-7137 for details.**