

The Houston Association of REALTORS®
presents



2024 HOUSING SYMPOSIUM

"Fall Into Housing"

**Wednesday
Nov.14, 2024**



**Housing in the
Houston area.
Affordability and
Inventory.**

The Houston Association of REALTORS® (HAR) is hosting a housing symposium to address issues impacting housing in the Houston area, including affordability and inventory. HAR is unique in that we are not only a trade association, but we also run one of the most visited real estate websites in the country. For that reason, HAR has had a bird's eye view of the steep increase in home values and drastic decrease in housing inventory across the state of Texas. The Southeast region of Texas took a tremendous hit after Hurricane Harvey in 2017. Whether looking to rent or purchase a home, consumers are facing affordability and availability, and our goal is to bring a collective of industry experts together to see what is being done and steps forward.

The housing symposium will feature a keynote speaker and panel discussions with experts who work in the housing space. Additionally, elected officials and community stakeholders will be invited to provide further guidance and promote collaboration. Each topic discussed will address key concepts surrounding housing and affordability, including accessibility, inventory, increasing costs to build in the area, credit worthiness and homebuyer assistance programs. This event will be member facing with opportunities for discussion after each panel, to ensure that real estate professionals in the Houston area are educated and engaged on these issues.

QUESTIONS?

Contact Alexandra Sermon at (713) 629-1900 ext. 1294 or alexandra@har.com
or Mariangie Cabriles at (713) 629-100 ext. 1278 or mariangie@har.com

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SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$3,500

- Two opportunities
- Opportunity to address the audience before a break.
- Prime booth placement
- Create a one minute promotional video to be played before designate speaking time
- Be the exclusive sponsor of the Housing Symposium to be featured in 5 min Realtor targeted email blasts to HAR Members.
- Exclusivity - no competition companies
- Strategically placed sales collateral inside the ballroom
- Thank you and recognition in the November Houston REALTOR® magazine
- Logo recognition in sponsor video played throughout the day
- Logo present in 'Thank You' video post on social media, following the event

Photo Booth Sponsor - \$2,000

- Photo Opp location (custom backdrop with your logo or photo booth)\
- One 6' table near photo opp station
- Thank you and recognition in the November Houston REALTOR® magazine
- Logo recognition in sponsor video played throughout the day
- Logo present in 'Thank You' video post on social media, following the event

Centerpiece Sponsor - \$2,500

- Including custom QR code for your company.
- Thank you and recognition in the November Houston REALTOR® magazine
- Logo recognition in sponsor video played throughout the day
- Logo present in 'Thank You' video post on social media, following the event

Snack Sponsor - \$1,500

- Logo placed on custom event signage (registration this way; buffet this way; sponsors this way; etc.)
- Logo and recognition at the all-important snack break table
- Thank you and recognition in the November Houston REALTOR® magazine
- Logo recognition in sponsor video played throughout the day
- Logo present in 'Thank You' video post on social media, following the event

Silver Sponsor - \$1,000

- One 6' table
- Thank you and recognition in the November Houston REALTOR® magazine
- Logo recognition in sponsor video played throughout the day
- Logo present in 'Thank You' video post on social media, following the event

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SPONSORSHIP COMMITMENT

Company Name (As you would like it to be promoted): _____

Contact name: _____ Phone: _____

E-mail: _____ URL: _____

Company Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP COMMITMENT LEVELS

Platinum Sponsor- \$3,500

Snack Sponsor - \$1,500

Centerpiece Sponsor - \$2,500

Silver Sponsor - \$1,000

Photo Booth Sponsor - \$2,000

PREFERRED PAYMENT METHOD:

Payment by check, made payable to HAR

Credit Card (secure payment details to follow)

Please submit along with payment option to:

Houston Association of REALTORS® • Attn: Alexandra Sermon
3693 Southwest Freeway, Houston, TX 77027
Phone: (713) 629-1900 ext. 1294 • Fax: (713) 961-4869
alexandra@har.com

DO NOT SEND CREDIT CARD INFORMATION IN MAIL
OR ELECTRONIC MAIL.

Signature

I acknowledge that I have read and understand the rules and the regulations on the attached page, and I agree to the conditions, rules, and regulations therein. I also understand that HAR reserves the right to refuse applications for exhibit space or sponsorship. I understand that my application is not completed, and my space won't be reserved, without both payment and proof of insurance.

Authorized by: _____

On behalf of: _____

Date: _____

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