

HAR
com

ENGAGE



Conference

Norris Conference Center

Thursday • October 17, 2024

EXTRA! EXTRA! EXTRA!

Get Ready for the 2024 HAR Engage Conference!



SPONSORSHIP OPPORTUNITIES

The **2024 HAR Engage Conference** returns to the Norris Conference Center at CityCentre on Thursday, Oct. 17. This year, join hundreds of agents, brokers, and real estate investors to learn about the current state of the industry, hear the latest news on the local housing market and find out how real estate transactions have evolved over the past few years.

Become an exclusive sponsor today and don't miss out on the opportunity to network and connect with real estate agents from all of around the Greater Houston area.

QUESTIONS? Contact Alexandra Sermon at (713) 629-1900 ext. 1294 or alexandra@har.com.



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SIGNATURE Sponsor – \$10,000

Three Exclusive Opportunities

Secure One of Only Three Exclusive Opportunities!

ADMISSION & PLACEMENT

- Two seats including seated lunch and all three keynote sessions and two additional general admission tickets
- Two 6 ft. skirted tables with 4 chairs
- Ability to select prime placement inside the Conference Center.

PRE-EVENT PROMOTION

- HAR Engage Conference Website: Logo and link to company URL featured on the registration website
- Be featured in all event promotion including: the *Houston REALTOR*® magazine, HARConnect.com, 5Minute REALTOR, and targeted email blasts
- Dedicated ad in the *Houston REALTOR*® magazine
- Advertise your company on HARCONNECT.com and on our member website, for added exposure. (September & October - 728x90)

- Be an exclusive sponsor at a HAR new member Orientation class. Opportunity to speak to attendees and promote the Engage Conference.
- One hard Instagram post announcing one of the keynote speakers
- “Thank you sponsors” post with your company’s logo on an episode of HAR’s Member Focus Monday

EVENT PROMOTION

- Advertise your company by providing a one minute video that will play before, during or at the end of the conference prior to a keynote speaker in the Red Oak Ballroom
- Logo recognition in sponsor video played during breaks throughout the day
- Day of the event promotion including digital screens outside of each breakout room, main ballroom, and TV entrance
- Strategically placed sales collateral in chairs inside the RED

OAK Ballroom before the opening session

- Be recognized in appreciation posts on social media throughout the conference
- On stage speaking opportunity prior to one of our keynote speakers in the RED OAK Ballroom and speak directly to our in-person audience
- Say hi and thank you to our attendees via a short video on HAR’s Instagram page before last keynote session
- Promote your “give aways” at the conference with a short Instagram Reel

POST-EVENT PROMOTION

- Thank you and recognition in the *Houston REALTOR*® magazine after the event in October
- Logo presence and recognition in Thank You email sent from HAR Communications post event + an Instagram hard post

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SOCIAL BREAK Sponsor – \$5,000

Get Social at HAR ENGAGE!

• ONE OPPORTUNITY

- Table inside our Social Lounge (Elm Room) - Host the all-important break station throughout the day in the hip member lounge and speak with attendees throughout the day.
- Two tickets to in-person event, does not include seats in the main ballroom



- HAR Engage Conference Website: Logo and link to company URL featured on the registration website
- Be featured in all event promotion including: the *Houston REALTOR®* magazine, 5Minute REALTOR®, Email blasts
- Logo presence and recognition at the Social Lounge coffee station
- Logo presence and recognition, in Thank You email sent from HAR after the event and a social media post
- Recognition in looping event presentation played during all breaks at HAR Engage
- Thank you and recognition in the *Houston REALTOR®* magazine after the event
- Opportunity to speak with the audience for one minute to promote your booth during one session (your choice) in the Pecan Room and the Live Oak Room
- Exclusive Snack Sponsor - includes customized napkins with company logo

OPTIONAL - HOST YOUR OWN AUDIENCE:

At an additional cost, your company can sponsor a happy hour reception after Engage (venue and event details need prior approval by HAR)

- Slide at the end of the conference promoting reception and speak on stage at the end of the conference to promote reception to attendees
- Day of the event promotion including digital screens outside of each breakout room, main ballroom looper and TV entrance

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PREMIUM Sponsor – \$4,500
Four Exclusive Opportunities

This Level is Premium!

ADMISSION & PLACEMENT

- One seat including seated lunch and all three keynote sessions and four additional general admission tickets
- One 6 ft. skirted table with three chairs; assigned placement

PRE-EVENT PROMOTION

- HAR Engage Conference Website: Logo and link to company URL featured on the registration website
- Be featured in all event promotion including: the *Houston REALTOR®* magazine, HARConnect.com, 5Minute REALTOR, targeted email blasts and SMS messages
- Advertise your company on HARCONNECT.com and on our member website, for added exposure. (October - 728x90).

EVENT PROMOTION

- Advertise your company by providing a one minute video that will play before, during or at the end of the conference prior to a keynote speaker in the Magnolia and Live Oak rooms
- Logo recognition in sponsor video played during breaks throughout the day
- Day of the event promotion including digital screens outside of each breakout room, main ballroom, and TV entrance



- Strategically placed sales collateral in chairs inside the Magnolia Ballroom before the opening session
- Be recognized in appreciation posts on social media throughout the conference
- On stage speaking opportunity prior to one of our keynote speakers in the Magnolia Room and speak directly to our in-person audience

POST-EVENT PROMOTION

- Thank you and recognition in the *Houston REALTOR®* magazine after the event in October
- Logo presence and recognition in Thank You email sent from HAR Communications post event + an Instagram hard post

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PLATINUM Sponsor
\$3,000

Unlimited Opportunities

ADMISSION & PLACEMENT

- Two in-person tickets
- Two bar stools and one high-top table; assigned placement

PRE-EVENT PROMOTION

- HAR Engage Conference Website: Logo and link to company URL featured on the registration website
- Be featured in all event promotion including: the *Houston REALTOR®* magazine, HARConnect.com, 5Minute REALTOR, targeted email blasts and SMS messages

EVENT PROMOTION

- Logo recognition in sponsor video played during breaks throughout the day
- Day of the event promotion including digital screens outside of each breakout room, main ballroom, and TV entrance
- Be recognized in appreciation posts on social media throughout the conference

POST-EVENT PROMOTION

- Thank you and recognition in the *Houston REALTOR®* magazine after the event in October
- Logo presence and recognition in Thank You email sent from HAR Communications post event + an Instagram hard post



BADGE Profile
\$2,500

- **ONE OPPORTUNITY**
- We will design the badges and add your logo at the bottom.

Benefits include:

- Recognition on event signage and materials
- Recognition in all promotions of HAR Engage (including the website)
- Recognition will be worn by each Engage conference attendee
- Admission for one to HAR Engage
- Recognition in looping event presentation played during all breaks at HAR Engage

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LANYARD Sponsor \$2,000

- **ONE OPPORTUNITY**

- Brand the conference lanyards with your company signature. You provide 550 lanyards no later than September 29. (Lanyards must be approved by HAR no later than September 1.)

Benefits include:

- Recognition on event signage and materials
- Recognition worn around every attendee's neck.
- Recognition in all promotions of HAR Engage (including the website)
- Admission for one to HAR Engage
- Recognition in looping event presentation played during all breaks at HAR Engage

POP-UP BANNER Sponsor \$1,500

- **FOUR OPPORTUNITIES**

Benefits include:

- Recognition on event signage and materials
- Recognition in registration website
- Recognition in looping event presentation played during all breaks at HAR Engage
- Make an impact with your message on a standing banner advertisement, that we provide for you, to be placed throughout the event. Keep the benefit after the show and reuse it in your marketing campaign (Artwork must be turned in by September 7 to alexandra@har.com)



WI-FI Sponsor \$1,500

- **ONE OPPORTUNITY**

Benefits include:

- Custom WiFi username and password
- Recognition on event signage and materials
- Recognition in registration website
- Recognition in looping event presentation played during all breaks at HAR Engage

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2024 ENGAGE SPONSORSHIP COMMITMENT

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

Contact name: _____ Phone: _____

E-mail: _____ URL: _____

Company Address: _____

City: _____ State: _____ Zip: _____

COMMITMENT

Signature Sponsor - \$10,000

Badge Sponsor - \$2,500

Social Break Sponsor - \$5,000

Lanyard Sponsor - \$2,000

Premium Sponsor - \$4,500

Pop-up Banner Sponsor - \$1,500

Platinum Sponsor - \$3,000

Wi-Fi Sponsor - \$1,500

PREFERRED PAYMENT METHOD:

Payment by check, made payable to HAR

Credit Card (secure payment details to follow)

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: _____

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.

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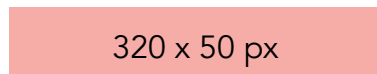
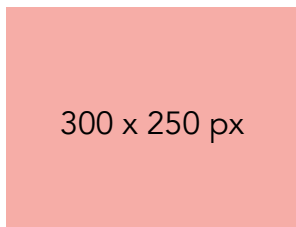
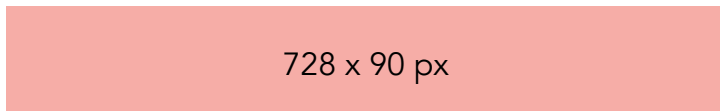
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CREATIVE NEEDS



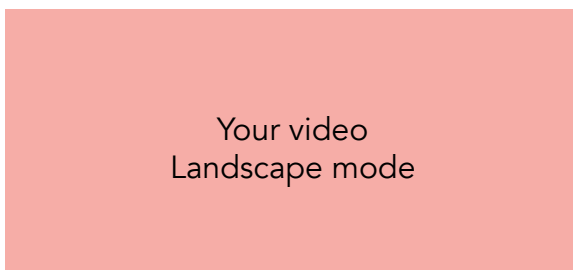
LOGO SPECS

- Submit multiple versions of your logo if possible
- 1000x1000 px preferred, but will accept other sizes
- .jpg, .png, and .gif accepted
- File should not exceed 2MB



BANNER AD SPECS

- 728x90 and 300x250, and 320x50
- Provide link for corresponding banner ad



VIDEO SPECS

- HD
- .mp4 or .mov format
- Landscape mode only
- Please do not go over allotted time

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2023 HAR ENGAGE RULES AND REGULATIONS

1. SHOW HOURS

From 8 a.m. – 4:15 p.m. Stations may not dismantle before 4:15 p.m. Dismantling time will be from 4:15 - 6 p.m. As a courtesy to all ENGAGE attendees and to maximize exposure for your business, HAR asks that sponsors not begin tearing down their display areas until the final session of the day has adjourned. Thank you for your cooperation.

2. SHIPPING

HAR will not be responsible for any shipping costs or storage associated with any sponsor or exhibitor show items.

3. STATION DETAILS

Each station is supplied with one 6' skirted table and two (or 4 chairs). Display height shall be limited to 8'. Show manager reserves the right to control size of exhibit for visibility reasons. Exhibitors may distribute literature and materials from their stations only. Solicitation by non-exhibitors is not permitted and is grounds for expulsion from the show with forfeiture of admission fees. All station reservations must be made by 9/01/2024 for promotion in show collateral.

4. SET UP

Exhibitor set-up is between the hours of 6 and 9 p.m. on Wednesday, Oct. 15 or between the hours of 7 and 7:30 a.m. on Thursday, Oct 16. Exhibitors who have not arrived by 7:45 a.m. on Oct. 16 forfeit their right to their assigned sponsor space.

5. ON SITE UNLOADING

Exhibitors unloading from vehicles larger than an SUV must contact The Norris Center (713.590.0950) for clearance

instructions. Once unloading is completed, vehicles must be moved to the designated parking areas. Do not leave any belongings unattended. Items are frequently misplaced and easily taken from these areas, and neither HAR nor The Norris Center assumes responsibility for missing articles removed from the show site.

6. ELECTRICAL & PHONE SERVICE

Electrical and phone service forms will be on the show website. There is an additional charge for these services. Additional forms will be there as well.

7. FOOD & BEVERAGE

You may order food and beverage through the Norris Center for your exhibit space, provided that all items are delivered prior to the show.

8. BADGES

Badges must be worn throughout the duration of the conference for admittance.

9. ADVERTISING GUIDELINES

- All ads submitted to HAR will be subject to review. Please follow best practices when submitting advertising banner ads.
- No false or misleading advertising.
- Any advertisement that is critical of another business will be rejected.
- You represent that you have the legal right to use any images or materials that appear in your advertisement.

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10. FIRE SAFETY

All exits are included on the exhibitor floor plan. Please see that each person representing your company has an opportunity to look at this plan.

11. DECORATIONS

Absolutely no signs, banners, etc. are to be hung or attached to any part of the building. Additionally, no stick-on nametags, bumper stickers, etc. are permitted in the building. No balloons or glitter are allowed.

12. SOUND POLICY

Exhibitors shall not have sound coming from their station at a volume disturbing to any surrounding exhibitors. The Houston Association of REALTORS® reserves the right to regulate the volume on any television sets or noise devices during show hours. No live or recorded music will be allowed.

13. INSURANCE REQUIREMENT

HAR requires proof of adequate insurance from its contractors, exhibitors, and agents prior to the show. Proof of insurance should be mailed to the HAR Central office to the attention of Alexandra Sermon. Proof of insurance should include the following: All contractors, exhibitors and agents must carry insurance, including workers' compensation (only if applicable), before being allowed to work or exhibit in the facility. The Houston Association of REALTORS® must be listed as additional insured. The amount must be no less than \$1,000,000 per occurrence /\$500,000 for worker's compensation.

14. CANCELLATION POLICY

Cancellations must be submitted to HAR in writing. There will be 50% cancellation fee on cancellations made after 08/14/2024. No refunds after 09/11/2024. Any company that cancels and has signed the exhibitor contract may not participate in a future HAR event until satisfying their current debt.

I acknowledge that I have read and understand the rules and regulations above, and that 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.

Company representative signature _____ Date _____

Questions regarding Rules & Regulations should be directed to
alexandra@har.com • 713-629-1900 ext. 1294

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