

Be inspired and meet our members.
Network at parties, breakout sessions and activities.
Participate in the Expo to gain exposure.
Enjoy many sales opportunities.



REACHING NEW HEIGHTS
NC Association of REALTORS®
Convention & Expo
September 10-13, 2011 The Greenbrier Resort

RESERVE Your Spot Today!
Call 336-808-4228 or visit
www.ncarconvention.org

Become a Sponsor.

From September 10-13, an estimated 700 REALTORS® will convene at the Greenbrier Resort in West Virginia, for the 90th NC Association of REALTORS® Annual Convention & Expo. As a sponsor, you have the opportunity to put your company's products and services in front of the people that use them most.

Executive Sponsorship Packages

Executive Sponsors will be featured in the Convention Program and listed as Executive Sponsors on the Convention website at www.ncarconvention.org prior to the event.

■ CONVENTION REGISTRATION COST: \$3,000

Exclusive Registration Sponsorship

- > Interested in pre-show marketing? Provide your company's logo to receive pre-show promotion. Confirmation letters will be attached as PDF's on all confirmation e-mails.
- > Drive traffic to your site. Sponsor recognition and your company link will be posted on the registration page of the NC REALTORS® Convention & Expo website.
- > Reach attendees directly. Sponsor recognition and your company link will be included in the body of confirmation emails to attendees.
- > All Convention attendees must visit the registration desk in order to pick up their materials prior to attending any convention function.
- > Sponsor may provide signage (1) to be placed on the registration table, as well as (1) banner to be hung in the high-traffic registration area (size to be approved by NCAR staff).
- > Once check-in is complete, the registration desk is the 'Information Central' for the remainder of the convention.

■ ATTENDEE NAME BADGES COST: \$3,000

High-Impact Badge Sponsorship

- > Take advantage of the opportunity to include your logo on all attendee's name badges. All estimated 700 attendees will wear your branding throughout Convention.
- > Badges are required for entrance to all events – including the Opening Evening Reception, Offsite events, and Pool Party.

■ OPENING EVENING RECEPTION COST: \$3,000

Be the Hosts!

- > Welcome attendees! Be part of this kick-off reception as an estimated 800 attendees gather in the Expo for fun, food, and networking.

Branding Impact

- > Sponsors provide signage, company cocktail napkins, full sponsor recognition coverage, including program and schedule. Have the opportunity to welcome the attendees.

Premier Event Sponsorship Packages

All Premier Sponsors will be featured in the Convention Program.

FOOD & EVENT SPONSORS:

Welcome Refreshments in the Expo

Get exposure early: As attendees arrive on Sunday they will head to the Expo for the grand opening. Provide cups and napkins with your company's logo for beverages. Your company will be announced and thanked for the refreshments in the Expo. This is also dedicated Expo time. (Beverage cups must be 10-12oz in size and be approved by NCAR staff.)

\$2,500

Premier Sponsorship Packages

Pool Party Sponsor	The pool party is always a huge hit at NCAR's convention – be a part of it with your band shout-outs and reserved table. Introduction of DJ, provide Logoed cocktail napkins, display table in high traffic area, and have visible signage/banners.	\$3,000
Monday Light Continental Breakfast with Session	Be the first to greet attendees Monday morning by sponsoring the breakfast. Receive great exposure by being announced as sponsor and asked to introduce the speaker during an early morning education session. Host an informational table in the session, and be included on signage and the schedule. Meal time is always looked up in the program!	\$2,000
Tuesday Light Continental Breakfast with Session	Be the first to greet attendees Tuesday morning by sponsoring the breakfast. Receive great exposure by being announced as sponsor and asked to introduce the speaker during the an education session. Host an informational table in the session, and be included on signage and the schedule. Meal time is always looked up in the program!	\$2,000
General Education Session	Interested in aligning your company name with education and first-rate speakers? Become a trusted business resource by sponsoring a general education session. This full sponsorship includes a chance to introduce the speaker, provide flyers, and be listed as sponsor on class signage.	\$1,500
Notebooks	PRODUCT SPONSORS: Want continuous coverage both at Convention and after the event? Sponsor the spiral notebooks that all attendees will receive upon arrival. These notebooks will be used by attendees in all sessions and meetings. Sponsor logo will appear on the front cover and each page inside. Powerful repeated exposure extends after the event as attendees reference their notes on what they learned.	\$3,000
Room Key Cards	In the pocket, top of mind! Reach attendees staying at The Greenbrier for Convention. Having your logo on the room key cards ensures that your logo will be viewed several times each day.	\$2,000
Lanyards	Showcase your company name and gain repeated exposure. Lanyards are used by most attendees and exhibitors – an estimated 1300 people!	\$1,500
Bottled Water	Refreshing bottles of water will be provided to attendees throughout the Convention. Brand each bottle with your company's logo and contact information. (<i>Sponsor to provide bottles of water</i>). This has been a very popular treat with attendees at previous Conventions.	\$1,500
Volunteer Shirts	Here is your chance to brand NC REALTORS® Convention volunteers! Attendees utilize volunteers as a resource during Convention. Become a trusted resource by placing your logo on the sleeve of shirts.	\$1,000
Convention Program Advertising	Drive traffic to your booth by purchasing advertising in the Convention Program. All convention attendees will receive a program, which includes the schedule, information on education sessions, and a listing of all exhibitors. The Full Program Sponsor will have their logo included on the program cover and receive a full page, full color ad inside.	Full program sponsorship: \$1,500 Full page ad*: \$500 Half page ad*: \$300 *B&W ad

Extraordinary Opportunity.

Get noticed when you sponsor the 2011 NC Association of REALTORS® Annual Convention & Expo, Sept. 10-13 at the Greenbrier Resort. When you become a sponsor of the 2011 NC Association of REALTORS® Annual Convention & Expo, you open the door to extraordinary opportunities and market exposure. But don't just take our word for it. Check out what previous years' attendees and sponsors have to say about the Convention:

WHAT EXHIBITORS SAY:

"NC Association of REALTORS® does one of the best jobs of getting the attendees into the exhibit area. The staff is well-organized, friendly and willing to listen. They treat exhibitors like partners."

Chuck Worthington,
Dee Sign Company

"The NC Association of REALTORS® Convention is one of the best that I attend. They do an outstanding job ensuring that exhibitors have a successful show."

Sherlon Coiner,
Systems Engineering
NC Association of
REALTORS® Diamond
Sponsor

■ **Contact Scott Bailey at
336-808-4228 to reserve
your spot today.**

WHAT SPONSORS SAY:

"The on-going relationship between Pearl Insurance and the NC Association of REALTORS® has proven to be win-win. The opportunity to enhance relationships with members at Convention has increased the number of satisfied customers throughout the state. Pearl's continued support and participation in NCAR activities has been well received as evidenced by the many thank-you's members send us throughout the year. Pearl looks forward to continuing our successful relationship for many years to come."

Barbara Sloan
Southeast Regional Director
Pearl Insurance
NC Association of REALTORS®
Diamond Sponsor and
REALTOR® Partner

"The NC Association of REALTORS® Convention has been very beneficial to our business. Exposure to REALTORS® is one of the most important aspects for us, and this event gives us that in a relaxed and enjoyable atmosphere. I highly recommend this event!"

Lee Ann Brown
2-10 Home Buyers Warranty
NC Association of
REALTORS® Silver Sponsor