



# NJNAHRO/ MARC CONFERENCE & TRADE SHOW

**MAY 3 - 6, 2020**

The New Jersey Chapter of the National Association of Housing and Redevelopment Officials (NJNAHRO) and the Middle Atlantic Regional Council (MARC NAHRO) are holding their Annual Conference and Exhibition May 3-6, 2020 at the Hard Rock Hotel and Casino in Atlantic City.

Through the 2020 NJNAHRO/MARC Annual Conference, your business can reach the decision-makers in public housing, redevelopment and community development in New York, New Jersey, Pennsylvania, Maryland, Delaware Washington, DC, Puerto Rico and the Virgin Islands. Our Conference and Trade Show offers you a cost-effective method of communicating directly with the decision-makers in the Region's multi-million-dollar housing and community development market.

**The Annual Conference offers four options:**

- Corporate Sponsorship
- Sponsor a Social Event at the Conference
- Exhibit at the Conference
- Enhanced Marketing

If you would like more information, call Louis Riccio at (973) 377-0258. Space is limited, so be sure to let us know of your interest today. You won't want to miss this once-a-year opportunity to reach such an important market.

Sincerely,

Louis A. Riccio



## CORPORATE SPONSORSHIP OPPORTUNITIES

We have a range of sponsorship options to suit your corporate needs by offering a focused way to showcase your services, technology and products, and most importantly, explore opportunities to reach your prospective customers. We hope that this partnership with NJ NAHRO/ MARC is an integral part of your marketing to deliver a unique blend of branding, positioning and face-to-face interaction with key industry people who matter to you and your business.

## SPONSORSHIP&ADVERTISING BENEFITS

- Comprehensive marketing campaign highlighting your brand, both online and offline, to targeted audiences
- Extensive networking opportunities with face-to-face contacts and exclusive meeting opportunities
- Excellent opportunities to access and evaluate prospective partners and form strategic alliances
- A highly conducive environment for high-quality lead generation for key industry players
- Enhance your branding and publicity competitively throughout the conference, at coffee breaks, during lunch, the receptions, and more...



## **SPONSORSHIPS**

### ***ELVIS PRESLEY: \$10,000 (Limited to 1)***

- Display company LOGO on Banner at Reception & in Trade Show area \$2,400 value
- Display company & conference LOGO on conference bags \$550 Value
- Full-page, back or inside front or back cover in Color DISPLAY AD in conference journal \$1,990 value
- **FREE** Trade Show Double Booth in Sponsor's Row \$5,500 value
- Sponsor of Tuesday Evening Reception \$4,950 value
- Ten conference TICKETS \$1,200 value
- Two (2) Foursomes for golf on Sunday
- At the Tuesday evening reception- one (1) representative will help hand out the prizes
- Distribution of COMPANY LITERATURE with conference materials in every bag

### ***JOHN LENNON: \$7,500 (Limit 2)***

- Sponsor of Monday Reception in Trade Show area with Banner \$4,500 value
- Display company & conference LOGO on conference bag \$2,400 value
- Full-page color DISPLAY AD in conference program Book \$450 value
- Hanging of company LOGO in trade show area
- **FREE** Trade Show Booth in Sponsor's Row \$995 value
- Six conference TICKETS \$2,970 value
- One (1) Foursome for golf Sunday \$600 value
- Distribution of COMPANY LITERATURE with conference materials in every bag



## **SPONSORSHIPS**

### ***JIMI HENDRIX: \$5,000 (Limited to 4)***

- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row
- Sponsor of Tuesday morning's continental breakfast in Trade Show area
- Four conference TICKETS
- One (1) Foursome for golf Sunday
- Distribution of COMPANY LITERATURE with conference materials in every bag

**\$450 value**

**\$995 value**

**\$3,550 value**

**\$1,980 value**

**\$600 value**

### ***JIMMY PAGE: \$3,000 (Limited to 5)***

- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row
- Sponsor of 1 Break in Trade Show area
- Four conference TICKETS
- One (1) Foursome for golf Sunday
- Distribution of COMPANY LITERATURE with conference materials in every bag

**\$450 value**

**\$995 value**

**\$1,750 value**

**\$1,980 value**

**\$600 value**



## **SPONSOR A SOCIAL EVENT AT THE CONFERENCE**

Sponsoring a Conference social event is a fun and much-appreciated way for NJNAHRO/MARC members to meet you and get to know more about your company. A sign featuring your Company's name will be prominently displayed at the event, and your company will be recognized in the conference program book.

**Opening Reception  
Exhibitor Breaks  
Photo Booth**

**Monday Night Reception  
Exhibitor Breakfasts  
Relaxation Station**

**Tuesday Evening Event  
Luncheon**

## **ENHANCED MARKETING AND PROMOTIONAL ADD-ON OPPORTUNITIES**

### **ADBOOK**

At the Conference, attendees receive a conference agenda and program book. The program book is a resource the attendees refer to throughout the conference, making it an excellent showcase for your company. Even if you are unable to attend you can advertise and show your support for NJNAHRO / MARC.

## **EXHIBIT AT THE NJNAHRO/MARC ANNUAL CONFERENCE**

Only NJ NAHRO/ MARC offer exhibitors an opportunity to reach so many of the people who make the buying decisions for housing and community development agencies. As an exhibitor at the 2020 Annual Conference and Tradeshow you will have direct exposure to housing and redevelopment agency officials from New Jersey, New York, Pennsylvania, Maryland, Delaware and Washington, DC. In addition, you will receive a 20% discount on ad space purchased in the conference program book.

During the Conference, the exhibit area will be set-up from noon Sunday May 3<sup>rd</sup> till 2:00 pm Tuesday May 5<sup>th</sup>, with viewing hours scheduled during prime times. See attached schedule.

Only a limited number of spaces are available, so it is imperative that you make an early reservation. To participate as an exhibitor, fill out the enclosed ***Application for Exhibit Space*** and return it, along with your deposit to secure a place at the 2020 NJNAHRO/ MARC Annual Conference at Hard Rock Casino Hotel on the Boardwalk in Atlantic City, New Jersey. Spaces are assigned on a first-come first-serve basis.



## **EXHIBITOR OPPORTUNITIES**

### **JIM MORRISON (\$995)**

- Exhibit Booth in Prime Location
- Post-conference attendee lists
- Includes two(2) free registrations to the Conference & all events

### **FREDDIE MERCURY (\$1,195)**

- Exhibit Booth in Prime Location
- Post-conference attendee lists
- Includes two(2) free registrations to the Conference & all events
- Event Signage in Registration Area – Provided by Vendor
- Networking Hall Registration bag insert – if submitted

### **GEORGE HARRISON (\$1,595)**

- Exhibit Booth in Prime Location
- Post-conference attendee lists
- Includes three(3) free registrations to the Conference & all events
- Event Signage in Registration Area – Provided by Vendor
- Networking Hall Registration bag insert – if submitted
- Full-page color DISPLAY AD in conference program book



## APPLICATION FOR EXHIBIT SPACE

### NJ NAHRO/MARCNAHRO CONFERENCE AND TRADE SHOW

**MAY 3 - 6, 2020**  
**Hard Rock Casino Hotel**  
**Atlantic City, New Jersey**

Company Name \_\_\_\_\_

Contact Name and Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

Our Company listed above, wishes to reserve exhibit space at the 2020 NJNAHRO/ MARC Annual Conference to be held May 3-6, 2020 at Hard Rock Casino Hotel in Atlantic City, New Jersey. The exhibit hall will open on Sunday, May 3, 2020 at Noon and close on Tuesday May 5, 2020 at 2:00 PM. Each exhibit area will consist of an area approximately 6 feet by 8 feet and includes a 6-foot table and 2 chairs. All exhibits must be Tabletop exhibits. Electrical needs will require an additional charge – you must contact the hotel. A deposit of 50% of the exhibit space rental fee is enclosed. **We agree to pay the balance on or before April 10, 2020.**

### EXHIBITOR SPACE RENTAL FEES

#### JIM MORRISON \$995

- *Includes 2 free registrations (a \$790 value) to the Conference & all events*
- Names and titles of people that will be representing your company

1. \_\_\_\_\_  
2. \_\_\_\_\_



**FREDDIE MERCURY \$1,195**

- *Includes 2 free registrations (a \$790 value) to the Conference & all events*
- *Event Signage in Registration Area and Networking Hall*
- *Registration bag insert*
- Names and titles of people that will be representing your company
  1. \_\_\_\_\_
  2. \_\_\_\_\_

**GEORGE HARRISON \$1,595**

- *Includes 3 free registrations (a \$1,185 value) to the Conference & all events*
- *Event Signage in Registration Area and Networking Hall*
- *Registration bag insert*
- Names and titles of people that will be representing your company
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

**PLEASE INDICATE ANY NEED FOR THE FOLLOWING:**

Electricity (vendor supplies own extension/power-strip) Internet connectivity (vendor is responsible for all fees)

**PLEASE INDICATE IF YOUR COMPANY EXPECTS TO DONATE AN ITEM(S) FOR THE RAFFLE:**

\_\_\_\_ Yes - What will it be? \_\_\_\_\_  
\_\_\_\_ No

**PLEASE RESERVE \_\_\_\_\_ SPACES FOR ME AT THE RATE INDICATED ABOVE. OUR COMPANY WILL EXHIBIT THE FOLLOWING PRODUCTS/SERVICES**

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**TOTAL RENTAL FEE: \$ \_\_\_\_\_**

**Deposit Enclosed: \$ \_\_\_\_\_**

(Minimum of 50% of total rental fee must be submitted with your application. Advance payment in full welcomed.)

**BALANCE DUE: \$ \_\_\_\_\_**

Payment in full due no later than April 10, 2020. When your application is received, an email confirmation will be returned for your records, and as a reminder of the balance due. Company is responsible for providing their own signage and making timely payment in full.

Make check payable to:  
NJNAHRO, Inc.  
and mail to:  
Louis A. Riccio  
Madison Housing Authority  
24 Central Avenue  
Madison, New Jersey 07940





## CONFERENCE CONTACT INFORMATION

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Name(s) for Badges \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Email \_\_\_\_\_

Call the Hotel at 609-447-1000 and use the promotional code **XXXXXXX** or click on this link <https://XXXXXXXXXXXX> for reservations and mention you are with NJNAHRO to obtain the discounted rate. Room block closes April 10, 2020.

### CORPORATE SPONSORSHIP

- Elvis Presley:        \$10,000 (Limited to 1)
- John Lennon:        \$ 7,500 (Limited to 2)
- Jimi Hendrix:        \$ 5,000 (Limited to 4)
- Jimmy Page:         \$ 3,000 (Limited to 5)

### SOCIAL EVENT SPONSORSHIP

Yes, our company would like to be a NJNAHRO/MARC Conference Sponsor. It is understood that each sponsor will receive recognition during the event, and in the Journal. Please call me with more information about options and cost.

### CHECK THE EVENT YOU WOULD LIKE TO SPONSOR:<sup>1</sup>

- |   |  |  |
|---|--|--|
| <b>Opening Reception</b><br>Sunday evening \$3,500 <input type="checkbox"/> | <b>Prince Monday Reception</b><br>\$4,500 <input type="checkbox"/>   | <b>Elton John Tuesday Reception</b><br>\$5,500 <input type="checkbox"/>    |
| <b>Kiss Exhibitor Breaks</b><br>\$1,750 <input type="checkbox"/>            | <b>Clapton Tuesday Breakfast</b><br>\$3,550 <input type="checkbox"/> | <b>Springsteen Wednesday Breakfast</b><br>\$4,000 <input type="checkbox"/> |
| <b>Aerosmith Tuesday Luncheon</b><br>\$3,550 <input type="checkbox"/>       | <b>Eagles Wednesday Luncheon</b><br>\$3,550 <input type="checkbox"/> | <b>Sting Relaxation Station</b><br>\$2,500 <input type="checkbox"/>        |
| <b>Ozzie Osbourne Photo Booth</b><br>\$2,500 <input type="checkbox"/>       |  |  |

<sup>1</sup> Unless a Sponsorship has been purchased which includes the item.



## ENHANCED MARKETING AND PROMOTIONAL ADD-ON OPPORTUNITIES

### ADBOOK

**DEADLINE: March 20, 2020**

<u>SIZE</u>	<u>DIMENSIONS</u>	<u>COST (EXHIBITORS RECEIVE 20% DISCOUNT)</u>
<input type="checkbox"/> Full Page	5w x 71/2 h	\$495 (\$395 Exhibitors)
<input type="checkbox"/> Full Page	Inside front cover*	\$695 (\$560 Exhibitors)
<input type="checkbox"/> Full Page	Inside back cover*	\$695 (\$560 Exhibitors)
<input type="checkbox"/> Full Page	<del>Back cover*</del> <b>TAKEN</b>	\$900 (\$750 Exhibitors)
<input type="checkbox"/> Half Page	5w x 3 3/4 h	\$395 (\$320 Exhibitors)

\* Availability determined on a first come-first served basis. If requesting inside front or back cover, please indicate alternate

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ALL ADS MUST BE SUBMITTED IN A JPEG FORMAT

### PAYMENT

Enclosed is a check in the amount of \$ \_\_\_\_\_, as payment for the options selected above. Make checks payable to NJNAHRO, INC. and return to:

**Louis A. Riccio**  
**Madison Housing Authority**  
**24 Central Avenue**  
**Madison, New Jersey 07940**

### PHOTO & VIDEO RELEASE

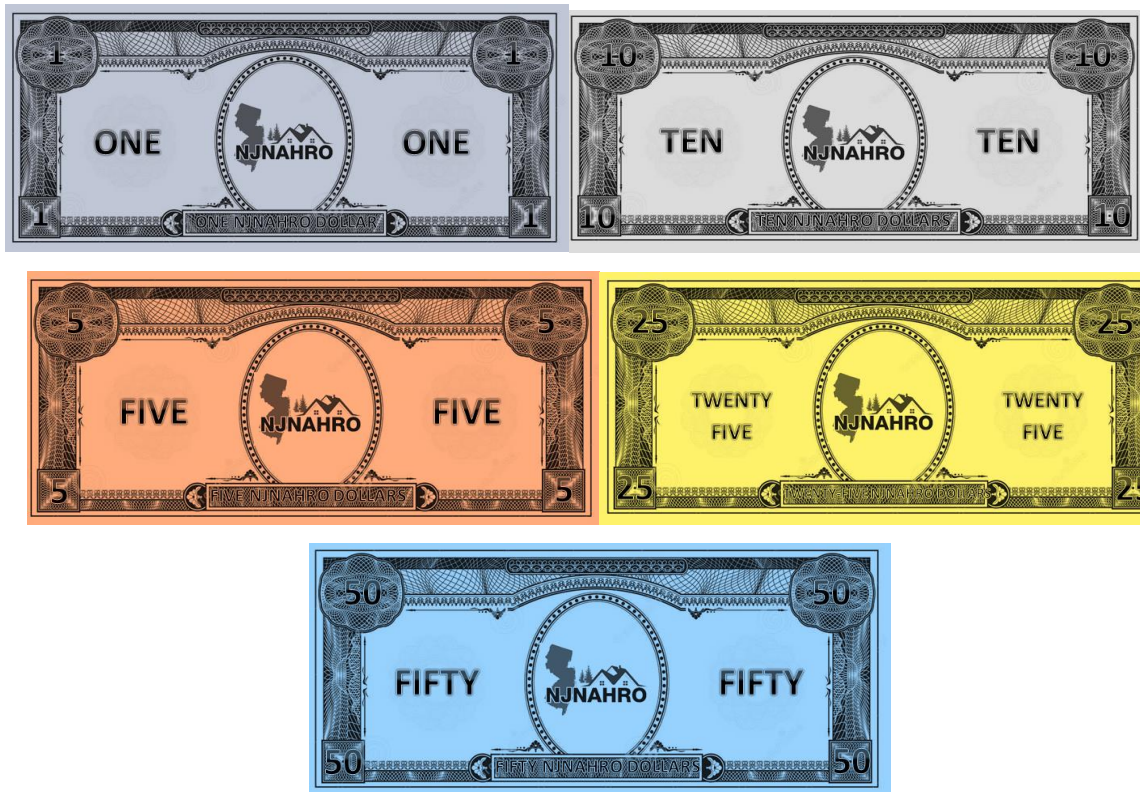
**NJNAHRO/MARC reserves the right to use photos/video taken at 2020 NJNAHRO/ MARC ANNUAL CONFERENCE & TRADESHOW by individuals under its hire for future NJNAHRO promotional purposes and in any and all media. By submitting this conference registration form, you are acknowledging that you have read and understood this photo release statement.**

Signature \_\_\_\_\_ Date \_\_\_\_\_



## NJNAHRO NAHRO CASH<sup>1</sup>

Each of the vendors will be given NJNAHRO Conference Cash. Attendees who stop by a Vendor's Booth to learn about their product and/or service will be given NJNAHRO Conference Cash in the amount deemed appropriate by the Vendor. On Wednesday morning we will have an auction for special items offered by the Conference. The Conference Cash will be used to make these purchases.



<sup>1</sup> PLEASE MAKE SURE YOU DO NOT LEAVE YOUR CONFERENCE CASH LYING AROUND WHERE IT MIGHT BE INADVERTENTLY PICKED-UP BY AN ATTENDEE. WHEN BREAKING DOWN ON TUESDAY PLEASE DESTROY ANY LEFT-OVER CONFERENCE CASH.

# 2020 NJNAHRO

## Annual Charity Scholarship Golf Tournament

**PLAY GOLF AND HELP US RAISE MONEY  
FOR A GREAT CAUSE ON A GREAT COURSE!**

**FORMAT:**

- Four Person Scramble
- Includes Golf Fees & Cart
- Includes Reception



**Entry fee includes green fees, cart fees, prizes, use of locker room facilities and more.**

**WHEN:** Sunday, May 3<sup>rd</sup>, 10:00 Start

**WHERE:** The Seaview Resort – Bay Course, 15 minutes from Hard Rock Casino Hotel  
and the Atlantic City Boardwalk Casinos

**TO REGISTER TO PLAY GOLF**

Please fill out the form below and fax it to Carteret Housing Authority at (732) 541-2867. Send hard copy with payment to **Carteret Housing Authority, 96 Roosevelt Avenue, Carteret, New Jersey 07008**. Make checks payable to NJNAHRO Scholarship Fund.

**NO REGISTRATIONS WILL BE ACCEPTED AFTER April 10, 2020**

**GOLF REGISTRATION - \$150 SINGLE / \$600 FOURSOME**

**Name:** \_\_\_\_\_ **Organization:** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Address:** \_\_\_\_\_

**My Foursome Includes (Open Foursomes will be filled)**

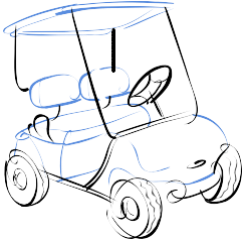
Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

**WE HAVE ONLY BEEN ABLE TO RESERVE SLOTS FOR A LIMITED NUMBER OF FOURSOMES**

# BE A SPONSOR OF THE 2020 ANNUAL NJNAHRO



## Annual Charity Scholarship Golf Tournament

Through a sponsorship you will be supporting the NJNAHRO Scholarship Fund. This is an awesome cause that helps many low-income children of public housing afford a higher education. Your organization's logo will be included on the sign.

**PLEASE HELP US HELP THE KIDS!**

**THE TOURNAMENT TO BE HELD DURING  
THE 2020 NJNAHRO/MARC  
ANNUAL CONFERENCE  
AT THE  
SEA VIEW RESORT BAY COURSE ON  
SUNDAY, May 3, 2020**

**BE A SPONSOR OF THE TOURNAMENT!**

Please fill out the form below and fax it to **(732) 541-2867**.

Send hard copy with payment to  
**c/o Carteret Housing Authority  
96 Roosevelt Avenue  
Carteret, New Jersey 07008.**

**Make checks payable to NJNAHRO Scholarship Fund.**

Questions? Please call 973-377-0258.

**PAYMENT MUST BE RECEIVED BY April 10, 2020**

Organization Name to be on Sign: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone ( ) \_\_\_\_\_

Address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### **PLEASE CHECK ONE**

Closest to the Pin - \$500

Longest Drive - \$500

Hole Sponsorship - \$500

Range Ball Sponsorship - \$300

Hole-In-One Sponsorship - \$500