






# RISING STAR

## 1 BRANDING








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|---|--|
|  <b>HOME PAGE SPONSOR BANNER</b>        | Rotating sponsor banner that when clicked, will go to sponsor page on the platform   |
|  <b>VIDEOSTITIAL AD</b>                 | 30-second sponsor video appears before the start of one recorded session   |
|  <b>STATIC SESSION INTERSTITIAL AD</b> | Select one break out session and display your company's ad until attendees press play on video (1000px wide by 570px tall)   |
|  <b>SESSION BANNER AD</b>             | 600px wide x 150px tall (JPG or PNG) Up to two per session (rotates if more than one)  |
|  <b>REGISTRATION BRANDING SPONSOR</b> | Sponsor's logo will appear on sidebar graphics of registration page as well as footer of the registration email confirmation |

 - Included with Rising Star Package

 - NOT Included with Rising Star Package

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## 2 ENGAGEMENT

 <b>30-45 MINUTES NON-COMMERCIAL CONTENT</b>	Includes your pre-recorded non-commercial content i.e. financial wellness, mortgage product trends, etc. The first 3 exhibiting companies that sponsor the "Closer Package" will have their session title featured in the conference schedule. The remaining 2 companies will be included in the on-demand programming. All content will be available for attendees up to 30 days on the platform whether live or recorded. All content will be available on Playback Now for up to one year following the conference.
 <b>15 MINUTES ON DEMAND CONTENT</b>	Includes your pre-recorded non-commercial content i.e. financial wellness, mortgage product trends, etc. All content will be available for attendees up to 30 days after the close of the event. All content will be available on Playback Now for up to one year following the conference.
 <b>NETWORKING BREAK (30 MINS)</b>	Structured sponsored activities to connect attendees scheduled from Noon - 12:30pm. Entertainment options available at sponsor's expense.
 <b>LIVE SESSIONS</b>	Ability to host a live one hour session within your booth; limited to 250 attendees and one session per day, outside of session hours.
 <b>SOCIAL MEDIA POST - TWITTER</b>	One post on @NARdotRealtor Twitter Account
 <b>FACEBOOK OR LINKEDIN POSTS</b>	One (1) Post on Either @NARdotRealtor Facebook OR LinkedIn Accts (not both)
 <b>GENERAL SESSION VIDEO LEAD IN</b>	2-3 min video lead in for sponsor to show video

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NATIONAL  
ASSOCIATION OF  
REALTORS®  
CONFERENCE & EXPO

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## 3 CONNECTION

✓ **ATTENDEE LIST (MAIL ADDRESS)** Includes a mailing list of all registrants

✓ **VIRTUAL EVENT BAG (VEB)** Attendees link to special offers in 3 attendee emails: One sent pre conference; one sent during conference; one sent post-conference

## 4 METRICS

✓ **POST EVENT METRICS** List of all participants that visited your booth and downloaded assets and record of all booth chats

✗ **POST EVENT METRICS** List of all participants that attended your speaking session: all survey and polling responses and record of all chats and Q&A

✓ - Included with Rising Star Package

✗ - NOT Included with Rising Star Package