



**SCRHA**  
Southern California  
Rental Housing Association

# **Innovations in Rental Housing**

**Education Conference & EXPO**

**Thursday, September 16, 2021**

**Town & Country Hotel**

**Sponsorship Opportunities**

# INNOVATIONS IN RENTAL HOUSING EDUCATION CONFERENCE & EXPO

## SPONSORSHIP OPPORTUNITIES

If you are interested in sponsorship opportunities for 2021 or have any questions, please contact the Southern California Rental Housing Association Events Team at 858.278.8070 or email [events@solcalrha.org](mailto:events@solcalrha.org).

- **Diamond Sponsor \$10,000 Exhibitor Member/\$11,500 Exhibitor Non-Member**  
A Diamond sponsor receives exposure in all pre-show publicity, as well as the day of the event and post-show. Your logo will appear on the Southern California Rental Housing Association's website in the months leading up to the EXPO and is included on all pre-event marketing materials. You also receive one complimentary booth and a speaking opportunity on the tradeshow floor. Lastly, as a Diamond sponsor, you will open the show at the annual ribbon cutting ceremony which includes being photographed with the Association's Board of Directors, VIP Industry sponsors, invited elected officials and VIP guests.
- **Ruby Sponsor (Stages) - (2 available) \$2,000 Exhibitor Member / \$2,600 Exhibitor Non-Member**  
You will have a banner with your company name/logo on it during the entire show. All education done on that stage will be advertised as being held on the "Company Name" Stage.
- **Sapphire Sponsor (Celebrity)– (2 available) \$1,500 Exhibitor Member / \$1,800 Exhibitor Non-Member**  
Treat our 2020 EXPO attendees with the red-carpet celebrity experience. Your station will be displayed near the entrance of the Expo with a photo booth. You will have the opportunity to greet the attendees and share this experience with them.
- **Emerald Sponsor (Event Bag ) \$1,300 Member / \$1,600 Exhibitor Non-Member**  
Sponsor provides 2,500 imprinted logo bags to be given out to 2021 EXPO attendees at registration. Let our attendees do your advertising for you! Bags must be delivered to the Southern California Rental Housing Association's office by **Thursday, September 9, 2021**.
- **Amethyst Sponsor (Grand Prize) \$1000 Exhibitor Member / \$1,200 Exhibitor Non-Member (2 sponsors available)**  
Sponsorship contributes to Power Play List Grand Prizes. Sponsor to supply the \$400 in cash or visa gift card in addition to the cost of sponsorship. Opportunity drawings + \$400 for cash prize takes place in the morning (Within the first hour of the show opening) and in the afternoon (30 minutes before show closing). Additionally, this sponsor will have their company name on select pre-show publicity and marketing materials. Sponsors present the check to the winners and are photographed for the *RentalAdvisor Magazine*®.
- **Garnet Sponsor (Lanyard) \$800 Exhibitor Member / \$900 Exhibitor Non-Member**  
Every attendee entering the show will be given a lanyard with your company logo. This sponsor provides 2,500 lanyards to be handed out to EXPO attendees at registration. The lanyard sponsor will have their company name featured in social media platforms. Lanyards must be delivered to the Southern California Rental Housing Association's office by **Thursday, September 9, 2021**.

- **Pearl Sponsor (Decal) \$650/\$850** Your decal will be placed in the restrooms. Sponsor must provide their company logo to be placed on each decal. Final deadline to participate in this sponsorship is **Thursday, September 2, 2021**.
- **Jade Sponsor (Water) (30 available) \$700 Exhibitor Member / \$850 Exhibitor Non-Member**  
The Town & Country Hotel will provide water stations throughout the floor. Your company's logo will be featured at each station.
- **Onyx Sponsor (Coffee ) (1 available) \$2,000 Exhibitor Member / \$2,500 Exhibitor Non-Member**  
Promotional material to be placed on the designated coffee station. Coffee station location is at the discretion of the Town & Country Hotel. Sponsor must provide their company logo to be placed at the station. Final deadline to participate in this sponsorship is **Thursday, September 2, 2021**.
- **Coral Sponsor (Passport) (limited amount) \$525 Exhibitor Member / \$650 Exhibitor Non-Member**  
Decals will be placed on the floor in front of each Hall of Fame. This will create heavy traffic to your booth and valuable leads in your pocket. Final deadline to participate in this sponsorship is **Thursday, September 2, 2021**. Limited space is available. (20 spots available only)
- **Amber Sponsor (Lounge Area ) (2 available) \$500 Exhibitor Member / \$650 Exhibitor Non-Member**  
Your company name/logo will be displayed in the entrance of the lounge area. Any marketing materials can be displayed in your sponsored section. Sponsor must make arrangements to furnish designated lounge area-SCRHA to inform sponsor which area is available for set-up.

## Available 2021 Education Seminar Sponsorships

### Exhibitor Member/ Exhibitor Non-Member Pricing

### Education Seminars\*

- Promote your company and product by introducing the speaker, providing handouts to all its participants, and placing a standing banner in the seminar area.
- Hyperlink Logo on event page next to the seminar being sponsored.
- Hyperlink Logo on event email being sent.
- Opportunity to introduce the speakers.
- Opportunity to give a 3-minute presentation about your company's product or service.
- Recognition on Social Media as the Sponsor of the Session.
- Enjoy exclusive recognition before, during and after the event.
- Seminar speakers will be announced soon.

## Available 2021 Education Seminar Sponsorships

### Exhibitor Member/Exhibitor Non-Member Pricing

Please indicate your choice of sponsorship(s) by checking the box(s) that apply.

<input type="checkbox"/> Keynote Session-One	\$4,000 / \$5,000	
<input type="checkbox"/> General Education Session- 5 available-	\$500 / \$900	

## SPONSORSHIP FORM

**Please visit the SCRHA website to purchase your sponsorship.**

Questions? Please contact the Events Team at 858.278.8070, ext. 220

**Please indicate your choice of sponsorship(s) by checking the box(s) that apply.**

An Events Team member will be in touch with you to discuss details.

- Diamond Sponsor- \$10,000 Exhibitor Member / \$11,500 Exhibitor Non-Member**
- Ruby Sponsor- (Stages) \$2,000 Exhibitor Member / \$2,600 Exhibitor Non-Member**
- Sapphire Sponsor (Celebrity Package)- \$1,500 Exhibitor Member / \$1,800 Exhibitor Non-Member**
- Emerald Sponsor (Event Bag) - \$1,300 Exhibitor Member / \$1,600 Exhibitor Non-Member**
- Amethyst Sponsor (Grand Prize) (limited)- \$1,000 Exhibitor Member / \$1,200 Exhibitor Non-Member**
- Garnet Sponsor (Lanyard)- \$800 Exhibitor Member / \$900 Exhibitor Non-Member**
- Pearl Sponsor (Decal) - \$650 Exhibitor Member / \$850 Exhibitor Non-Member**
- Jade Sponsor (Water) - \$700 Exhibitor Member / \$850 Exhibitor Non-Member**
- Onyx Sponsor (Coffee) - \$2,000 Exhibitor Member / \$2,500 Exhibitor Non-Member**
- Coral Sponsor (Passport )(limited)- \$525 Exhibitor Member / \$650 Exhibitor Non-Member**
- Topaz Sponsor (Lounge)- \$500 Exhibitor Member / \$650 Exhibitor Non-Member**  
(Select: Dining Lounge or Wellness Lounge)
- Education Seminars – Pricing Varies**

**SPONSOR INFORMATION:**

Company: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Authorized Signature: \_\_\_\_\_

**CANCELLATION POLICY**

Cancellation Policy: All booth and ticket purchases, both online, via email and

in-person, are FINAL. There are NO REFUNDS, CREDITS, OR EXCHANGES, even for tickets purchased by mistake or at a non-member rate. Make sure that if you are a member, you log in to your account to receive member pricing. Please confirm your order before payment. Please note that SCHRA may move the tradeshow to a different date if the state of emergency persists. When that happens all tickets purchased will be moved to the new date and will send out emails to all those registered to attend.