



NC REALTORS® CONVENTION & EXPO SPONSORSHIPS

2022 NC REALTORS® CONVENTION & EXPO SPONSORSHIPS

Sponsorship Name	Date & Time	Cost	Sold
Lanyards	Sunday, October 16 – Tuesday, October 18	\$1,500	✓
Welcome Bags	Sunday, October 16 – Tuesday, October 18	\$1,500	✓
Welcome Signage	Sunday, October 16 – Monday, October 17	\$1,500	
Charging Stations in Expo	Monday, October 17 – Tuesday, October 18	\$2,500	
Coffee Service	Monday, October 17 – Tuesday, October 18	\$2,500	
Education Sessions	Monday, October 17 – Tuesday, October 18	\$2,500	
Escalator Decals	Sunday, October 16 – Wednesday, October 19	\$2,500	
Event App Sponsor	Sunday, October 16 – Wednesday, October 19	\$2,500	
Floor Decals	Sunday, October 16 – Wednesday, October 19	\$2,500	✓
Reminder Signage	Sunday, October 16 – Tuesday, October 18	\$2,500	
Step and Repeat	Sunday, October 16 – Wednesday, October 19	\$2,500	
WiFi	Sunday, October 16 – Wednesday, October 19	\$2,500	✓
Elevator Decals	Sunday, October 16 – Wednesday, October 19	\$3,000	
Registration Desk	Sunday, October 16 – Tuesday, October 18	\$3,000	✓
Relaxation Area	Monday, October 17 – Tuesday, October 18	\$3,000	✓
Column Wraps	Sunday, October 16 – Wednesday, October 19	\$3,500	
Keynote Sponsor	Monday, October 17	\$3,500	✓
Lunch in Expo	Tuesday, October 18	\$3,500	
Room Key Cards	Sunday, October 16 – Wednesday, October 19	\$3,500	✓
Expo Entrance Sponsor	Monday, October 17 – Tuesday, October 18	\$4,500	
Opening Reception	Monday, October 17	\$4,500	
Aisle Banners	Monday, October 17 – Tuesday, October 18	\$5,000	

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LANYARDS – \$1,500

Sunday, October 16 – Tuesday, October 18

Make your brand known throughout the NC REALTORS® Convention & Expo by photobombing every convention photo with your company logo. As the lanyards sponsor, your branding will be worn by every event attendee throughout all sessions and in the exhibit hall. Sponsor is to provide lanyards with double slots and bulldog clips.

WELCOME BAGS – \$1,500

Sunday, October 16 – Tuesday, October 18

Take advantage of this tremendous branding opportunity! Imagine every convention attendee carrying your logo from the moment they check in at registration and months after the show! Tote bags will be given out at the registration table as attendees check in. Sponsor is to provide the welcome bag.

WELCOME SIGNAGE – \$1,500

Sunday, October 16 – Monday, October 17

Want every attendee to see your brand all day every day? The welcome signage will feature important convention information...and you! Don't miss out on this opportunity to put literally all eyes on your brand!

CHARGING STATIONS IN EXPO – \$2,500

Monday, October 17 – Tuesday, October 18

As the Charging Station sponsor, you'll power the convention right in the center of our Expo. This area is the one location all our plugged-in attendees can't do without, ensuring that you'll have maximum exposure.

COFFEE SERVICE – \$2,500

Monday, October 17 – Tuesday, October 18

Sponsor our convention coffee service and specialty coffee cart. Your branding and signage will be on every coffee cup and everywhere coffee is served during the NC REALTORS® Convention & Expo. Sponsor is to provide branded coffee cups, signage and promotional items for the information table.

EDUCATION SESSIONS – \$2,500

Monday, October 17 – Tuesday, October 18

First impressions are lasting impressions. Kick off our education sessions with a 3-minute introduction of your company before introducing the speaker.

ESCALATOR DECALS – \$2,500

Sunday, October 16 – Wednesday, October 19

Step up your game with this sponsorship. Your branding will be placed on decals near hotel escalators.

EVENT APP SPONSOR – \$2,500

Sunday, October 16 – Wednesday, October 19

Put your company's brand and message in the palms of every attendee's hands. This sponsorship includes branding opportunities on the event app, including a branded banner on the home screen, which offers you guaranteed impressions from attendees using the app on both mobile and desktop. The mobile app will also be promoted via a comprehensive marketing plan in the days leading up to the event, adding additional brand exposure.

FLOOR DECALS – \$2,500

Sunday, October 16 – Wednesday, October 19

This sponsorship will lead attendees right to your company. Directional decals will be placed on the hotel floor in high-traffic locations.

REMINDER SIGNAGE – \$2,500

Sunday, October 16 – Tuesday, October 18

Show our attendees the way with custom-designed directional signage throughout the event venue, directing attendees to sessions, exhibits and special events. Your company name and logo will appear along the base of multiple signs on three different floors of the event space, plus the hotel lobby.

STEP AND REPEAT – \$2,500

Sunday, October 16 – Wednesday, October 19

Increase brand awareness by featuring your logo on a step and repeat backdrop located in a high-traffic area near the Expo Hall. This sponsorship is a perfect photo opportunity for convention attendees.

WIFI – \$2,500

Sunday, October 16 – Wednesday, October 19

Help attendees get connected at the convention as the official WiFi sponsor. WiFi access areas include all convention event areas, concourses and meeting rooms at Harrah's Cherokee Casino Resort. This sponsorship allows you to create a custom WiFi password.

ELEVATOR DECALS – \$3,000

Sunday, October 16 – Wednesday, October 19

Decals featuring your branding will be displayed on the elevator doors. This is the perfect opportunity to expose your brand to the hundreds of attendees who use these elevators throughout the resort.

REGISTRATION DESK – \$3,000

Sunday, October 16 – Tuesday, October 18

Enjoy maximum exposure at the NC REALTORS® Convention and Expo! Display your banner and promotional materials at the registration desk. Your logo will be prominently placed at our registration stations. Every attendee will see your logo when they register and instantly recognize your brand as they attend the convention. Sponsor is to provide logo, promotional materials and signage.

RELAXATION AREA – \$3,000

Monday, October 17 – Tuesday, October 18

Every attendee will be grateful to enjoy a break from the convention hustle and bustle. The relaxation area is in the Expo Hall and stocked with all the relaxing self-care essentials and a brochure full of self-care tips featuring your logo. Your logo will also be included in the relaxation area's looping TV presentation.

COLUMN WRAPS – \$3,500

Sunday, October 16 – Wednesday, October 19

Stand out the crowd with your logo featured on five strategically-placed column wraps in Expo Hall and pre-function area. Many prominent, high-traffic locations are available. Your column wrap will fill the entire space with your message. Sponsor is to provide their logo.

KEYNOTE SPONSOR – \$3,500

Monday, October 17

Your brand will receive premium exposure in front of hundreds of convention attendees during the Opening Session—a session featuring our engaging and empowering keynote speaker. This session is the single most highly attended event. This exclusive sponsorship includes an opportunity to speak and introduce the keynote speaker, provide promotional materials for attendees and display your company banner and logo during the session.

LUNCH IN EXPO – \$3,500

Tuesday, October 18

As the Expo lunch sponsor, your company will have the opportunity to provide each attendee with a delicious lunch while enjoying valuable networking opportunities! You will be able to hand out lunch bags to attendees and mix and mingle among the crowd. Sponsor is to provide paper bags with their company logo.

ROOM KEY CARDS – \$3,500

Sunday, October 16 – Wednesday, October 19

Be the brand every attendee sees first thing in the morning, last thing at night and every time they enter their hotel room at Harrah's Cherokee Casino Resort. The room key card will be branded with your company's logo, ensuring constant brand exposure. Be the company that is in everyone's wallet!

EXPO ENTRANCE SPONSOR – \$4,500

Monday, October 17 – Tuesday, October 18

Be the first and last brand that attendees see when they enter and exit the Expo. Your logo will be positioned in a high-traffic location.

OPENING RECEPTION – \$4,500

Monday, October 17

Sponsor the Opening Reception, where leaders in the industry will come together to network over light bites and cocktails. Your company's recognition includes event signage, branded cocktail napkins and a special thank you during the welcome remarks. Sponsor is to provide these items.

AISLE BANNERS – \$5,000

Monday, October 17 – Tuesday, October 18

This high-exposure sponsorship offers you the chance to direct attendees to your booth with signs hanging above every aisle of the exhibit floor.