



National Council of
State Housing Agencies

UPCOMING EVENTS

**Housing Credit
Connect &
Marketplace**

June 19 – 22, 2018
Chicago

**Annual Conference
& Showplace**

October 13 – 16, 2018
Austin

HFA Institute

January 13 – 18, 2019
Washington, DC

S P O N S O R

A D V E R T I S E

E X H I B I T

**2018 CONFERENCE
PARTNERSHIP
OPPORTUNITIES**

LEVERAGE THE POWER OF BRAND ASSOCIATION

Partner with NCSHA to reach the affordable housing community's decision-makers.

Get engaged in NCSHA's conferences to increase your organization's visibility, generate new leads, connect with potential clients, and demonstrate support for your established clients. You will maximize the return on your investment of marketing dollars by showcasing your services, products, technologies, and initiatives in front of this targeted audience of leaders responsible for finding solutions to the affordable housing community's business challenges.

Sponsor, exhibit, and advertise during NCSHA's conferences to benefit from:

- networking with executive directors and staff from the nation's HFAs
- increased awareness of your brand with this target audience
- opportunities to cultivate new and existing relationships face to face—the most effective method for developing a loyal client base
- first-hand knowledge of the business challenges and issues your clients are facing
- professional development for you and your team in the latest best practices and trends in affordable housing, delivered by leading practitioners, industry experts, and thought leaders

Who Are NCSHA's Members?

NCSHA's members are:

- the HFAs of virtually every state, the District of Columbia, New York City, Puerto Rico, and the U.S. Virgin Islands
- the agencies that allocate the Low Income Housing Tax Credit in the states where an HFA does not
- more than 300 affiliate members in the affordable housing field, including major investment firms, technology companies, developers, and nonprofits

Interested in becoming an NCSHA member? Contact Phaedra Stoger at 202-624-7710 or membership@ncsha.org.

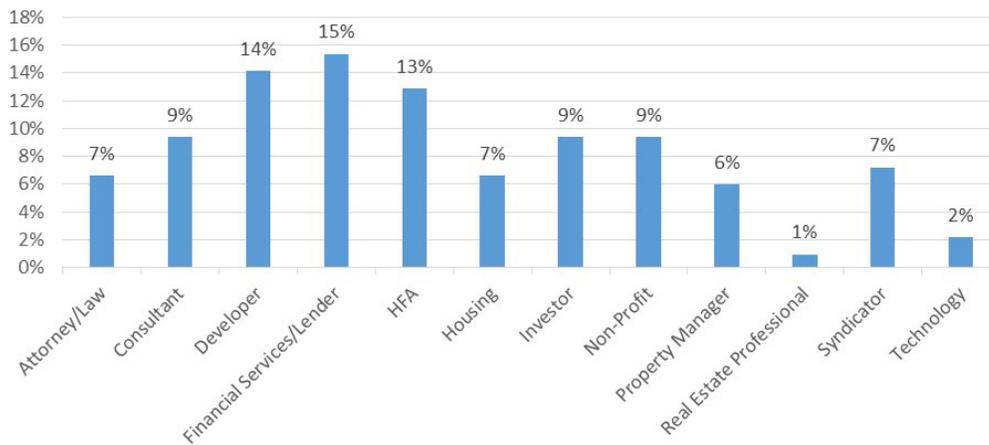


WHO ARE NCSHA'S ATTENDEES?

HOUSING CREDIT CONNECT & MARKETPLACE | JUNE 19 – 22, 2018 • CHICAGO

HOUSING CREDIT CONNECT (HCC) brings together **more than 1,200** executive directors and senior staff of Housing Credit allocating agencies with their partners for unparalleled educational and networking opportunities — and the largest exhibition of affordable housing products and services in the United States. **In 2017, 44%** of attendees were in executive positions, making this a conference you don't want to miss!

Types of Organizations Represented at Housing Credit Connect

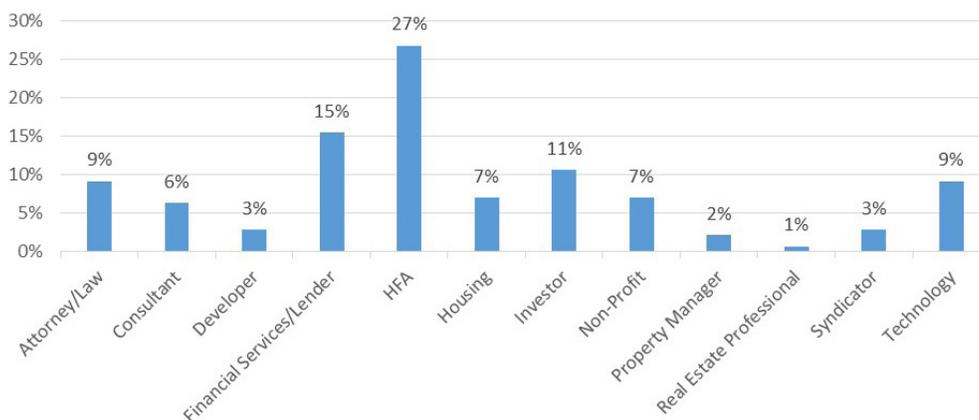


ANNUAL CONFERENCE & SHOWPLACE | OCTOBER 13 – 16, 2018 • AUSTIN

THE ANNUAL CONFERENCE & SHOWPLACE (ACS) is NCSHA's premier members-only networking and professional development event of the year.

More than 1,000 members take part in programming in 11 focus areas: communications, finance, governance, homeownership, human relations, information technology, legal, management innovation, rental, special needs housing, and sustainable housing. Conference features include the popular tradeshow and the Annual Awards for Program Excellence presentation.

Types of Organizations Represented at the Annual Conference



SPONSOR: Partnership Levels

Housing Credit Connect & Marketplace | Annual Conference & Showplace

As a high-level NCSHA sponsor, your organization is featured throughout the conference. The following packages can help you connect with attendees, generate leads, and achieve your marketing objectives. Packages can be customized to meet your needs.

The sponsorship packages on pages 4 and 5 include the following benefits PLUS the benefits listed below each level:

- Sponsor's logo and website link posted on the NCSHA conference web page
- Sponsor's logo published in the conference program guide distributed to all attendees on site
- Sponsor's logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- Recognition from the podium during the conference plenary sessions
- "Sponsor" name-badge ribbons for sponsor's staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor's website and printed collateral (*with NCSHA's pre-approval*)

Platinum: \$20,000

- Four complimentary full conference registrations
- Four invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One double or single exhibit booth in a premium location in the tradeshow
- One full-page interior ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

Gold: \$15,000

- Three complimentary full conference registrations
- Three invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters



- One single exhibit booth in a premium location in the tradeshow
- One full-page interior ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

Silver: \$10,000

- Two complimentary full conference registrations
- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide
- Sponsor's logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor's logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)

Bronze: \$5,000

- One complimentary full conference registration
- One invitation to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- A 40% discount on advertising in the conference program guide

Affordable Housing Friends: \$3,500

- A 40% discount on advertising in the conference program guide



Interested in sponsoring both conferences? Contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org for details on how NCSHA can customize the ideal package for your organization.

SPONSOR: Brand Promotions

Housing Credit Connect & Marketplace | Annual Conference & Showplace

Increase the visibility of your brand and engage with NCSHA's attendees by sponsoring one of these fun and useful conference giveaways or special events. Check on our website to see what sponsorships are still available! *Do you have an idea for a new item not included here? Please tell us about it!*

The sponsorship packages on pages 6 and 7 include the following benefits PLUS the benefits listed below each item:

- Sponsor's logo printed on the product (or accompanying signage, if applicable)
- Sponsor's logo and website link posted on the NCSHA conference web page
- Sponsor's logo published in the conference program guide distributed to all attendees on site
- Sponsor's logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- "Sponsor" name-badge ribbons for sponsor's staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor's website and printed collateral (*with NCSHA's pre-approval*)
- First chance to renew your 2018 sponsorship in 2019, before sales open to the general public

Hotel Keycard or Keycard Sleeve: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide



Lanyard: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide



Tote Bag: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide

To learn more about these sponsorship packages and to apply, contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org.

Wi-Fi: \$10,000

- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- One half-page ad in the conference program guide
- *The wi-fi scope and ability to customize will vary by venue; NCSHA will provide details.*

Latte Station: \$7,500

- A 40% discount on advertising in the conference program guide
- *Depending on the conference, you may have the option to select from one of multiple time slots scheduled throughout the event.*



Sundae Bar: \$6,500

- A 40% discount on advertising in the conference program guide
- *Offered only on the tradeshow's first day*

Charging Station: \$5,000

- A 40% discount on advertising in the conference program guide

Notebook: \$5,000

- A 40% discount on advertising in the conference program guide

Photo Booth: \$5,000

- A 40% discount on advertising in the conference program guide

Water Bottle: \$5,000

- A 40% discount on advertising in the conference program guide

HFA Institute Sponsorship

Select sponsorship packages are available during this January 2019 conference. To learn more, please contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org.

The HFA Institute offers intensive training and extensive networking with federal officials and industry consultants, practitioners, and experts in these major federal housing program areas: HOME and Housing Trust Fund, Housing Credit, MRBs and Other Federal Homeownership Programs, and Section 8 and Other Federally Assisted Multifamily Housing.

City-Inspired Breaks

Housing Credit Connect & Marketplace | Annual Conference & Showplace

Host a break for attendees inspired by the host city! Available to member exhibitors only; date to be determined by NCSHA based on the conference schedule of events.

Chicago: “City of Champions” or Austin: Texas Tailgate: \$7,500

- Sponsor’s logo printed on napkins for the break
- Two invitations to the Leadership Circle Reception with member HFA executive directors and board members and top affiliate supporters
- Recognition from the podium during the conference plenary sessions
- Sponsor’s logo and website link posted on the NCSHA conference web page
- Sponsor’s logo printed in the registration brochure, mailed to NCSHA members and prospective attendees (*dependent on signing date and print deadlines*)
- Sponsor’s logo included in pre- and post-event emails sent to prospective and registered attendees (*number dependent on signing date*)
- One half-page ad in the conference program guide
- Sponsor’s logo published in the conference program guide distributed to all attendees on site
- Sponsor’s logo included on prominent conference event signage
- Pre- and post-conference attendee direct-mail lists
- “Sponsor” name-badge ribbons for sponsor’s staff in attendance
- Access to the NCSHA logo for inclusion on the sponsor’s website and printed collateral (*with NCSHA’s pre-approval*)
- First chance to renew your 2018 sponsorship in 2019, before sales open to the general public*



* Availability of the City-Inspired Break is dependent on offerings at future conference hotels and is not guaranteed from year to year.

Contact Kimberly Carr at 202-624-5424 or sponsors@ncsha.org to learn more about sponsoring, exhibiting, and advertising with NCSHA.

ADVERTISE

Housing Credit Connect & Marketplace | Annual Conference & Showplace

Reinforce your brand with the affordable housing industry’s top executives and decision-makers by advertising in the conference program guide distributed to all attendees on site. The program is **THE** guide to the entire conference: It includes the agenda, tradeshow and hotel maps, and exhibitor profiles. Attendees refer to the program guide throughout the conference and take it back to the office as a reference.

Program Guide Ad Sizes and Advertising Rates

	Back Cover	Inside Back Cover	Full Page	Horizontal Half Page	Vertical Half Page	Quarter Page
Dimensions (width x height)*	9.375" x 12.375"*	9.375" x 12.375"*	7.875" x 10.875"	7.875" x 5.25"	3.75" x 10.875"	3.75" x 5.25"
Standard Rates	\$2,600	\$2,200	\$1,600	\$1,100	\$1,100	\$550
Exhibitor Rates	\$1,560	\$1,320	\$960	\$660	\$660	\$330

Specifications

Please furnish ads as electronic files in one of the following formats:

- Press-optimized PDF
- Illustrator EPS file with all fonts saved as outlines

Sizes above include live area. Bleeds are accepted for back cover and inside back cover ads only; sizes specified above include the bleed. Artwork may be in color or black/white, with a minimum resolution of 300 dpi.

One available for Housing Credit Connect & Marketplace and for the Annual Conference & Showplace. Previous-year sponsor has first right to renew the advertisement.

NOTE: *Advertisements will appear in the conference program guide exactly as they are received.*

Submission Deadlines

	Housing Credit Connect	Annual Conference & Showplace
Space Reservation Forms Due	Friday, May 11, 2018	Tuesday, September 4, 2018
Art Files Sent to advertising@ncsha.org	Friday, May 18, 2018	Tuesday, September 11, 2018

EXHIBIT

Housing Credit Connect & Marketplace | Annual Conference & Showplace

Do you have a product, service, technology, or initiative you want to introduce to NCSHA’s audience? Consider exhibiting at an NCSHA conference, where you will network with current and potential clients, hear their challenges and issues first hand, and cultivate critical business relationships.

	NCSHA Member	Nonmember*
Housing Credit Connect	\$3,150	\$4,350
Annual Conference & Showplace	\$3,150	\$4,350

Note: The Platinum and Gold Sponsorship packages include premium exhibit space.

The Exhibitor Package includes:

- One (1) 10’ x 8’ exhibit space, with 8’-tall back drapes and 3’-tall side drapes
- One (1) 6’ draped table
- Two (2) chairs
- One (1) wastebasket
- One (1) exhibitor ID sign
- Overnight in-hall security
- Two (2) exhibitor-only registrations, which include meals and social functions that take place inside the tradeshow, with the option to upgrade to a discounted full registration (*restrictions apply; inquire for details*)
- 40% discount on advertisements placed in the conference program guide distributed to all attendees on site
- Exhibitor’s logo, profile, and contact information published in the conference program guide
- Exhibitor’s logo and profile (including company description and contact information) posted on NCSHA’s interactive tradeshow map
- Use of pre- and post-conference attendee direct-mail lists
- Priority booth selection for NCSHA’s 2019 conferences

*Interested in Becoming an NCSHA Member?

Contact NCSHA’s Phaedra Stoger at 202-624-7710 or membership@ncsha.org.

Contact Kimberly Carr at 202-624-5424 or exhibits@ncsha.org to reserve your booth space and discuss the relationship-building opportunities available for your business during NCSHA’s tradeshows.

Exhibition Schedule*

	Housing Credit Connect	Annual Conference & Showplace
Booth Reservation Deadline	Friday, May 18, 2018	Tuesday, September 11, 2018
Booth Cancellation Deadline	Friday, May 18, 2018	Tuesday, September 11, 2018
Booth Set-Up Window	Wednesday, June 20, 2018 9:00 a.m. – 11:30 a.m.	Sunday, October 14, 2018 9:00 a.m. – Noon
Occupation Time	Wednesday, June 20, 2018 1:00 p.m. – 5:30 p.m. Thursday, June 21, 2018 8:00 a.m. – 7:00 p.m.	Sunday, October 14, 2018 2:00 p.m. – 5:00 p.m. Monday, October 15, 2018 7:30 a.m. – 6:30 p.m.
Booth Break-Down Window	Friday, June 22, 2018 8:00 a.m. – 11:00 a.m.	Wednesday, October 17, 2018 7:00 a.m. – 10:00 a.m.

*Subject to change



General Information for Sponsors and Exhibitors

Once your organization has selected a sponsor or exhibitor package, an agreement will be generated describing the basic terms, conditions, and benefits. The provided agreement letter must be signed and returned to NCSHA before the terms can be executed.

Coordination of Materials

To ensure timely and accurate promotion of your organization's conference participation and access to all the benefits of your package, please follow these steps.

- Complete all the requested fields on the applicable Sponsor or Exhibitor Application, *even if you have previously sponsored or exhibited at an NCSHA event*. This ensures NCSHA has the most up-to-date information for your organization.
 - If your sponsorship packages includes an exhibit booth, please also complete the Exhibitor Application which can be found on our website or provided by Kimberly Carr.
- Assign a primary point of contact whom NCSHA can contact regarding the critical logistical details of your participation.
- Return your executed application to Kimberly Carr at kcarr@ncsha.org.
- Email your organization's logo to Kimberly Carr at kcarr@ncsha.org. Please follow the file specifications below to ensure optimum display. Convert your color logo's fonts to outlines and supply two file types:
 - vector format (.eps or .ai) for large-format print production
 - bitmap format (.gif, .jpeg, or .png) for web display

Invoicing and Payment

The executed agreement will serve as your invoice; no additional invoice will be supplied unless requested. Payment is due within 30 days of your reservation. NCSHA accepts checks and credit cards; we do not accept electronic fund transfers (ACH).

Payment by Check: Send to the address below with a copy of your completed application.

NCSHA, ATTN: Kimberly Carr
444 North Capitol Street NW, Suite 438
Washington, DC 20001

By Credit Card: To make a payment by credit card, please call Kimberly Carr at 202-624-5424 after your agreement is fully executed. *A 3.75% processing fee will be added for each transaction.*

Exhibit Booths

Booth spaces are reserved on a first-come, first-served basis. Verbal or emailed booth requests may not be honored.

Booth selections are made via Map Dynamics, NCSHA's interactive tradeshow map. During checkout in Map Dynamics, you will be prompted to upload your completed Exhibitor Application. If your application is incomplete when submitted, your reservation may not be honored. Final booth layout is at NCSHA's discretion.

Please note: Spaces designated as preferred in the exhibit hall layout are subject to change.

NCSHA contracts with a show decorator to handle exhibitors' power and décor orders and shipping needs, as well as to setup and break down the exhibit hall. Kimberly Carr will send you the link to the online Exhibitor Services Manual well in advance of the conference so you can take advantage of discounted pricing.

Exhibitors are responsible for ensuring the timely setup and breakdown of their displays. NCSHA will not be held liable, or incur any charges, for shipping delays or loss, pilferage, or theft of display equipment. NCSHA provides overnight in-house security in the tradeshow.

Hotel Information

Sponsors and exhibitors are responsible for their own hotel reservations. Reservation information for the conference headquarters hotel will be included in your registration confirmation email.

To take advantage of discounted room rates and ensure availability, please make hotel reservations well in advance of the published hotel cut-off date. After the cut-off date, hotels cannot guarantee room block or rate availability.

Contact Us

We are here to help. If you need assistance, please contact NCSHA's Kimberly Carr at kcarr@ncsha.org, 202-624-5424, or 202-624-7710.



2017 Sponsors | Exhibitors | Advertisers

Adfitech
AEGON USA Realty Advisors, LLC
Affordable Housing Finance
Alden Capital Partners
Alliant Capital, Ltd.
Allita 360
Baker Tilly
Bank of America Merrill Lynch
BNY Mellon
BOK Financial
Boston Financial Investment Management
Bowen National Research
CAHEC
Capital One Multifamily Finance
CBRE
Churchill Stateside Group
CohnReznick LLP
Comerence, an Optimal Blue Company
CoreLogic
Costello Compliance
CREA, LLC
CSG Advisors
Dauby O'Connor & Zaleski, LLC
Dentons
Dixon Hughes Goodman LLP
Dominium
Dovenmuehle Mortgage, Inc.
E&A Team, Inc.
eHome America
Eide Bailly LLP
EMG
Emphasys Software
Enterprise/Bellwether Enterprise
Fannie Mae
Fitch Ratings
Framework
Freddie Mac
Gill Group, Inc.
Herman & Kittle Properties, Inc.
Housing and Development Software (HDS)
Hunt Mortgage Group
IMPLAN
KeyBank
Lakeview Loan Servicing
Lea & Company
Love Funding
MetaSource
MGIC
MIAC Analytics
Monarch Private Capital
Moody's Investors Service
MRI Software
Nan McKay & Associates, Inc.
National Association of Home Builders
National Association of Realtors
National Association of State and
Local Equity Funds
National Development Council
Corporate Equity
National Equity Fund, Inc.
NeighborWorks America
Nixon Peabody LLP
Northsight Management
Novogradac & Company LLP
Ohio Capital Corporation for Housing
Plante Moran
PNC Real Estate
Portfolio Resident Services
PowerLender LOS
PowerSeller Solutions LLC
ProLink Solutions
Propp Christensen Caniglia LLP
Quadel Consulting & Training, LLC
R4 Capital
Raymond James Tax Credit Funds, Inc.
RBC Capital Markets
RealPage, Inc.
Red Stone Equity Partners
Ribbon Demographics, LLC
Robert W. Baird & Co., Incorporated
RubinBrown LLP
S&P Global Ratings
Stifel
Sugar Creek Capital
SunTrust Community Capital, LLC
TCAM
The Richman Group Affordable
Housing Corporation
U.S. Bank Home Mortgage – HFA Division
U.S. Department of Housing and
Urban Development
US Bank
VirPack
Wells Fargo Corporate Trust Services
Wilmington Trust, N.A.
WNC
Zappling/2rw Consultants
Zeffert & Associates
Zions Bank Corporate Trust