



# 2017 HOUSING FORUM

May 11-12, 2017 | Hilton Harrisburg

## 2017 Forum Sponsorship and Exhibitor Opportunities

For more information about sponsorship or exhibiting opportunities, or to receive an application form, please contact Chris Anderson at 717-780-3915 or at [canderson@phfa.org](mailto:canderson@phfa.org). Customized sponsorship opportunities are also available. Please call or email for details.

### SPONSORSHIP PACKAGES

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#### Commonwealth Partner - \$15,000

- Sponsor recognition in printed program
- Full-page advertisement in premier location of printed program
- Option to plan and lead one workshop session
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Logo placement: Premium placement on all Forum documents, select signage throughout the Forum, and on Forum website with link to company homepage (if desired)
- Sponsor of opening day breakfast
- Opportunity to provide a one-page informational sheet to go into Forum packet given to all attendees
- Eight complimentary Forum registrations

#### Keystone Partner - \$10,000

- Sponsor recognition in printed program
- Full-page advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Logo placement on all Forum documents, select signage, and on Forum website with link to company homepage (if desired)
- Sponsor of second day breakfast
- Opportunity to provide a one-page informational sheet to go into Forum packet given to all attendees
- Six complimentary Forum registrations

#### Capital Partner - \$5,000

- Sponsor recognition in printed program
- Half-page advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Logo placement on all Forum documents, select signage, and on Forum website with link to company homepage (if desired)
- Four complimentary Forum registrations

#### Supporting Partner - \$2,500

- Sponsor recognition in printed program
- Half-page advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Logo placement on all Forum documents, select signage, and on Forum website with link to company homepage (if desired)
- Three complimentary Forum registrations



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## TARGETED SPONSORSHIP OPPORTUNITIES

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### Marketplace Exhibitor - \$1,000

The Housing Marketplace is one of the main draws to the Commonwealth Housing Forum. Attendees visit the marketplace to learn about new services and businesses, mingle and participate in Thursday evening's networking event and reception. Get your name directly in front of decision makers and join the 40-plus booth exhibition hall. Sponsorship includes:

- Sponsor recognition in printed program
- Quarter-page advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Two complimentary Forum registrations

### Advertiser – multiple levels

Get your company's message in the hands of every Forum attendee by advertising in the program. The full-color program includes the Forum schedule, session information and hotel floor plan. Advertisement sizes and costs are:

- Full-page (7.5" width x 10" height) color advertisement - \$600
- Half-page (7.5" width x 4.8125" height) color advertisement - \$400
- Quarter-page (3.75" width x 5" height) color advertisement - \$300

### Housing Marketplace (exclusive, one only) - \$8,000

Hundreds of conference attendees visit the Housing Marketplace each year to learn more about our Forum. Sponsors enjoy Thursday evening's networking event and mingle during the Forum. In 2015, they'll be able to do even more--learn about your company and its products and services! Sponsorship includes:

- Branding with your company name and logo in and around the Housing Marketplace
- Sponsor recognition in printed program
- Half-page advertisement in the printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Prominent signage at the Housing Marketplace
- Three complimentary Forum registrations

### Plug-in Charge Station (exclusive, one only) - \$5,000

Plug-in Charge Stations offer a variety of charging capabilities for phones, laptops and other hand-held electronics that attendees use during the Forum. This station allows full branding and use of a LCD screen and are highly popular at conventions and trade shows. Sponsorship includes:

- Full branding on station including use of LCD screen
- Station location in high-traffic area
- Half-page advertisement in printed program

### Coffee Breaks (exclusive, one only) - \$5,000

With busy schedules and limited time for refreshments, Forum attendees will be looking for much-needed energizing beverages and flavored coffees. Associate your brand with these coffee breaks, and build a buzz around your brand! Sponsorship includes:

- Prominent station location
- Company logo features on napkins that will be used during breaks
- Sign with logo at station location
- Half-page advertisement in printed program



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## Relaxation Station (exclusive, one only) - \$3,500

With busy sessions and networking opportunities on tap at the Forum, many attendees walk and stand quite a bit of the day. They'll welcome the opportunity to rest their feet and receive a free massage, and you'll benefit from additional exposure. Sponsorship includes:

- Prominent station location
- Half-page advertisement in printed program
- Sign with logo at station location

## Forum mobile app sponsor (exclusive, one only) - \$4,000

Have your company shine throughout the Forum by sponsoring the official Commonwealth Housing Forum mobile app. The app will be the go-to source for Forum schedules, attendee lists, sponsor information and more. The app is heavily promoted on all Forum materials and used to send out notifications about Forum-related events leading up to and during the conference. Sponsorship includes:

- Smartphone mobile app branded with your logo
- Half-page advertisement in printed program
- Two complimentary Forum registrations

## Water station sponsor (exclusive, one only) - \$3,000

Have your company quench the thirst of 650+ Forum attendees with branded water bottles placed at strategic locations around the Hilton Harrisburg. These stations will also feature prominent signage showcasing your company. Sponsorship includes:

- Branded water bottles placed at branded water stations placed in high-traffic areas during the Forum
- Two complimentary Forum registrations

## Lanyard sponsor (exclusive, one only) - \$2,000

Be the name attendees read by sponsoring our badge lanyards, given out at registration. Your sponsorship is a great value with more than 650 opportunities for eye-level marketing. Sponsorship includes:

- Branded lanyard given to every Forum attendee to wear with their nametag badge
- Two complimentary Forum registrations

## Interactive Webcast sponsor (exclusive, one only) - \$2,500

New for 2015! The Forum will feature three interactive webcast sessions made available to those who cannot attend the Forum and also will be available for viewing after the Forum. These sessions will focus on the family housing industry, one of the major educational components of the Forum. Have your company be a part of this new, exciting Forum feature! Sponsorship includes:

- Branding opportunities through promotional slides before, during and after each webcast
- Half-page advertisement in printed program

## Hand sanitizer sponsor (exclusive, one only) - \$1,500

Give attendees a hand with a sponsorship presence that can't be missed. Hand sanitizers placed throughout the conference facility represent the perfect vehicle for prominent display of your logo and plenty of repeat business. Sponsorship includes:

- Branded hand sanitizers strategically placed in high-traffic areas during the Forum
- Two complimentary Forum registrations



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## Sponsorship and Exhibitor Application

Please note the 2017 Commonwealth Housing Forum sponsorship deadline is **March 17, 2017**.

**OPPORTUNITIES:** Please select appropriate level. For details, see the Sponsorship Packages packet.

- |                          |   |     |  |
|--------------------------|---|-----|--|
| <input type="checkbox"/> | Commonwealth Partner (\$15,000)         | n/a | Coffee Break Sponsor (\$5,000)         |
| <input type="checkbox"/> | Keystone Partner (\$10,000)             | n/a | Forum App Sponsor (\$4,000)            |
| <input type="checkbox"/> | Capital Partner (\$5,000)               | n/a | Relaxation Station Sponsor (\$3,500)   |
| <input type="checkbox"/> | Supporting Partner (\$2,500)            | n/a | Water Bottle Station Sponsor (\$2,500) |
| <input type="checkbox"/> | Exhibitor (\$1,000)                     | n/a | Lanyard Sponsor (\$2,000)              |
| <input type="checkbox"/> | Housing Marketplace Sponsor (\$8,000)   | n/a | Interactive Webcast Sponsor (\$2,000)  |
| n/a                      | Plug-n-Charge Station Sponsor (\$5,000) | n/a | Hand Sanitization Sponsor (\$1,500)    |

### CONTACT INFORMATION

Firm/Organization (for program): \_\_\_\_\_

Primary contact and title: \_\_\_\_\_

Street address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

**REGISTRATION INFORMATION:** All attendees will need to register, once open, on the conference website (a link will be provided when available). The number of complimentary attendees per sponsorship is listed in the Sponsorship Packages packet.

**EXHIBIT INFORMATION:** Exhibit space includes one 6' draped table and two chairs. If you need any services at your booth such as electricity, please contact Chris Anderson at [canderson@phfa.org](mailto:canderson@phfa.org) or at 717-780-3915. Please note some additional services may require payment to Hilton Harrisburg.

Will you be hosting an exhibit booth?  Yes  No

**ADVERTISEMENT DETAILS:** All sponsors and exhibitors receive a free ad in the printed Forum program. For additional information, including how to submit, please see Advertisement Submission Guidelines.

### METHOD OF PAYMENT (payment must be received no later than March 17, 2017)

- Check (payable to PHFA)  Invoice us, please

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## Advertisement Submission Guidelines

Ad Size	Dimensions (W x H, in inches)
Full page with bleed (including inside covers)	8.75" x 11.25"
Full page without bleed	7.5" x 9.875"
Half page horizontal	7.5" x 4.875"
Half page vertical	3.6875" x 9.875"
Quarter page	3.6875" x 4.875"

### Supported file formats

PHFA will only accept press-quality, print-ready ads. We prefer PDF files with fonts embedded for maximum quality of your printed ad. If you are unable to submit your ad via PDF, we will also accept high quality (300 dpi or higher) JPEG, TIFF and EPS files.

Please note we will not accept InDesign or Quark native files.

### Deadline

To ensure placement, reserve ad space and submit print-ready ad **no later than March 17, 2017.**

### How to submit ad

For your convenience, email your ad to [canderson@phfa.org](mailto:canderson@phfa.org). All ads submitted will be acknowledged with a reply. **Please include your company name and size of the advertisement in the email subject line.** Also include full contact information within the body of the email in case we encounter a problem with the file.

### Other important information

- Make sure all PDFs are exported using press-quality settings.
- Use high-resolution images (300 dpi). Tiny images taken from websites are not suitable for high-quality advertising. Do not include images that you do not have permission to use.
- Images must be 300 dpi at the size they're used in the ad.
- All color files **must be** in CMYK format. Convert all spot colors to CMYK.
- Please include your company name within the name of your PDF file.
- Embed all fonts to ensure proper printing. If fonts are not embedded we cannot guarantee the finished look of your ad.
- Do not include printer marks (crop marks and color bars) on submitted ad.
- Note: If files are not supplied to specifications outlined, PHFA may not be able to accept your ad.

### For additional information or questions

Please contact Chris Anderson at [canderson@phfa.org](mailto:canderson@phfa.org) or at 717-780-3915.