



Sponsorship and Exhibitor Opportunities

For more information about sponsorship opportunities or to receive an application form, please contact Chris Anderson at 717-780-3915 or at canderson@phfa.org. Customized sponsorship opportunities are also available.

FIVE SPONSORSHIP PACKAGES

COMMONWEALTH PARTNER - \$15,000

- Sponsor recognition in printed program and on Forum website with link to company homepage
- Sponsor of Wednesday's keynote speaker
- Full-page color advertisement in premier location of printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Opportunity to provide a one-page informational sheet to go into Forum packet given to all attendees
- Option to speak for three minutes during a Thursday plenary session
- Eight complimentary Forum registrations

KEYSTONE PARTNER - \$10,000

- Sponsor recognition in printed program and on Forum website with link to company homepage
- Sponsor of Thursday's keynote speaker
- Full-page color advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- 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 and on Forum website with link to company homepage
- Half-page color advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Four complimentary Forum registrations

SUPPORTING PARTNER - \$2,500

- Sponsor recognition in printed program and on Forum website with link to company homepage
- Quarter-page color advertisement in printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Three complimentary Forum registrations

MARKETPLACE EXHIBITOR - \$1,000

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



TEN TARGETED SPONSORSHIP OPPORTUNITIES

HOUSING MARKETPLACE SPONSOR - \$7,500

Sponsor Wednesday evening's networking event where hundreds of conference attendees visit the Housing Marketplace. Sponsorship includes:

- Prominent signage at the Housing Marketplace, including logo on banners in and around the Marketplace
- Sponsor recognition in printed program
- Half-page color advertisement in the printed program
- Exhibitor table or literature table (if preferred) at Housing Marketplace
- Four complimentary Forum registrations

BUS TOUR SPONSOR - \$6,000

Be the exclusive sponsor of our bus tour sessions that will take Forum guests to an area development. Sponsorship includes:

- Prominent signage on/inside the bus and at bus pickup area
- Opportunity to speak for 3 minutes on each tour
- Half-page color advertisement in printed program
- Three complimentary Forum registrations

PLUG AND CHARGE STATION SPONSOR - \$5,000

Plug and Charge Stations offer a variety of charging capabilities for smartphones, laptops and other hand-held electronics that attendees will be using during the Forum. Sponsorship includes:

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

COFFEE BREAKS SPONSOR - \$5,000

Build a buzz around your brand at our multiple coffee breaks! Sponsorship includes:

- Prominent station location
- Company logo featured on napkins and signage at station
- Half-page color advertisement in printed program

TECHNOLOGY SPONSOR - \$4,000

Have your company shine throughout the Forum by sponsoring the official Housing Forum mobile app and have your logo displayed prior to every session on a PowerPoint slide.

- Smartphone mobile app branded with your logo
- Company logo displayed prior to every breakout session
- Half-page color advertisement in printed program
- Two complimentary Forum registrations

FAREWELL SNACK SPONSOR - \$4,000

Bid all Forum attendees goodbye with this exclusive opportunity to provide guests with a snack for the road.

- Branded item given to every attendee Thursday afternoon
- Half-page color advertisement in printed program
- Two complimentary Forum registrations

RELAXATION STATION SPONSOR - \$3,500

Forum attendees walk and stand quite a bit each day and welcome the opportunity to rest their feet and receive a free massage, and you'll benefit from the additional exposure.

Sponsorship includes:

- Prominent station location
- Half-page color advertisement in printed program
- Sign with logo at station location
- Two complimentary Forum registrations

FLORAL CENTERPIECE SPONSOR - \$3,000

Brighten everyone's day by sponsoring the flowers and place settings for every session table centerpieces! Sponsorship includes:

- Custom-designed advertisement placed in every centerpiece
- Special recognition Thursday
- Half-page color advertisement in printed program
- Two complimentary Forum registrations

LANYARD SPONSOR - \$2,000

Be the name attendees read by sponsoring our badge lanyards given out at registration. Sponsorship includes:

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

ATTENDEE LIST SPONSOR - \$1,500

Be the official sponsor of one of the Forum's most sought-after items: the attendee list. Sponsorship includes:

- Your name and/or logo displayed on the Forum attendance listing
- Your logo that will be distributed to every attendee via email following the Forum.
- Two complimentary Forum registrations



Sponsorship and Exhibitor Application

The 2022 Commonwealth Housing Forum sponsorship deadline is **March 11, 2022**. For more information about sponsorship opportunities or to receive an application form, please contact Chris Anderson at 717-780-3915 or at canderson@phfa.org. Customized sponsorship opportunities are also available.

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

- | | |
|---|--|
| <input type="checkbox"/> Commonwealth Partner (\$15,000)
<input type="checkbox"/> Keystone Partner (\$10,000)
<input type="checkbox"/> Capital Partner (\$5,000)
<input type="checkbox"/> Supporting Partner (\$2,500)
<input type="checkbox"/> Exhibitor (\$1,000)
<input type="checkbox"/> Housing Marketplace Sponsor (\$7,500)
<input type="checkbox"/> Bus Tour Sponsor (\$6,000)
<input checked="" type="checkbox"/> Plug-n-Charge Station Sponsor (\$5,000) | <input type="checkbox"/> Coffee Break Sponsor (\$5,000)
<input type="checkbox"/> Technology Sponsor (\$4,000)
<input type="checkbox"/> Farewell Snack Sponsor (\$4,000)
<input type="checkbox"/> Relaxation Station Sponsor (\$3,500)
<input checked="" type="checkbox"/> Floral Sponsor (\$3,000)
<input checked="" type="checkbox"/> Lanyard Sponsor (\$2,000)
<input checked="" type="checkbox"/> Attendee List Sponsor (\$1,500) |
|---|--|

CONTACT INFORMATION:

Firm/Organization (listed in program): _____

Primary contact and title: _____

Street address: _____

City, State, ZIP: _____

Phone number: _____

Email address: _____

REGISTRATION INFORMATION: All attendees must 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 (please check your sponsorship to determine if applicable): Exhibit space includes one 6' draped table and two chairs.

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 (available online).

METHOD OF PAYMENT (payment must be received no later than March 11, 2022)

ACH (PHFA will send info) Check (payable to PHFA) Invoice us, please



Advertisement Application

To ensure placement, print-ready advertisements must be submitted no later than **March 11, 2022**. For more information, please contact Chris Anderson at 717-780-3915 or at canderson@phfa.org.

SIZES AND RATES: Choose size you wish to purchase (all ads can be in color):

SIZE	DIMENSIONS (W x H, in inches)	COST
<input type="checkbox"/> Full page — with bleed	8.75" x 11.25"	\$750
<input type="checkbox"/> Full page — without bleed	7.5" x 10"	\$750
<input type="checkbox"/> Half page — horizontal	7.5" x 4.875"	\$500
<input type="checkbox"/> Half page — vertical	3.625" x 10"	\$500
<input type="checkbox"/> Quarter page	3.6875" x 4.875"	\$400
AMOUNT ENCLOSED		\$ _____

CONTACT INFORMATION:

Firm/Organization (listed in program): _____

Primary contact and title: _____

Street address: _____

City, State, ZIP: _____

Phone number: _____

Email address: _____

METHOD OF PAYMENT (payment must be received no later than **March 19, 2022**)

ACH (PHFA will send info)
 Check (payable to PHFA)
 Invoice us, please

ADVERTISEMENT DETAILS

See Advertisement Submission Guidelines for details



Advertisement Submission Guidelines

To ensure placement, print-ready advertisements must be submitted no later than **March 11, 2022**. For more information, please contact Chris Anderson at 717-780-3915 or at canderson@phfa.org.

SIZE	DIMENSIONS (W x H, in inches)
Full page — with bleed	8.75" x 11.25"
Full page — without bleed	7.5" x 10"
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.

HOW TO SUBMIT AD

Please email ads to canderson@phfa.org. Include the size of the advertisement in the email subject line.

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.
- 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 aren't embedded, we cannot guarantee the finished look of your ad.
- Do not include printer marks (crop marks and color bars) on submitted ad.

HAVE QUESTIONS?

Please contact Chris Anderson at canderson@phfa.org or at 717-780-3915.