



Dear Potential Sponsor:

The Greater Capital Area Association of REALTORS® (GCAAR), one of the largest local REALTOR® associations in the United States, represents over 11,000 agents and industry professionals in Maryland and the District of Columbia. We are dedicated to advancing the residential real estate industry and providing outstanding value and exceptional service to our members and communities.

Our signature Annual Conference and Trade Show, REALTOR® Fest, offers attendees networking, professional development, continuing education, and the region's largest trade show.

REALTOR® Fest returns to the Bethesda North Marriott Hotel & Conference Center on **Monday, July 8, 2019**. Here are just a couple reasons to become a sponsor:

- Access to nearly 1,000 REALTORS® through sponsoring and/or exhibiting at the Mid-Atlantic's top one-day real estate conference and trade show. Build brand awareness, network, connect, and expand your company's market share at the region's largest real estate trade show.
- REALTOR® Fest can help you achieve your marketing and business goals whether you are just starting out, looking to expand your company's client base, or seeking qualified business leads. Don't miss this opportunity to be a part of this event **on Monday, July 8, 2019 at the Bethesda North Marriott Hotel & Conference Center**.
- GCAAR members receive a 20% discount for sponsorship and exhibitor packages.

We have created different packages to fit your goals and business needs – GCAAR looks forward to working with you.

Thank you for your support of the Greater Capital Area Association of REALTORS® and REALTOR® Fest.

**To learn more about REALTOR® Fest, please contact Kayla Yingling at 301.590.8776 or [kyingling@gcaar.com](mailto:kyingling@gcaar.com).**

If you would like to become a member of GCAAR or are unsure of your membership status, please contact us at [membershiprecords@gcaar.com](mailto:membershiprecords@gcaar.com) or call 301.590.8781.



## SPONSORSHIP PACKAGES

### PLATINUM

Platinum sponsorship is industry exclusive: we cannot accept multiple sponsors from the same industry at this level. Benefits include:

- Logo on cover of the program and a fold-out ad inside the program
- Included on REALTOR® Fest ad on GCAAR's website RealtorFest.com
- Link to your company's web site on REALTOR® Fest web page
- Signage throughout the day
- Option to have a 16 x 16 ft. trade show booth in a prime location
- One full-page, full-color ad in *Capital Area REALTOR®* magazine due by August 31, 2019
- Mention on all promotional materials
- Ten (10) exhibitor passes to the event
- Recognition as a *lunch* sponsor
- One representative working at the REALTOR® Fest registration desk
- Inclusion in the REALTOR® Fest 2019 Passport Book
- Opportunity to announce your company prize at the afternoon raffle

Cost: \$10,000 GCAAR Member/\$12,000 Non-Member

### GOLD

Benefits of gold level sponsorship include:

- Logo on cover of the program and premier placement of two (2) full page ads
- Included on REALTOR® Fest ad on GCAAR's website REALTORFest.com
- Link to your company's website on REALTOR® Fest
- Signage throughout the day
- Option to have an 8 x 16 ft. trade show booth in prime location
- One Full-page, full-color ad in REALTOR® Fest program with choice of inside front cover, inside back cover, back cover, or centerfold (first-come, first-served basis)
- Company signage in the hallway leading into the trade show (provided by sponsoring company)
- One half-page, full-color ad in *Capital Area REALTOR®* magazine due by August 31, 2019
- Mention on all promotional materials
- Recognition as a *breakfast* sponsor
- Eight (8) exhibitor passes to event
- Inclusion in the REALTOR® Fest 2019 Passport Book
- Opportunity to announce your company prize at the afternoon raffle

Cost: \$5,000 GCAAR Member/\$6,000 Non-Member



## SILVER

Benefits at the silver level include:

- Link to your company's website on REALTOR® Fest web page
- Signage throughout the day
- Option to have an 8 x 8 ft. trade show booth in a prime location
- One (1) full-page, full-color ad in REALTOR® Fest program
- Mention on all promotional materials
- One quarter-page, full-color ad in *Capital Area REALTOR®* magazine due by August 31, 2019
- Opportunity to announce your company prize at the afternoon raffle
- Six (6) exhibitor passes to the event
- A choice of one of the following sponsorship amenities:

## SILVER AMENITIES

- Green Bag (Exclusive): Company logo on REALTOR® Fest Canvas bag (company to provide)
- Audio Visual Equipment (Multiple Available): signage as A/V sponsor
- Break (Three (3) breaks available): Opportunity to provide company branded cups, plates, napkins, etc. during the morning, afternoon, or evening break (company to provide)
- Highlighters/Pens (Exclusive at Registration): (One (1) Highlighter **AND One (1) Pen Available SOLD**): Provide ~~either a pen or~~ a highlighter for all attendees at the registration table with your company logo (company to provide)
- Charging Station (Two (2) Available): Signage provided at charging station

Cost: \$2,500 GCAAR Member/\$3,000 Non-Member

## BRONZE

Benefits at the silver level include:

- Link to company website on REALTOR® Fest web page
- Signage throughout the day
- Option to have an 8 x 8 ft. trade show booth
- One half-page, full-color ad in REALTOR® Fest program
- One business card size, full-color ad in *Capital Area REALTOR®* magazine
- Mention on all promotional materials
- Opportunity to announce your company prize at the afternoon raffle
- Four (4) exhibitor passes to event
- A choice of one of the following sponsorship amenities:



## BRONZE AMENITIES

- Classroom (Five (5) Available): Signage outside of the classroom with listing of classes and your logo on the sign. Company can also place pens and notepads on provided table outside the classroom. (company to provide)
- Highlighters/Pens (Six (6) Available): Provide either a pen or a highlighter for all attendees with your company logo to be placed in a classroom (company to provide)
- Note pages (unlimited): Logo in the program booklet on one of the note pages
- Lanyard (~~One (1) Available): Provide lanyards for all attendees with your company logo (company to provide) SOLD~~)
- Parking (Two (2) Available): Signage denoting sponsorship

Cost: \$1,500 GCAAR Member/\$1,800 Non-Member

## EXHIBITOR

Benefits of being a sponsor include:

- Name listed on REALTOR® Fest web page
- Signage throughout the day
- 8 x 8 ft. trade show booth
- Two (2) exhibitor passes to event

Cost: \$625 GCAAR Member/\$750 Non-Member

## ADD-ONS

### LOGO ON REALTOR® FEST WEBSITE (\$75)

If you are an exhibitor who would like to gain additional brand recognition prior to the event, you can upgrade your visibility by having your logo on the website which receives over 5,000 unique site visits in the months leading into the event. (Logos are included in the Bronze and above sponsorship levels.)

### REALTOR® FEST 2019 PASSPORT BOOK (\$100)

Ensure a visit at your booth and put your company's information in the hands of every REALTOR® attending this year's event by participating in our REALTOR® Fest 2019 Passport Book. Every attendee will be invited to have their passport book stamped for a chance to win great prizes. Don't be left out, participate today! (The passport is included at the Platinum and Gold sponsorship levels)

If you have any further questions regarding exhibitor, sponsorship, payment, or facility services/specifications, please contact Kayla Yingling at 301.590.8776, or [kyingling@gcaar.com](mailto:kyingling@gcaar.com).



## REALTOR® FEST 2019 EXHIBITOR/SPONSORSHIP AGREEMENT JULY 8, 2019

To receive all published benefits, agreement and payment must be received by Friday, July 5, 2019.

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

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

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

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

### REALTOR® FEST SPONSOR LEVELS

\_\_\_\_\_ Platinum (\$10,000 member/\$12,000 non-member)

\_\_\_\_\_ Gold (\$5,000 member/\$6,000 non-member)

\_\_\_\_\_ Silver (\$2,500 member/\$3,000 non-member); selected Amenity: \_\_\_\_\_

\_\_\_\_\_ Bronze (\$1,500 member/\$1,800 non-member) ; selected Amenity: \_\_\_\_\_

\_\_\_\_\_ Exhibitor (\$625 member/\$750 non-member)

\_\_\_\_\_ Logo Placement - Exhibitor (\$75)

\_\_\_\_\_ Passport Book (\$100)

\_\_\_\_\_ I will NOT be using my booth benefit (Platinum, Gold, Silver or Bronze levels only)

### PAYMENT

Sponsorship Amount: \$ \_\_\_\_\_

Check: Payable to GCAAR  
 Charge  VISA  MASTERCARD  DISCOVER  AMEX

Name on Card \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Please check if you would like a receipt of this transaction sent to the above email address.

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

Date: \_\_\_\_\_

Please contact Kayla Yingling (301.590.8776 or [kyingling@gcaar.com](mailto:kyingling@gcaar.com)) with questions.

