

CAPITAL
CONNECT
COMMERCE
COMMUNITY
COMMERCIAL

C5 SUMMIT

8.15-8.17

2022
NEW YORK



SPONSORSHIP OPPORTUNITIES



INTRODUCING NAR'S C5 SUMMIT

THE PREMIER US-BASED COMMERCIAL REAL ESTATE EVENT

The National Association of REALTORS® is a leading force in organized real estate and is committed to bringing those who work in all aspects of the residential and commercial real estate industries together for engaging content that will empower REALTORS® as they navigate the ever-evolving real estate landscape.

In the heart of New York City—the epicenter of commercial real estate—NAR's C5 Summit will be the ultimate experience for commercial industry influencers and industry partners including commercial brokers, state and local associations, economic development organizations, government officials, NAR Global members, and domestic and international investors. Share in the excitement and gain traction with an elite audience at the C5 Summit, August 15-17, by sponsoring or exhibiting.

In it's second year, this event will provide opportunities for networking, learning, deal-making, and much more.

HOW TO BECOME A LEADER AND INFLUENCER WITHIN THE COMMERCIAL PROPERTY MARKET...

- Meet face-to-face with key decision makers and potential buyers in the commercial sector.
- Network, recruit, and build relationships with current and future customers.
- Showcase your properties and investment opportunities to the right audience.
- Position your brand at the premier commercial real estate event.

PARTICIPATION BENEFITS

Fifty to seventy five state and local REALTOR® associations, economic development agencies, and government officials will have the opportunity to exhibit at the C5 Summit. Shouldn't YOU be one of them?

Showcase your properties and investment opportunities to more than 1,500 attendees and buyers from across the United States, including:

- Commercial Brokers/Agents
- Real Estate Developers
- Real Estate Investment Trusts (REITs)

Stand out from your competitors! Combine NAR's advertising, sponsorship, and exhibiting opportunities to reach commercial industry influencers and industry partners.

EXPO HOURS*

Monday, August 15	12 p.m. – 1:30 p.m. 3 p.m. – 6 p.m.
Tuesday, August 16	9 a.m. – 10 a.m. 11:30 a.m. – 2:00 p.m. 3:30 p.m. – 6:00 p.m.
Wednesday, August 17	9 a.m. – 10:45 a.m.

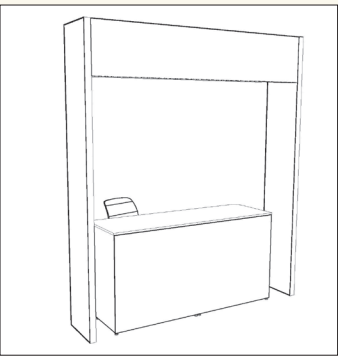
**Expo hours are subject to change*

EXHIBITOR OPPORTUNITIES

All exhibitor opportunities listed below come with

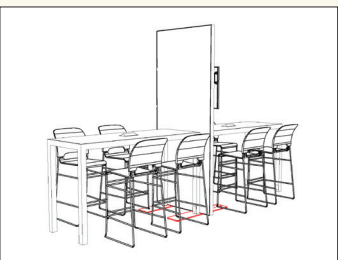
- Company listing in the mobile app
- Two (2) full access registrations to the C5 Summit
- Complimentary, customized, digital marketing resources

EXHIBIT KIOSK



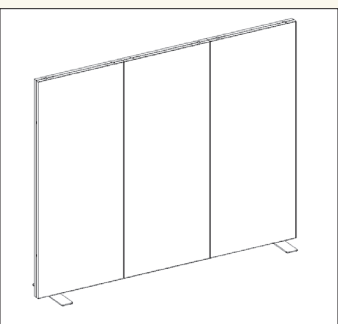
Completely customizable exhibit kiosks are **\$2,500** and include five total panels on which to brand your space. Each kiosk comes with two chairs, wastebasket and complimentary basic WiFi.

TECH TABLE



Tech Tables are available for **\$3,500** and will be placed in pairs in the exhibit area. Your custom branding will be printed on one side of a meter board placed behind one charging table. Power, four chairs, wastebasket and complimentary basic WiFi are included.

CUSTOM FABRIC GRAPHIC BOOTH



This turnkey exhibit package costs **\$6,500** and includes an 8'x10' fabric backwall with your custom graphics (and can be taken with you/reused at future events). One 6' table two chairs, wastebasket and complimentary basic WiFi are included.

SPONSORSHIP OPPORTUNITIES

INTERESTED IN HAVING MAXIMUM IMPACT?

Choose from three different sponsorship levels or go a la carte to gain exclusivity.

	PLATINUM @ \$45,000	GOLD @ \$25,000	SILVER @ \$10,000
	Limited to one company, this package will garner attention and generate awareness among everyone who attends C5 SUMMIT!	Become one of five sponsors that will capture attendees' attention through a diverse set of touch points that provide branding and visibility throughout all three days of the event.	Upgrade your booth presence with additional recognition as a player in the commercial marketplace.
Exhibit Booth Space	Custom Fabric Graphic Booth	Choice of Exhibit Kiosk or Tech Table	Exhibit Kiosk
Event Registrations	4	4	4
Additional Branding	Up to two (2) column wraps	One (1) column wrap	
Logo included on event promotional materials in advance, on-site and post-event	✓	✓	✓
Display ad and URL included in the official mobile app	✓	✓	✓
Display ad and URL included on c5summit.realestate*	✓	✓	✓
Recognition by event emcee	✓	✓	
Display advertising in Commercial Connections**	Full Page	Full Page	
Internet Retargeting Campaign	✓		

*Ads will rotate with other sponsor ads.

**Contract and creative assets must be received by no later than May 6 for inclusion in the Summer 2022 issue of Commercial Connections
Contracts and creative assets received by Aug. 8 will be included in the Fall 2022 issue of Commercial Connections.

ALIGN YOUR BRAND WITH 1 OF THE 5 C's!

CONNECT

360° PHOTO BOOTH \$25,000

Your brand will be trending with this interactive activation. Attendees will be front and center of a 360° video capture that can be shared to social media! Sponsor's branding will appear on partial screens to be featured in every photo booth session. (insert image)

COMMERCE

CLOSEST TO THE PIN CONTEST \$25,000

Attendees will tee up at a virtual golf simulator to participate in a "Closest to the Pin" contest with daily prizes for participants. Sponsor will receive logo recognition on golf balls used in the simulator as well as logo placement in the corner of the simulator screen. Verbal recognition of sponsorship and contest winner to be announced at the closing session.

CAPITAL

VIRTUAL REALITY/SIMULATION \$10,000

Align your brand with the cutting edge of virtual reality in the commercial real estate industry! Your technology is showcased as one of our featured (and integral) C5 activation areas – Capital! You will collaborate with our team on a space that is engaging and informative to attendees.

COMMUNITY

COFFEE/SNACK BREAK IN THE LOUNGE \$10,000

Help attendees to power through day 2 by providing coffee, tea, and light refreshments from the lounge in the expo hall from 3:30 to 5:00 pm. Sponsor to receive logo placement on directional signage and the opportunity to provide branded napkins for use during the break.

COMMERCIAL

COMMERCIAL THEATER PRESENTATIONS

\$1,500 each

Establish yourself as a thought leader in the commercial real estate space by providing up to 20 minutes of content from the all-new Commercial Theater. Participating companies will receive access to the theater area, furnished with seating for up to 30 attendees, video wall and microphone. Included with your purchase each participating company has access to prep and planning resources as well as an on-site facilitator. Dates and times for presentations are limited and assigned on a first-come, first-served basis.

BECOME AN EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING EVENTS:

OPENING RECEPTION – DAY 1 \$35,000

Attendees can look forward to cocktails, entertainment, and light hors d'oeuvres on their arrival day from 6 to 8 p.m on the 9th floor atrium. The Opening Reception offers attendees a great chance to network with influential members of the commercial marketplace. Have your brand associated with this event and enjoy:

- Approved collateral/gift given to attendees (at sponsor's discretion)
- Logo or video opportunity (non-audio) to play on continuous loop throughout reception on the main stage
- Opportunity to welcome attendees from the main stage (1-2 minute welcome)
- Branding on all signage and marketing materials before, during, and after event

OPENING SESSION/LUNCH – DAY 1 or GENERAL SESSION/LUNCH – DAY 2 \$25,000

Welcome attendees on the first or second day of the event by sponsoring lunch and the Opening/General Session. Lunch takes place in the Expo Hall immediately following the Opening/General Session. Sponsorship includes:

- Approved collateral/gift given to attendees (at sponsor's discretion)
- Verbal recognition during Opening/General Session
- Logo or video opportunity (non-audio) to play at the start of the Opening/General Session
- Reserved seating in Opening/General Session
- One food & beverage station placed adjacent to your booth display
- Opportunity to welcome attendees as they enter the Opening/General Session and/or luncheon
- Branding on all signage and marketing materials before, during, and after event

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

OPENING SESSION/LUNCH – DAY 1, GENERAL SESSION/CONTINENTAL BREAKFAST – DAY 2, GENERAL SESSION/LUNCH – DAY 2, OR CLOSING SESSION/CONTINENTAL BREAKFAST – DAY 3 \$25,000

Welcome attendees before a major session on any day of the C5 Summit. Your sponsorship reach is extended into a continental breakfast or lunch meal function in the exhibit hall. Your thought leadership will be top of mind as you present content from the Commercial Theater during the meal function associated with your selected day.

- Opportunity to welcome attendees as they enter the Opening/General/Closing Session
- Approved collateral/gift given to attendees as they enter the Opening/General/Closing Session (at sponsor's discretion)
- Verbal recognition during Opening/General/Closing Session
- Logo or video opportunity (non-audio) to play at the start of the Opening/General/Closing Session
- Reserved seating at the Opening/General/Closing Session
- One 20-minute presentation time in the Commercial Theater during the appropriate meal function (sponsor may opt to play a video on loop in the Commercial Theater)
- Food & beverage station placed adjacent to your booth display
- Branding on all signage and marketing materials before, during and after event



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

VIP/SWAG BAGS

Welcome attendees to the C5 Summit with a swag bag distributed at the registration desk. Provide curated custom branded items for attendees to remember you long after C5 is over! [Contact The YGS Group for pricing.](#)

COMMERCIAL CONNECTIONS COVER STAR \$5,000

Attendees become the STAR of an issue of *Commercial Connections* with this engaging photo opportunity. Sponsor exposure includes branding on 1,000 selfie sticks to be available for attendees to take home from the Cover Star area.

ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:

Hotel keycards @ \$7,500

Hotel room drop @ \$4,000 (outside guest room)

Badge/lanyard sponsorship @ \$5,000

3-month ad retargeting campaign @ \$3,000

C5Summit.RealEstate banner ads @ \$2,500

Advertising in mobile app @ \$2,500

One-meter standing signs throughout public space @ \$1,500 each

Hotel Graphics @ \$1,650+

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For information on C5 SUMMIT sponsorship and branding opportunities, please contact nar@theYGSgroup.com.

[Exhibit Sponsorship Contract](#)
[Floor Plan](#)



THANK YOU

