



Maryland Association of REALTORS®

2010 SPONSORSHIP OPPORTUNITIES

EVERYONE'S A WINNER!

Annual Conference and Tradeshow

September 13–15, 2010

Roland E. Powell Convention Center, Ocean City, MD

Market your company, products and services for 2 1/2 days under one roof to the largest group of Maryland REALTORS®. This unique venue provides valuable exposure for our Exhibitors and Sponsors; kicking off with Monday's "Casino Night" Cocktail Party, Tuesday's Light Lunch and Happy Hour, and culminating with Wednesday's Exhibit Hall Brunch. *You will not find another industry tradeshow of its kind that gives you more value for your investment!*

"EVERYONE'S A WINNER" SPONSORSHIPS

Sponsorship Benefits	All Sponsors	Straight \$1,000	Flush \$2,500	Full House \$3,000	Four of a Kind \$5,000	Straight Flush \$10,000	Royal Flush \$15,000
Company name listed as a sponsor in the MD REALTOR® magazine	•	•	•	•	•	•	•
Company name/logo on MAR Conference website	•	•	•	•	•	•	•
Company logo/name on all tradeshow events signage	•	•	•	•	•	•	•
Formal recognition at all events in the tradeshow	•	•	•	•	•	•	•
Attendee mailing list			•	•	•	•	•
Complimentary corner booth (10' x 10')					•	•	•
Sponsorship of the "Casino Night" Cocktail Party, Tuesday's Light Lunch and Happy Hour, Wednesday's Exhibit Hall Brunch					•	•	•
One full page ad in the conference program (camera-ready artwork to be provided by the sponsor)					•	•	•
Company's promotional materials available at all education classes						•	•
Company information handouts included at registration area						•	•
Complimentary inside booth (10'x 10')			•	•			
½ page ad in the conference program (camera-ready artwork to be provided by the sponsor)		•	•	•			

MAR will customize a sponsorship that fits any budget! Call Melissa Lutz, Event Manager 800-638-6425.

SPECIALTY SPONSORSHIPS

LANYARDS

All Attendees wear badges. This is the premiere opportunity for your company to be visible to all attendees throughout the Conference. (Not available to real estate companies)

- Sponsor provides lanyards + \$3000
- MAR provides lanyards +\$5000

DECORATIONS (CONVENTION CENTER)

This sponsorship provides all the excitement and sets the tone for the entire Conference. The decorations are designed to incorporate the theme of the 2½ days and provide recognition throughout the Conference.

- \$2000 – Exclusive

CONFERENCE SURVEY

The survey is sent electronically Post-Conference to all attendees and your name and a link to your website will appear in the survey email. Also, have the opportunity to submit a question—results will be provided to the sponsor. And you will receive a one time use of the attendees' name and address.

- \$750 – Exclusive

"GRANDER" GRAND PRIZE

"AND THE WINNER IS..." All attendees hold their breath, hoping their name is called as the "GRANDER" Grand Prize winner. Attendees must be present to win. The "GRANDER" Grand Prize is \$2500 and is drawn Wednesday during the Exhibit Hall Brunch. Complimentary 1/2 page black & white ad, to be provided by the sponsor.

- \$2500 – Exclusive
- \$1500 each (Limited to two sponsors)

INSTALLATION & RECOGNITION BANQUET

This prestigious event is a conference highlight. All industry leaders and influential professionals attend this "sold out" gala event. The banquet serves as the official installation of officers and directors. Winners of top industry awards are announced and honored.

ALL SPONSORSHIP LEVELS AVAILABLE "PLUS"

- BANQUET GIFT – \$4,000
- Cocktail Reception/Wine Tasting – \$3,000
- Diamond – \$2,500
- Décor – \$1,500

ROOKIE REALTOR® SOCIETY LUNCHEON

This sponsorship targets new agents who have yet to establish long term relationships with real estate related companies. The Rookie REALTORS Luncheon is well attended by agents who have been in the real estate field for 4 years or fewer (Sponsorship not available to Real Estate Companies.)

- Main – \$2,000
- Speaker – \$1,000

NAR DIRECTORS BREAKFAST

This breakfast is attended by Maryland representatives on the NATIONAL ASSOCIATION OF REALTORS® Board of Directors. As the sponsor of this event, your company is recognized by the top industry professionals.

- \$500 – Exclusive

REALTOR® BUSINESS CENTER

- \$5000 – Exclusive

CONTINENTAL BREAKFASTS

On Monday and Tuesday morning during the Conference, a continental breakfast is available for all attendees and Tradeshow vendors. You may set up additional signage during breakfast hours. This valuable one-on-one exposure is a premium opportunity.

- Both Monday and Tuesday – \$2500
- One day only each – \$1500

REFRESHMENT BREAKS

Refreshment breaks are held daily and scheduled around the Education courses. You'll have the opportunity to network with Conference attendees, exhibitors, and special guests.

- Both Monday and Tuesday – \$2500
- One day only each – \$1500
- Wednesday morning beverage station – \$500

MAR will customize a sponsorship that fits any budget! Call Melissa Lutz, Event Manager at 800-638-6425.




2010 ANNUAL CONFERENCE EXHIBIT HALL FLOOR PLAN

PHASE I

Roland E. Powell
Convention
Center,
Ocean City, MD

EXHIBIT HALL A&B FIRST FLOOR

98 Booths
10'D x 10' W

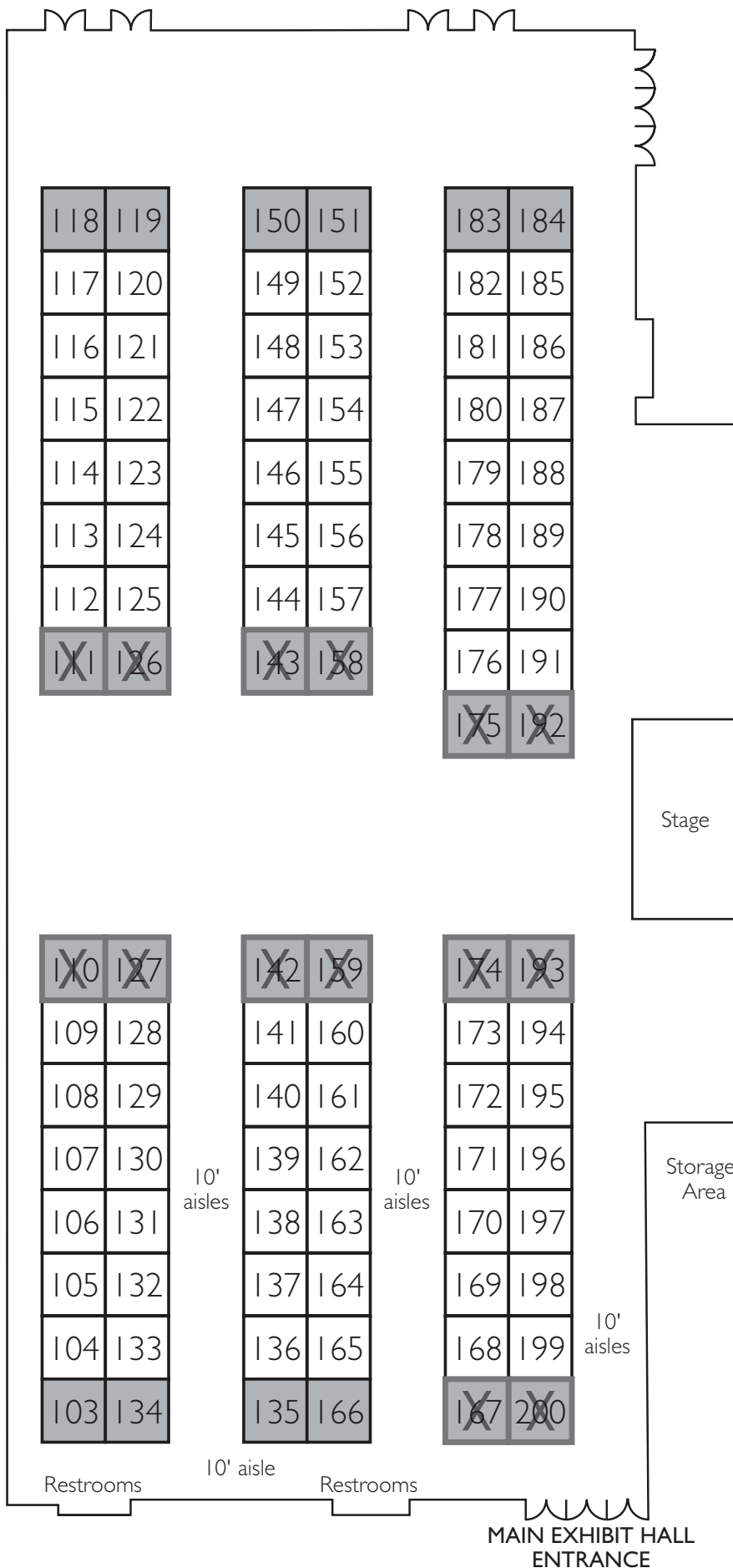
-  Booths reserved for last release
-  End/corner prime locations
-  Reserved Exhibit Booths



MARYLAND
ASSOCIATION OF
REALTORS®

800-638-6425

www.mdrealtor.org



Maryland Association of REALTORS®

2010 Annual Conference & Tradeshow - Terms and Conditions

1. **APPLICATION AND ELIGIBILITY:** It is understood that MAR reserves the right to reject a request for booth space subject to prior commitments and the right to assign booths at its discretion. MAR further reserves the right to decline and prohibit exhibits not approved by them. All aisle space in the Tradeshow belongs to MAR.
 2. **EXHIBITOR IDENTIFICATION (BADGES):** Included in the cost of the booth rental are up to four (4) exhibitor badges. **EXHIBITORS MUST WEAR THEIR BADGES AT ALL TIMES.**
 3. **TRADESHOW HOURS/STAFFING OF BOOTHS:** Exhibit booths must be staffed during Tradeshow hours. Exhibitor badges and event tickets are required for entrance into the Grand Opening Cocktail Party, Tuesday's Light Lunch & Happy Hour and Exhibit Hall Brunch. Additional tickets may be purchased prior to the Conference or On-Site.
Tentative schedule for the Tradeshow:
 - Monday, September 13, 2010 - 4:30 PM - 7:30 PM**
(Exhibitors may enter the Grand Opening Cocktail Party in the Exhibit Hall 1/2 hour before attendees)
 - Tuesday, September 14, 2010 - 10:30 AM-2:00 PM & 4:00 PM-6:30 PM**
 - Wednesday, September 15, 2010 - 10:00 AM-1:00 PM**
(with Exhibitor refreshments available 1/2 hour before the Exhibit Hall Brunch in the Exhibit Hall)
- A FINAL SCHEDULE WILL BE FORWARDED 6-8 WEEKS PRIOR TO SHOW.**
4. **LOCATION OF TRADESHOW:** Booths will be erected in Exhibit Hall A & B at the Roland E. Powell Convention Center, 1st floor.
 5. **INSTALLATION OF BOOTHS:** Installation hours for exhibits are
Monday, September 13, 2010 - 8:00 AM-2:00 PM
ALL EXHIBITS MUST BE SET UP BY 2:00 PM.
 6. **FAILURE TO OCCUPY:** Any space not occupied by **2:00 PM, Monday, September 13, 2010** shall be forfeited by the Exhibitor and space may be resold, reassigned, or used by MAR or Exhibit staff, without refund, unless a request for delayed occupancy has received prior approval.
 7. **DISMANTLING OF EXHIBITS:** No exhibitor may dismantle prior to the close of the show at **1:00 PM** on Wednesday, September 15, 2010. Dismantling prior to the close of the show will jeopardize your ability to contract space for the following year.
 8. **SCHEDULE CHANGES:** MAR further reserves the right to alter the time to agree with changes in schedules.
 9. **BOOTHS AND FURNISHINGS, EQUIPMENT AND SERVICES:** A uniform style Exhibit Booth will be furnished consisting of draped material on aluminum framework with backdrop 8' high, side rails 42" high, one skirted 6' table with two chairs per booth, identification sign, one wastebasket and one electrical outlet. Exhibit displays must not project so as to obstruct the view of the adjacent booths. Booths are 10' wide and 10' deep.
Exhibitors, per booth purchased, will receive four admissions for all three days for Exhibit Booth staffers, a free cyber advertisement, link to company website from MAR conference website, four tickets to the Grand Opening Cocktail Party, Tuesday's Light Lunch, Happy Hour, and four tickets to Wednesday Exhibit Hall Brunch.
 10. **EXHIBITOR HANDLING MATERIALS:** Exhibitors are welcome to transport and carry in their own materials without charge, providing delivery does not take place in advance of set-up date. Exhibitors may use the Convention Center's drayage and advanced shipment services for a fee. Such delivery shall be marked as follows:
Company Name
C/O MARYLAND ASSOCIATION OF REALTORS®
Roland E. Powell Convention Center
4001 Coastal Highway, Ocean City, Maryland 21842
 11. **ADDITIONAL EXHIBITOR SERVICES:** All other services are available eight (8) weeks prior to the Conference.
 12. **CONTROLLING ACCESS DIMENSIONS:** Door dimensions - 16' wide and 14' high (if individual exhibit piece exceeds 14' high, contact Convention Center for information.) Freight elevator --40,000 lbs.
 13. **SUBLETTING BOOTH SPACE:** Exhibitor may not assign, sublet, or apportion all or any part of contracted booth space, nor may Exhibitor permit the display, promotion, sales or marketing of non-exhibitor products or services.
 14. **EXHIBITOR SOLICITATION:** No exhibitor advertising, personal solicitation or material distribution will be permitted to extend beyond the booth space reserved. In addition only organizations renting booths may distribute literature. MAR reserves the right to remove or eliminate any objectionable exhibits, person(s), advertising, souvenirs, or any other feature of action which might harm or impair the high standards of the Conference of the Maryland Association of REALTORS® and the Roland E. Powell Convention Center.
 15. **INSURANCE:** Insurance on all exhibits is at Exhibitors own expense.
 16. **LIABILITY: Neither MAR, the employees thereof, the owners of Roland E. Powell Convention Center nor their representatives, nor any member of the Annual Conference Committee, will be responsible for fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever, while exhibits and merchandise are in transit, within the Roland E. Powell Convention Center or while being moved into or out of the Roland E. Powell Convention Center. SMALL OR EASILY PORTABLE ARTICLES OF VALUE SHOULD BE PROPERLY SECURED OR REMOVED FOR SAFEKEEPING AFTER EXHIBIT HOURS.**
 17. **CANCELLING EXHIBITORS:** In case said premises shall be destroyed by fire or the elements, or by any other cause, or in the case of other circumstance deemed by MAR to make it impossible for the management to permit the said premises to be occupied by the said exhibitor for the uses herein specified, then and thereupon this contract shall terminate and the said Exhibitor shall and does hereby waive any claim or compensation except the pro-rata return of the amount paid for space rental, should said contract be so terminated.
 18. **SPECIAL BOOTH CONSTRUCTION:** Special booth construction at Exhibitor's expense is permitted, but it is advisable to submit plans for such work for an approval in advance to MAR. MAR reserves the right to inspect and reject.
 19. **NOISY OR OBNOXIOUS EQUIPMENT:** If the operation of any equipment or apparatus produces noise or vibration of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.
 20. **PROTECTION OF ROLAND E. POWELL CONVENTION CENTER PROPERTY:** It shall be agreed by the individual Exhibitors and any riggers, haulers, or other contractors engaged for the purpose of moving exhibits and equipment into and out of the buildings of the Roland E. Powell Convention Center shall be compensated for any expenses incurred in repairing damages or injuries to the physical property of the Convention Center resulting from the handling or the movement of such exhibits and equipment on the premises. Nothing shall be posted on, or tacked, nailed or screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Anything in connection therewith, necessary or proper, for the protection of the building, equipment or furniture therein, will be at the expense of the exhibitor. See the Convention Center Manager for any assistance required in connection with this ruling.
 21. **MISCELLANEOUS:** MAR shall have full power to make such terms and conditions for said Conference as it may deem proper and may amend same at any time, and the Exhibitor agrees to abide by each and every one thereof.