



Dear Potential Exhibitor/Sponsor:

The Greater Capital Area Association of REALTORS® (GCAAR) represents over 9,800 agents in Maryland, Northern Virginia and the District of Columbia. GCAAR is dedicated to the advancement of the residential real estate industry and strives to meet the needs of its broad-based membership. One of the ways GCAAR achieves this goal is through its signature Annual Conference and Trade Show, REALTOR® Fest. This year's REALTOR® Fest will be a full day of dynamic sessions that will provide the essential tools needed for sales agents and brokers to be successful. We are bringing new and exciting classes to our members, as well as the region's largest trade show featuring companies just like yours. This is the perfect opportunity to network with our members.

After a one year hiatus, REALTOR® Fest returns to the Bethesda North Marriott Hotel & Conference Center. Scheduled for Monday July 23, 2018, here is what REALTOR® Fest can offer you:

- Building on our success from 2017 which saw 135 companies that sponsored and/or exhibited and close to 1,000 REALTORS® who attended.
- Sponsor and/or exhibit at the Mid-Atlantic's #1 one day summer real estate conference and trade show. REALTOR® Fest is consistently rated by attendees as the "must attend" event on their calendar.
- Build brand awareness, network, connect and expand your company's market share with our high performing attendees primarily from across Maryland, Washington, DC and Virginia.

Companies that sponsor REALTOR® Fest reap high rewards with broad exposure among our membership and the entire Mid-Atlantic real estate community. Whether you are just starting out, looking to expand your company's client base or seeking qualified business leads, REALTOR® Fest can help you achieve your marketing and business goals. Don't miss this opportunity to be a part of a day and an event like none other during the summer, **GCAAR's REALTOR® Fest on Monday July 23, 2018 at the Bethesda North Marriott Hotel & Conference Center.**

Please review the following pages for your participation package. We have developed different levels to fit every budget. Then complete and return the Agreement Form to secure your place. We look forward to hearing from you and working together on this event.

In 2018, if you are not a member of GCAAR, there will be a 20% surcharge on your sponsorship cost. If you are unsure of your membership status with GCAAR, please contact us at membershiprecords@gcaar.com or call (301) 590-8781.



Platinum (Industry exclusive- companies cannot be in the same industry)

- Logo on cover of the final program and a fold-out ad inside the program
- REALTOR[®] Fest ad on GCAAR's web site
- Link to your company's web site on REALTOR[®] Fest web page
- Signage throughout the day
- Option to have a 16 x 16 ft. tradeshow booth in prime location
- One full-page ad in Capital Area REALTOR[®] magazine
- Mention on all promotional materials
- Ten (10) exhibitor passes to event
- Recognition as a Lunch sponsor
- Ability to have at least one representative working at the REALTOR[®] Fest registration desk
- Included in the REALTOR[®] Fest 2018 Passport Book
- Representative to announce publicly any give-a-ways you may raffle off

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

Gold

- Logo on cover of the final program and premier placement of two (2) full page ads
- REALTOR[®] Fest ad on GCAAR's web site
- Link to your company's web site on REALTOR[®] Fest web page
- Signage throughout the day
- Option to have an 8 x 16 ft. trade show booth in prime location
- 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 serve)
- Company signage in the hallway leading into the tradeshow (provided by sponsoring company)
- One half-page ad in Capital Area REALTOR[®] magazine
- Mention on all promotional materials
- Recognition as a breakfast sponsor
- Eight (8) exhibitor passes to event
- Included in the REALTOR[®] Fest 2018 Passport Book
- Representative to announce publicly any give-a-ways you may raffle off

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



Silver

- Link to your company's web site on REALTOR® Fest web page
- Signage throughout the day
- Option to have an 8 x 8 ft. trade show booth in prime location
- One (1) Full page, full color ad in REALTOR® Fest program
- Mention on all promotional materials
- One quarter-page ad in Capital Area REALTOR® magazine
- Representative to announce publicly any give-a-ways you may raffle off
- Six (6) exhibitor passes to event
- A choice of one of the following sponsorship benefits:

Silver Amenities

- **Green Bag (EXCLUSIVE)**
 - Company logo on REALTOR® Fest Canvas bag (company to provide with their logo on it)
- **Audio Visual Equipment (MULTIPLE AVAILABLE)**
- **Break (3 breaks, industry exclusive per break)**
 - Opportunity to provide company branded cups, plates, napkins, etc. during the morning, afternoon or evening break
- **Highlighters/Pens (EXCLUSIVE at Registration)**
(1 HIGHLIGHTER AND 1 PEN AVAILABLE)
 - Provide either a pen or a highlighter for all attendees at the registration table with your company logo
- **Charging Station (3 AVAILABLE)**
 - Signage provided at charging station

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



Bronze

- Link to company web site on REALTOR® Fest web page
- Signage throughout the day
- Option to have an 8 x 8 ft. trade show booth
- One (½) half page, full color ad in REALTOR® Fest program
- Business card ad in Capital Area REALTOR® magazine
- Mention on all promotional materials
- Representative to announce publicly any give-a-ways you may raffle off
- Four (4) exhibitor passes to event
- A choice of one of the following sponsorships:

Bronze Amenities

- **Classroom (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 the table in the back of the room and place a company sign in the room.
- **Highlighters/Pens (7 AVAILABLE)**
 - Provide either a pen or a highlighter for all attendees with your company logo to be placed in a classroom
- **Notepad (unlimited)**
 - Logo in the program on one of the note pages
- **Lanyard (1 AVAILABLE)**
 - Provide lanyards for all attendees with your company logo
- **Parking (2 AVAILABLE)**
 - Signage

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

Exhibitor

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

Cost: \$600 GCAAR Member/\$720 GCAAR 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 at all sponsorship levels from Bronze through Platinum.

REALTOR® Fest 2018 Passport Book (\$100)

Ensure a visit and put your company's information in the hands of every REALTOR® attending this year's event by participating in our REALTOR® Fest 2018 Passport Book. In order to win a great prize, every REALTOR® will be given a passport and asked to travel to the booths of every sponsor included in this book. Don't be left out, participate today!

**The passport is a supplement to the Platinum and Gold level sponsorships.

If you have any further questions regarding exhibitor, payment or facility services/specifications, please contact the Programs Department, at 301.590.2000 or events@gcaar.com. Thank you again for sponsoring the REALTOR® Fest. We look forward to seeing you there!



REALTOR® Fest 2018 Exhibitor/Sponsorship Agreement

July 23, 2018

Company Name _____
(Please print as it should appear on promotional materials)

Address _____
Street City State Zip

Phone () _____ Fax () _____

Contact Person _____

E-mail _____

REALTOR® Fest Sponsor Levels:

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

_____ Bronze (\$1,500 member/\$1,800 non-member)

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

_____ Exhibitor (\$600 member/\$720 non-member)

_____ Silver (\$2,500 member/\$3,000 non-member)

_____ Logo Placement - Exhibitor (\$75)

_____ Passport Book (\$100)

_____ Amenity (Silver and Bronze Level only)

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

Payment Information

Sponsorship Amount: \$ _____

Check Check Number _____

Visa MasterCard AMEX Discover

Cardholders Name _____

Card Number _____ Exp. Date _____

Cardholder's Signature _____ V-Code* _____

**V-Code is the last three digits on the reverse side of the card in the signature panel.*

Referral Name: _____

If you would like a copy of the credit card receipt sent to your preferred mailing address, please check the box.

Mail to: GCAAR
15201 Diamondback Drive, Suite 100
Rockville, MD 20850
ATTN: RealtorFest 2018

Fax to: 301.590.2248