

connect texas multifamily

AUGUST 15 • DALLAS





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EVENT SCHEDULE

12:15 - 12:45pm Registration & Lunch is Served

12:45 - 12:50pm Opening Remarks

12:50 - 1:40pm Industry Leaders: A View from the Top

Multifamily's most active players talk about where they see the industry headed, the opportunities and challenges on the horizon, the techniques that propel their businesses forward, and more.

1:40 - 2:25pm The Class Wars: Value-Add Proposition in Multifamily

As capital continues to pour into what some consider to be an overheated market, the search for higher yield and greater returns has never been more intense. Faced with rising construction costs and the looming threat of oversupply, active investors are adjusting their investment strategies accordingly to find and unlock the best value in class B and C assets. Hear from leading investors as they discuss the challenges and opportunities of investing in multifamily.

2:25 - 2:40pm Networking Break

2:40 - 3:25pm The Ultimate in Texas Hold 'em: Buy, Build, Sell & Lend

While the overall appetite for Texas multifamily remains strong, many banks have become increasingly more selective in their lending practices. Consequently, this has allowed non-traditional lenders to fill the void. Gain insights into the lending climate, hear where the borrowers are turning, and more.

3:25 - 4:05pm Affordable Housing: Short Supply + Growing Demand = Opportunity

Despite stellar job and population growth in the major metros, Texas is currently facing an affordable housing crisis that threatens to derail economic growth. The rising cost of housing, a severe lack of inventory, and other barriers to finding affordable housing continue to impact both low income, middle and working class residents. Recently, cities like Austin and Dallas have issued mandates for the creation of affordable and workforce housing while Houston has seen its own waitlist due to an affordable housing mushroom after Hurricane Harvey. Discover how city officials and other major stakeholders are partnering with leading developers to address the impending crisis.

4:05 - 4:20pm Networking Break

4:20 - 4:45pm Special Presentation

4:45 - 5:30pm Suburban vs Urban: Spotlight on Development Trends

There is no denying that rising labor and construction costs coupled with soaring land prices has caused multifamily developers to rethink how and where they are building. In recent years, there has been a push to revitalize the urban core in the metros, transforming them into 24/7 hubs of activity. At the same time, there has also been a dramatic increase in the number of pedestrian-friendly developments in the suburban market that offer a level of cultural, fine-dining, and entertainment options on par with any major city. Join us for an in-depth look at the push and pull in development trends redefining multifamily in Texas

5:30 - 6:30pm Cocktail Reception



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SPONSORSHIP OPPORTUNITIES

EVENT HOST

- Speaker or moderator position
- Top recognition on all email promos, website, and ads
- Top recognition on all event signage
- 3-minute, company-supplied, video during panel change or opportunity to give brief opening remarks
- 12 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Dedicated e-blast to targeted list announcing your participation at the conference
- Opportunity to display pull-ups, property images, renderings, or visuals of some form at the event to promote the property or project
- Copy of attendee list with full contact information

GOLD - \$6,000

- Speaker position, space pending
- Recognition on all email promos, website, ads, and event signage
- 8 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information

SILVER - \$4,000

- Recognition on all email promos, website, ads, and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information

EXHIBIT BOOTH - \$2,500

- Room for a pop-up display
- Electric at booth space
- Copy of attendee list
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database

TABLETOP EXHIBIT - \$1,500

- Room for a pop-up display
- Copy of attendee list
- 1 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database

COCKTAIL RECEPTION SPONSOR - \$6,000

- Speaker position, space pending
- Recognition on all email promos, website, ads, and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded cocktail napkins at the reception
- Branded gobo light at the reception
- Option to include a signature drink at the reception
- Exhibit space
- Copy of attendee list with full contact information

WI-FI SPONSOR - \$4,500

- Recognition on all email promos, website, ads, and event signage
- Custom branded Wi-Fi network and login
- Wi-Fi and information cards on every chair
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information

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PRIVATE LABEL EVENTS

Need help with your own conference, panel, party, or grand opening?

Give us a call to talk about how we can connect you with our community.

NETWORKING BREAK SPONSOR - \$3,500

- Recognition on all email promos, website, ads and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded napkins at networking break
- Connect Media staff to announce sponsoring company before start of break
- Exhibit space
- Copy of attendee list with full contact information

LANYARD SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded lanyards
- Copy of attendee list with full contact information

STEP & REPEAT SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Co-branded Step & Repeat with company logo and Connect Media logo
- Copy of attendee list with full contact information

ATTENDEE BAG SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded attendee bags placed on all attendee chairs
- Option to place a piece of company's marketing collateral in bag
- Copy of attendee list with full contact information

WATER BOTTLE SPONSOR - \$2,000

- Recognition on all email promos, website, ads and event signage
- 2 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded water bottles placed at all attendee tables and for speakers on stage (water bottles supplied by sponsor company)
- Copy of attendee list with full contact information

PROGRAM BIO EMAIL SPONSOR

- Connect Conferences sends an email at the start of each panel to all attendees at the event, which includes the headshots, bios and a way to connect to all panelists on the stage. Add your branding to this email as a digital program ad.
- **\$750** per email
- **\$3,000** for all emails at National Event (6-7 emails)
- **\$2,000** for all emails at Regional Event (4-5 emails)
- 600 x 244 px banner or 600 x 90 px banner and 140 characters of text on panel email
- Full contact information for all ad clicks

PASSPORT - \$5,000

The Connect Passport is the perfect solution for companies attending multiple events, sending multiple employees, or hosting clients.

- 40 event registrations to use for your employees and clients (approximate 50% discount per registration)
- Valid for your choice of any events throughout the year