



Dear Conference Sponsor:

This year we will celebrate the Governor's Conference on Housing and Economic Development in Atlantic City on October 5-6, 2017.

We invite you to join us as a corporate sponsor, with the opportunity for increased name recognition:

- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Display of your COMPANY'S LOGO in the Trade Show
- Color DISPLAY AD in our conference program book
- Complimentary CONFERENCE TICKETS
- Distribution of COMPANY LITERATURE/PROMOTIONAL ITEMS
- And so much more!

Each year the conference attracts an increasing number of public and private sector housing development professionals. Please take a moment to review the enclosed sponsorship opportunities and contact Stacy Spera at 609-292-9801 or Cynthia Gonzalez at njhousingconference@njhmfa.gov or 609-278-7411 to confirm sponsorship availability. Sponsorships are limited so apply early. All logos and ads must be submitted by August 18, 2017.

Your support will ensure the success of our conference while providing you with increased visibility before our audience of housing development professionals.

Sincerely,

The JAHMA Foundation





SPONSORSHIP BENEFITS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 18, 2017.

LEVEL 1 SPONSORSHIP

PREMIER SPONSOR: \$25,000 (LIMITED TO 1)

- Display of company LOGO at VIP Reception and on signage located throughout Conference Center
- Display of company LOGO on conference giveaway
- Full-page, back cover or inside back cover color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW DOUBLE BOOTH in Sponsor's Row (\$1,200 value)
- Sponsor of Thursday morning's breakfast
- Ten conference TICKETS (\$1,990 value)
- Ten TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 2 SPONSORSHIP

GOLD KEYNOTE LUNCHEON SPONSOR: \$15,000 (LIMITED TO 2)

- Display of company LOGO at Keynote Luncheon, on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

BRUNCH SPONSOR: \$15,000 (LIMITED TO 2)

- Display of company LOGO at Brunch and on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



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LEVEL 3 SPONSORSHIP

SILVER SPONSOR (HOSPITALITY): \$10,000 (LIMITED TO 3)

- Display of company LOGO at beverage stations and on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Sponsor of Friday morning's continental breakfast in Trade Show area
- Seven conference TICKETS (\$1,393 value)
- Seven TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 4 SPONSORSHIP

SCHEDULE AT-A-GLANCE SPONSOR: \$7,500 (LIMITED TO 2)

- Display of company LOGO on our Schedule at-a-glance to navigate your way throughout the conference center. Every attendee will receive one.
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LANYARD NAME BADGE HOLDER SPONSOR: \$7,500 (LIMITED TO 1)

- LOGO on conference lanyard badge holder and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 5 SPONSORSHIP

NETWORKING RECEPTION SPONSOR: \$5,000

- Display of company LOGO at Thursday's Networking Reception and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

VIP RECEPTION SPONSOR: \$5,000

- Display of company LOGO at VIP Reception and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



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CHARGING STATION/WIFI SPONSOR: \$5,000

- Sponsors will have the opportunity to provide the attendees the ability to stay connected by charging their phones or tablets and to connect to the internet in the Trade Show area.
- Display of company LOGO at charging station and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 6 SPONSORSHIP

DESSERT RECEPTION: \$3,500

- Display of company LOGO at Thursday's dessert extravaganza and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

CARICATURE SPONSOR: \$3,500 (LIMITED TO 2)

- Display of company LOGO at Caricature Artist station, on all drawings, and signage displayed at the Networking Reception and on the Trade Show floor
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

KEYNOTE VIDEO SPONSOR: \$3,500* (LIMITED TO 2)

- Display of company LOGO at Thursday's keynote luncheon recording and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

*(*NOTE: In the event that the Keynote speaker elects to not be recorded, your sponsorship will be transferred to the Dessert Reception Sponsorship.)*

LEVEL 7 SPONSORSHIP

BUS TOUR SPONSOR: \$2,500 (LIMITED TO 2)

- Display of company LOGO on Bus Tour and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE on Bus Tour and with conference materials

LEVEL 8 SPONSORSHIP

GENERAL SPONSOR: \$2,000

- Display of company LOGO on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



SPONSORSHIP BENEFITS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 18, 2017.

Organization: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

PLEASE INDICATE SPONSORSHIP LEVEL:

- Premier Sponsor: \$25,000**
(Includes Full Page Ad on Back or Inside Cover of Program Book)
- Keynote Luncheon: \$15,000**
(Includes Full Page Ad in Program Book)
- Brunch Sponsor: \$15,000**
(Includes Full Page Ad in Program Book)
- Silver (Hospitality): \$10,000**
(Includes Full Page Ad in Program Book)
- Schedule At-A-Glance: \$7,500**
(Includes Half Page Ad in Program Book)
- Keynote Video Sponsor: \$3,500**
(Includes Quarter Page Ad in Program Book)
- Bus Tour: \$2,500**
(Includes Quarter Page Ad in Program Book)
- General: \$2,000**
(Includes Quarter Page Ad in Program Book)
See the Program Book Ad/Logo Specifications Sheet for ad size and file type requirements
- Networking Reception: \$5,000**
(Includes Half Page Ad in Program Book)
- VIP Reception: \$5,000**
(Includes Half Page Ad in Program Book)
- Charging Station/Wifi Sponsor: \$5,000**
(Includes Half Page Ad in Program Book)
- Dessert Reception: \$3,500**
(Includes Quarter Page Ad in Program Book)

SOLD OUT!

AMOUNT ENCLOSED: \$ _____

As a Sponsor you will be entitled to a booth on the Trade Show floor. Will you be using your booth? Yes No

ATTENDEES *(Please type or print name and title of individuals attending):*

Name:	Title:	Attending 10/04 VIP Rec	Attending 10/05 Reception	Attending 10/05 Breakfast	Attending 10/05 Lunch	Attending 10/06 Breakfast	Attending 10/06 Brunch
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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TO BE A SPONSOR OF THE 2017 GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT, PLEASE CONTACT:
Stacy Spera at 609-292-9801 email: stacy.spera@dca.nj.gov / Cynthia Gonzalez at 609-278-7411 email: njhousingconference@njhmf.org

MAKE CHECKS PAYABLE TO GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT AND RETURN TO:
NJ Governor's Conference on Housing and Economic Development • P.O. Box 18550 • Trenton, NJ 08650-2085



PROGRAM BOOK AD/LOGO SPECIFICATIONS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 18, 2017.

AD SIZES - (NOTE: THESE CHANGE EACH YEAR)

- **Full-page:** 6.75" wide X 9.5" high
- **Half-page:** 6.75" wide X 4.5" high
- **Quarter-page:** 3.125" wide X 4.5" high

**all ads that appear on the cover should be supplied in 4-color process (full color) and should include a bleed area of .25"*

FILE FORMATS

All files should be high-resolution and should be no less than 300 DPI (Dots Per Inch).
If ad is to print in color, files should be saved in a CMYK format.

ACCEPTABLE FILE FORMATS

- High-Resolution PDF File (.pdf)
- High-Resolution JPEG or TIFF files (.jpeg or .tif)
- All logos should be made available in an Adobe Illustrator EPS file format (.eps or .ai). Please convert fonts to outlines.
This will allow your logo to print very clearly.

MAILING INFORMATION

Ads may be emailed or mailed to the HMFA, Attention: Cynthia Gonzalez

- **Email:** njhousingconference@njhmfa.gov
- **Mail:** P.O. Box 18550, Trenton, New Jersey 08650
- **UPS or FedEx:** 637 South Clinton Avenue, Trenton, New Jersey 08611

QUESTIONS?

For any questions regarding ad specifications or logos, please contact Cynthia Gonzalez at 609.278.7411 or via email at njhousingconference@njhmfa.gov

PAYMENT

Please contact Cynthia Gonzalez at 609.278.7411 or email njhousingconference@njhmfa.gov for further information TODAY.



SPONSOR CHECKLIST

PLEASE REVIEW THE FOLLOWING OPTIONS CAREFULLY AND CONTACT STACY SPERA (STACY.SPERA@DCA.NJ.GOV) OR CYNTHIA GONZALEZ (NJHOUSINGCONFERENCE@NJHMFA.GOV) WITH YOUR SPECIFIC NEEDS.

** Completed Checklist & Application for Space must be received via fax, mail, or email no later than August 18, 2017 **

Sponsorship Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

TRADE SHOW BOOTH IN SPONSOR ROW

_____ YES! My company would like to have a FREE trade show booth in Sponsor's Row. Please complete and return the enclosed application for space.

**Please note: you will still be responsible for electric hook-up fees.*

_____ NO – my company will not be utilizing a booth in the trade show.

COMPLIMENTARY CONFERENCE TICKETS

On the enclosed Sponsor Benefits Form please list the names of who will be attending the conference on behalf of your company. The number of complimentary tickets is listed in the sponsorship opportunity on the sponsorship benefits sheet.

COMPLIMENTARY VIP RECEPTION TICKETS

On the enclosed Sponsor Benefits Form please include who will be attending the VIP Reception on Wednesday evening, October 4, 2017, if different than the conference ticket list above.

DISTRIBUTION OF COMPANY LITERATURE/PROMOTIONAL ITEMS

_____ YES! I would like to distribute literature or giveaway items with conference materials. I will send 1,000 sets of these items to the HMFA by September 15, 2017 (see shipping info below).

_____ NO – I will not be sending promotional items to be distributed with conference materials.

COMPANY BANNER

_____ YES! I would like to have my company's banner displayed at the Trade Show. I will send my banner to the HMFA by September 15, 2017 (see shipping info below).

_____ NO – I prefer not to have my company's banner displayed at the Trade Show.

SHIPPING INFORMATION

Standard Mail: P.O. Box 18550, Trenton, NJ 08650-2085
UPS and FedEx: 637 South Clinton Avenue, Trenton, NJ 08611