

2017 palmetto
affordable
HOUSING FORUM



SPONSOR/EXHIBITOR INFORMATION

COLUMBIA METROPOLITAN CONVENTION CENTER • COLUMBIA, SC

Recognized as a leading state resource, the Palmetto Affordable Housing Forum provides the best platform for housing-related professionals to collaborate on ways to expand and improve housing choices in South Carolina.

FOR MORE INFORMATION

Sponsor/Exhibitor Relations

Alisa Mosley, Executive Director
Affordable Housing Coalition of South Carolina
803.808.2980
alisa@affordablehousingsc.org

Conference Relations

Krystal Reid, Policy and Outreach Manager
SC Housing
krystal.reid@schousing.com

GENERAL SPONSORSHIP LEVELS

1 Platinum \$5,000

5 comp registrations, exhibitor booth, logo & website in on-site program, 3 minute speaking opportunity, 2 tables at ALL functions, logo/link on homepage/ sponsor page, full page ad in program,* 1 promo item/1 collateral piece in Forum bags, promo email to attendees prior to and following event, use of attendee list (pre & post event)

2 Gold \$4,000

3 comp registrations, exhibitor booth, logo & website in on-site program, 2 tables at awards luncheon, logo/link on sponsor page, half page ad in program,* 1 collateral piece in Forum bags, promo email to attendees prior to event, use of attendee list (pre & post event)

3 Silver \$3,000

2 comp registrations, exhibitor booth, logo in on-site program, 1 table at awards luncheon, logo/link on sponsor page, 1 collateral piece in Forum bags, use of attendee list (pre & post event)

4 Bronze \$2,000

2 comp registrations, exhibitor booth, name in on-site program, logo on sponsor page, 1 collateral piece in Forum bags, use of attendee list (post event)



* Print ready files must be sent to SC Housing no later than March 6, 2017.

All sponsorships offered on first-come, first-served basis.

All sponsors and exhibitors will receive on-site brand recognition at the Forum, as well as name badge ribbons for all attendees.

Sponsors will receive a \$25 discount on up to two (2) additional attendee registrations based on the current registration rate at the time the sponsorship is contracted.

VALUE-ADDED SPONSORSHIPS OFFERED ON FIRST-COME, FIRST-SERVED BASIS!!!

Value-Added PLATINUM Sponsorships

- ❖ **Forum Bags [Exclusive]** – includes Platinum level benefits + logo/name on bag
- ❖ **Forum Giveaway [Exclusive]** – includes Platinum level benefits + logo/name on giveaway
- ❖ **Registration [Exclusive]** – includes Platinum level benefits + opportunity to include display in/near registration area

CREATE VISIBILITY FOR YOUR COMPANY

The Palmetto Affordable Housing Forum would not be possible without the support of incredible sponsors like you! The Forum allows sponsors and exhibitors a great opportunity to promote their products and services directly to housing leaders from across South Carolina. Sponsors and exhibitors will have ample opportunities to network with housing professionals, build new partnerships and reinforce their value to the housing industry in South Carolina.

Value-Added GOLD Sponsorships

- ❖ **Networking Reception (2 available)** – includes Gold level benefits + added recognition at the event
- ❖ **SC Housing Awards Luncheon [Exclusive]** – includes Gold level benefits + added recognition at the event and opportunity to introduce Mistress of Ceremonies
- ❖ **Track [Exclusive to each track]** - Includes Gold level benefits plus organization logo and designation for each session in track along with option to present up to two sessions within the track

Value-Added SILVER Sponsorships

- ❖ **Nametag Pouches [Exclusive]** – includes Silver level benefits + logo on pouch
- ❖ **Cyber Café [Exclusive]** – includes Silver level benefits + recognition signage in/near Café

Value-Added BRONZE Sponsorships

- ❖ **Opening Session [2 available]** – includes Bronze level benefits + recognition signage at the event
- ❖ **Tuesday Luncheon Registration [2 available]** – includes Bronze level benefits + recognition signage at the event AND opportunity to provide promotional table centerpieces (centerpieces must be pre-approved by SC Housing)
- ❖ **Breaks [4 available; 1 exclusive sponsor per break]** – includes Bronze level benefits + recognition signage at the event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

In-Kind Sponsorships/Customized Sponsorships

If you would like to propose an In-Kind or Customized Sponsorship package that will increase your organization's presence and recognition at the Forum, please contact Alisa Mosely at 803.808.2980.

EXHIBITOR BOOTHS

For-Profit Exhibitors

\$600

- ❖ Two (2) complimentary registrations and (up to two (2) additional attendees at \$25 discount off applicable registration rate at time exhibition booth is contracted). Exhibitors are responsible for ordering and paying for electricity for their booth through the CMCC

Non-Profit Exhibitors

\$300

- ❖ One (1) complimentary registration (up to two (2) additional attendees at \$25 discount off applicable registration rate at time exhibition booth is contracted)



SPONSOR & EXHIBITOR INFORMATION

Deadlines

Commitment for Items Requiring Logos	February 2, 2017
Organization's Literature (if applicable)	March 6, 2017
Final Commitment	March 6, 2017

Cancellations

Once the sponsorship/exhibitor commitment form and payment has been received, no cancellations will be accepted. Fees are non-refundable.

RULES, REGULATIONS AND DISCLAIMERS

Booth Setup and Breakdown

- ❖ Exhibitors may set up between noon – 5:00 p.m. on Monday, April 17, 2017.
- ❖ All booths must be set up prior to the breakfast on Tuesday, April 18, 2017.
- ❖ All booths must be dismantled by 5:30 p.m. on Wednesday, April 19, 2017.
- ❖ Booth space will be assigned based on sponsorship level and contract date.
- ❖ EXHIBITS MUST REMAIN UP UNTIL THE **CONCLUSION OF THE LUNCHEON ON THE SECOND DAY.**

Fees and Payments

- ❖ Exhibitor/sponsorship fees must be paid in-full prior to exhibitor setup on Monday, April 17, 2017.
- ❖ Exhibitors will be charged the full exhibitor fee for an additional table.

Booth Size and Restrictions

- ❖ Advertising displays, pop-up displays and other pre-fabricated displays are allowed provided they do not exceed the width of the 6' table unless otherwise agreed upon. Any activity that results in the obstruction of aisles or passageways, or prevents ready access to nearby exhibitors' booth space is not allowed. If movies or videos are shown, exhibits must be arranged so that they are completely within the allotted booth space. The Palmetto Affordable Housing Forum reserves the right to reject a display that detracts from the overall appearance of the area or is not in keeping with the general theme of the conference.
- ❖ Distribution of outside food and beverage is strictly prohibited. Exhibitors wishing to distribute food and beverages at their booth may contact Ovations Catering at 803.545.0029.
- ❖ Retail sales at exhibitor booths are prohibited.
- ❖ The Palmetto Affordable Housing Forum reserves the right to turn down or terminate exhibit privileges due to conduct of personnel, method of operation or for causes which the conference believes are not compatible with the purpose of this event.

Protection of Host Property

- ❖ Sponsors will not be allowed to attach anything to walls or columns without approval of the Columbia Metropolitan Convention Center. The use of scotch tape, decals or the like on walls, floors, partitions, doors, windows or furniture is strictly prohibited. The use of nails, tacks or other fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage which they may cause.

Electrical Requirements

- ❖ Electrical and/or technical services are not included in the exhibitor fees and are the responsibility of the exhibitor. Exhibitors must contract these services directly with the Columbia Metropolitan Convention Center at 803.545.0001. Please specify whether you require these services on the

Sponsor/Exhibitor Commitment and Requirements Form for tracking purposes. Click here for **Electricity Order Form**.

Liability

- ❖ Exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof and hereby releases the Palmetto Affordable Housing Forum and the South Carolina State Housing Finance and Development Authority, its partners, its contractors and the Columbia Metropolitan Convention Center from any liability whatsoever. Individual sponsors/exhibitors will not be named as insured parties in event liability policies.

2016 FORUM SPONSORS & EXHIBITORS

PLATINUM

Blue Horse Solutions
United Housing Associates, Inc.
Wells Fargo

GENERAL SPONSORS

Citi
TD Bank

GOLD

Prosperity Home Mortgage, LLC

COLORING/ESSAY CONTEST

McNair Attorneys

SILVER

CAHEC
CohnReznick
Coleman Talley Attorneys
First Citizens Bank
South State Bank

EXHIBITORS

Bath Fitter
Billings and Company
Creative Builders Incorporated
Empire Construction
KMW Builders
Lancaster Pollard Mortgage
Company
PNC
RedStone Equity
RBC Capital Markets
Made You Look Marketing
National Development Council
NDC Corporate Equity Fund
Novogradac & Company
Midlands Housing Trust Fund
South Carolina Human Affairs
Commission
South Carolina Legal Services
Tower Garden

BRONZE

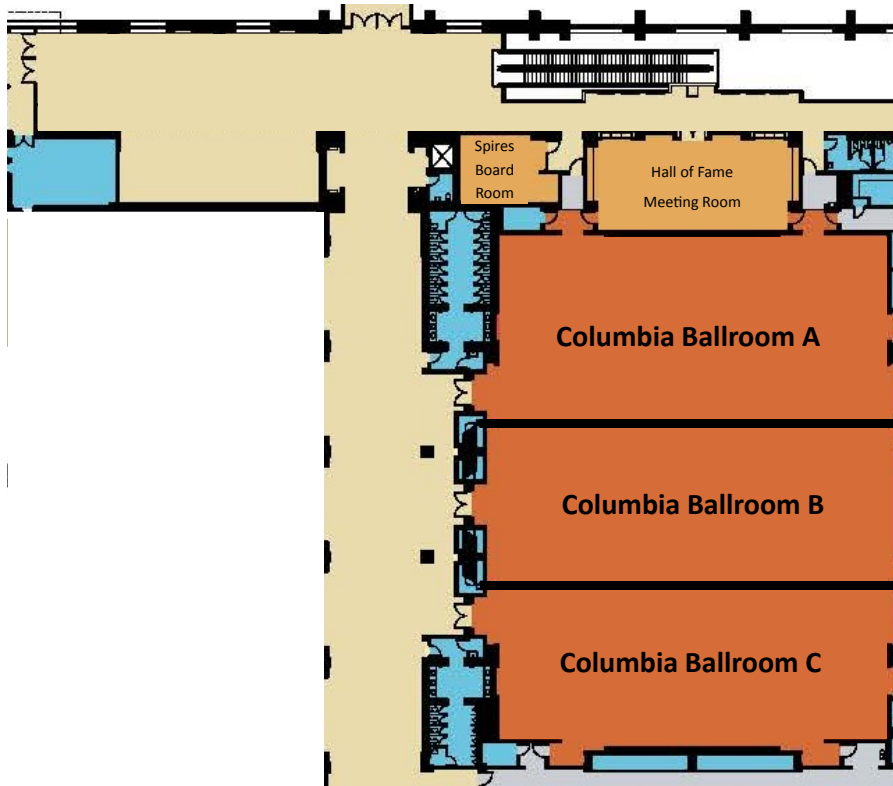
Bank of America
BB&T Bank
CICCAR
Connelly Builders, Inc.
Enterprise
National Equity Fund, Inc.
SC Association for Community
Economic Development
Stratford Capital Group

CONVENTION FLOOR DIAGRAMS

LOWER LEVEL



UPPER LEVEL



SPONSORSHIP/EXHIBITOR COMMITMENT AND REQUIREMENTS FORM

Organization Name

(as you wish it to appear on signage and in on-site collateral)

Contact Name

Title

Mailing Address

City, State, Zip Code

Telephone

Email

Website

SPONSOR/EXHIBITOR OPPORTUNITIES

Platinum \$5,000 (5 comp. registrations)

Attendees: _____

Exhibit Table: Yes No

Gold \$4,000 (3 comp. registrations)

Attendees: _____

Exhibit Table: Yes No

Silver \$3,000 (2 comp. registrations)

Attendees: _____

Exhibit Table: Yes No

Bronze \$2,000 (2 comp. registrations)

Attendees: _____

Exhibit Table: Yes No

EXHIBITORS

For Profit Exhibitor **\$600**

2 attendees _____

Non-Profit Exhibitor **\$300**

1 attendee _____

SPONSORSHIP FEES AND PAYMENT

Amount of Sponsorship: \$ _____

Additional Attendees: \$ _____

Exhibitor Only Fee: \$ _____

Total: \$ _____

Check Included

Credit Card – Please call 803.808.2980 with credit card information or go to **www.affordablehousingsc.org** and follow the links to pay online.

Please Invoice Me Please Send W-9

Mail form and payment to:

Affordable Housing Coalition of SC
PO Box 1623 • Columbia, SC 29202

Or email form to: **alisa@affordablehousingsc.org**

I have read and agree to the benefits associated with my respective sponsorship, as well as the "Sponsor and Exhibitor Information" and "Rules, Regulations and Disclaimers."

Sponsor/Exhibitor Signature and Date:

**QUESTIONS? CALL
ALISA MOSLEY AT 803.808.2980**

