

SPONSORSHIP PROSPECTUS



PREMIER PARTNER MARKETING PROGRAM





HomeSmart International's Premier Partner Marketing Program is strategically designed to consistently align your company and your products with the residential real estate industry's leading agents, brokers and franchise partners.

This program includes a year-round, integrated three-part marketing campaign that includes:

1. Online Premier Partner Marketplace
2. Year-long dedicated editorial, communications, content and branding
3. Event sponsorship, exhibition, exposure and networking

The program provides for significant messaging, positioning and engagement across all HomeSmart International communications, print and online platforms, and live events.

Don't delay! Join this Premier Partner Marketing Program today and foster your network, increase your brand awareness, impact sales, and showcase your business.

[HOMESMART.COM/URLGOESHERE](https://www.homesmart.com/urlgoeshere)

ContactEmail@HSMove.com | 602.132.4657

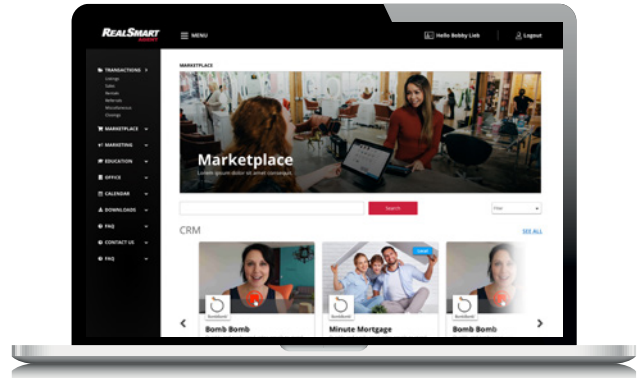
PART 1

HOMESMART PREMIER PARTNER MARKETPLACE

This year-long Premier Partner Marketing Program combines the power of consistent marketing all year long with an easy-to-access online marketplace where we connect your company and your products with our franchise partners, brokers and agents.

The HomeSmart Premier Partner Marketplace is the online launchpad and shopping area where agents can search for, learn about and engage with key real estate resources, tools and products and the companies that support them.

Your Marketplace profile will include information, graphics, videos, call-to-action links to jump-pages, order forms, sign-up pages, your website, etc., plus special offers and discounts.



There are five main categories in the Marketplace designed to help agents and brokers maximize and accelerate their business. This feature is designed to allow your organization maximum exposure to our 17,000+ agents across the Nation.

PART 2

PREMIER PARTNER MARKETING PROGRAM

Participation in the Marketplace includes and is supported by the year-long **Premier Partner Marketing Program** that consistently drives brokers and agents to the Marketplace, where they can learn about and engage with your company, products and services.

Participation in the Industry Partner Marketplace and year-long Industry Partner Marketing Campaign is \$6000 per year PLUS required sponsorship at some level of our HomeSmart International Growth Summit (Minimum sponsorship is the Limited Expo @ \$899*)

This 12-month on-going marketing program includes:

- Permission to use the HomeSmart International logo and SmartAffiliate logo in all of your marketing and communications
- Your company logo, link and content included in four (4) systemwide emails
- Your company logo included on Thank You slide in weekly National New Agent Orientations
- Your company logo in HomeSmart's National Agent Training Webinars

- Your company logo in show slides for monthly franchise partner video-calls
- Your company logo in New Franchisee Training
- Inclusion in Chief Industry Officer local, regional and national presentations
- Guest appearance on The Real State Podcast and inclusion in associated marketing:
 - Social media posts in agent, franchise and company-wide public and private groups and pages
 - Email marketing promoting podcast to entire network
 - Promotions on the National Training Calendar
 - Blog Posts, descriptions and summaries of podcast
 - Post-podcast follow-up marketing to entire network

In addition, all companies and products in the Marketplace must be aligned with HomeSmart International's core values and be approved by the HomeSmart International marketing team.

**Minimum sponsorship for settlement providers is \$1500.*

PART 3

EVENT SPONSORSHIP, EXHIBITION, EXPOSURE AND NETWORKING

Take advantage of the wide variety of exhibit space options that will provide high-visibility for your business, and consider one of our sponsorship opportunities designed to help you foster your network, increase brand awareness and impact sales. We have something to fit your marketing budget and help reach your objectives.

Why Exhibit?

Growth Summit attracts hundreds of agents, brokers, franchise owners and entrepreneurs seeking to grow their businesses. This conference offers a unique opportunity to gain exposure for your products and services directly to your potential customers.

Benefits of exhibiting:

- Launch new products and services
- Collect high-quality leads
- Build brand awareness
- Cultivate customer relationships
- Face-to-face access to more than 500 expected attendees
- Exhibit hall will be open from 8:00 a.m. to 5:00 p.m. on March 3-4, 2020
- Complimentary Growth Summit registrations with sponsorship packages
- Unopposed expo time with coffee and snack breaks in expo hall
- Logo on conference website and registration page, accessible to all attendees

Plus, increase your return on investment by upgrading your booth to a sponsorship, or choose from our a la carte list with options like:

- Lunch high top – add an additional opportunity to chat with attendees during lunch
- Conference bags
- Logo in email communications (Sponsors only)
- Logo on presentation screens (Platinum and Gold Sponsors only)

HOMESMART

20 YEARS. 20 REASONS.

2020
G R O W T H S U M M I T

MARCH 3-4, 2020

PALMS CASINO RESORT
LAS VEGAS



WHO ARE OUR ATTENDEES?

750

ESTIMATED ATTENDANCE

17,000+

AGENTS/BROKERS/OWNERS
TARGETED

180+

OFFICES

30+

STATES

READY TO GET STARTED?

Feel free to review the package options in this prospectus, then go to [LINK](#) to expedite your space selection.

[HOMESMART.COM/URLGOESHERE](#)

SPONSORSHIP PACKAGES

PLATINUM

\$18,995

As a platinum sponsor, your organization will receive maximum exposure throughout pre-event and week-of-event marketing as well as during event activities and post-event follow-up.

- Large booth and inclusions
- Logo and hyperlink on sponsorship page of event website
- Logo in conference signature line for all staff communicating with attendees
- Swag item for table in general session*
- Company logo on day-of-event signage
- (1) Article in communication to attendees and prospective attendees*
- (1) Leave-behind marketing piece on lunch tables (1 day)*
- Opportunity to have (1) marketing promotional item for attendee swag bag*
- Logo at lunch (1 day, non-exclusive)
- (2) Conference tickets
- Logo on signage for banquet flowers
- Logo on events collateral
- Logo on hold screens in sessions
- Special mention from main stage in general session
- Logo on attendee name badge
- (3) Social media mentions prior to the event
- (2) Social media mentions during the event

GOLD

\$11,995

Our gold sponsorships are limited to three companies and must be of a non-competitive nature. This sponsorship is designed to create a high level of exposure throughout pre-event and week-of-event marketing as well as during event activities and post-event follow-up.

- Large booth and inclusions
- Logo and hyperlink on sponsorship page of event website
- Logo on break set-up
- Logo on (5) pre-conference emails
- Logo on (2) post-conference emails
- Logo on day-of-event signage
- (1) Article in communication to attendees and prospective attendees*
- Logo on welcome reception item such as napkins, trinket on tables, etc*
- (1) Leave-behind marketing piece on lunch tables (1 day)*
- Opportunity to have (1) marketing promotional item for attendee swag bag*
- Logo at lunch (1 day, non-exclusive)
- (2) Conference tickets
- Logo on events collateral
- Logo on hold screens in sessions
- Special mention from main stage in general session
- Logo on attendee name badge
- (3) Social media mentions prior to the event
- (2) Social media mentions during the event

SILVER

\$8,995

Our silver sponsorship is designed for companies wanting more exposure than just booth space and a primary focus on pre-event and week-of-event activities.

- Standard booth and inclusions
- Logo and hyperlink on sponsorship page of event website
- Logo on break set-up
- Logo on (5) pre-conference emails
- Logo on (2) post-conference emails
- Company name listed on day-of-event signage
- Opportunity to have (1) marketing promotional item for attendee swag bag*
- Logo at lunch day (1 day, non-exclusive)
- (1) Conference ticket
- Logo on events collateral
- Company name listed on hold screens in sessions
- (3) Social media mentions prior to the event
- (2) Social media mentions during the event

BRONZE

\$5,995

Our bronze sponsorship is designed for companies wanting more exposure than just booth space, however not looking for attendee educational opportunities.

- Standard booth and inclusions
- Logo and hyperlink on sponsorship page of event website
- Logo on break set-up
- Logo on (3) pre-conference emails
- Logo on (1) post-conference email
- Company name listed on day-of-event signage
- Opportunity to have (1) marketing promotional item for attendee swag bag*
- Company name listed on events collateral
- Company name listed on hold screens in sessions
- (1) Social media mentions prior to the event
- (1) Social media mentions during the event

**Must be provided by sponsoring organization and must be approved by HomeSmart International.*



A LA CARTE SPONSORSHIPS

CONCERT SPONSOR \$30,000

As a concert sponsor, your organization will receive maximum exposure in concert and week-of-event marketing, during event activities as well as in our post-event follow-up.

- Two (2) VIP seats at the show
- Logo will appear in concert's pre-marketing materials targeted to our 17,000+ agents across the U.S.
- Logo will appear in concert's step and repeat for audience members to take photos in front of
- Logo will appear on the concert section of our website with hyperlink to the sponsor's website

LIMITED EXPO \$899

The Limited Expo option is available for those companies who would like to have a presence in the Expo Hall, but can't attend the conference in person. This option allows the company to send a stand-alone sign (not to exceed 4' x 8') that promotes the company, its name and/or services to HomeSmart ahead of the conference. HomeSmart staff will then ensure the sign is displayed for all attendees to see inside the Expo Hall alongside one flyer or piece of literature available as a take-away for each attendee. The company's logo with a link to their website will also be displayed on the HomeSmart event website no less than two weeks pre- and post-conference. Not available to settlement services companies.

LARGE BOOTH \$2,250

- (2) 8' draped tables, (3) chairs, trash can
- Logo on event-exhibitor signage
- Logo and hyperlink on exhibitor webpage
- (3) Box lunches per day

LITERATURE ONLY \$695

The literature only option gives companies who would like to take part in the event, but are unable to attend in person, the ability to share one piece of literature with each of the 500+ conference attendees. Companies participating at this level will be required to provide and have their literature delivered to HomeSmart International no later than Friday, January 10, 2020 to be included in each attendee packet. This does not include any publicity on HomeSmart websites. Not available to settlement services companies.

STANDARD BOOTH \$1,500

- (1) 8' draped table, (2) chairs, trash can
- Logo on event-exhibitor signage
- Logo and hyperlink on exhibitor webpage
- (2) Box lunches per day

SPONSORSHIP & BOOTH ADD-ONS

Lunch High Top **\$100 / DAY**
Four (4) available per day

Booth Upgrade **\$500**
Only available to sponsor level

Exclusive Welcome Bag **\$4,000**
One (1) available

SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Package Price	\$18,995	\$11,995	\$8,995	\$5,995
Conference booth space and inclusions	Large	Large	Standard	Standard
Logo and hyperlink on the sponsorship page of the event website	✓	✓	✓	✓
Logo on break set-up	—	✓	✓	✓
Logo in conference signature line for all staff communication with attendees	✓	—	—	—
Logo on pre-conference emails	—	5	5	3
Logo on post-conference emails	—	2	2	1
Opportunity to have (1) promotional item at attendees' chairs during the general session*	✓	—	—	—
Logo or company name listed on the day-of-event signage	Logo	Logo	Listed	Listed
(1) Article in communication to attendees and prospective attendees*	✓	✓	—	—
(1) Leave-behind marketing piece on lunch tables (1 day)*	✓	✓	—	—
Logo on gala item such as napkins, trinket on tables, etc*	—	✓	—	—
Logo at lunch (1 day, non-exclusive)	✓	✓	✓	—
Full conference tickets	2	2	1	—
Logo item on flowers	✓	—	—	—
Opportunity to have (1) marketing promotional item for attendee swag bag*	✓	✓	✓	✓
Logo or company name listed on events collateral	Logo	Logo	Logo	Listed
Logo or company name listed on hold screens in sessions	Logo	Logo	Listed	Listed
Special mention from the main stage in the general session	✓	✓	—	—
Logo on attendee name badge	✓	✓	—	—
Social media mentions prior to the event	3	3	3	1
Social media mentions during the event	2	2	2	1
Logo or company name listed on hold screens in sessions	Logo	Logo	Listed	Listed

*Must be provided by sponsoring organization and must be approved by HomeSmart International.



RESERVE YOUR SPOT TODAY!

[HOMESMART.COM/URLHERE](https://www.homesmart.com/urlhere)