



Exhibitor Prospectus

2024 NAHRO

National Conference & Exhibition

Marriott Orlando World Center Hotel | September 26-28, 2024 | Orlando, FL





**National Association of Housing and
Redevelopment Officials**

630 Eye Street, NW, Washington DC 20001
Phone (US Only): 877-866-2476



National Association of Housing & Redevelopment Officials (NAHRO)

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WHY EXHIBIT:

The National Association of Housing and Redevelopment Organization (NAHRO) draws professionals and decision-makers from the public and affordable housing sector across the nation. By exhibiting at the conference, your brand will be front and center, gaining exposure to a diverse and influential audience eager to explore innovative solutions and products.

- Showcase Your Solutions
- Influence Decision-Makers
- Stay Ahead of Trends
- Enhance Brand Credibility
- Cost-Effective Marketing



WHAT OUR ATTENDEES ARE LOOKING FOR:

- Innovative Technologies
- Vendor Relationships
- Community Development Resources
- Insurance Providers
- Legal and Compliance Resources
- Policy and Regulatory Updates
- Training and Education
- Affordable Housing Solutions
- Networking Opportunities

2023 NATIONAL CONFERENCE NUMBERS

ATTENDEES	EXHIBITING COMPANIES	ATTENDEE-TO-EXHIBITING COMPANY RATIO
1988	77	26:1

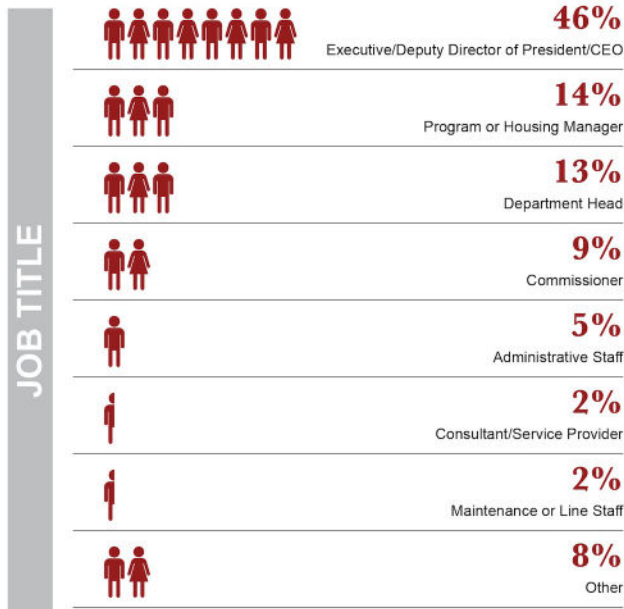
Why Partner with NAHRO?

NAHRO provides access to more than **19,500 housing and community development professionals** and agencies who administer over 3 million homes for more than **8 million people** in the US.

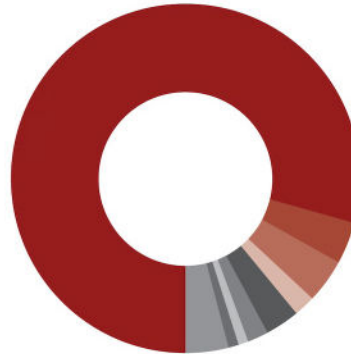
Our members value and rely on the content they receive from NAHRO publications, events, and programs to stay informed of the latest industry developments. Reach this key audience by taking advantage of NAHRO's comprehensive portfolio of marketing opportunities, which are designed to support your company's strategic direction and business development goals.

Audience and Member Profile

As the leading advocate for affordable house and strong, viable communities for all Americans, NAHRO ensures that key industry decision makers get thorough coverage and forthright analysis of the issues, and access to resources they need, including advertisers.



TYPE OF ORGANIZATION



Housing Agency	79%
Private Business/Industry	4%
Joint Housing/CDBG or Redevelopment	4%
Local Government CDBG/Redevelopment	2%
Local Government (Other)	3%
Non-Profit Organization	2%
Federal Government	1%
State Government	1%
Other	4%

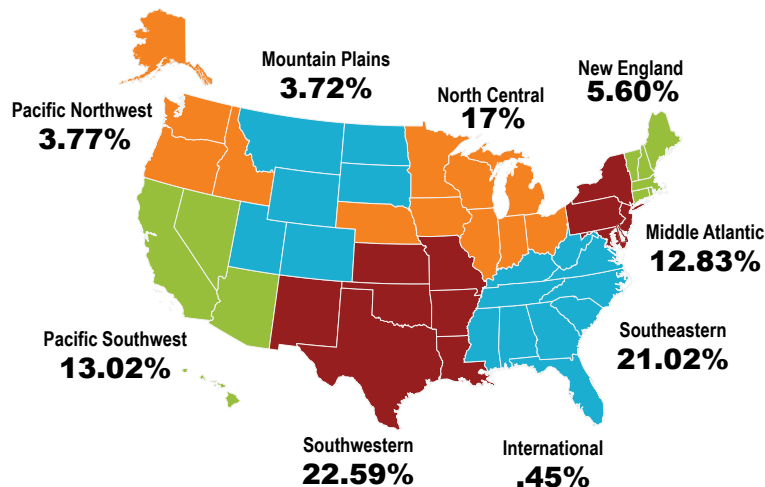


NAHRO Member Buying Power

NAHRO members represent a huge buying market. Not only do they spend an average of **\$1.64 million a year**, they buy all year round. The following are some of the categories of products and services they purchase/use:

Training	66%	Roofing	33%
Pest Control	54%	Software Consulting	32%
Computer Systems/Services	45%	Cabinets/Woodwork	31%
Doors/Windows	44%	Security	27%
Appliance/Appliance Repair	43%	Property Needs Assessment	24%
Flooring	43%	Furniture	23%
Plumbing	43%	Bathroom Systems	23%
Heating Systems/Products	41%	Construction Management	15%
Architectural Services	39%	Property Management	13%
Lighting	36%	Management Services	13%
Grounds/Grounds Equipment	34%	Mixed-Income Housing	12%
Cleaning Services	33%	Equity Financing	11%

Geographic Distribution of the 2023 National Conference Attendees



For 2024 Corporate Partnership Opportunities:



A NAHRO team member would love the opportunity to chat with you today about our 2024 Corporate Benefits and Opportunities.

Please contact:

Joseph M. Macias,
Director of Development
jmacias@nahro.org

EXHIBIT BOOTH RATES

Member	10x10 Booth	\$1800.00
*Non-Member	10x10 Booth	\$2800.00

A one-year membership with NAHRO is only \$1000. Join now to exhibit at the member rate and take advantage of **membership benefits throughout the year, including early booth selection for next year's show. If a booth is purchased at the member rate, the exhibiting company must be a member of NAHRO at the time of the show. If the membership lapses, the exhibiting company will be invoiced for the difference in the member/non-member rates*



BENEFITS OF EXHIBITING

1. 10' x 10' display space (Floor covering, tables, chairs, and other booth accessories are NOT INCLUDED in the booth rental price. They are available for purchase at additional cost thru GES, the hall decorator. The exhibit hall is carpeted.)
2. 8' high pipe and drape back wall with 3' high draped side rails
3. 7" x 44" booth identification sign
4. Daily aisle maintenance; hall lighting and heating/air conditioning
5. 24-hour security services in general exhibit areas
6. Company listing/description on conference app and/or attendee program
7. Two (2) full conference registrations; and the opportunity to purchase up to three (3) additional full conference registrations at \$295 each
8. 2024 "I'm Exhibiting" banner logo to use in marketing and post on your website
9. Complimentary lead retrieval tracking system
10. Free wi-fi inside the exhibit hall and meeting rooms

TESTIMONIALS

“NAHRO conferences are among the most important dates on Yardi’s events calendar. Exhibiting at NAHRO gives us a chance to personally connect with our current and prospective clients, industry leaders, government officials and advocacy groups, all in a centralized location. Conferences are well attended, organized, and consistently offer ample space and opportunity to market our products and services. NAHRO will be a strategic industry partner for years to come.”

— *Tarah Potter, Event Coordinator, Marketing*

Yardi Systems, Inc.

“National NAHRO is on our list of can’t-miss industry events for several reasons: The event attracts the exact people we’re trying to reach, so the lead generation is phenomenal; the panels and speakers are top-notch and cover emerging trends that are critical to our business; and there is ample time for networking. We exhibit every year and send multiple people from various departments. They all come back enriched and excited to put what they learned to good use. Finally, from a logistical standpoint, the National NAHRO events team is helpful, knowledgeable, and quick to respond to questions—they’re a true pleasure to work with and make exhibiting seamless from end to end.”

— *Jeffrey D. Weslow, MSM, SHCM, CAPM, ARM, AMS, Assistant Director of Business Development and Strategic Solutions*

HAI Group

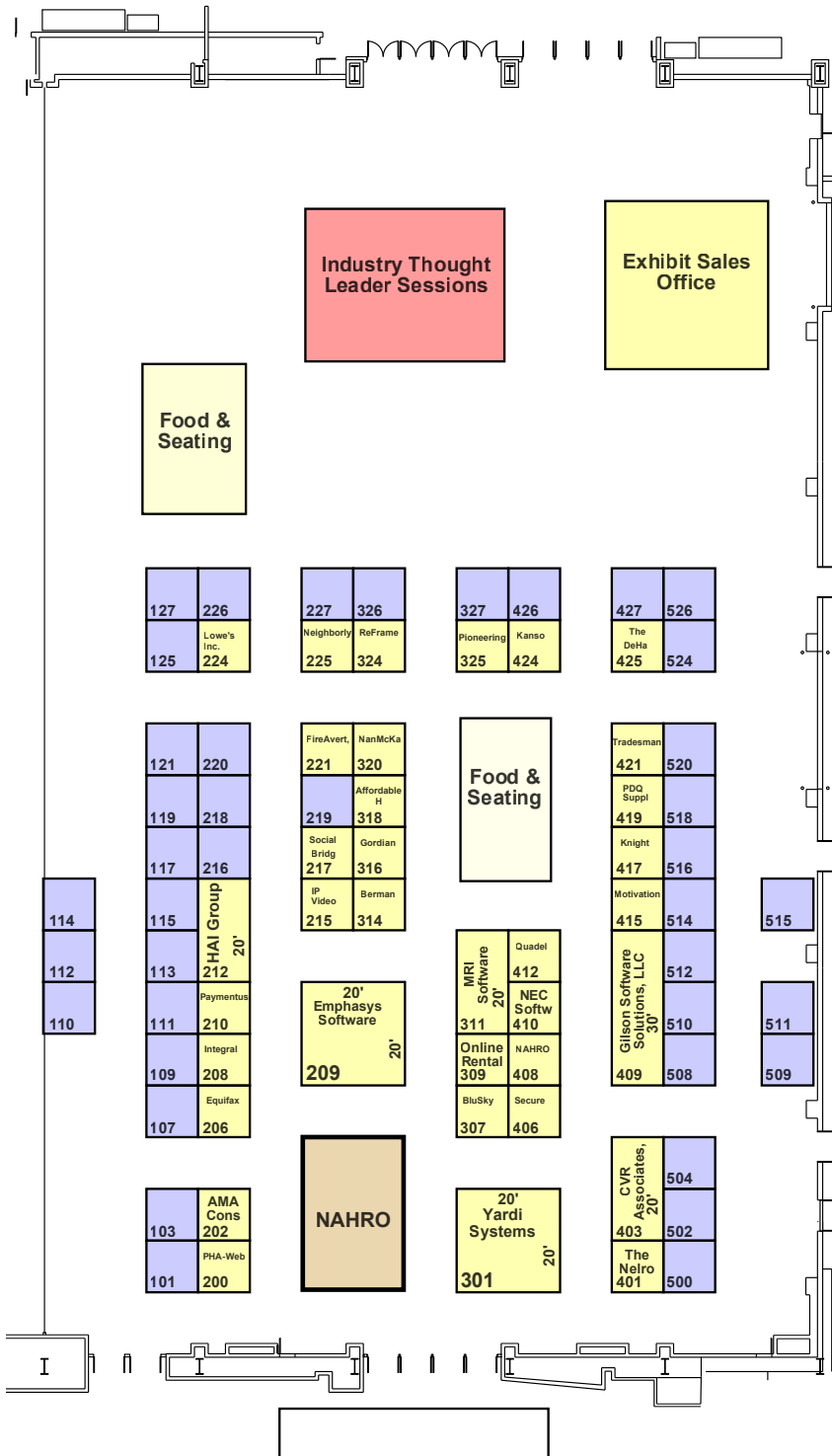
NAHRO EXHIBIT HALL FLOOR PLAN*

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For live floor plan click [here](#).



Company Product Categories

- Accounting
- Appliances
- Bathroom and kitchen products
- Building products
- Computer systems and services
- Consulting services
- Document and data management
- Energy-efficient products
- Insurance and employee benefits
- Maintenance services and equipment
- Resident screening
- Training and education
- Windows and doors
- And much more!

*Floor Plan as of 2-21-24

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