

EBRHA 360

TRADE EXPO 2021
COMMUNITY FORWARD

JOIN THE EXPO



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East Bay Rental Housing Association (EBRHA) is an industry trade association that has served the community of housing providers since 1939. Our network of industry experts, suppliers, service providers, lenders, attorneys, affiliates, and municipal partners are here to support rental housing owner/operators through education, advocacy, networking, and community building opportunities.

Throughout 25 cities in Alameda and Contra Costa counties, EBRHA has nearly 1600 diverse members who own and manage more than 36,000 rental units and provide homes to over 100,000 residents.

EBRHA's rebranded Trade Expo is back this fall! Join us on September 29, 2021 (1 – 5 p.m.), at the spectacular Sequoyah Country Club in Oakland, CA, for our 14th Annual Trade EXPO. The Sequoyah golf course is the perfect backdrop for suppliers, vendors, and service providers to interact face-to-face with rental housing providers, share best practices, preview industry innovations, and impart the latest policies impacting property owners and managers.



BECOME A SPONSOR-EXHIBITOR TODAY!

14th
ANNUAL
EBRHA Trade EXPO

SCC
SEQUOYAH
Country Club, Oakland

29th
SEPTEMBER
From 1:00 – 5:00 p.m.

Trade Expo Sponsor-Exhibitor Packages

Join EBRHA's growing network of housing providers, elevate your brand, network with other industry experts, and share information about your products and services with local rental property owners/operators. Learn more about Sponsor-Exhibitor package benefits below or [CLICK HERE](#) to secure your spot now!

STANDARD

\$1,000

FREE GA Tickets: 2

*Exhibitor Space
(Standard Level)

Rental Housing Magazine

Promotional Mention

Sponsor

Exhibitor Directory
(List - After Premium)

Digital Logo Feature
(select creatives only)*

PREMIUM

\$2,500

FREE GA Tickets: 4

*Premium Exhibitor Space
(Premium Level)

1/4 Print Ad - Rental Housing*

Sponsor Exhibitor Directory
(List - Premium)

Premium Ad Placement
(select creatives)

Social Media Features
(select posts)

Premium Logo Placement - Name Tag

BRONZE Digital Advertising*

ELITE

\$5,000

FREE GA Tickets: 6

*Elite Exhibitor Space
(Elite Level)

1/2 Print Ad - Rental Housing*

Sponsor Exhibitor Directory
(Elite w/ logo)

Priority Ad Placement
(select creatives)

Social Media Features
(select posts)

Priority Logo Placement - Name Tag

SILVER Digital Advertising*

Preferred Parking

Video Presentation

VIP PARTNER

\$10,000

FREE GA Tickets: 12

*VIP Exhibitor Space
(VIP Partner Level)

Full Page Print Ad - Rental Housing*

Sponsor Exhibitor Directory.
(VIP w/ logo & description)

VIP Ad Placement in ALL
Print Creatives

Social Media Features in ALL
Promotional Post

VIP Logo Placement - Name Tag

GOLD Digital Advertising*

Valet Parking

VIP Access/Speaker Rights

Logo Feature on ALL Expo Signage
(includes promotional)

Private Seating/Networking Space

** Exhibitor space is optional and not required to receive all expo advertising benefits*

Are you an existing advertiser with EBRHA? Pick the package that's right for you and EBRHA will create a bundle or upgrade your existing advertising package!

By picking a Sponsor-Exhibitor package that includes a higher level of advertising than you are currently receiving, you are investing in accelerated and increased brand promotion during the busiest months in the industry. **CONTACT US** to learn more about your advertising upgrade options.



Promotional Benefits

VENUE PLACEMENT

VIP Sponsor-Exhibitors can expect to have their own exhibition space of a 6'-8' table surrounded by a canopy outside of the main entrance of the venue. You will have your own VIP lounging area with cocktail tables for an intimate networking experience.

Elite Sponsor-Exhibitors can expect to have 6'-8' tables arranged close to the main entrance for high visibility. This area will have additional cocktail tables to allow ample opportunities for interaction with guests.

Premium and Standard Sponsor-Exhibitors will have 4'-6' tables set up in the main exhibitor room/hall of the venue.

REPRESENTATIVES & GUEST ADMISSION

Standard and Premium Sponsor-packages include space for up to 2 representatives. Elite and VIP packages include space for up to 5 representatives. Packages also include additional general admission tickets for your guests (2, 4, 6, or 12 *depending on package*).

VIRTUAL PROMOTION

VIP and Elite Sponsor-Exhibitors will have exclusive opportunities to present and provide live-stream interviews for our virtual attendees.

All Sponsor-Exhibitors will have the opportunity to provide short pre-recorded videos to be edited into our Virtual Access package and distributed to EBRHA's 1600 members following the in-person event.

(Speaking opportunities and virtual advertising space is limited. Purchase your package ASAP to secure your virtual presence!)

AGREEMENT

TERMS



Sponsor-Exhibitor Key Closing Points



Exposure

We anticipate **over 40 Sponsor-Exhibitors and 300 attendees** at our 14th annual trade expo event. Press and media will be in attendance.

Onsite Branding

Exhibitor-Sponsors can promote their businesses with event **branding during presentations and marketing opportunities throughout the venue**. Options include table/event signage, company marketing materials and collateral, and gift bag items.

Bundled Advertising

Existing advertisers who want to participate in this year's trade expo have an opportunity to **upgrade existing advertising packages to increase promotional benefits and brand exposure**. Bundling your existing advertising package with a Sponsor-Exhibitor package gives you maximum exposure to our vast network of housing providers and suppliers, along with incredible value and savings – more bang, less spend.

Virtual Promotion

This year's trade expo will be a **hybrid experience that merges our onsite program (in-person) with virtual guests/members** who want to participate remotely. Online guests will be able to interact with presenters and panelist during the event and bid on silent action items remotely. VIP and Elite Sponsor-Exhibitors will have exclusive opportunities to present, provide interviews, and play pre-recorded short promotional videos to our live-streamed virtual attendees.

Print & Digital Promotion

All Sponsor-Exhibitors will have the opportunity to advertise in various promotional materials. Sponsor-Exhibitor logos will be featured in direct event promotion and advertising in local publications. EBRHA will also deliver over a dozen pieces of promotional material leading up to the event (July through September), **generating over 10k print impressions and more than 100k digital impressions**. Depending on your package and time of purchase, the exposure/size/placement of your ad will vary. Purchase your package NOW to generate the most exposure from event promotional opportunities!

Sequoiah Country Club & Golf Course



Layout



The collage features three circular images showcasing the restaurant's interior. The top-left image displays a dining area with white tablecloths, silver chairs, and a large chandelier. The top-right image shows a view of the restaurant entrance with arched doorways and hanging plants. The bottom image shows a large dining room with a white tablecloth, silver chairs, a large fireplace, and a chandelier.



To learn more about EBRHA's Trade Expo Sponsor-Exhibitor packages and benefits:

- Call [510.893.9873](tel:510.893.9873)
- Email sales@EBRHA.com
- Visit www.EBRHA.com
- Purchase [CLICK HERE](#)

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