

# **HOUSING** North Dakota

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## **Sponsorship and Exhibitor Prospectus**

*“Housing North Dakota”*  
**Statewide Housing Conference**  
**May 20-21, 2019**

**Hosted by**



For questions or more information, contact NDHFA's communications staff  
at (800) 292-8621, (701) 328-8080 or [hfainfo@nd.gov](mailto:hfainfo@nd.gov).



**Jolene Kline** Executive Director

**INDUSTRIAL COMMISSION**

**Doug Burgum** Governor

**Wayne Stenehjem** Attorney General

**Doug Goehring** Agriculture Commissioner

Greetings!

North Dakota Housing Finance Agency is busy preparing for our 2019 Statewide Housing Conference, *"Housing North Dakota."* The annual event brings together hundreds of housing industry professionals and community leaders for a once-a-year opportunity to hear from recognized experts, develop new skills, learn about available resources, and make real face-to-face connections.

We are greatly appreciative of your support of the conference, and we are pleased to be able to offer you the opportunity to sponsor the 2019 event and host an exhibit booth to promote your organization's services.

The conference will be held on May 20-21, 2019, at the Ramkota Hotel, 800 South 3<sup>rd</sup> Street, in Bismarck, ND. It will include a full day of policy discussions followed by a day of focused training for our Homeownership, Multifamily Development and Property Management partners.

Exclusive to the conference sponsors, we will offer the chance to connect with your target audience right in the training rooms. That's right sponsors, in addition to interacting with attendees on Policy Day during networking breaks and the reception, you can reserve display space in the training rooms during the Homeownership, Multifamily Development and Property Management track sessions on May 21.

As a conference sponsor, you will also be recognized in all of the event's promotional materials – conference brochures, website and program, and receive complimentary event registrations. Also new this year, we are offering additional promotional opportunities for the event's Platinum and Gold level sponsors.

Organizations that are unable to sponsor the conference may still apply for exhibit opportunities. Please review the Sponsor and Exhibitor prospectus for all the details.

Thank you again for your interest. We look forward to having you as part of our event!

Sincerely,

*Jolene Kline*

Jolene Kline  
Executive Director

## **SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

### **Platinum Level (\$5,000 and up)**

Six event registrations, used by your organization or gifted to business associates.

Full-page, color advertisement in conference program.

Organization logo on conference's promotional materials, and logo and link on website and in event app.

Opportunity to host a discussion table during networking breakfast on May 21.

Exhibit display space, selection priority.

Plus Pick-a-Perk (select two)

- Address audience during plenary or show a three-minute pre-approved video.
- Display signage/banner in prominent location.
- Reserved table for six during opening plenary session.
- Provide a promotional item that will be distributed at registration desk or on seats.
- Listed as the sponsor of the networking break or reception on Policy Day, May 20, or the networking breakfast on Training Day, May 21.

### **Gold Level (\$3,000 and up)**

Four event registrations, used by your organization or gifted to business associates.

Half-page, color advertisement in conference program.

Organization logo on conference's promotional materials, and logo and link on website and in event app.

Opportunity to host a discussion table during networking breakfast on May 21.

Exhibit display space.

Plus Pick-a-Perk (select one)

- Display signage/banner in prominent location.
- Provide a promotional item that will be distributed at registration desk or on seats.
- Listed as the sponsor of the networking break or reception on Policy Day, May 20, or the networking breakfast on Training Day, May 21.

### **Silver Level (\$1,500 and up)**

Two event registrations for use by your organization only.

Organization logo on conference's promotional materials and website.

Opportunity to host a discussion table during networking breakfast on May 21.

Exhibit display space.

### **Bronze Level (\$750 and up)**

One event registration for use by your organization only.

Organization listed on conference's promotional materials and website.

Opportunity to host a discussion table during networking breakfast on May 21.

Exhibit display space.

### **Exhibitor Only (\$150)**

One event registration for use by your organization only.

Exhibit display space.

## **SPONSOR AND EXHIBITOR INFORMATION**

### **Commitment and Advertising Deadlines**

Sponsor Commitment Form, Organization Description and Logo – February 8, 2019

Sponsor Advertising (Platinum and Gold only) – April 26, 2019

Exhibitor Only Commitment Form – first-come, first served after sponsor needs are satisfied.

### **Exhibit Reservations**

“Exhibitor Only” requests will be reviewed in the order in which they are received. After sponsor needs are satisfied, NDHFA will assign the remaining exhibit spaces to Exhibitor Only applicants.

Written confirmation of assigned booth space will be sent to all of the exhibitors prior to the event.

Contact information for all of the exhibitors will be provided in the Exhibitor Section of the conference website, in the conference program and in the event app.

### **Logo and Advertising Specifications**

Submit all logos and advertising to [hfainfo@nd.gov](mailto:hfainfo@nd.gov).

All logos must be submitted in Vector, TIF, EPS or PNG format.

Advertisements can be submitted in PDF, EPS, JPEG, flattened PSD or TIF form.

All advertisements must be 300 DPI.

- Full Page – with bleeds, 8.75” x 11.25”
- Full Page – non bleed, 7.5” x 10”
- Half Page (horizontal) 7.25” x 4.625”

## **PARTICIPATION**

To ensure registration as a Sponsor or Exhibitor, complete and return the corresponding form to NDHFA, Attn: Housing Conference, PO Box 1535, Bismarck, ND 58502-1535; [hfainfo@nd.gov](mailto:hfainfo@nd.gov); or fax: (701) 328-8090.

NDHFA reserves the right to approve or deny all Sponsorship/Exhibitor requests, and will refund monies paid for requests that are not accepted.

Sponsor/Exhibitor agrees to comply with all regulations that follow. Submission of an application implies consent.

## **CANCELLATION**

If a Sponsor/Exhibitor notifies NDHFA in writing by April 26, 2019, that it will not occupy the exhibit space, a portion of the fees paid by that Sponsor/Exhibitor will be refunded. No refund of any fees will be made if such notice is received after April 26, 2019.

## **REGULATIONS**

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NDHFA and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and to the extent permitted by the law, attorney’s fees arising out of or caused by installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any liability caused by the sole negligence of NDHFA.

In addition, the Exhibitor acknowledges that NDHFA does not maintain insurance covering Exhibitor property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering losses.

The Exhibitor further agrees to indemnify and fully pay and reimburse NDHFA for any and all costs of replacement of damaged property, and for the restoration and repair of premises, property, equipment and facilities of the Provider, which are in any way damaged, destroyed or otherwise defaced or injured by Exhibitor use, including members, employees, agents, contractors and invitees of the Exhibitor.

## **HANDLING AND STORAGE**

Exhibitor shall make their own arrangements for shipment, delivery, receipt and storage of exhibit materials.

Exhibitor shall also be responsible for removal of all their materials from the facility of the Provider by the set teardown time and date. Any materials not properly removed shall be considered refused and discarded.

Before shipping any exhibit materials, contact the Sales Office of the Ramkota Hotel at (701) 258-7700 for instructions.

## **CONDUCTING EXHIBITS**

There will be NO security provided in the exhibit areas. The safety and security of materials, promotional items, etc. is the responsibility of the Exhibitor.

No part of an exhibit may be more than ten feet in height, and the front and sides of the exhibit may not be more than four feet high. No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. In addition, electrical, audio or mechanical apparatus that interfere with other exhibits are prohibited.

If an Exhibitor requires electricity in their booth space, it will be their responsibility to provide extension cords.

Exhibitor shall comply with municipal, state and federal laws, rules and regulations, including, but not limited to fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

## **VIOLATIONS**

In the event of a violation, NDHFA may require the removal of an Exhibitor from their exhibit booth and/or have their exhibit materials removed. No fees will be returned to the Exhibitor and the Exhibitor shall be liable to NDHFA for the costs associated with such removal.

## **INTERPETATION AND AMENDMENTS**

NDHFA reserves the right to interpret and amend the Sponsor/Exhibitor rules as it deems proper, to ensure the success of the conference. All matters, issues or questions not covered in this Sponsorship and Exhibitor Prospectus are subject to the sole decision of NDHFA.

## LOCATIONS AND SCHEDULE

### Monday, May 20, 2019 - Policy Day

Exhibits will be located in the Courtyard at the Ramkota, see Exhibit Hall map below for details. All of the May 20th refreshment breaks/beverages and the networking reception will be held in this location.

Booth Setup 7:00 - 10:00 a.m.

Exhibit Hours 10:00 a.m. - 7:00 p.m.

Booth Breakdown 7:00 - 9:00 p.m.

### Tuesday, May 21, 2019 - Training Day

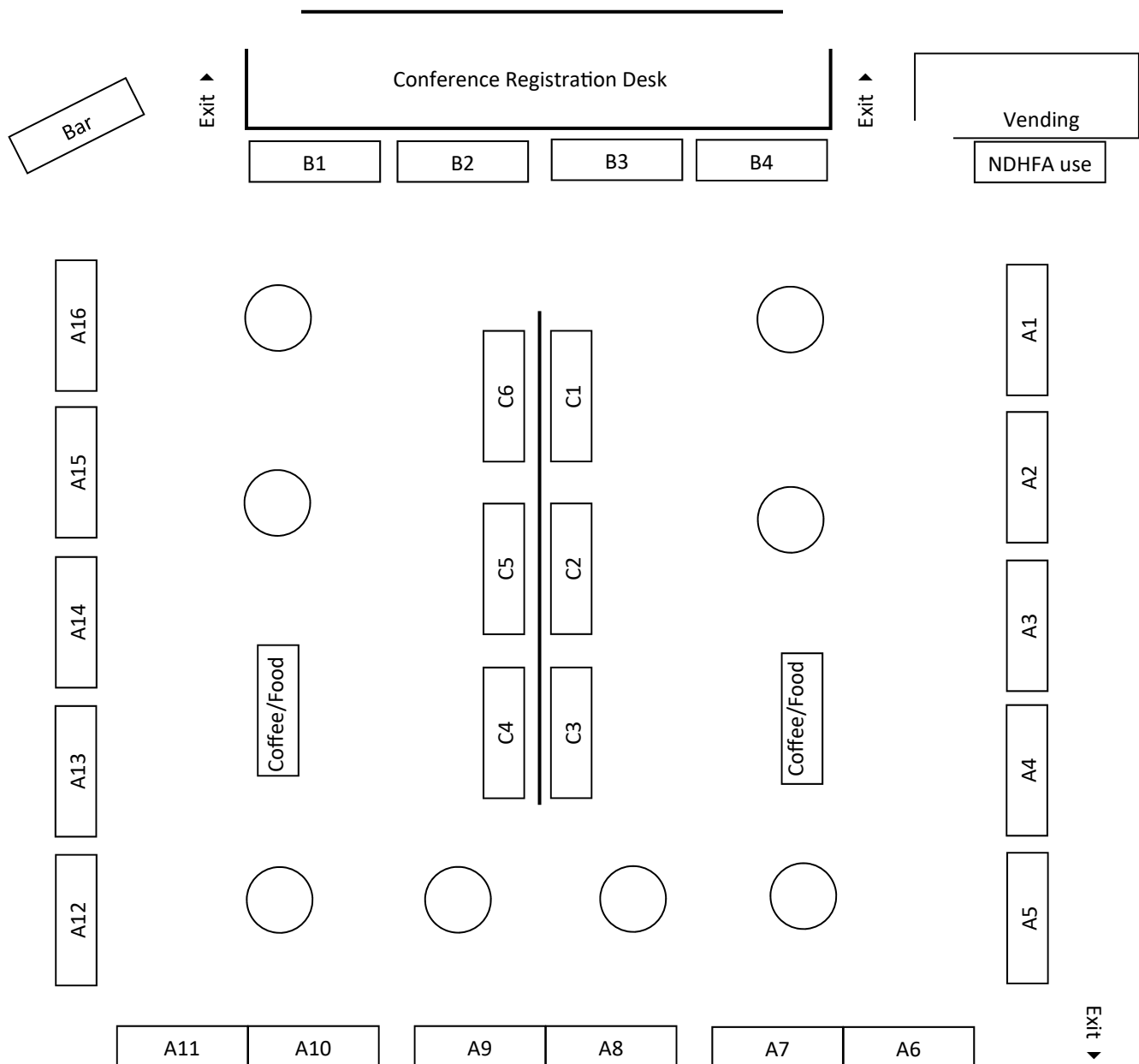
*Event Sponsors Only* - exhibit spaces will be offered in the back of the training rooms at the Ramkota to provide sponsors with direct access to target audience.

Booth Setup 7:00 - 9:00 a.m.

Exhibit Hours 9:00 a.m. - 3:00 p.m.

Booth Breakdown 3:00 - 5:00 p.m.

## EXHIBIT HALL MAP - RAMKOTA HOTEL, BISMARCK, ND



All booth spaces are equipped with an 8' x 30" table and a tablecloth.

**Booth spaces #A1-A16** have access to electricity and will be provided with two chairs.

**Booth spaces #B1-B4** have access to electricity. No chairs will be provided in this area to keep the walkway clear.

**Booth spaces #C1-C6** do not have access to electricity, and no chairs will be provided in this area to keep the walkway clear. An 8' tall cloth partition will separate booths #C1-C3 from #C4-C6.

## **CONFERENCE AGENDA**

(Tentative, final agenda will be released in February 2019)

### **Monday, May 20, 2019 - Policy Day at the Ramkota Hotel, 800 S 3rd Street, Bismarck, ND**

8:30 a.m. - 5:00 p.m., Registration and Check In

8:30-10 a.m., Pre-conference Activities/Meetings (to be determined)

10:00-11:45 a.m., Opening Plenary - Governor Doug Burgum (invited) and "Positioning Yourself for the Profound Demographic Shift Ahead," Ken Gronbach, demographer

12:00-1:15 p.m., Lunch and Plenary - "Federal Housing Policy Discussion," Stockton Williams, National Council of State Housing Authorities executive director

1:15-1:45 p.m., Networking Break

1:45-2:45 p.m., Plenary - "State Housing Policy Discussion," panelists to be determined

3:00-3:45 p.m., Plenary - "Workforce Study," speaker to be determined

4:00-5:00 p.m., Closing Plenary - "Understanding the Impact of Market Forces on Your Strategies," Jill Johnson, business strategist

5:00-7:00 p.m., Networking Reception

### **Tuesday, May 21, 2019 - Training Day at the Ramkota Hotel, 800 S 3rd Street, Bismarck, ND**

7:30 a.m. - 3:00 p.m., Registration and Check In

7:30-9 a.m., Networking Breakfast

9:00 a.m. - 12:00 p.m., Concurrent Breakout Sessions with Homeownership, Multifamily and Property Management Tracks

12:00-1:30 p.m., Lunch and Champion Awards Presentation

1:45-3:00 p.m., Concurrent Breakout Sessions continue

To ensure that your organization receives proper credit, print your contact information as it should appear in the event's promotional materials, select the desired sponsorship level and return the completed form to NDHFA.

Organization Name	Contact Person
Mailing Address	Phone
City/State/ZIP Code	Email

**SPONSORSHIP LEVELS**

Select sponsorship level and corresponding perks, if applicable. Refer to prospectus for full details.

- Platinum (\$5,000 and Up)** Includes six event registrations, recognition in promotional materials, an opportunity to host a discussion table during the networking breakfast, exhibit space selection priority and Pick-a-Perk (select two below).
  - Address audience/video during plenary.  Display signage/banner.  Reserved table for six during plenary.
  - Promotional item.  Sponsor of a networking break, reception or breakfast.
- Gold (\$3,000 and Up)** Includes four event registrations, recognition in promotional materials, an opportunity to host a discussion table during the networking breakfast, exhibit space and Pick-a-Perk (select one below).
  - Display signage/banner.  Promotional item.  Sponsor of a networking break, reception or breakfast.
- Silver (\$1,500 and Up)** Includes two event registrations, recognition in promotional materials, an opportunity to host a discussion table during the networking breakfast, and exhibit space.
- Bronze (\$750 and Up)** Includes one event registrations, recognition in promotional materials, an opportunity to host a discussion table during the networking breakfast, and exhibit space.

**EXHIBIT BOOTH**

All sponsors are entitled to complimentary exhibit space unless otherwise indicated. In addition to the display space offered in the Exhibit Hall at the Ramkota Hotel on May 20, event sponsors may reserve space in a training room on May 21.

- Reserve space in exhibit hall on May 20 at the Ramkota in Bismarck, ND. Preference (1) \_\_\_\_\_ Preference (2) \_\_\_\_\_  
 (Electricity and chairs are not available at all of the exhibit spaces. See exhibit hall map for details.)
- Reserve space in meeting room on May 21 at the Ramkota in Bismarck, ND.  
 Select one training track: Homeownership \_\_\_\_\_ Planning \_\_\_\_\_ Property Management \_\_\_\_\_
- We elect not to exhibit at all this year.

**INDIVIDUAL REGISTRATIONS**

Each exhibitor representative, including those using the complimentary event registration included with the booth, must register individually for the conference. When general registrations opens, the contact listed above will receive a code to register the individuals using complimentary event registration on the event's online registration site.

**ORGANIZATION DESCRIPTION AND LOGO**

Submit logo by February 8, 2019, to be listed as a sponsor on all promotional materials, see prospectus for acceptable file formats, and email an organization description, 30 words or less, to hfainfo@nd.gov.

**ADVERTISEMENT**

Platinum and Gold level sponsors should submit their advertisements by April 26, 2019, to be included in conference program. Email advertisement, see prospectus for size and acceptable file formats, to hfainfo@nd.gov.

**PAYMENT**

- Check enclosed, payable to NDHFA, Attn: Housing Conference, PO Box 1535, Bismarck, ND 58502-1535.
- Invoice me. Email or fax completed form to (701) 328-8090 or hfainfo@nd.gov.

**QUESTIONS?**

Contact NDHFA's communications staff at (800) 292-8621, (701) 328-8080 or hfainfo@nd.gov.

NDHFA USE ONLY: Date Received _____ Date Paid _____ Fee Paid _____ Exhibit Space Assigned _____
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**EXHIBITOR ONLY COMMITMENT**

*"Housing North Dakota,"* Statewide Housing Conference  
Ramkota Hotel, Bismarck, ND, May 20-21, 2019

To ensure that your organization receives proper credit, print your contact information as it should appear in the event's promotional materials, select the desired sponsorship level and return the completed form to NDHFA.

Organization Name	Contact Person
Mailing Address	Phone
City/State/ZIP Code	Email

**EXHIBITOR ONLY**

"Exhibitor only" requests will be reviewed in the order in which they are received. After sponsor needs are satisfied, NDHFA will assigned its remaining exhibit spaces to the exhibitor only applicants. Written confirmation of assigned booth space will be sent to all of the exhibitors prior to the event.

**EXHIBITOR FEE**

**Exhibitor Only (\$150)**, includes an exhibit space and event registration for Policy Day, May 20, 2019, at the Ramkota Hotel in Bismarck, ND. Additional fees will be required to attend the Training Day activities on May 21.

Preference (1) \_\_\_\_\_ Preference (2) \_\_\_\_\_

(Electricity and chairs are not available at all of the exhibit spaces. See exhibit hall map for details.)

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Invoice me. Email or fax completed form to (701) 328-8090 or hfainfo@nd.gov.

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NDHFA USE ONLY: Date Received _____ Date Paid _____ Fee Paid _____ Exhibit Space Assigned _____
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