

SAN DIEGO

THE PENDRY HOTEL
OCTOBER 17-19, 2017

**GETTING DOWN TO BUSINESS
UTILIZING DATA STANDARDS**



Sponsorship Opportunities

2017 RESO Fall Conference

Tuesday, October 17 — Thursday, October 19



**The Pendry Hotel
San Diego, California**



San Diego: We are “Getting Down to Business” in the seaside city of San Diego, California. A year-round temperate climate and an inviting cultural atmosphere is the ideal setting for our **October 17-19 Conference at the Pendry Hotel located in the Historic Gaslamp Quarter.**

We are embarking on a mission to extend the remarkable success of the Data Dictionary Certification now with more than 600+ MLSs certified, serving more than one million real estate professional MLS subscribers and members.

The RESO Data Dictionary continues to grow and improve and it is time to expand both Data Dictionary implementation and the industry-wide use of the RESO Web API.

RESO would like to invite you to be part of our conference as a Sponsor!

With back-to-back record-breaking attendance while still remaining a conference where you can speak to everyone face-to-face, RESO’s Fall Conference will be loaded with the top executives and tech experts from the largest MLSs, MLS Technology Partners, Brokerages and Franchises in the country. This year’s conference will once again offer Sponsors unmatched opportunities to network with industry leaders and showcase your services during our events.

















Included in this packet is detailed information on sponsorship opportunities and benefits, but hurry. Sponsorships are available on a first come, first served basis, and we are expecting all opportunities to sell out so don't delay - **act today!**

Sponsors of RESO Conferences tell us there is no other place that delivers a better ROI of their Sponsorship dollars. Here’s your opportunity to raise your industry visibility at the RESO Fall Conference in San Diego.



RESO[®]

REAL ESTATE STANDARDS ORGANIZATION

Benefits of Sponsorship: The total amount committed for events listed on the following page determines your level of sponsorship.	PLATINUM \$10,000 - \$15,000	GOLD \$7,500 - \$9,500	SILVER \$5,000 - \$7,000	BRONZE \$2,500 - \$4,500
Pre-REG attendee list with contact information 10 days before & post-REG 10 days later				
Website Recognition (Your company logo featured with level of sponsorship)				
Logo on general signage	All signs + your banner in the General Session	All signs	All signs	Your Stand-up banner sign
Social Media	3 FB posts 10 tweets	2 FB posts 5 tweets	1 FB post 5 tweets	1 FB post 2 tweets
Communications (Business card sized logo in conference newsletter)				Thank you in conference newsletter
Comp conference registrations	5	3	2	1
Ad / Logo featured on slides during General Session	Custom Ad - due by Sept. 8	Logos—Gold separate slide	Logos - Silver separate slide	Logos - Bronze same slide
Company acknowledgement at the podium at General Session				
Custom discount code for your client list to attend conference		-	-	-
Sponsor logos will be featured on signage and a “thank you” will be announced at the chosen sponsored event.				

SPONSORSHIP OPPORTUNITIES

There are several sponsorship opportunities that will maximize your exposure at the RESO Fall Conference. As a sponsor, your company will gain visibility while supporting an association that's striving to make the real estate industry more efficient and prosperous.

Only RESO members are eligible to sponsor. Consider PARTNERING UP to CO-SPONSOR the receptions!

Sponsorships are available on a first-come, first served basis. Once your sponsorship is secured, to ensure inclusion in all printed materials, all information must be received by **September 8, 2017**.

EVENTS	SPONSOR COST	SPONSOR LEVEL	DETAILS
WELCOME RECEPTION <i>Monday, October 16</i>	\$7,500	GOLD	<p>Cost for a Reception reserves date for the event. Sponsor is responsible for additional cost for venue & F&B.</p> <p>RESO can forward recommendations per your request for venues at local establishments with contacts & a cruise option.</p> <hr/> <p>Cost for DATACOMP & BROKER MARKETING SOLUTIONS WORKSHOP reserves the event hosted by sponsor with a separate cost for awards to be incurred.</p>
RECEPTION <i>Tuesday, October 17</i>	\$7,500	GOLD	
RECEPTION <i>Wednesday, October 18</i>	\$10,000	PLATINUM	
DATACOMP: DEVELOPERS DATA COMPETITION <i>Tuesday, October 17—SOLD</i>	\$5,000	SILVER	
BROKER MARKETING SOLUTIONS WORKSHOP <i>Tuesday, October 17</i>	\$5,000	SILVER	
ITEMS			
CONFERENCE Wi-Fi	\$6,000	SILVER	Wi-Fi Splash page customized with company logo when signing in to connect & on badge with login/password info
HOTEL ROOM KEYCARDS	\$3,000	BRONZE	Keycards are customized with company logo. Vendor information available through RESO.
LANYARDS	\$3,000	BRONZE	Lanyards are customized with company logo. Vendor information available through RESO.
SWAG HIGHLIGHT	\$3,000	BRONZE	Swag to be distributed by RESO staff on specific day.
GOBO HIGHLIGHT	\$3,000	BRONZE	Company logo light cast in foyer outside main meeting room for the 3 days. RESO to coordinate setup.
MEALS			
BREAKFAST Tuesday, October 17 <u>OR</u> Wednesday, October 18 <u>OR</u> Thursday, October 19	\$3,000+	BRONZE	<p>Company signage posted during meal time selected.</p> <hr/> <p>Gobo highlight add-on (optional) for an extra \$500. Your company logo light cast during meal sponsored. RESO to coordinate setup of Gobo.</p>
LUNCH Tuesday, October 17 <u>OR</u> Wednesday, October 18	\$3,500+		
BREAK Wednesday, October 18 <u>OR</u> Thursday, October 19	\$2,500+		

SECURING SPONSORSHIP & PAYMENT METHODS

EASY AS 1,2,3:

1. Email info@reso.org to request the sponsorship opportunity you want to secure.
2. You will receive a confirmation email reply if the opportunity is available or you will be asked to select another option.
3. Once agreed, you will receive an invoice that you can pay either by phone with a credit card or mailing a check.

METHOD OF PAYMENT:

A **Check** with a copy of your invoice can be mailed to: **RESO · 110 Horizon Drive, Suite 210 · Raleigh, NC 27615**

Credit Card payments can be processed by calling JoAnn Petilli at 919.459.8584 or Jadine Sturgill at 919.459.6097.

IMPORTANT NOTE: Sponsorships are not considered SOLD until funds are received.

If funds are not received within 10 business days of form submission, the next organization in line is offered the opportunity.