

Delaware  
Association of REALTORS®

*Annual Convention & Expo*

Oct. 13 & 14, 2022. Hyatt Place. Dewey Beach, DE

To Our Industry Partners,

## Think Beach!

After rising to meet the challenges of the past two years, we're ready to move forward to offer our members and partners not only a live and in-person statewide convention, but also the opportunity to network and have some fun together. So, this year, we offer something a little different.

Our 2022 Convention and Expo will be a two-day event in Dewey Beach at Hyatt Place on Oct. 13 and 14, and is, again, free to our more than 4,100 members. Sponsorship opportunities are available both days, and the Expo opens Friday morning. Opportunities will be limited, so reserve early!

This event provides a unique way for you to get your brand in front of REALTORS® as well as learn from them how you can create a partnership to meet the challenges they face. Take a look at the opportunities and find your perfect slot.

Please feel free to contact the DAR office at (302) 734-4444 with any questions, or email us at [info@DelawareRealtor.com](mailto:info@DelawareRealtor.com).

Sincerely,



Dr. Susan N. Giove, 2022 President  
Delaware Association of REALTORS®



Wesley T. Stefanick, Chief Executive Officer  
Delaware Association of REALTORS®

# 2022 Sponsorship Opportunities

## ~~Presenting Sponsor (\$8,500) SOLD~~

Includes a booth in the registration area; logo on convention signage; a full-page program ad; recognition in promotional materials; one (1) insert for convention bags; lunch for registered staff; at the President's Reception you'll be on stage to announce Beach Tag winners.

## **GOLD Sponsor (\$5,000)**

Premium exhibitor table; logo on signage; half-page program ad; recognition in promotional materials; one (1) insert for convention bags; up to eight (8) lunch tickets for registered staff

## ~~SILVER Sponsor (\$3,000) SOLD~~

Standard exhibitor table; logo on signage; half-page program ad; recognition on promotional materials; one (1) insert for swag bags; up to four (4) lunch tickets for registered staff

## **Swag Bag (\$2,500)**

Your logo on a reusable tote bag.

## **Swag for the Bag (\$90)**

Your marketing materials or promotional items inserted into each convention bag.

## ~~Lanyards (\$1,500/\$750) SOLD~~

Logo featured on the lanyard of each attendee's registration badge. Get a 50% discount if you provide us with your branded lanyards.

## **Program Ads**

Full Page ..... \$500  
Half Page ..... \$350  
Business Card ... \$100

## **Class Sponsorships**

Large Class (6 available): \$450

Small Class (15 available): \$300

You'll have ~ 5 minutes before class or after the break to provide information, materials, and invite attendees to meet with you one-on-one.

## **Meal Sponsorships**

- Breakfast/Breaks (1 available)— \$2,000

- Lunch (2 Available) — \$2,500

\*Purchase two and get a \$500 discount.

## **Award Sponsor (2 available)**

Be on stage to help announce the prestigious REALTOR® of the Year and recognize volunteer Good Neighbors of each county.

## **President's Reception (\$2,000)**

The convention ends at with live music, cash bar, and hors d'oeuvres! Find out who is REALTOR® of the Year and recognize our local 2022 Good Neighbors.

## **Casino Night (Proceeds to Charity)**

Eleven tables are up for grabs, 11 dealers, and a combo sponsorship. You can also participate by donating a gift basket to be raffled.

- Table Sponsor: \$150
- Dealer Sponsor: \$250
- Option: Table/Dealer Combo: \$400  
*The sponsor provides a volunteer to be trained to be a dealer at the table.*
- Gift Basket Raffle: No fee charged. Just put together some great gifts, along with company swag, to be raffled during the event for charity.

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***No matter what space you choose, you'll be in the middle of the action.***

Exhibitors at this year's Expo are offered a choice of booth space in the interior hall or the adjacent deck area.

**Interior hall** booths are right off the deck and beach area.

**On the deck** you'll have the ultimate boardwalk experience while enclosed in a tent for protection from wind and weather.

**The two spaces combine** to provide maximum exposure, both offering direct access to classrooms and event areas.

The **Expo Floor Chart** included in this package will help you decide your booth location.

### ***Standard Exhibitor Amenities***

6' table/covering, skirting; 2 chairs, 2 lunch tickets,  
2 free convention registrations/\$75 per additional registration,  
free WiFi, electric service is \$80

### **In the Hall**

#### **Premium Interior Booth**

**\$600** 

#### **Standard Interior Booth**

**\$500** 

### **On the Deck**


#### **Premier Deck Booth**

**\$1,500** 

#### **Premium Deck Booth**

**\$1,100** 

#### **Standard Deck Booth**

**\$700** 

### **Beach Tag Program**

**\$350**

*(Formerly the Pit Pass; Optional Program Open to All Exhibitors)*

Convention attendees receive a Beach Tag at registration to compete for prizes. Attendees must visit booths of each participating vendor to get their Beach Tags stamped for a chance to win. Completed cards are collected prior to the President's Reception. Winners will be drawn during the President's Reception and must be present to win.

Participating exhibitors not only get to greet attendees personally, but will receive contact information for each participant within 10 days following the convention.



# Annual Convention & Expo

Oct. 13 & 14, 2022. Hyatt Place. Dewey Beach, DE

## 2022 CONFERENCE & EXPO SPONSORSHIP APPLICATION

\*Company Name: \_\_\_\_\_ \*Contact Person: \_\_\_\_\_

\*Phone Number: \_\_\_\_\_ \*Email: \_\_\_\_\_

### EXHIBITOR BOOTH **Two Booth Staff registrations included (Trade Show booths only open on Friday, October 14)**

Premier Deck Booth -----	\$1,500
Premium Deck Booth -----	\$1,100
Standard Deck Booth -----	\$700
Premium Interior Booth -----	\$600
Standard Interior Booth -----	\$500

<b>Request for Electricity:</b>
<b>Yes</b>
<b>No</b>
<b>\$80 additional charge</b>

#### Available Add-ons

Beach Tag Sponsor (formerly Pit Pass) (20 available) -----	\$350
Additional Booth Staff -----	\$75 per each additional staff member

\*Name of Booth Staff: \_\_\_\_\_ \*Name of Booth Staff: \_\_\_\_\_

#### Adding additional booth staff?

Contact Matt Lafferty at DAR with names – 302.734.4444 or matt@delawarerealtor.com

### SPONSORSHIP OPPORTUNITIES

<del>Presenting Sponsor (1 available) -----</del>	<del>\$8,500</del>	President's Reception -----	\$2,000
Gold Sponsor -----	\$5,000	<del>Lanyard Sponsor (1 available) *\$750 discount if sponsor provided) -----</del>	<del>\$1,500*</del>
Silver Sponsor -----	\$3,000	Award Sponsor (2 available) *\$200 discount if both purchased -----	\$500
Swag Bag Sponsor (1 available) -----	\$2,500	Large Class Sponsor (6 available) -----	\$450
Lunch Sponsor (2 available) *\$500 discount if both purchased -----	\$2,500	Small Class Sponsor (15 available) -----	\$300
Breakfast & Break Sponsor (1 available) *\$500 discount if both purchased -----	\$2,000	Swag for the Bag -----	\$90

### CASINO NIGHT **Takes place the evening of October 13 (Proceeds to benefit the Delaware Association of REALTORS® Care Fund)**

Table/Dealership Sponsor Combo -----	\$400	Table Sponsor -----	\$150
Dealer Sponsor -----	\$250	Gift Basket for Raffles -----	Free

**Limited Availability – Check with DAR Staff for Casino Night Sponsorship Availability**

### PROGRAM ADS **(Ads must be submitted in .pdf or .jpeg format by August 30, 2022)**

Full Page -----	\$500	Half Page -----	\$350	Business Card -----	\$100
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### PAYMENT **(Full payment is required with application – Credit Card payments preferred)**

TOTAL DUE: \$ \_\_\_\_\_

PAYMENT TYPE:

**CHECK                      VISA                      MASTERCARD                      DISCOVER                      AMEX**

Credit Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

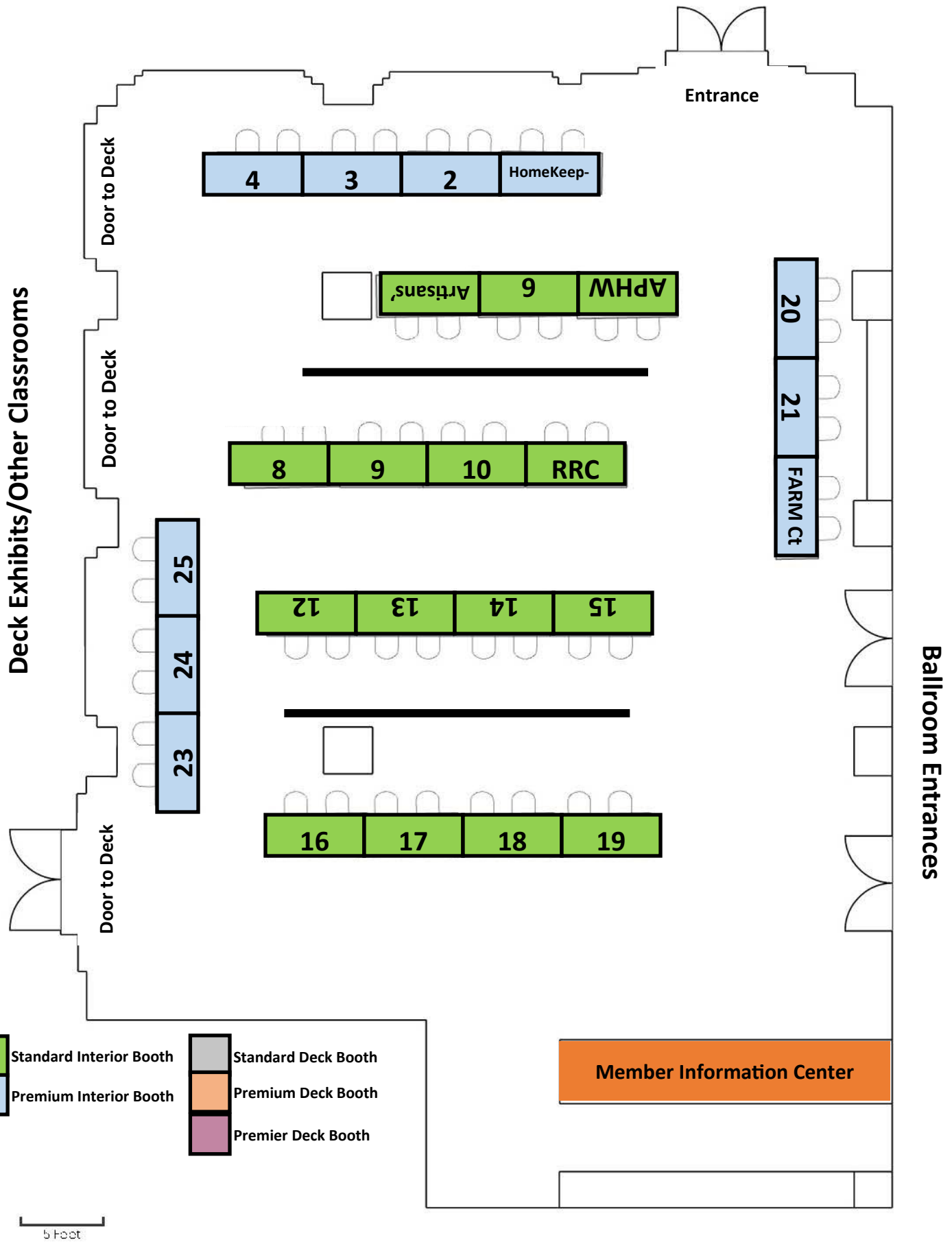
Please make checks payable to: **DAR**. Return all forms and payment to **134 East Water Street, Dover, DE 19901**.

## 2022 CONFERENCE & EXPO TERMS & CONDITIONS

1. **APPLICATION & ELIGIBILITY:** DAR has the final authority to assign booths to exhibitors. Booths will be assigned on a first-come, first-served basis. Booth assignments will be finalized 2 weeks prior to the conference.
2. **EXHIBIT HOURS:** Virtual exhibit booths must be staffed or have notification of return time during all conference hours. Exhibitors with virtual booths that are not staffed during conference hours could be subject to loss of credentials for future conferences and loss of other conference privileges as determined by DAR Staff. Virtual booths will remain active with the virtual event platform for a set amount of time after the event. **(Subject to Change)**
  - a. **Set-up Time:** Friday, October 14: 5:30 am to 7:30 am
  - b. **Active Expo Hours:** Friday, October 14: 7:30 am to 4:30 pm
  - c. **Exhibit Tear Down:** Friday, October 14: 4:30 pm
3. **SCHEDULE CHANGES:** DAR further reserves the right to alter the time to agree with changes in schedules.
4. **BOOTH RULES:** DAR reserves the right to refuse any exhibit display not complying with rules.
  - a. All exhibit walls and decorations will be limited to 8 feet in height.
  - b. NO banners, arches or other overhead fixtures shall be permitted to cross aisles.
  - c. NO fences, trees/plants or coverings will be used that will obstruct another's exhibitor display. Exhibitors will stay within allotted space and NO exhibit will extend into the aisles of the hall.
  - d. No exhibitor shall use nails, tacks, staples, screws, bolts, glue, paste, gummed tape or other fastening or anchoring devices of any kind in or on the floors, walls, columns, doors, windows, ceiling or any other part of the exhibit hall.
  - e. All moving material must have rubber on wheels.
  - f. No propane or vehicles with metal wheels are permitted in the exhibit hall area.
5. **SUBLETTING BOOTH SPACE:** Exhibitors may not assign, sublet, or apportion all or any part of a contracted booth space, nor may exhibitors permit the display, promotions, sales, or marketing of non-exhibitor products or services.
6. **INSURANCE & LIABILITY:** Neither DAR, nor any of its officers, employees, agents, contractors, and affiliates of such entities, nor the owners, employees, or representatives of the conference venue will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property, prior, during or subsequent to the period covered by the exhibit. The exhibitor expressly releases the foregoing persons and entities from and agrees to indemnify the same against any and all claims for such loss, damage or injury arising from the negligent or willful acts or omission of the exhibitor and its employees, agents, contractors, and invitees. Exhibitors are responsible for all liability insurance coverages.
7. **CANCELLATION POLICY:** Cancellation of this contract **MUST** be in writing. Cancellations prior to August 19, 2022 will be granted a refund less 50% of the exhibitor booth fee. **NO REFUNDS** will be granted after this date. **FAILURE TO OCCUPY:** If the exhibitor booth is not occupied by the exhibitor on contract, DAR will have the right to use such space as it sees fit.
8. **PHOTO RELEASE:** I hereby grant to DAR the right to photograph, record, and/or videotape me, my guests, employees, and/or contractors during the Expo. I further grant to DAR, as the copyright owner, forever and throughout the world, the right to use these items and to reuse or license the right to reuse them as DAR may desire, in all media and in all forms and for all purposes without further notice or compensation.
9. **RULE VIOLATORS:** All exhibitor applicants who sign the registration form bind themselves to the exhibitor terms and conditions. Violation of these rules will result in the immediate closure of the exhibit and may affect future consideration for booth space.
10. **MUSIC:** Any exhibitor who will be playing music is responsible for licensing with ASCAP and BMI.
11. **FOOD & BEVERAGE:** The serving of alcoholic beverages and/or food by exhibitors in any part of the show premises is not permitted unless permission is given by show management in advance. Contact DAR staff for your request.
12. **ADDITIONAL QUESTIONS:** Any and all matters or questions not specifically covered by the preceding terms and conditions shall be subject solely to the decision of DAR staff.

I agree to abide by the **TERMS and CONDITIONS** along with the **LIABILITY RELEASE** and to have the credit card information on this form charged for the amount above.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



Beach Area/Rehoboth Bay

Interior Exhibits/Ballrooms

