EXHIBIT & SPONSORSHIP OPPORTUNITIES
NEW SPACE
FACE-TO-FACE

In just two days, you’ll meet thousands of REALTORS® from around the country with the buying power and influence to purchase the products and services you bring to the show. Not since 2019 have the REALTORS® at the Legislative Meetings enjoyed in-person experiences, networking, and show floor demonstrations.

You won’t want to miss exhibiting, May 3-4, at this new venue: Gaylord National Resort & Convention Center, National Harbor, MD.
IN-PERSON IS BACK!

Feeling fatigued after two years of virtual meetings? The energy derived from seeing long-time acquaintances, meeting new business contacts, and demonstrating your products in person is one click away.

The REALTORS® Legislative Meetings move to the National Harbor, situated on the banks of the Potomac River and home to the Gaylord National Resort & Convention Center; the East Coast’s largest non-gaming hotel and convention center. A 19-story glass atrium with lush indoor gardens, located close to 40 restaurants and great shopping, makes this a fun and exciting new venue to meet with REALTORS®.

Reserve Your Space Today

For more information or to reserve your booth, contact Legislative Meetings Show Management at nar@heiexpo.com or (800) 752-6312.
REALTORS® ARE READY TO SEE YOUR PRODUCTS IN PERSON

Your product or service is a perfect fit for exhibiting if you can identify with the following selling categories:

**My product/service** helps REALTORS® sell more residential and/or commercial properties.

**My company** provides a valuable service used by homeowners prior to or after the sale – which can benefit from the recommendations of REALTORS®.

**My product/service** helps agents and brokers manage their home office and portfolio.

**My product/service** supports Brokers, Agents, and Boards in expanding their network and revenue sources.
LIVE EVENTS DELIVER!

SURVEYED EXHIBITORS AGREE: LEGISLATIVE MEETINGS A WORTHY INVESTMENT

- 100% of 2019 surveyed exhibitors met or exceeded their objectives for obtaining sales leads.*
- Exhibitors ranked the 2019 Trade Expo as their most important event for meeting their marketing objectives – ahead of all other state association events, franchise expos, and other industry events.*

- 84% of exhibitors met or exceeded their objectives for product exposure.*
- 8 out of 10 exhibitors recommended that their company exhibit at the next Trade Expo.*
- Exhibitors averaged 229 leads.”

You don’t want to miss the live return of the Legislative Meetings in 2022 at this iconic facility.

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* 2019 Legislative Meetings Exhibitor Survey
** 2019 Legislative Meetings Registration Lead Retrieval Report
REALTORS® YOU’LL MEET

**ATTENDANCE BY GENDER**
- 58% Female
- 42% Male

**ATTENDANCE BY AGE**
- 6% 13-35
- 27% 36-50
- 46% 51-65
- 21% 65+

**ATTENDANCE BY JOB FUNCTION**
- 38% Broker/Broker-Owner
- 31% Sales Agent
- 31% Association Executives

**ATTENDANCE BY PRIMARY BUSINESS SPECIALTY**
- 53% Residential
- 8% Commercial
- 7% Relocation
- 6% Land
- 5% Property Management
- 3% Resort
- 3% International
- 14% Other

**GEOGRAPHIC PROFILE**
- 32% South Atlantic
- 19% Midwest
- 15% South
- 11% Pacific
- 10% Mountain
- 8% Mid-Atlantic
- 5% New England

*2019 REALTORS Trade Expo Attendee Report
**2019 REALTORS Trade Expo Registration Report - Maritz
MAXIMIZE YOUR EXPOSURE WITH A HOLISTIC PROMOTIONAL PROGRAM

FREE CUSTOMIZED AD CAMPAIGN
Letting your current and future customers know what you will be showcasing and getting them to your booth at the Legislative Meetings is critical to your ROI. Every exhibitor will receive a customized ad campaign, to include:

• Social media messaging
• Online graphics
• Legislative Meetings logo
• Your company logo, name, description, and booth number

FREE ONLINE SHOW MAP WITH EXHIBITOR LIST
Your 200-word description, product categories and logo are accessible by all NAR members and included in many upcoming email communications to showcase your participation in this event.

FREE MOBILE APP LISTING
REALTORS® can find you in real time via the Legislative Meetings Mobile App. Includes your company description, booth number, and logo.

DOZENS OF NEW SPONSORSHIPS & ADVERTISING OPPORTUNITIES
Branding, event marketing, and advertising options are available to promote your presence at the show.

*Sponsors must provide .eps or high res .png logo two weeks prior to event date to be included in offered sponsor deliverables.
RESERVE YOUR SPACE NOW!

Online Application  Online Floor Plan

FOR ASSISTANCE, CONTACT
Hall-Erickson, Inc.
98 E. Chicago Ave
Westmont, IL 60559
nar@heiexpo.com
800-752-6312
630-434-7779

2022 Exhibits Rate: $25/Sq.Ft.
$300/Corner (linear)
$100/Corner (island)

2022 PRELIMINARY SCHEDULE OF EVENTS

Installation
Monday, May 2  8:00 am – 5:00 pm
Tuesday, May 3  8:00 am – 9:00 am

NEW Exhibit Hours
Tuesday, May 3  10:00 am – 5:00 pm
Wednesday, May 4  10:00 am – 5:00 pm

Dismantle Hours
Wednesday, May 4  5:00 pm – 10:00 pm
Thursday, May 5  8:00 am – 12:00 pm
THANK YOU.

2022 REALTORS® LEGISLATIVE MEETINGS
HOME FRONT MAY 1-6 2022

#NARLegislative  nar.realtor

THAT’S WHO WE ARE

NATIONAL ASSOCIATION OF REALTORS®