INTRODUCING NAR’S C5 SUMMIT, THE PREMIER US-BASED COMMERCIAL REAL ESTATE EVENT

The National Association of REALTORS® is a leading force in organized real estate and is committed to bringing those who work in all aspects of the residential and commercial real estate industries together for engaging content that will empower REALTORS® as they navigate the ever-evolving real estate landscape.

Launching Fall 2021 in the heart of New York City—the epicenter of commercial real estate—NAR’s C5 Summit will be the ultimate experience for commercial industry influencers and industry partners including commercial brokers, state and local associations, economic development organizations, government officials, NAR Global members, and domestic and international investors.

Share in the excitement and gain traction with an elite audience at the first ever C5 Summit, September 27-29, 2021, by sponsoring or exhibiting.

Our newest flagship event will provide opportunities for networking, learning, deal-making, and much more.

HOW TO BECOME A LEADER AND INFLUENCER WITHIN THE COMMERCIAL PROPERTY MARKET...

- Meet face-to-face with key decision makers and potential buyers in the commercial sector
- Network, recruit, and build relationships with current and future customers
- Showcase your properties and investment opportunities to the right audience
- Position your brand at the premier commercial real estate event

SEPTEMBER 27-29, 2021
NEW YORK MARRIOTT MARQUIS TIMES SQUARE
Participation Benefits

50-75 state and local REALTOR® associations, economic development agencies, and government officials will have the opportunity to exhibit at the C5 Summit. Shouldn’t YOU be one of them?

Showcase your properties and investment opportunities to more than 1,500 attendees and buyers from across the United States, including:

• Commercial Brokers/Agents
• Real Estate Developers
• Real Estate Investment Trusts (REITS)

Stand out from your competitors! Combine NAR’s advertising, sponsorship, and exhibiting opportunities to reach commercial industry influencers and industry partners.

EXPO HOURS*

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday</td>
<td>September 27, 2021</td>
<td>12pm - 5pm</td>
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<tr>
<td>Tuesday</td>
<td>September 28, 2021</td>
<td>9am - 11:45am &amp; 2pm - 5pm</td>
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<tr>
<td>Wednesday</td>
<td>September 29, 2021</td>
<td>8am - 10:45am</td>
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*Expo Hours are subject to change

SPONSORSHIP OPPORTUNITIES

BASIC EXHIBIT PACKAGE

Exhibit space starts at $2,500 per 8’x10’ booth and includes one (6’) table, two chairs, and two full conference registrations.

START-UP ALLEY – EXCLUSIVELY ON MONDAY, SEPTEMBER 27, 2021, 12PM – 5PM

Just getting started in the commercial sector? Participate in Start-up Alley for $995 to showcase your products to this influential audience. Participation includes one highboy table, two barstools, and promotion in advance and on-site during the event.
INTERESTED IN HAVING MAXIMUM IMPACT?

Choose from three different sponsorship levels or go a la carte to gain exclusivity. *(Sponsorships are limited to exhibiting companies.)*

**SPONSORSHIP PACKAGE CLASS A @ $45,000**

Limited to one company, this package will garner attention and generate awareness among everyone who attends C5 SUMMIT!

- One 8'x20' booth
- Four event registrations
- Exclusive sponsor of The Deal Room
- Targeted ad campaign on social media
- Branding and recognition on event promotional materials in advance, on-site, and post-event
- Recognition by event emcee
- One banner location within venue
- Advertising in final program guide and/or mobile app ad

**SPONSORSHIP PACKAGE CLASS B @ $25,000**

Become one of five sponsors that will capture attendees’ attention through a diverse set of touch points that provide branding and visibility throughout all three days of the event.

- One 8’x10’ booth
- Two event registrations
- One banner location within venue
- Branding and recognition on event promotional materials in advance, on-site, and post-event
- Recognition by event emcee
- Advertising in final program guide and/or mobile app ad

**SPONSORSHIP PACKAGE CLASS C @ $10,000**

Upgrade your booth presence with additional recognition as a player in the commercial marketplace.

- One 8’x10’ booth
- Two event registrations
- Advertising opportunity on NAR website
- Branding and recognition on event promotional materials in advance, on-site, and post-event
BECOME AN EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

OPENING RECEPTION - DAY 1
$75,000

Attendees can look forward to cocktails, entertainment and light hors d’oeuvres as they wind down the day. The Opening Reception offers attendees a great chance to network with influential members of the commercial marketplace. Have your brand associated with this event and enjoy:

- Approved swag handed out to attendees (at sponsor’s discretion)
- Logo or video opportunity (non-audio) to play on continuous loop throughout reception (at sponsor’s discretion)
- Opportunity to welcome attendees
- Branding on all signage and marketing materials before, during, and after event
- Social media ad campaign

OPENING SESSION/BRUNCH - DAY 1
$50,000

Welcome attendees on the first day of the event by sponsoring brunch and the Opening Session. Sponsorship includes:

- Approved collateral/gift at each chair (at sponsor’s discretion)
- Social media ad campaign
- Opportunity for short intro video or logo on entrance screen
- Mention by emcee
- Reserved seating
- Branding on all signage and marketing materials in advance, on-site, and post-event

SEPTEMBER 27-29, 2021
NEW YORK MARRIOTT MARQUIS TIMES SQUARE
KEYNOTE SESSION - DAY 1 OR DAY 2
OR CLOSING SESSION - DAY 2
$20,000

Each day will provide attendees with content from influential experts in the commercial real estate industry. Become the exclusive sponsor of these relevant topics and receive:
- Logo on the screen
- Mention by emcee
- Branding on all signage and marketing material in advance, on-site, and post-event

CONTINENTAL BREAKFAST AND SNACK BREAK – DAY 2
$15,000

Welcome attendees before the doors open on Day 2 as they grab a morning bite and refreshments. Hand out approved swag or collateral material (at sponsor’s discretion) at each station during breakfast as well as the afternoon snack break. Branding on all signage and marketing materials before, during, and after event.

NETWORKING BOX LUNCH $30,000
OR PLATED LUNCH PROGRAM - DAY 2 $50,000

Networking Box Lunch will include tables with subject matter topics. Sponsors will have the opportunity to moderate two tables with the topic of their choice. If a plated program is chosen, sponsor will have the opportunity for a short intro video or brief comments from the podium. Once event format has been determined, sponsor will receive:
- Opportunity for short intro video or logo on screen
- Logo on the screen
- Mention by emcee
- Reserved seating
- Branding on all signage and marketing material in advance, on-site, and post-event

ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:
- Badge/lanyard sponsorship @ $5,000
- Hotel keycards @ $5,000
- Event website banner ads @ $2,500
- Advertising in program guide or mobile app @ $2,500
- One-meter standing signs throughout public space @ $1,500 each

For information on C5 SUMMIT sponsorship opportunities, please contact nar@theYGSGroup.com.