



The New Jersey Chapter of the National Association of Housing and Redevelopment Officials (NJNAHRO) and the Middle Atlantic Regional Council (MARC NAHRO) are holding their Annual Conference and Trade Show April 28 - May 1, 2024, at the Hard Rock Hotel & Casino in Atlantic City.

Through the 2024 NJ/ MARC NAHRO Annual Conference, your business can reach the decision-makers in public housing, redevelopment and community development in New York, New Jersey, Pennsylvania, Maryland, Delaware, Washington, DC, Puerto Rico and the Virgin Islands. Our Conference and Trade Show offers you a cost-effective method of communicating directly with the decision-makers in the Region's multi-million-dollar housing and community development market.

Last time New Jersey hosted the MARCNAHRO Conference we had 500 attendees!

**The Annual Conference offers four options:**

- Corporate Sponsorship
- Sponsor a Social Event at the Conference
- Exhibit at the Conference
- Enhanced Marketing in the Journal



If you would like more information, call the MARC NAHRO Service Office @ 940-521-9982. Space is limited, so be sure to let us know of your interest today. You won't want to miss this once-a-year opportunity to reach such an important market.

## 10% Discount if received by February 2, 2024

### CORPORATE SPONSORSHIP OPPORTUNITIES

We have a range of sponsorship options to suit your corporate needs by offering a focused way to showcase your services, technology, and products, and most importantly, explore opportunities to reach your prospective customers. We hope that this partnership with NJNAHRO/ MARC is an integral part of your marketing to deliver a unique blend of branding, positioning and face-to-face interaction with key industry people who matter to you and your business.

### SPONSORSHIP & ADVERTISING BENEFITS

- Comprehensive marketing campaign highlighting your brand, both online & offline, to targeted audiences.
- Extensive networking opportunities with face-to-face contacts & exclusive meeting opportunities.
- Excellent opportunities to access & evaluate prospective partners & form strategic alliances.
- A highly conducive environment for high-quality lead generation for key industry players.
- Enhance your branding & publicity competitively throughout the conference, coffee breaks, during lunch, receptions, & more...

### HOTEL ACCOMODATIONS

#### HARD ROCK HOTEL & CASINO ATLANTIC CITY

1000 Boardwalk  
Atlantic City, NJ 08401  
1-609-449-1000

Room Rate \$99.00 | Group Rate Cutoff Date: April 14, 2024.

# SPONSORSHIP TIERS

## **Taylor Swift (1 Available) ..... \$20,000**

- Display company LOGO on Banner throughout the entire Trade Show. **(\$2,400 Value)**
- Display company & conference LOGO on conference bags provided by Sponsor.
- Full-page, inside front or back cover in Color in conference journal. **(\$550 Value)**
- FREE Trade Show Double Booth in Sponsor's Row (Booth # 1 & 2). **(\$3,990 Value)**
- Sponsor of Tuesday's Evening Reception. **(\$10,000 Value)**
- Five Conference Registrations. **(\$2,250 Value)**
- Two (2) Foursomes for golf on Sunday. **(\$1,400 Value)**
- Opportunity to hold one session.
- Electric at no extra charge
- Distribution of COMPANY LITERATURE with conference materials in every bag

## **John Lennon (1 Available) ..... \$10,000**

- Sponsor of Monday Reception in Trade Show area with Banner. **(\$8,000 Value)**
- Full-page color DISPLAY AD in conference journal. **(\$450 Value)**
- Hanging of company LOGO in trade show area during Monday Reception.
- FREE Trade Show Booth in Sponsor's Row. **(\$1,995 Value)**
- Two Conference Registrations. **(\$900 Value)**
- Two (2) Foursome for golf Sunday. **(\$1,400 Value)**
- Distribution of COMPANY LITERATURE with conference materials in every bag.

## **Ed Sheeran (1 Available) ..... \$7,500**

- Full-page color DISPLAY AD in conference journal. **(\$450 Value)**
- Hanging of company LOGO in trade show area.
- Free TRADE SHOW BOOTH in Sponsor's Row. **(\$1,995 Value)**
- Sponsor of Tuesday morning's continental breakfast in Trade Show area. **(\$5,000 Value)**
- Two Conference Registrations. **(\$900 Value)**
- One (1) Foursome for golf Sunday. **(\$700 Value)**
- Distribution of COMPANY LITERATURE with conference materials in every bag.

## **Jimmy Page (5 Available) ..... \$5,000**

- Full-page color DISPLAY AD in conference program book. **(\$450 Value)**
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row. **(\$1,995 Value)**
- Sponsor of Monday's breakfast Break in Trade Show area. **(\$4,500 Value)**
- Two Conference Registrations. **(\$900 Value)**
- Distribution of COMPANY LITERATURE with conference materials in every bag

## **SPONSOR A SOCIAL EVENT AT THE CONFERENCE**

Sponsoring a Conference social event is a fun and much-appreciated way for NJNAHRO/MARC members to meet you and get to know more about your company. A sign featuring your Company's name will be prominently displayed at the event, and your company will be recognized in the conference program book.

# EXHIBIT AT THE CONFERENCE

Only NJ/ MARC NAHRO offer exhibitors an opportunity to reach so many of the people who make the buying decisions for housing & community development agencies. As an exhibitor at the 2024 Annual Conference & Tradeshow you will have direct exposure to housing & redevelopment agency officials from New Jersey, New York, Pennsylvania, Maryland, Delaware & Washington, DC. In addition, you will receive a 20% discount on ad space purchased in the conference program book. During the Conference, the exhibit area will be set-up from 3:00 PM April 28th till 8:00 PM Tuesday April 30th with viewing hours scheduled during prime times. See attached schedule. Each exhibit area will consist of an area approximately 6 feet by 8 feet & includes a 6-foot table & 2 chairs. All exhibits must be Tabletop exhibits. You must contact the hotel for electrical needs. For Hotel Room Reservations call 1-609-449-1000 (Code – GAHRO24) Only a limited number of spaces are available, so it is imperative that you make an early reservation. To participate as an exhibitor, fill out the enclosed registration form & return it, along with your deposit to secure a place at the 2024 NJNAHRO/ MARC Annual Conference at Hard Rock Casino Hotel on the Boardwalk in Atlantic City, New Jersey. Spaces are assigned on a first-come first-serve basis.

## BASIC EXHIBITOR OPPORTUNITIES

<b>Jim Morrison .....</b>	<b>\$1,995</b>
<ul style="list-style-type: none"> <li>• Exhibit Booth</li> <li>• Post-conference attendee lists</li> <li>• Includes two (2) free registrations to the Conference &amp; all events</li> </ul>	
<b>Freddy Mercury .....</b>	<b>\$2,295</b>
<ul style="list-style-type: none"> <li>• Exhibit Booth in Prime Location</li> <li>• Post-conference attendee lists</li> <li>• Includes two (2) free registrations to the Conference &amp; all events</li> <li>• Networking Hall Registration bag insert – if submitted</li> <li>• ½ page color DISPLAY AD in conference program book</li> </ul>	
<b>Bruce Springsteen .....</b>	<b>\$2,595</b>
<ul style="list-style-type: none"> <li>• Exhibit Booth in Prime Location</li> <li>• Post-conference attendee lists</li> <li>• Includes three (3) free registrations to the Conference &amp; all events</li> <li>• Event Signage in Registration Area – Provided by Vendor</li> <li>• Networking Hall Registration bag insert – if submitted</li> <li>• Full-page color DISPLAY AD in conference program book</li> </ul>	
<b>Supporting Contributor .....</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>• Recognition at Lunch</li> <li>• Name listed in the Journal</li> </ul>	

## ADVERTISING OPTIONS

At the Conference, attendees receive a conference agenda & program book. The program book is a resource the attendees refer to throughout the conference, making it an excellent showcase for your company. Even if you are unable to attend you can advertise & show your support for NJNAHRO / MARC.

\* Availability determined on a first come-first served basis.

**DEADLINE: March 21, 2024**

**ALL ADS MUST BE SUBMITTED IN A JPEG FORMAT  
(EXHIBITORS RECEIVE 20% DISCOUNT)**

SIZE OPTIONS	PRICE
Back Cover (5w x 7.5h)	\$900 (\$750 Exhibitors)
Inside Front Cover (5w x 7.5h)	\$695 (\$560 Exhibitors)
Inside Back Cover (5w x 7.5h)	\$695 (\$560 Exhibitors)
Full Page (5w x 7.5h)	\$495 (\$395 Exhibitors)
Half Page (5w x 3.75h)	\$395 (\$320 Exhibitors)

# CONFERENCE AGENDA

## Sunday, April 28, 2024

10am	NJ-NAHRO Scholarship Golf (Seaview Bay Course)	
9am – 3:30pm	Financial Issues & Procedures:	
	<i>NJ Mandatory Course</i>	<i>Separate Registration Required</i>
3pm – 5pm	Committee Breakouts & MARC Executive Board Meeting	
3pm – 4:30pm	Early Registration	
	<b>Opening Reception (Exhibition Opens)</b>	
5:30pm – 6:30pm	MARC President Hospitality Suite	

## Monday, April 29, 2024

8am – 9am	Continental Breakfast	
8am – 4pm	Registration	
7:30am – 9am	Women in Leadership Breakfast	
9am – 3pm	NSPIRE Training	
9am – 12pm	Hands on Maintenance – Dealing with Plumbing Issues	
9am – 10:15am	Waste, Fraud & ABUSE	
	Diversity, Equity & Inclusion	
10:30am – 12pm	DC Update	
12pm – 2pm	Opening Luncheon & Welcome	
2pm – 3:15pm	The History of Affordable Housing	
	Hands on Maintenance – Dealing with Electrical Issues	
	Cyber Issues	
	Technology Changes Due to HOTMA, HIP, etc.	
3:30pm – 4:45pm	Is That Your Final Answer	
	Pest Control – Bed Bugs, Roaches, etc.	
	Financial Issues for Commissioners	
	Preventing Violence in the Workplace	
5:30pm – 7pm	Reception in the Exhibit Hall	

## Tuesday, April 30, 2024

8am – 9am	Continental Breakfast		
	Commissioners Roundtable Breakfast		
8am – 2pm	Registration		
9am – 10:15am	Plenary Session – Regional Administration:		
	● Region II	● Region III	
10:30am – 11:45am	Commissioners Do's & Don'ts		
	HOTMA (Part 1)		
	RAD / VSC / Section 18		
12pm – 2pm	Luncheon:		
	● Exhibitor Introductions	● NJ NAHRO Annual Meeting	● Keynote Speaker
2pm – 4:30pm	HOTMA (Part 2)		
2pm – 3:15pm	Role Management Creating a Culture of Safety		
	International Research & Global Exchange		
	HUD Systems – PIC, HIP, SAM, CAGE		
3:30pm – 4:30pm	Plenary Session:		
	● Legislator of the Year Award	● Keynote Speaker	
4:30pm – 5:15pm	NJPHAJIF Meeting		
6pm – 8pm	<b>Networking Reception &amp; Tricky Tray (Exhibition Closes)</b>		

## Wednesday, May 1, 2024

9am – 12pm	Closing Breakfast:		
	● MARC Annual Meeting	● Basket Auction	● Grand Prize

# BUSINESS PARTER REGISTRATION FORM

Company/Organization: \_\_\_\_\_

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## SPONSORSHIP SELECTION: (PLEASE SELECT ALL THAT APPLY)

### SPONSORSHIP PACKAGES:

<input type="checkbox"/> Taylor Swift Sponsorship - \$20,000	<input type="checkbox"/> Conference Bag Sponsorship - \$7,500
<input type="checkbox"/> John Lennon Sponsorship - \$10,000	<input type="checkbox"/> Jimmy Page Sponsorship - \$5,000
<input type="checkbox"/> Ed Sheeran Sponsorship - \$7,500	

### SOCIAL EVENT SPONSORSHIPS:

<input type="checkbox"/> "Elvis" Tuesday Reception - \$10,000	<input type="checkbox"/> Woman in Leadership Breakfast - \$5,000
<input type="checkbox"/> "Elton John" Monday Reception - \$8,000	<input type="checkbox"/> Commissioners Breakfast - \$5,000
<input type="checkbox"/> "Eric Clapton" Tuesday Breakfast - \$7,500	<input type="checkbox"/> "Pink" Monday Breakfast - \$4,500
<input type="checkbox"/> "Prince" Opening Monday Luncheon - \$5,500	<input type="checkbox"/> "Aerosmith" Tuesday Luncheon - \$4,500
	<input type="checkbox"/> "Eagles" Wednesday Closing Breakfast - \$4,500

## EXHIBITION PACKAGES:

Our Company wishes to reserve exhibit space at the 2024 NJNAHRO/ MARC Annual Conference. Payment for the deposit of 50% of the exhibit space rental fee is enclosed. We agree to pay the total balance on or before April 5, 2024.

<input type="checkbox"/> Jim Morrison - \$1,995	Names and titles of people that will be representing your company. 1. _____ 2. _____
<input type="checkbox"/> Freddy Mercury - \$2,295	
<input type="checkbox"/> Bruce Springsteen - \$2,595	
<input type="checkbox"/> Supporting Contributor - \$1,500	

### PLEASE INDICATE THE FOLLOWING:

Our company will exhibit the following products/services: \_\_\_\_\_

Your company expects to donate an item(s) for the raffle. If yes, what will it be? \_\_\_\_\_

Your company expects to provide a basket for the raffle. If yes, what will it be? \_\_\_\_\_

## ADVERTISING OPTIONS:

### PHOTO & VIDEO RELEASE:

NJ NAHRO/MARC reserves the right to use photos/video taken at 2024 NJ NAHRO/ MARC ANNUAL CONFERENCE & TRADESHOW by individuals under its hire for future NJNAHRO promotional purposes and in all media. By submitting this conference registration form, you are acknowledging that you have read and understood this photo release statement.

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

<b>(PLEASE SELECT ALL THAT APPLY)</b>	
<input type="checkbox"/> Back Cover (5w x 7.5h)	\$900 (\$750 Exhibitors)
<input type="checkbox"/> Inside Front Cover (5w x 7.5h)	\$695 (\$560 Exhibitors)
<input type="checkbox"/> Inside Back Cover (5w x 7.5h)	\$695 (\$560 Exhibitors)
<input type="checkbox"/> Full Page (5w x 7.5h)	\$495 (\$395 Exhibitors)
<input type="checkbox"/> Half Page (5w x 3.75h)	\$395 (\$320 Exhibitors)

# REGISTRATION TOTALS:

SPONSORSHIP TOTAL	\$ _____
EXHIBITION TOTAL	\$ _____
ADVERTISING TOTAL	\$ _____
<b>TOTAL REGISTRATION FEE</b>	\$ _____

## PAYMENT:

*(Minimum payment method for 50% of total rental fee must be submitted with your application.  
Payment in full due no later than April 1, 2024)*

**BALANCE DUE: \$ \_\_\_\_\_**     Pay Deposit Only     Pay Full Balance

Pay by Check

Check #: \_\_\_\_\_ *(Make checks payable to NJNAHRO, Inc.)*



Pay by Credit Card

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CID: \_\_\_\_\_

*(A 5% Credit Card Processing Fee will be charged with all credit card payments.)*

Name as it appears on Credit Card: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_



**Mail to:**  
Louis A. Riccio  
455 Diamond Spring Road  
Denville, New Jersey, 07834