

ANNUAL CONVENTION AND EXPO
OCTOBER 16-17, 2023
DEWEY BEACH, DE
Delaware Association of REALTORS®

To Our Industry Partners,

Our theme for the year, under direction of 2023 President Chrissy Steele, is “Refresh”. In keeping with that theme, we want to revive and renew our offerings for our Annual Convention to include more education and networking opportunities. This will be our biggest venture yet!

The 2023 DAR Convention and Expo will be a two-day event in Dewey Beach at Hyatt Place on Oct. 16 and 17, and is, again, free to our more than 4,200 members. Sponsorship opportunities are available both days, and the Expo opens Tuesday 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.

Sincerely,



Chrissy Steele, 2023 President
Delaware Association of REALTORS®



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

2023 Sponsorship Opportunities

Presenting Sponsor (\$9,000) – 1 available

Be our main event sponsor!

Direct interaction at check-in by handing out convention bags in check-in area; one premier deck expo booth in the expo; participation in the Beach Tag program; one full page program ad; recognition on all promotional materials and event signage; one (1) insert for convention bags; main event at DAR Cares Casino Night event; announces Beach Tag winners in post-event promotional video; six (6) booth staff included, six (6) Casino Night tickets included.

Gold Sponsor (\$5,000)

Premium deck exhibitor table; participation in the Beach Tag program; recognition on all promotional materials and event signage; half-page program ad; one (1) insert for convention bags; four (4) booth staff included.

Silver Sponsor (\$3,000)

Standard deck exhibitor table; participation in Beach Tag program; recognition on all promotional materials and event signage; business card program ad; one (1) insert for convention bags; three (3) booth staff included.

Swag Bag (\$2,500) – 1 available

Your branding on a reusable tote bag.

Swag for the Bag (\$100)

One (1) promotional item or other company marketing material inserted into each convention bag.

Lanyards (\$1,600/\$800) – 1 available

Your branding featured on the lanyard of each attendee's registration badge.

*Get a 50% discount if you provide us with your branded lanyards.

Program Ads (must be submitted by August 30, 2023)

Full Page\$600 (**8.25in x 10.75in**)

Half Page..... \$400 (**4in x 5.25in**)

Business Card ... \$150 (**2in x 3in**)

Session & Class Sponsorships (\$400 each) – Multiples available

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 (\$2,000)- 1 available
- Lunch (\$2,500)- 1 available

302 Welcome Reception (\$2,500) – 3 available

The convention begins with a networking welcome reception featuring music, cash bar, and the announcement of the 2023 REALTOR® of the Year.

Includes recognition on all reception promotional materials and signage; verbal mention during speech; two (2) tickets to attend.

Casino Night (Proceeds to DAR Cares Fund)

Sponsor the highly-attended casino night, with proceeds going to the DAR Cares Fund, which supports members and the community in times of need.

- **Table Sponsor:** \$200
Your logo featured on signage at a designated table; recognition on all promotional materials; one (1) ticket to the event included.
- **Gift Basket:** Free (provided to DAR by September 25, 2023)
Provide a gift basket to be auctioned off, Verbal recognition during announcement of auction winner. (no tickets to event included)

Exhibitor Booths

Be one of 41 exhibitors during the Expo at the DAR Convention. Exhibitors are offered a choice of booth space in the interior hall or the adjacent deck area.

- **Interior** booths are in the middle of all the action. Right outside the main ballrooms, these booths are in direct view of members heading to class in a smaller, more confined booth space.
- **On the deck**, you'll have the ultimate boardwalk experience. Deck booths provide more room and are directly connected to adjacent classrooms where convention attendees will pass right by. The deck area is 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. *Expo Floor Chart subject to change

All Exhibitor Booths Include:

6' table/covering with skirting; 2 chairs; 2 booth staff registrations with lunch; and free WiFi

Additional Add-ons Available:

Electric service - \$85
 Additional Booth Staff - \$75 per person

In the Hall

Standard Interior Booth

\$500 

Premium Interior Booth

\$600 

On the Deck

Premier Deck Booth

\$1,500 

Premium Deck Booth

\$1,100 

Standard Deck Booth

\$700 

Beach Tag Program

\$350

(Optional Program Open to All Exhibitors; 15 available)

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 and eligible for prize winnings. Winners will be drawn during a post-event promotional video.

Participating exhibitors not only get to greet attendees personally, but will receive contact information for each participant within 30 days following the convention.



2023 CONVENTION & EXPO SPONSORSHIP APPLICATION

***Company Name:** _____ ***Contact Person:** _____

***Phone Number:** _____ ***Email:** _____

EXHIBITOR BOOTH Two Booth Staff registrations included (Expo open on Tuesday, October 17)

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

Request for Electricity:

Yes

No

\$85 additional charge

Available Add-ons

- Beach Tag Sponsor (15 available) ----- \$350
- Additional Booth Staff ----- \$75 per each additional staff member

Preferred Booth #: _____ (assigned based on availability)

***Name of Booth Staff:** _____ ***Name of Booth Staff:** _____

Adding additional booth staff?
Contact DAR with names – 302.734.4444 or info@delawarerealtor.com

SPONSORSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (1 available) ----- \$9,000 | <input type="checkbox"/> 302 Welcome Reception (3 available) ----- \$2,500 |
| <input type="checkbox"/> Gold Sponsor ----- \$5,000 | <input type="checkbox"/> Lanyard Sponsor (1 available) *\$800 discount if sponsor provided) ----- \$1,600* |
| <input type="checkbox"/> Silver Sponsor ----- \$3,000 | <input type="checkbox"/> Session/Class Sponsor (multiple available)---- \$400 |
| <input type="checkbox"/> Swag Bag Sponsor (1 available)----- \$2,500 | # of session/class to sponsor? _____ |
| <input type="checkbox"/> Lunch Sponsor (1 available)----- \$2,500 | <input type="checkbox"/> Swag for the Bag ----- \$100 |
| <input type="checkbox"/> Breakfast & Break Sponsor (1 available) ----- \$2,000 | |

CASINO NIGHT Takes place the evening of October 17 (Proceeds to benefit the DAR Cares Fund – gift baskets due to DAR by September 30, 2023)

- Gift Basket ----- Free
- Table Sponsor ----- \$200

PROGRAM ADS (Ads must be submitted in .pdf or .jpeg format by August 30, 2023)

- Full Page ----- \$600 (8.25in x 10.75in)
- Half Page ----- \$400 (4in x 5.25in)
- Business Card ----- \$150 (2in x 3in)

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: _____

Completed applications with credit card information must be submitted to info@delawarerealtor.com.
Please include a high-quality copy of your logo with your application submission.

If paying by check, please make check payable to: *DAR*
 Application and check should be mailed to DAR - 134 East Water Street, Dover, DE 19901.

All applications, payments, additions, and changes must be received by August 30, 2023

*Required Field

2023 CONVENTION & EXPO TERMS & CONDITIONS

1. **PAYMENT TERMS:** Payment is due upon submission of application. For vendors who require an invoice, an invoice will be sent electronically to the contact person on this application and payment is due to DAR within two weeks from the date of invoice to hold your exhibitor booth and/or sponsorship. Failure to provide payment within two weeks will result in the forfeit of the held booth and/or sponsorship.
2. **APPLICATION & ELIGIBILITY:** DAR has the final authority to assign booths to exhibitors. Booths will be assigned on a first-come, first-served basis. Change by DAR to booth assignments may be made up to 24 hours before the expo. Booth layouts are subject to change.
3. **EXHIBIT HOURS & SET-UP INFORMATION:** Exhibit booths must be staffed during all expo hours. Exhibits that are not staffed during convention hours could be subject to loss of credentials for future conferences and loss of other convention privileges as determined by DAR Staff. Exhibit set-up and tear down times must be strictly adhered to. Exhibitors may unload their vehicles at the expo entrance during the specified set-up and tear down times as outlined in these terms but must park their vehicles across the street on Dickenson Avenue or any other adjacent street during the expo. **(All Expo Times are Subject to Change)**
 - a. **Set-up Time:** Monday, October 16, 2023: Time TBD
 - b. **Active Expo Hours:** Tuesday, October 17, 2023: 7:30 am to 4:30 pm
 - c. **Exhibit Tear Down:** Tuesday, October 17, 2023: 4:30 pm
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.
 - g. Exhibits may not display information or displays that may be found offensive.
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 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, injury, and reasonable attorney's fees 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 30, 2023 will be granted a refund less 75% of the exhibitor booth fee. NO REFUNDS will be granted after this date.
8. **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. DAR and its staff are not responsible for displaying exhibitors' information in their absence.
9. **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.
10. **RULE VIOLATORS:** All exhibitor applicants who sign the registration form bind themselves, their employees and representatives 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.
11. **MUSIC:** Any exhibitor who will be playing music is responsible for licensing with ASCAP and BMI.
12. **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.
13. **CHANGES IN SCHEDULE AND EVENT:** DAR reserves the right to alter the timeline or layout of the entire DAR Convention at any time without notice.
14. **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**, the **LIABILITY RELEASE**, **TO SHARE THESE TERMS & CONDITIONS WITH MY COMPANY REPRESENTATIVES WHO WILL PARTICIPATE IN THE DAR CONVENTION & EXP** and to have the credit card information on this form charged for the amount above.

Signature: _____ Date: _____



