

ANNUAL OCT. 3-4, 2024
CONVENTION DOVER, DE
AND **EXPO**

Delaware
Association of REALTORS®

Sponsorship & Exhibitor

OPPORTUNITIES

delawarerealtor.com



To Our Esteemed Industry Partners,

We're thrilled to extend a special invitation to you and your organization to become a sponsor of the 2024 Delaware Association of REALTORS® Convention and Expo. This year promises to be unlike any other, thanks to valuable member feedback that has shaped our event in exciting new ways.

In response to input, we've made significant enhancements to this year's convention. First and foremost, we're excited to announce our move to the heart of the state, with the event taking place at Bally's Resort & Casino in Dover, DE. This central location ensures greater accessibility and capacity for all attendees and positions us at the epicenter of real estate activity in Delaware.

But that's not all. We've significantly expanded our offering of Continuing Education (CE) classes, providing more opportunities for more members to attend and participate. These CE classes have been the hallmark of successful conventions in the past, and while members appreciated varying offerings last year, we found that many more would have attended had more classes been offered. We've also made our expo space more functional, with a higher capacity for sponsors to attend for both days of the convention, enhancing engagement opportunities.

As a result of these changes, we anticipate higher attendance and increased traffic at this year's event. With our strategic location and robust offering of CE classes, we're confident that the 2024 DAR Convention and Expo will be a can't-miss opportunity for real estate professionals throughout the state.

By becoming a sponsor, you and your organization will have the opportunity to align yourselves with this dynamic event and showcase your brand to a captive audience of over 4,200 industry leaders and decision-makers. From prominent signage to exclusive networking opportunities, sponsorship offers a range of benefits designed to elevate your brand and drive business growth.

Don't miss this chance to be part of something truly special. Secure your sponsorship today and join us in inspiring greatness at the 2024 DAR Convention and Expo!

For more information on sponsorship opportunities and to reserve your spot, please contact the DAR office at (302) 734-4444 or email us at info@delawarerealtor.com. We look forward to partnering with you to make this event a resounding success.

Sincerely,

George Thomasson, 2024 President
Delaware Association of REALTORS®

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

SPONSORSHIP

packages

SPONSORSHIP LEVELS	PRESENTING \$9,000	GOLD \$4,000	SILVER \$2,000
Logo placement on materials			
Expo Pass participation			
Insert for convention bags			
Expo booth placement	Hallway	Aisle Endcap	Premium
Program ad	Full page	Half-page	Business Card
Booth staff included	6	4	3
Convention bag distributor			
Main 302 Welcome Sponsor			
Post-event promotional video announcing Expo Pass winners			

SPONSORSHIP

opportunities

SWAG BAG - 1 AVAILABLE

\$2,500

Get noticed with your branding on reusable tote bags that will be handed out to every attendee.

PRINT SPONSOR - 1 AVAILABLE

\$1,500

Get your logo on all printed materials and handouts.

BREAKFAST SPONSOR - 2 AVAILABLE

\$2,000

Start the day with your brand prominently displayed at breakfast, capturing attention as the exclusive sponsor for one convention day.

LUNCH SPONSOR - 2 AVAILABLE

\$2,500

Stand out with prominent logo signage during lunch, capturing attention as the sole sponsor for one convention day.

SNACK SPONSOR - 2 AVAILABLE

\$1,500

Boost your brand's visibility with exclusive signage during snack breaks, capturing attention as the sole sponsor for one convention day.

LANYARDS - 1 AVAILABLE

\$1,800 / \$900

Showcase your brand on attendee lanyards, with a 50% discount if you provide the branded lanyards.

SPONSORSHIP

opportunities

302 WELCOME RECEPTION - 3 AVAILABLE

\$2,500

Kick off the convention as a headlining sponsor, featuring an auction, music, bar, and the announcement of the 2024 REALTOR® of the Year. Enjoy recognition on all promotional materials and general reception signage, plus a verbal mention during the speech.

302 ENTERTAINMENT - 1 AVAILABLE

\$2,000

Be the exclusive sponsor of the 302 Welcome Reception entertainment, featuring music and performances. Enjoy prominent logo signage and a verbal mention during the event speech.

302 HAPPY HOUR - 1 AVAILABLE

\$1,500

Be the exclusive sponsor of the 302 Welcome Reception Happy Hour, featuring a bar and networking opportunities. Enjoy prominent logo signage and a verbal mention during the event speech.

CLASS SPONSORSHIPS - LIMITED

\$500

Sponsor a class and get 5 minutes to present your brand before or after the break.

SWAG FOR THE BAG - MANY

\$100

Include your promotional item in every convention bag, ensuring your brand reaches all attendees.

EMAIL BRANDING - 3 AVAILABLE

\$500

Feature your logo on all convention-related emails, ensuring maximum visibility with every update sent to attendees.

SPONSORSHIP

opportunities

DESIGNATION COURSE - 1 AVAILABLE

\$1,000

Seize the opportunity to sponsor our highly sought-after two-day designation course at the event! Enjoy prime visibility and exclusive access to motivated attendees. Your logo will be featured on class signage and materials, you can give a welcome speech at the beginning of each day, and you may leave promotional materials for attendees.

Program Advertisements

FULL PAGE - PORTRAIT 8.25 X 10.75

\$800

HALF PAGE- LANDSCAPE 4 X 5.25

\$600

BUSINESS CARD - LANDSCAPE 2 X 3

\$250

**ADS MUST BE
SUBMITTED BY
AUGUST 30, 2024**

EXHIBITOR

booths

BOOTH LOCATIONS	DESCRIPTION
Hallway \$1,500	Prime location in the heart of the action, ensuring high visibility as attendees walk to Ballroom A and the rest of the expo.
Front Room \$1,300	Enjoy front-line exposure right next to the entrance, making contact with attendees as they enter and exit the hall.
Premium Corner \$1,100	Largest booth area for a standout exhibit space, perfect for making a strong impression.
Aisle Endcap \$1,100	Premium spots at the ends of the exhibit aisle, offering high visibility.
Premium \$850	First booths to receive foot traffic, located along the left wall near the main entrance and back wall, ensuring immediate exposure.
Standard \$700	Great for exposure, providing an ideal spot to showcase your business and products.

ALL EXHIBITOR BOOTHS INCLUDE:

- 2 days of expo
- 6' table with covering and skirting
- 2 chairs
- 2 booth staff registrations with lunch
- Free WiFi

ADDITIONAL ADD-ONS AVAILABLE

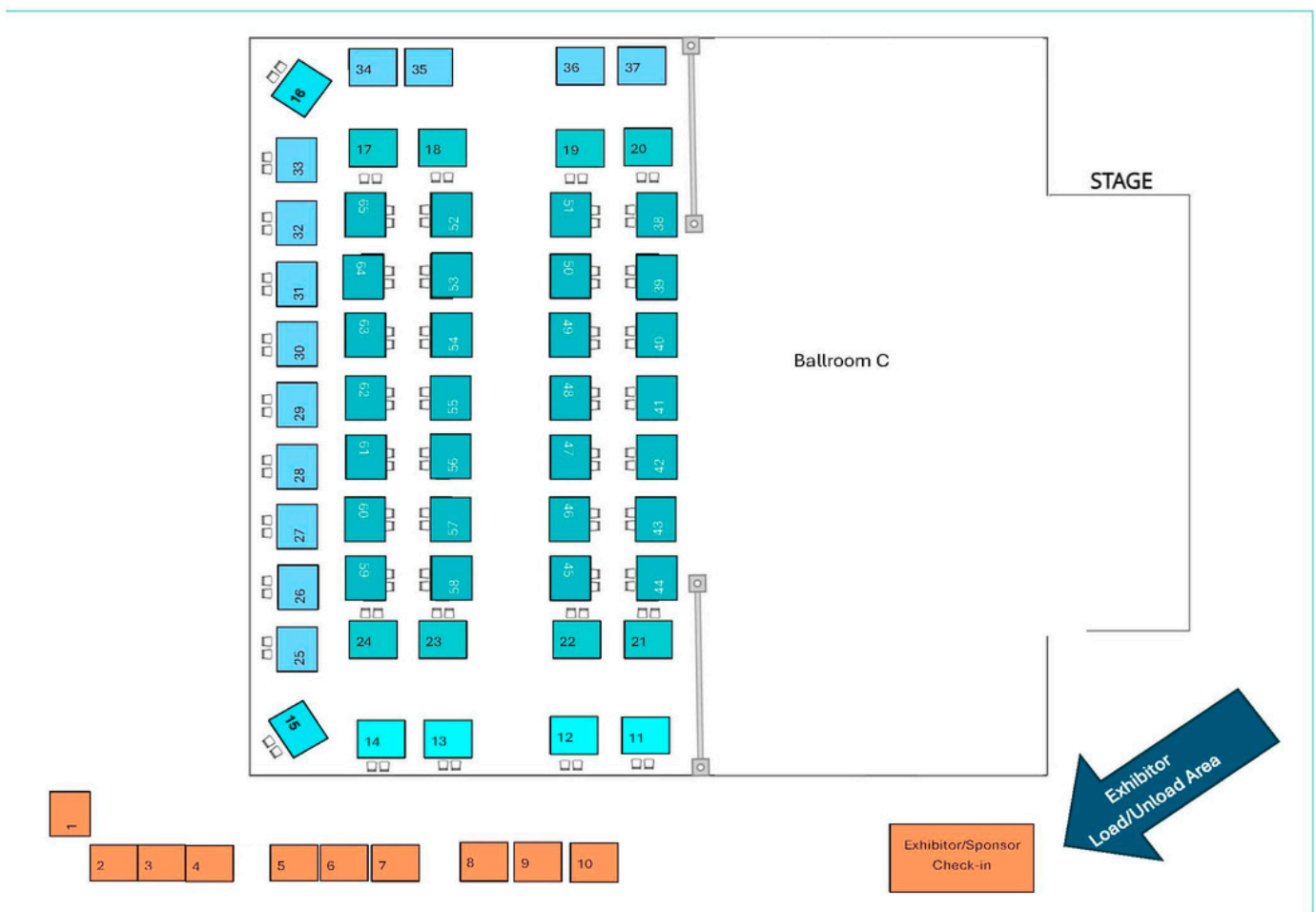
- Electric service \$85
- Additional booth staff \$75 per person

EXPO PASS PROGRAM - 20 AVAILABLE

\$350

Convention attendees receive an Expo Pass at check-in to compete for prizes by visiting and getting stamps from each participating vendor. Participating exhibitors personally greet attendees and receive their contact information within 30 days post-convention.

EXHIBITOR booth layout



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READY TO SPONSOR?


let's get started

To become a sponsor or exhibitor, go to:

bit.ly/darconvention24

All sponsorships, ads, and final payments are due
no later than **August 30, 2024.**

We look forward to partnering with you!

 (302) 734-4444

 info@delawarerealtor.com