

Sponsorship & Exhibitor



delawarerealtor.com



To Our Valued Industry Partners,

We invite you and your organization to become a sponsor of the 2025 Delaware Association of REALTORS® Convention and Expo. This year's event promises to be outstanding, shaped by invaluable feedback from our members and featuring several new enhancements.

The Convention returns to Bally's Resort and Casino in Dover, DE—a central location that boosted attendance by 30% in 2024. This venue offers enhanced accessibility and greater capacity, setting the stage for another successful event. We've also refreshed many of our Continuing Education (CE) courses, providing a broader range of topics for members. Recognizing that education is the cornerstone of a successful convention, we've refined the schedule to include dedicated expo time and an evening class to reduce conflicts.

For sponsors, the 2025 Convention offers greater value than ever. The trade show layout has been redesigned for a more dynamic experience, and exhibitors can now present 10-minute product demos on our dedicated demonstration stage within the expo hall. New sponsorship opportunities, including exclusive registration and text-message sponsorships, offer direct access to attendees. These enhancements are designed to increase participation and drive more traffic to the expo, making this event a key opportunity for real estate professionals.

As a sponsor, your organization will gain valuable exposure to over 4,200 industry leaders and decision-makers. With prominent signage, exclusive networking opportunities, and customizable packages, the 2025 Delaware Association of REALTORS® Convention and Expo is the ideal platform to showcase your products and services while supporting the real estate community.

Don't miss out on the chance to be part of something truly special. Secure your sponsorship today and help us make the 2025 DAR Convention and Expo a resounding success!

For more information on sponsorship opportunities and to reserve your spot, please visit *bit.ly/darconvention25*. We look forward to partnering with you for this exceptional event.

Sincerely,

Scott Farnan, 2025 President Delaware Association of REALTORS®

Warf J. J.

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	Ø	Ø	Ø
Expo Pass participation	Ø	Ø	Ø
Insert for convention bags	Ø	Ø	Ø
Expo booth placement	Registration Hallway	Premium Front Room	Premium
Program ad	Full page	Half-page	Business Card
Booth staff included	6	4	3
Logo on convention bags	Ø	Ø	
Exclusive Sponsorship	Ø		
Main 302 Welcome Sponsor	Ø		
Announce Expo Pass winner at Day 2 lunch	Ø		



PRINT SPONSOR - EXCLUSIVE

\$2,500

Get noticed with your branding on all printed materials, class handouts (estimated 5,000+ printed impressions), and mention in the program.

BREAKFAST SPONSOR - 2 AVAILABLE

\$2,200

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

LUNCH SPONSOR - 2 AVAILABLE

\$2,800

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

BEVERAGE STATION SPONSOR - MANY

\$500

Feature your brand on prominent logo signage at all four (4) beverage stations throughout the conference venue on both event days.

SNACK SPONSOR - EXCLUSIVE

\$750

Boost your brand's visibility with exclusive signage during the evening class snack break, capturing attention as the sole sponsor.

LANYARDS - EXCLUSIVE

\$1,800 / \$1,000

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 a silent auction, bar, and the announcement of the 2025 REALTOR® of the Year. Enjoy recognition on all promotional materials and general reception signage, plus a verbal mention during the program.

302 BAR SPONSOR - 2 AVAILABLE

\$1,500

Sponsor a bar at the 302 Welcome Reception Happy Hour. Enjoy prominent logo signage at one (1) bar and a verbal mention during the event speech.

REGISTRATION SPONSOR - EXCLUSIVE

\$1,500

Get noticed at the event registration area. Includes prominent logo signage at the member check-in desk, logo on all member event badges (400+), and mention in the program.

CLASS SPONSORSHIPS - LIMITED

\$500

Sponsor a class and get 5 minutes to present your brand before or after the break. Maximum class sizes range from 80-150 people.

DESIGNATION COURSE - 2 AVAILABLE

\$1,200/\$1,800 (2 days)

Seize the opportunity to sponsor one (1) day of our highly sought-after two-day designation course! Enjoy prime visibility and exclusive access to motivated attendees on your sponsored day. Your logo will be featured on class signage and you can give a welcome speech at the beginning of the day, and leave promotional materials for attendees. (\$600 discount if you sponsor both days)

SWAG FOR THE BAG - MANY

\$100

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



EMAIL BRANDING - 5 AVAILABLE

\$500

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

TEXT MESSAGE SEND - 6 AVAILABLE

\$300

Send a personalized text message to all event attendees (400+). Pricing is per message. Limit of two messages per company.

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 29, 2025



ALL EXHIBITOR BOOTHS INCLUDE:

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

BOOTH LOCATIONS	DESCRIPTION
Registration Hallway \$1,500	A premier location at the center of the action, offering maximum visibility from the registration area and ensuring high exposure as attendees make their way to the Ballrooms and the rest of the expo. (Booth Numbers: 1-3)
Main Hallway \$1,300	Enjoy front-line exposure down the main hallway and outside the entrance to the expo and a classroom, ensuring direct engagement with attendees. (Booth Numbers: 4-15)
Premium Front Room \$1,100	First booths to receive foot traffic, located in the front left corner and front aisle endcaps, ensuring immediate exposure. (Booth Numbers: 16-19, 35, 36, and 51)
Aisle Endcap \$1,100	Premium spots at the ends of the exhibit aisle, offering high visibility. (Booth Numbers: 27, 28, 43, and 44)
Premium \$850	Positioned just beyond the aisle endcaps, this prime location offers high visibility and heavy attendee foot traffic. (Booth Numbers: 20, 25, 26, 29, 34, 37, 42, 45, 50)
Standard \$700	Great for exposure, providing an ideal spot to showcase your business and products. (Booth Numbers: 21-24. 30-33, 38-41, 46-49)

EXPO PASS PROGRAM - 20 AVAILABLE

\$350

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

TRADE SHOW DEMONSTRATION - MANY

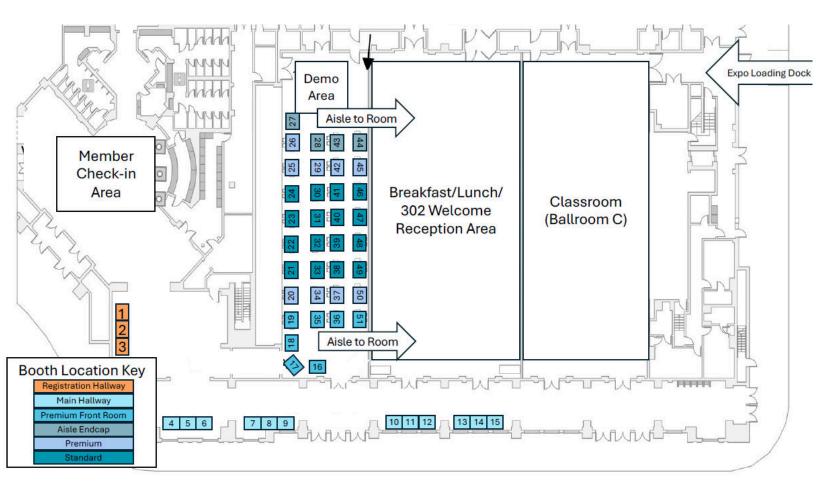
\$250

Host a 10-minute demonstration showcasing your business in a dedicated space inside the expo area. This opportunity includes a stage measuring 5x10 feet, seating for up to 10 attendees, and standing room.

ADDITIONAL ADD-ONS AVAILABLE

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







READY TO SPONSOR?



To become a sponsor or exhibitor, go to:

bit.ly/darconvention25

All sponsorships, ads, and final payments are due no later than **August 29, 2025.**

We look forward to partnering with you!

(302) 734-4444 info@delawarerealtor.com

