

INTRODUCING A HIGHLY VISIBLE, COST-EFFECTIVE WAY TO PLACE YOUR COMPANY'S NAME BEFORE KEY DECISION MAKERS IN REAL ESTATE

# SPONSORSHIP OPPORTUNITIES

REACH FOCUSED REAL ESTATE AUDIENCE + CAPTURE NEW QUALIFIED LEADS + INCREASE BRAND AWARENESS & MARKET SHARE

## TNI THE ART OF NEGOTIATING REAL ESTATE 2014

ANNUAL CONFERENCE | THE N.Y.A.C., 180 CENTRAL PARK SOUTH, NYC | SEPTEMBER 9TH



Sponsorship of The 2014 Art of Negotiating Real Estate Conference is a highly visible, cost-effective way to place your company's name before key decision makers in the real estate industry. The event draws hundreds of professionals looking for new business and networking opportunities, as well as an interest in the latest information on industry trends, new products, enhanced services and emerging technologies. Sponsorship provides an excellent opportunity to tailor a brand visibility program that meets your specific marketing needs, while positioning your organization as a leader in the industry.

Presented by The Negotiation Institute (TNI), The 2014 Art of Negotiation Real Estate Conference is specifically designed to provide real estate professionals with a powerful set of strategic and tactical negotiation tools to overcome current challenges in the market, outperform expectations and succeed in the face of change. It is a highly interactive program presented by distinguished experts from TNI Faculty and includes a lunchtime roundtable of high-profile industry leaders discussing what it takes to gain "the edge" in today's real estate market.

For inquiries regarding sponsorship sales of this event, please contact:

Dawn Pratt  
Managing Director  
(212) 730-0144  
(203) 321-6444  
[dpratt@negotiation.com](mailto:dpratt@negotiation.com)

Elizabeth Friedland  
Chief Marketing Officer  
(212) 721-9432  
[efriedland@negotiation.com](mailto:efriedland@negotiation.com)

### AUDIENCE

- » Realtors / Brokers
- » Residential / Commercial Sales & Leasing
- » Building / Property Managers
- » REIT / Institutional / Acquisition Managers
- » Permanent & Bridge Lenders
- » Mortgage Bankers
- » Owners / Investors
- » Developers / Contractors
- » Real Estate Lawyers / Corporate Counsel

### MANHATTAN VENUE

The N.Y.A.C.  
180 Central Park South  
New York City

The N.Y.A.C. (New York Athletic Club) is an iconic private social club occupying a central location in Manhattan, with panoramic views of Central Park.

Sponsorship packages can be customized upon request. Additional event and collateral items may be added; please call (212) 730-0144 for current availability. The Event Workbook is a full-color 8.5" x 11" book given to attendees containing PowerPoint slides and necessary graphs, charts and exercises with notebook pages for the entire program. The Event Workbook will be a valuable desk reference for attendees long after the program has ended.

## \$25,000 PLATINUM SPONSOR

- » Prominent brand/logo exposure on all event signage on the main stage and in registration area and Networking Lounge
- » Logo featured on official event webpage linking to your site
- » Acknowledgment at the opening and closing of the event
- » Custom introduction of featured keynote/lunch panel
- » 30-second video featuring your company played during lunch program announcement
- » 10 Event Sponsor VIP Tickets for your staff/clients
- » Premier on-site 6 ft. exhibit table in Networking Lounge
- » Opportunity to participate in promo gift bag given to all attendees
- » Full event registration list
- » Full page advertisement in the Event Workbook.
- » Inclusion in all event press
- » Logo, sales contact and company description listed in Event Workbook

## \$10,000 GOLD SPONSOR

- » Prominent brand/logo exposure on event signage at conference entry and in Networking Lounge
- » Logo featured on official event webpage linking to your site
- » 5 Event Sponsor VIP Tickets for your staff/clients
- » On-site 6 ft. exhibit table in Networking Lounge
- » Full event registration list
- » 1/4 page advertisement in the Event Workbook.
- » Logo, sales contact and company description listed in Event Workbook

## \$5,000 SILVER SPONSOR

- » Prominent brand/logo exposure on event signage at conference entry and in Networking Lounge
- » Logo featured on official event webpage linking to your site
- » 2 Event Sponsor VIP Tickets for your staff / clients
- » Full event registration list
- » Logo, sales contact and company description listed in Event Workbook.

## MORE OPPORTUNITIES

### \$2,500 EXHIBIT TABLE (LIMITED AVAILABILITY)

- » Located in Networking Lounge (food and beverage area)
- » Includes: 6 ft. table with tablecloth, 4 chairs, exhibitor identification sign/booth ID#
- » Logo, booth ID#, sales contact and company description listed in Event Workbook.

### \$2,500 LANYARDS

### \$2,500 BAGS

### \$2,500 NOTEPADS / PENS

### \$2,500 EVENT PAGE LOGO HYPERLINK

### \$2,500 FOOD / BEVERAGE SPONSOR

### \$1,000 FULL PAGE AD IN EVENT WORKBOOK

### \$750 1/2 PAGE AD IN EVENT WORKBOOK

### \$500 1/4 PAGE AD IN EVENT WORKBOOK







# SPONSOR CONTRACT TERMS & CONDITIONS

The Negotiation Institute (TNI) 2014 Art of Negotiating Real Estate Conference is being held on Tuesday, September 9, 2014 at the N.Y.A.C., a private club in New York City. The undersigned Sponsor Exhibitor is subject to the following conditions:

Exhibit Table rental includes: [1] 6 ft. Table + tablecloth; [4] Chairs; Identification Sign; Booth #. Networking Lounge is carpeted.

Exhibit Table includes registration for 4 people (Names must be provided.) Any additional personnel must be approved by The Negotiation Institute.

Exhibiting hours are from 8 AM - 4 PM. Set-up will be 7 AM – 8 AM the day of the Conference. Exhibit breakdown will be between 5 PM – 6 PM. All exhibitors must remain on-site during above stated hours and may not breakdown the exhibit before 4 PM.

The Negotiation Institute reserves the right to determine the eligibility of any company or product for inclusion.

- A. Exhibitor may not exhibit any merchandise and/or services other than that specified in registration form.
- B. Assignment, subletting or sharing any part of the booth is prohibited without prior permission from The Negotiation Institute.

Indemnity: Exhibitor hereby assumes liability for, and agrees to indemnify The Negotiation Institute from and against any and all suits, actions, demands, claims, attorney fees and for damages, and any and all liabilities, loss and expenses arising from harm or injury to person or damages to property caused in whole or in part by the acts of the exhibitor, it's agents or employees.

Liability: The Negotiation Institute is not responsible for loss, theft, damage or destruction of property, or any injury to themselves or employees. Exhibitors are recommended to obtain insurance coverage for their personal property, at their own expense.

Exhibitor is entirely responsible for their exhibit space and shall not deface or mar the premises in any way. Exhibitors are not permitted to drive nails, hooks, tacks or put up decorations or adhesives that would damage the premises.

Food and Beverage: Exhibitors are not allowed to sell or distribute food or beverages in any way without prior permission from The Negotiation Institute.

The Negotiation Institute reserves the right to restrict or remove exhibits (without refund) that have falsely entered or who are deemed unsuitable or objectionable. The Negotiation Institute reserves the right to move an exhibit to another location, if deemed necessary for the smooth transaction of business.

Event of "Force Majeure." The Negotiation Institute shall not be liable for any damages or expenses incurred by exhibitors in the event of any Acts of nature, fire, strike, war, terrorism, government action, protest, or any other emergency that delays, interrupts, or prevents the Conference from being held. The Negotiation Institute may retain such part of the Exhibitor's rental as is necessary to defray expenses already incurred by The Negotiation Institute.

Cancellation and Refunds: Prior to August 9, 2014, if cancellation is made by Exhibitor, The Negotiation Institute shall refund all monies paid, minus a \$200 processing fee. If cancellation occurs within 30 days of the Conference, the Exhibitor is responsible for the entire rental fee agreed to. All cancellations must be made in writing.

The Negotiation Institute reserves the right to adopt any additional reasonable rules and regulations, as deemed necessary for the smooth transaction of business and the proper conduct during the Conference.

Name:

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Company/Organization:

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Signature:

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Date:

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