

# U.S. HOUSING COMMUNITY DEVELOPMENT CONFERENCE & EXPO

**SPONSORSHIP PROSPECTUS**  
MAY 30-31, 2024 | DALLAS, TX



# INTRODUCTION

The U.S. Housing & Community Development Conference

## Discover the Benefits of Sponsorship and Exhibition



**Engage with Your Target Audience:** Cultivate relationships with national developers, local & state housing authorities, buy-side investors, community development professionals, lenders, syndicators, and the AEC industry.



**Maximize Your Visibility:** Elevate your brand's presence among industry leaders and decision-makers dedicated to advancing project delivery solutions for affordable, attainable, and workforce housing.



**Drive Business Growth:** Enhance your company's growth by generating valuable leads through strategic exposure. Our sponsorship packages, designed to accommodate a range of budgets, ensure visibility both before and after the event. They also offer unique and innovative advertising solutions to effectively engage with attendees.



**Enhance Your Reputation:** Establish your company as a leading figure within the sector. By participating in our program, you'll be at the forefront of efforts to sustain and increase housing opportunities across the U.S.

It is with great pleasure that we extend our invitation for your participation in the **2024 U.S. Housing and Community Development Conference**, happening **May 30-31** at the **Hyatt Regency** in **Dallas, Texas**.

You will be joined by over 500 industry leaders, including national developers, local & state housing administrators, and industry experts who will address innovative solutions to development, design, and financing to foster **affordable, attainable, and workforce housing** across the nation.

**The event promises a packed agenda with substantial business development potential.** More than 150 local and state housing authorities are confirmed and attending to share their latest project initiatives and strategies. Our conference will offer insights on funding tools, development models, and project delivery techniques that are shaping the future of housing in communities and workplaces across the nation.

The conference is a hub for fostering collaboration, facilitating education, and encouraging project delivery innovation. We've curated an exceptional program that will spotlight cutting-edge development and financial solutions by our nation's top developers and housing leaders.

As affordable housing, workforce housing, and community development remains at the core of every local government's strategy, the growing demand presents both exciting opportunities and challenges for sponsors and stakeholders alike. Your participation is warmly welcomed, and we look forward to the insightful discussions, valuable connections, and collaborative endeavors that will unfold during this event.

**For inquiries about sponsorship or exhibition space, please reach out to Eric Iravani at [eric@housingconferences.com](mailto:eric@housingconferences.com) or by phone at 714-234-0336**



# OVERVIEW

The U.S. Housing & Community Development Conference

The U.S. Housing & Community Development Conference, set for May 30-31, is a leading forum dedicated to highlighting the newest trends, innovations, and strategies for delivering various housing solutions, from affordable and workforce housing to attainable options and community development infrastructure.

The conference offers a comprehensive program that includes keynote speeches, case studies, panel discussions, workshops, and significant networking opportunities, all designed to enhance attendees' understanding of the housing industry. The agenda covers a broad spectrum of topics, including development, design, financing, policy, innovative construction techniques, and community engagement.

Over 100 industry leaders and housing agency representatives will share insights and project examples, highlighting both the obstacles faced and the successful strategies employed. The conference seeks to assemble a broad spectrum of attendees, from government officials and housing developers to investors and community development sector professionals, fostering a dynamic idea exchange and networking.

Anticipating over 500 participants, the conference will explore collaborative and innovative approaches to housing and community development. The 2024 agenda includes discussions on how to preserve and expand housing accessibility, featuring practical insights from experienced practitioners and showcasing successful partnerships across public, private, and non-profit sectors.

This gathering is an unparalleled opportunity to connect with key stakeholders, gain insights into groundbreaking projects, and discover new strategies to advance housing projects. Join us to contribute to this vital dialogue and explore the potential for growth, networking, and innovation at the U.S. Housing & Community Development Conference.

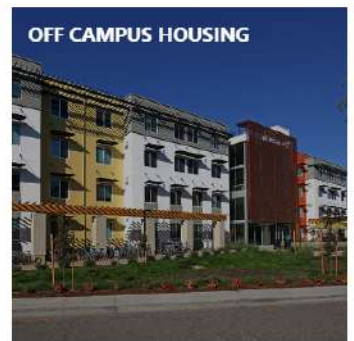


# PROGRAM

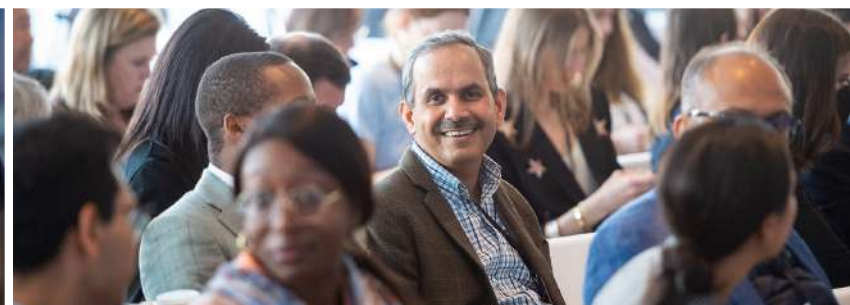
The U.S. Housing & Community Development Conference

More than 100 distinguished practitioners will share the stage to offer direct observations and experiences, highlighting actual projects of various sizes. These discussions will focus not just on the challenges encountered but also on the inventive solutions and collaborations that have resulted in successful project completions.

Industry leaders will unpack complex challenges, spotlight groundbreaking projects nationwide, and share their experiences from project inception to completion. Our program emphasizes partnerships between state, local, and private sectors, as well as non-profit champions. We spotlight inventive strategies in development and financing aimed at preserving and broadening access to affordable, attainable, workforce, and off-campus residences. Join us for unmatched growth opportunities, networking potential, and a rich exchange of knowledge.



Attendees will have the opportunity to learn from experienced market leaders who will expertly guide the audience through their own project delivery process. These seasoned professionals hail from both the private sector, bringing insights from successful developments, and visionary public sector housing officials who have led impactful projects and forged collaborative partnerships.



# AUDIENCE

The U.S. Housing & Community Development Conference

Our attendees, both from for-profit and non-profit sectors, encompasses a community of public housing administrators, community development officers, elected officials, policy makers with developers, investors, lenders, tax-credit syndicators, legal and accounting professionals, and the AEC industry, among others. They all aim to network with industry counterparts, exchange insights, and cultivate partnerships in one unified setting.

## Sneak Peek: 2024 Attendee Overview

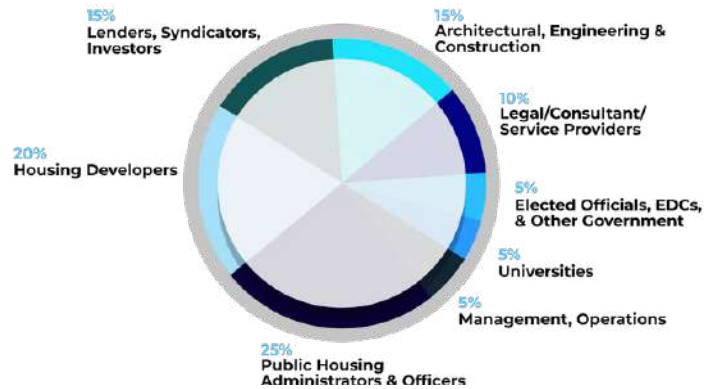
 ARLINGTON THE AMERICAN DREAM CITY	 ATLANTA HOUSING	 DURHAM COUNTY	 City of Dallas	 NYC Department of Housing Preservation & Development	 Hawai'i Public Housing Authority	 CITY OF Detroit
 DHA DENVER HOUSING AUTHORITY	 CITY OF TUCSON	 COUNTY OF SAN DIEGO	 City of Phoenix HOUSING DEPARTMENT	 MIAMI-DADE COUNTY	 HOUSTON HOUSING AUTHORITY	 BALTIMORE CITY DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT
 CITY OF ALBUQUERQUE	 city of greenville	 City of Fresno	 CITY OF PORTLAND OREGON 1851	 ROCHESTER Housing Authority	 The City of SAN DIEGO	 SEMINOLE COUNTY
 AUSTIN HOUSING FINANCE CORPORATION	 HOUSING AUTHORITY OF THE CITY OF AUSTIN	 BHA Burlington Housing Authority EST. 1987 Dedicated in Service to our Fellowman	 VAHCDO VIRGINIA ASSOCIATION OF HOUSING AND COMMUNITY DEVELOPMENT OFFICIALS	 HARRIS COUNTY TEXAS	 HOUSING AUTHORITY OF THE COUNTY OF KERN Creating brighter futures...and homes, one family at a time.	 Milpitas
 hasbarco Housing Authority of the County of Santa Barbara	 CITY OF PEORIA	 SARASOTA HOUSING AUTHORITY	 HHA Hiلاه Housing Authority	 Charleston Metro Chamber of Commerce	 ROCKFORD HOUSING AUTHORITY REBUILD THE MIDWEST	 SEAL OF THE CITY OF LORAIN OHIO LORAIN Ohio
 TMHA TRUMBULL METROPOLITAN HOUSING AUTHORITY	 TCPI   TANEY COUNTY PARTNERSHIP	 HA Grambling Housing Authority The Link Changing Lives	 GARLAND TEXAS MADE HERE	 MIRAMAR BEAUTY AND PROGRESS EST. 1955	 Dothan Housing You Are Our Why Celebrating 50 Years of Development 1942-2022	 Powhatan County
 THE CITY OF Excelsior Springs MISSOURI	 SH SPARTANBURG HOUSING	 PINELLAS COUNTY HOUSING AUTHORITY PROGRESSIVE FOUNDATION	 CEEDD CLAIBORNE COUNTY ECONOMIC DEVELOPMENT DISTRICT	 HomeFront Partners for a Better Billings	 Vermont State Housing Authority Celebrating 100 Years of Housing National Affordable Housing Act	 VANCOUVER HOUSING AUTHORITY

# AUDIENCE

The U.S. Housing & Community Development Conference

## A Hub of Cross-Industry Collaboration

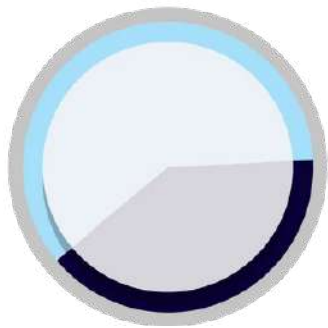
Attendees represent a diverse range of industries and backgrounds, offering a unique opportunity to forge connections.



65%

### Private Sector:

- Developers
- Lenders
- Investors
- Syndicators
- AEC
- Legal/Advisors
- Insurance/Bonders
- Property Managers



35%

### Public Sector:

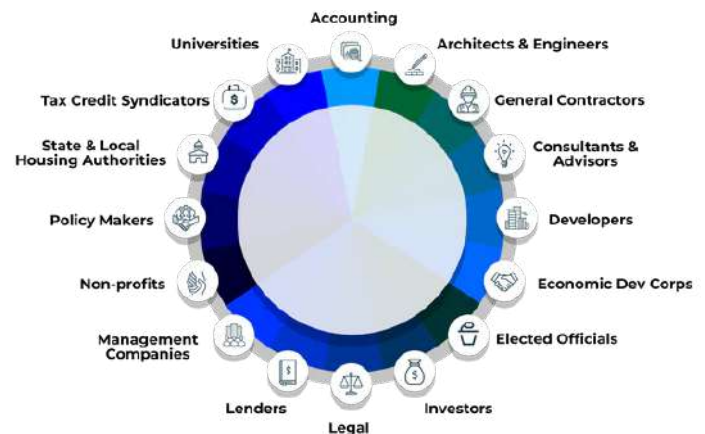
- Housing Officers
- Elected Officials
- Economic Dev Corps
- Universities
- State & Local Agencies

## Uniting Private & Public Perspectives to Enrich Networking and Insights

Our attendees are a blend of private and public sector professionals, with 65% hailing from private industry and 35% from the public sector. This equilibrium enriches the networking and educational experience, gaining insights from diverse viewpoints.

## Connecting Sectors

The conference brings together a diverse assembly of sectors, enriching the event with a cross-pollination of ideas and the opportunity to forge meaningful connections across various industries.



# NETWORKING

The U.S. Housing & Community Development Conference

The U.S. Housing & Community Development Conference provides unparalleled networking opportunities designed to connect participants with industry leaders, experts, and innovators from across the housing sector. Here's an overview of the networking potential at the event:

## Structured Networking Sessions

Scheduled networking slots in the agenda ensure ample opportunities for attendees to connect with peers, partners, and sponsors.



## Roundtable Sessions

Small group discussions offer a platform for in-depth conversations on shared interests, fostering closer dialogue among attendees.



## Social Events

From welcome receptions to evening gatherings, our social events promote relaxed interactions and build professional relationships.



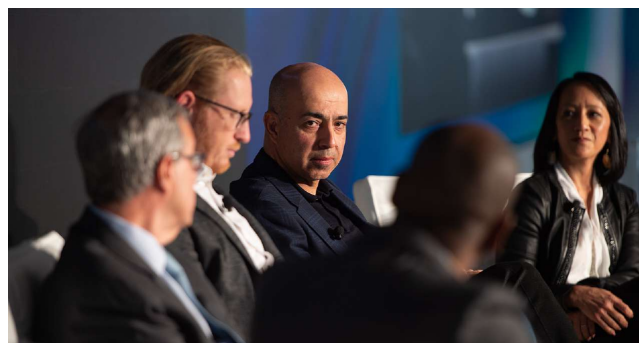
## Exhibition Floor

The exhibition area provides a casual space for attendees to connect, discover new products, and explore collaborations.



## Interactive Workshops and Panels

Workshops and panels offer insights into trends and challenges, facilitating engaging conversations with speakers and attendees.



## Diverse Attendee Profile

The conference gathers diverse professionals, fostering a vibrant exchange of ideas, strategies, and best practices.



# SPONSOR PACKAGES

The U.S. Housing & Community Development Conference

The sponsorship program is designed for optimal exposure and visibility for our organizations, both leading up to and throughout the conference. Each level presents an opportunity to deliver focused, innovative, and personalized sponsorship choices that greatly enhance exposure and industry outreach.

## FOUNDATIONAL

## \$30,000

### Pre Event

- Top sponsorship acknowledgment in:
  - conference website & marketing prospectus
  - promotional assets including email campaigns and direct mail initiatives
- Advance copy of registration list
- Social media promotion
- Inclusion of company logo within registration confirmation emails

### Main Event

- 10 comp conference registrations
- Discounted registrations (25% off)
- Event guide advertisement (back cover)
- Exhibition space (premier location)
- Free Standing meter board with company ad
- Onsite sponsorship recognition including banners, posters & signage
- Company and logo recognition in mobile app

### Post Event

- Final copy of registration list
- Company logo on post conference survey

### Choose from one of the following:

#### Registration Booth (exclusive)

Your company logo and artwork take the lead, catching the eye of every conference participant as they check in.

#### Lanyard (exclusive)

Elevate your brand with corporate logo visibility on identification badge lanyards distributed to all conference attendees.

#### Key Card (exclusive)

Leave a lasting impression on every attendee by becoming the exclusive Key Card Sponsor.

#### Charging Station

While attendees recharge, your company logo and artwork take the spotlight, ensuring your brand is seen in high-traffic charging areas.

#### Mobile App (exclusive)

Your logo gains repeated exposure with each user opening the mobile app, making your sponsorship a constant presence throughout the event.

#### Meal Reception (2 per reception)

Be the exclusive sponsor of a breakfast or lunch reception, complete with logo-enhanced signage and prominent event recognition.

#### Directional Sign Sponsor (exclusive)

Direct the spotlight onto your company logo, featured prominently on freestanding directional signs placed in the busiest areas of the event.

#### WiFi Network Sponsor (exclusive)

Be at the forefront of every attendee's online experience, with your corporate logo prominently displayed on the WiFi instruction page

#### Refreshment Break (2 per break)

Be the sponsor behind our energizing refreshment breaks, complete with logo-adorned signage & acknowledgment.



# SPONSOR PACKAGES

The U.S. Housing & Community Development Conference

## DIAMOND

\$20,000

### Pre Event

- Sponsorship acknowledgment in:
  - conference website & marketing prospectus
  - promotional assets including email campaigns and direct mail initiatives
- Advance copy of registration list
- Social media promotion

### Main Event

- 8 comp conference registrations
- Discounted registrations (15% off)
- Event guide advertisement (full page)
- Exhibition space (premier location)
- Free Standing meter board with company ad
- Onsite sponsorship recognition including banners, posters & signage
- Company and logo recognition in mobile app

### Post Event

- Final copy of registration list
- Company logo on post conference survey

### Choose from one of the following:

#### Registration Booth (exclusive)

Your company logo and artwork take the lead, catching the eye of every conference participant as they check in.

#### Lanyard (exclusive)

Elevate your brand with corporate logo visibility on identification badge lanyards distributed to all conference attendees.

#### Key Card (exclusive)

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#### Charging Station

While attendees recharge, your company logo and artwork take the spotlight, ensuring your brand is seen in high-traffic charging areas.

#### Mobile App (exclusive)

Your logo gains repeated exposure with each user opening the mobile app, making your sponsorship a constant presence throughout the event.

#### Meal Reception (2 per reception)

Be the exclusive sponsor of a breakfast or lunch reception, complete with logo-enhanced signage and prominent event recognition.

#### Directional Sign Sponsor (exclusive)

Direct the spotlight onto your company logo, featured prominently on freestanding directional signs placed in the busiest areas of the event.

#### WiFi Network Sponsor (exclusive)

Be at the forefront of every attendee's online experience, with your corporate logo prominently displayed on the WiFi instruction page

#### Refreshment Break (2 per break)

Be the sponsor behind our energizing refreshment breaks, complete with logo-adorned signage & acknowledgment.

# PLATINUM \$10,000

## Pre Event

Sponsorship acknowledgment in:

- conference website & marketing prospectus
- promo assets including email campaigns and social media
- Advance copy of registration list

## Main Event

- 4 conference registrations
- Event guide advertisement (full page)
- Exhibition space (premier location)
- Standing meter board (1M x 87") with company art
- Onsite sponsorship recognition including posters & signage
- Company recognition in mobile app

## Post Event

- Final copy of registration list
- Logo on post conference survey

## Select one:

- Mobile App Sponsor
- Meal Reception Sponsor
- Directional Sign Sponsor
- Refreshment Break Sponsor
- Networking Reception
- 2nd Standing Meter Board

# GOLD \$8,000

## Pre Event

Sponsorship acknowledgment in:

- conference website & marketing prospectus
- promo assets including email campaigns and social media
- Advance copy of registration list

## Main Event

- 3 conference registrations
- Event guide advertisement (full page)
- Exhibition space (premier location)
- Standing meter board (1M x 87") with company art
- Onsite sponsorship recognition including posters & signage
- Company recognition in mobile app

## Post Event

- Final copy of registration list

## Select one:

- Directional Sign Sponsor
- Refreshment Break Sponsor
- Networking Reception
- 2nd Standing Meter Board

# SILVER \$6,000

## Pre Event

Sponsorship acknowledgment in:

- conference website & marketing prospectus
- promo assets including email campaigns and social media
- Advance copy of registration list

## Main Event

- 2 conference registrations
- Event guide advertisement (full page)
- Exhibition space (premier location)
- Onsite sponsorship recognition including posters & signage
- Company recognition in mobile app

## Post Event

- Final copy of registration list

Elevate your brand and connect with industry leaders by becoming a sponsor today!

This is your exclusive opportunity to showcase your products and services to a targeted audience, engage with key decision-makers, and position your company as a leader in the field.

# DELIVERABLES

The U.S. Housing & Community Development Conference

## Name Badge Lanyard Sponsor

As the exclusive lanyard sponsor, your brand gains unparalleled visibility by featuring your corporate logo on badge lanyards worn by every conference attendee, ensuring prominent exposure throughout the event.



## Registration Booth Sponsor

As the registration booth sponsor, your company's logo and artwork prominently greet every attendee at check-in, ensuring your brand captures the attention of all participants from the moment they arrive.



## Hotel Key Card Sponsor

As the exclusive Key Card Sponsor, leave a memorable mark on all attendees by branding hotel key cards, ensuring your logo is the first and last thing guests see each day of the conference.



# DELIVERABLES

The U.S. Housing & Community Development Conference

## Charging Station Sponsor

As a charging station sponsor, your brand captures attention in high-traffic areas, with your company logo and artwork prominently displayed where attendees gather to recharge, ensuring maximum visibility.



## Conference Mobile App Sponsor

As the conference mobile app sponsor, your logo will be prominently displayed, achieving continuous exposure every time an attendee opens the app, ensuring your brand's presence is felt consistently throughout the event.



## Meal Reception Sponsor

As the exclusive meal reception sponsor, your brand will be front and center during a breakfast or lunch reception, with your logo prominently displayed on signage and acknowledged throughout the event, ensuring high visibility among attendees.



# DELIVERABLES

The U.S. Housing & Community Development Conference

## Directional Sign Sponsor

As the directional sign sponsor, spotlight your brand by prominently displaying your company logo on freestanding signs in high-traffic areas, guiding attendees while maximizing your visibility.



## Refreshment Break Sponsor

As the refreshment break sponsor, energize attendees while boosting your brand's visibility through logo-adorned signage and public acknowledgment during all break periods.



## WiFi Network Sponsor

As the exclusive WiFi sponsor, your brand will be at the forefront of every attendee's online experience, with your corporate logo prominently displayed on the WiFi login page and associated materials, ensuring significant brand exposure throughout the conference.



# APPLICATION

The U.S. Housing & Community Development Conference

## Contact Information

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Company Name

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Contact Name

Title

---

Address

---

City

State

ZIP Code

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Phone

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Email

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Company URL

## Sponsorship Opportunities

---

Sponsorship Level

## Sponsor Acknowledgement

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Signature

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Date

# U.S. HOUSING COMMUNITY DEVELOPMENT CONFERENCE & EXPO

[www.housingconferences.com](http://www.housingconferences.com)

## Questions? Contact:

Eric Iravani | Executive Director  
U.S. Housing & Community Development Conference & Expo  
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(714) 234-0336

