

OWN *the* MOMENT

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R **NXT**
THE REALTOR® EXPERIENCE

NOVEMBER 14-16, 2023

ANAHEIM CONVENTION CENTER | ANAHEIM, CA

**EXHIBITOR PROSPECTUS AND
SPONSORSHIP OPPORTUNITIES**



 NATIONAL
ASSOCIATION OF
REALTORS®

NAR NXT, THE REALTOR® EXPERIENCE

THE PREMIER EVENT FOR

THE REAL ESTATE INDUSTRY!

Network with Thousands of REALTORS® and Increase Your ROI

NAR NXT, The REALTOR® Experience returns to the west coast!

Already the largest real estate expo, there's even more reason to exhibit in Anaheim in 2023:

- With close to 200,000+ members, California boasts the largest concentration of REALTORS® compared to any other state
- California historically draws a large International attendance!
- Anaheim Convention Center is a top ten venue for events and has over a million square feet of space

2022 NAR NXT, The REALTOR® Experience Attendees by the Numbers¹

79% of attendees met all or most of their goals at NAR NXT in 2022.

84% state that staying up to date on what is going on in the real estate industry is a primary reason they attend NAR NXT.

92% of attendees interacted with exhibitors by meeting, gathering information or finding a product or service.

69% of attendees gathered information during the show that will help with future purchase decisions.

75% attendees reported that the expo allowed them to discover a new product or service for which they were unaware, prior to attending 2022 NAR NXT.

¹ 2022 NAR NXT REALTOR® Experience Attendee Survey

PRODUCTS & SERVICES

REALTORS® WANT TO SEE MORE OF IN 2023

Accounting Products / Software
Advertising / Direct Mail / Marketing
Apparel / Shoes
Appraisal
AR/VR
Business Coaching / Self Improvement
Call Center / Remote/Virtual Assistant
Camera / Drone
Cellphone Companies/Service
Closets/Clutter Management
Closing Gifts
Cloud CMA
Commercial Products and Services
Computers
CRM
Data Security / Email Encryption

Energy Efficient / Enviro / Solar Products
Exterminators
Financial planning / Investment / Retirement
Furniture / Office Equipment
Golf Communities - Retirees
Hardware & Tools
Home Builders / Building Products
Inspectors
Insurance: Home, Health, Flood
Interior Design / Home Improvement
International Developers
Lead Generation
Listing and Marketing Services
Lock Box Companies
Logo Gifts
Mapping

MLS
Mobile Equip. Cases / Travel Access.
Moving / Staging Companies
Personal Safety Products and Courses
Photography / Virtual Tour / Video Prod.
Predictive Analytics
Real Estate Global Companies
Referral and Relocation Companies
Rental / Property Management
Social Media Tools / Training
Stress / Time Management
Technology
Tiny Home Builders
Title Companies
Warranty Companies

NAR NXT, THE REALTOR® EXPERIENCE ATTENDEE SNAPSHOT

Attendees at the NAR NXT, The REALTOR® Experience are members of the National Association of REALTORS®, the largest group of independent businesspeople in the US, with over 1.5 million members.

NAR Member Demographic Profile

Gender

34% Male

64% Female

2% Prefer not to say

Median age of 2022 conference attendee is 54 and has **17 years of experience**¹

Typical NAR NXT attendees work in an office with **30 licensees**.¹

25% residential sales agent

18% broker/owner who does some selling

¹ 2022 NAR NXT, The REALTOR® Experience Attendee Survey



WHO SHOULD EXHIBIT?

- Companies with real estate-specific products and services that help REALTORS® increase their business.
- Companies offering business, financial and office products and services that help small business owners manage their office.
- Companies that can benefit from the recommendation of REALTORS® to help sell an existing property or rehab and update an existing home.
- Companies with innovative and new products.

PLAN AND BUDGET NOW

for the sponsorship and advertising opportunities that best meet your objectives at the 2023 NAR NXT Expo:

SIGNAGE

Banners
Floor Decals
Column Wraps
Escalator Runners
Stair Decals
Standing Sign Boards
Window Clings

MARKETING

Booth Locator Kiosks
Cash In & Win
Conference Tote Bags
Consultation Suites
Hotel Keycards
Hotel Room Drop
Lanyards
Mobile App
Mobile Device
Charging Stations
Shuttle Branding
Virtual Event Bag

EVENTS

Networking events in AXIS
Networking Breakfast
Networking Receptions
General Session
Town Square Theater
Good Neighbor Awards
Grand Opening Celebration
Sustainability Corner
International Night Out
International Welcome Reception
Refreshment Breaks
Bistro in Town Square
Backyard Tailgate Party
Young Professionals
Network Reception

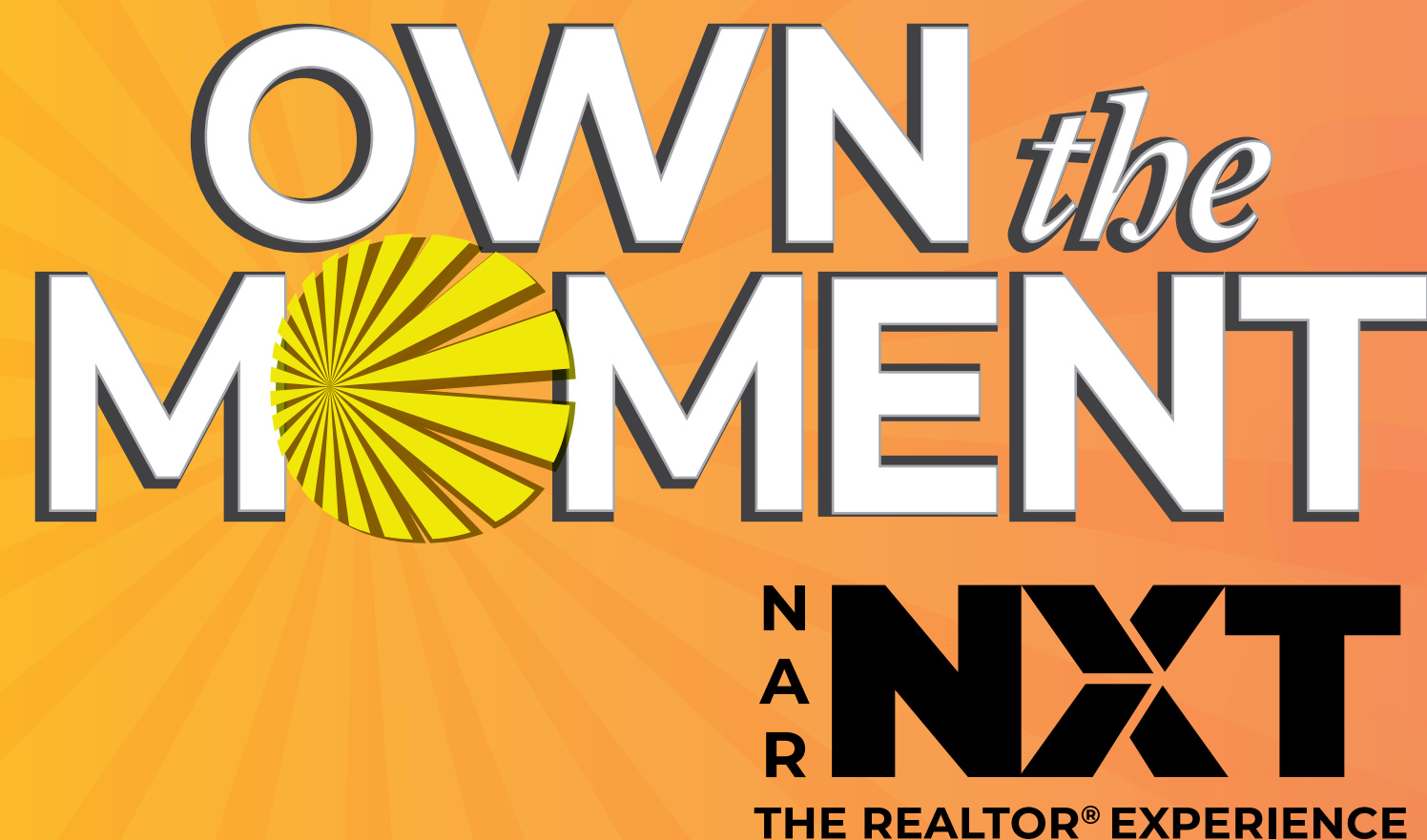


EXHIBIT SPACE & SPONSORSHIPS

Hall-Erickson, Inc. / Show Management
98 E. Chicago Ave
Westmont, IL 60559

P: 800-752-6312
E: nar@heexpo.com

Contact Hall-Erickson, Inc. for further details

For more information and details on sponsorship, visit: realtorexposponsorships.com/sponsorships

SPACE RATE

\$39 per sq.ft.
\$300 per corner (linear booths)
\$150 per corner (island booths)

INSTALLATION

Friday, November 10	8:00 a.m. – 4:30 p.m.
Saturday, November 11	8:00 a.m. – 4:30 p.m.
Sunday, November 12	8:00 a.m. – 4:30 p.m.
Monday, November 13	8:00 a.m. – 4:30 p.m.
Tuesday, November 14	8:00 a.m. – 9:00 a.m.

NEW EXHIBIT HOURS

Tuesday, November 14	1:00 p.m. – 5:00 p.m.
Wednesday, November 15	10:00 a.m. – 5:00 p.m.
Thursday, November 16	9:00 a.m. – 3:00 p.m.

DISMANTLE HOURS

Thursday, November 16	3:00pm – 7:00pm
Friday, November 17	8:00am – 12:00pm

Hours Subject to Change

**ONLINE EXHIBIT
APPLICATION**

**EXHIBITOR LIST AND
INTERACTIVE FLOORPLAN**

THANK YOU

