In 2021, Florida became the state with the highest number of REALTORS®, increasing by 8.82%. It’s why your company should make NAR NXT, The REALTORS® Experience (formerly the REALTORS® Conference & Expo) a number one priority in 2022.

GET DISCOVERED!
92% of Expo attendees took some action, e.g., downloaded a brochure, based on their experience, up from 72% last year.

49% of 2021 attendees found a product/service they were not aware of prior to the Expo.

Six out of ten attendees cited “finding new real estate products, services and tools to help business” as one of their top three goals for attending.

EXHIBITORS RATED THE REALTORS® EXPO INDUSTRY’S #1 EVENT

“In 2021, 65% of exhibitors overwhelmingly ranked REALTORS® Expo as the most valuable event for their event participation goals and objectives.”
EXHIBITORS ACHIEVE SUCCESS AT REALTORS® EXPO

2021 REALTORS® EXPO EXHIBITORS BY THE NUMBERS

79% of exhibitors met or exceeded their expectations for obtaining sales leads

84% of exhibitors met or exceeded their expectations for product exposure

88% of exhibitors indicated that the quality of traffic met or exceeded their expectations

73% of exhibitors have already selected their exhibit space for 2022 or plan to select their space in the future

321 – The average number of leads per exhibitor

“This is the best event for Markful year after year in the real estate industry!”
—Greg Speaks, Markful

“As a first-time exhibitor, we found the Expo experience was excellent. The NAR staff was prompt and knowledgeable in assisting us with information and one-to-one attention on how to make the conference work for us.”
—Mary Patrick, GrowthZone AMS

“As a start-up, this was a great opportunity for growth and experience.”
—Taelor Hoffman, Title | Pipe™

“We had no idea what to expect after the break due to Covid, and we were thrilled with the Expo as well as other events.”
—Paula Colling, REALTORS® Insurance Place

“This was our first Expo with NAR. Everything was professionally handled and went very smoothly from the novice questions we had answered when planning to the daily Expo experience.”
—Linda Stoeckicht, DirectOffer.com

“We always get quality leads from the REALTORS® Conference & Expo, whether it’s agents, brokers, or potential partners.”
—Ginny Cain, Corefact
ATTENDEE SNAPSHOT
DEMOGRAPHIC PROFILE OF NAR MEMBERS ATTENDING THE 2021 EXPO

LOCATION WORKED
36% Home
64% Office
Source: 2021 REALTORS® Conference & Expo Final Registration Statistics

LICENSES IN OFFICE
51% 1-20
18% 21-50
13% 51-100
19% 101+
Source: REALTORS® Conference & Expo Attendee Report

MAIN FUNCTION IN INDUSTRY
33% Sales Agent
29% Broker
10% Broker-Owner
3% Sales Office Manager
1.5% IT Professional
23.5% Other/Not Specified
Source: 2021 REALTORS® Conference & Expo Final Registration Statistics

REAL ESTATE SPECIALTY
49% Residential
10% Commercial
8% Land
7% Property Management
7% Relocation
3% Resort
1% Appraisal
1% Auction
14% Unspecified/Other
Source: 2021 REALTORS® Conference & Expo Final Registration Statistics

GENDER
63% Female
36% Male
1% Did not Indicate
Source: REALTORS® Conference & Expo Attendee Report

PREVIOUS SHOW
72% Attended a prior conference
59% Attended at least 3 events last 5 years
28% First-time attendee
Source: REALTORS® Conference & Expo Attendee Report

TYPICAL 2021 ATTENDEE
54 years old
Female (63%)
18 years experience
Earned $151,800 in 2021
(vs $43,330 for average NAR member’s median gross income)
Works in an office with 20 licenses
Specializes in residential real estate
Source: REALTORS® Conference & Expo Attendee Report

ATTENDANCE BY AGE
13% 39 or younger
23% 40-49
31% 50-59
33% 60 or older
54 median age
Source: REALTORS® Conference & Expo Attendee Report
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 offices.
- Companies who can benefit from the recommendation of REALTORS® to help sell an existing property or rehab and update an existing home.

PRODUCTS & SERVICES REALTORS® WANT TO SEE MORE OF IN 2022

- Accounting Products/Software
- Advertising/Direct Mail/Marketing
- Apparel/Shoes
- Appraisal
- AR/VR
- Building Products
- Business Coaching
- Call Center
- Cellphone Companies
- Closets
- Closing Gifts
- Cloud CMA
- Commercial Services
- Computers
- CRM
- Data Security
- Drones/Cameras
- Energy Efficiency
- Exterminators
- Financial Planning
- Furniture/Office Equipment
- Golf Communities
- Hardware & Tools
- Home Builders/Improvement
- Inspectors
- Insurance: Home, Health, Flood
- Interior Design
- International Developers
- Lead Generation
- Lock Box Companies
- Logo Gifts
- Marketing
- Media
- MLS
- Personal Safety Products
- Predictive Analytics
- Real Estate Global Companies
- Referral and Relocation
- Rental/Property Management
- Social Media Tools
- Staging
- Technology
- Title Companies
- Virtual Assistance

TYPES OF EXHIBITORS VISITED

- Sales and Marketing
- National/State/Affiliate REALTOR® Assocs.
- Real Estate Software
- Educational Products/Services
- Office Products & Services
- Wireless Technology
- Banking/Financial
- Home Protection & Warranty
- Franchise or Network Groups
- Internet Services
- Computer Hardware
- Relocation & Referral Services
- Insurance
- Developer/Properties
- Other

63% 52% 48% 46% 43% 24% 21% 21% 18% 15% 14% 13% 13% 12% 16%

SOURCE: 2021 REALTORS® Conference & Expo Attendee Report
SPONSORSHIPS = 99% GREATER LEAD GENERATION AT 2021 REALTORS® EXPO

THE DIRECT IMPACT OF SPONSORSHIPS/ADVERTISING ON LEAD GENERATION

513  Average leads per company participating in sponsorships/advertising

258  Average leads per company (no sponsorship/advertising)

PLAN AND BUDGET NOW!
Make a Larger Impact with Prospects by Becoming a Sponsor—or by Advertising!

SIGNAGE
Banners  Charging Stations  Column Wraps  Escalator Runners  Floor/Stair Decals  Shuttle Branding  Standing Sign Boards  Video Branding  Window Clings

MARKETING
Attendee Email Branding  Booth Locator Kiosks  Cash In & Win  Conference Tote Bags  Consultation Suites  Digital Lounge  Exhibit Floor Theater  Hotel Keycards  Lanyards  Mobile App  Mobile Device  Networking Lounge  Pre-Show List Rental  Post-Show List Rental  Video Marketing  Virtual Event Bag

EVENTS
Exhibitor User Groups  General Sessions  Good Neighbor Awards  Grand Opening Celebration  International Night Out  International Welcome Reception  Paws-Apalooza  Refreshment Breaks  Town Square Activations

FOR MORE INFORMATION, CONTACT:
REALTORS® Expo  Show Management  Hall-Erickson, Inc.  800-752-6312  nar@heiexpo.com

Double Your Lead Generation
Exhibitors generated an average of 99% more leads by participating in sponsorships & advertising programs
SPACE RATE
$37 per sq.ft.
$300 per corner (linear)
$150 per corner (island)

DOUBLE YOUR LEADS IN AN ISLAND BOOTH

691: Average Leads per Company Island Booth
271: Average Leads per Company Inline Booth

FUN FACT
Exhibitors in island booths secured 100% more leads than companies in any other booth size at the 2021 Expo.

INSTALLATION
Tuesday-Thursday,
Nov 8-10
8:00 a.m. – 5:00 p.m.
Friday, Nov 11
8:00 a.m. – 10:00 a.m.

EXHIBIT HOURS
Friday, Nov 11
1:00 p.m. – 5:00 p.m.
Saturday, Nov 12
10:00 a.m. – 5:00 p.m.
Sunday, Nov 13
9:00 a.m. – 3:00 p.m.

DISMANTLE HOURS
Sunday, Nov 14
3:00 p.m. – 7:00 p.m.
Monday, Nov 15
8:00 a.m. – 12:00 p.m.
Hours Subject to Change

CHOOSE FROM MULTIPLE EXHIBIT SPACE OPTIONS THAT FIT YOUR OBJECTIVES

GENERAL EXHIBIT SPACE
Exhibit space is available at the Orlando Convention Center with many show-floor activations planned. Space is assigned on a first-come, first-served basis.

GLOBAL PAVILION
Meet with REALTORS® from over 60 countries. Perfect for second home and retirement properties, global, commercial and residential developers, and tourism boards that want to promote infrastructure and favorable building climate. Check out the affordable turnkey packages.

SUSTAINABILITY CORNER
An engaging in educational location on the exhibit floor that highlights sustainable technology and initiatives shaping the real estate industry. This area will include experiences and exhibitors that align with NAR’s sustainability initiatives and support Realtor businesses and the impact sustainability has on communities, transactions, and associations.