

FOR THE FIRST TIME EVER
REALTORS®
CONFERENCE & EXPO
COMES TO SAN DIEGO!

Through its more than 1.1 Million members,
**THE NATIONAL ASSOCIATION
OF REALTORS®**

serves as the collective force in influencing and shaping the real estate industry. The REALTORS® Conference & Expo provides an exclusive marketplace to come face-to-face with more than 20,000 of these professionals.



“In light of the current market and industry conditions, the REALTORS® Expo is the best program we participate in all year. NAR delivers value to exhibitors and REALTORS® alike. Not many associations get it the way NAR does!”

Rich Gilligan, Chase

“The REALTORS® Expo proved to be a tremendous resource for generating leads and exposing our product to the segment of the real estate industry we wanted to reach. Thank you NAR!”

Adam Olshefsky, Cobalt

“Being an exhibitor for the first time offered excellent exposure to REALTORS®. It’s a great way to meet one on one with potential clients.”

Ellen Boyle Seminars/The REAL Coach, LLC

“Cash In & Win is an excellent traffic driver and more agents really took the time to inquire about our services and not just get their cards stamped!”

Bill Wilson, HMS National



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SHOW HOURS

BOOTH COSTS

EXHIBIT INSTALLATION:

Wednesday	11.11.09	Early Move-in <i>(By Invitation Only)</i>
Thursday	11.12.09	Move-in: 8am-5pm
Friday	11.13.09	Move-in: 8am-12noon

EXHIBIT HOURS:

Friday	11.13.09	Show Open: 4pm-7pm
Saturday	11.14.09	Show Open: 9am-4pm
Sunday	11.15.09	Show Open: 10am-5pm
Monday	11.16.09	Show Open: 9am-2pm

EXHIBIT DISMANTLE:

Monday	11.16.09	Move-out: 2pm-8pm
Tuesday	11.17.09	Move-out: 8am-5pm

- Show hours subject to change

■ \$33.00 PER SQUARE FOOT

Corner assignments are considered premium exhibit space and will cost an additional \$100 per corner.

(ie. Island booth = 4 corners= additional \$400 for exhibit space)

Exhibitors are eligible to take advantage of a wide range of advertising and sponsorship opportunities.





CHART A WINNING COURSE



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REALTORS®
CONFERENCE & EXPO

SAN DIEGO | NOVEMBER 13-16, 2009

EXHIBITOR PROSPECTUS



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate®

EXCLUSIVE INFLUENCERS

REALTORS® GO GLOBAL

The International 2nd Home & Resort Pavilion returns for its fourth straight year. As REALTORS® look to broaden their opportunities; second home and resort sales have provided significant opportunity. International attendees represented 63 countries.

- **38%** of attendees visited exhibitors in the International 2nd Home & Resort Pavilion.
- **37%** of attendee respondents sell property in their country to U.S. individuals
- **17%** of attendee respondents sell/refer property outside the U.S. to their countrymen

* SOURCE:
2008 CONFERENCE & EXPO DEMOGRAPHIC
PROFILE/RESEARCH RESULTS

One of the best ways to spread the word about your products and services is to get a REALTOR®'s recommendation. Since they build their businesses on word of mouth, not only are REALTORS® **final decision makers** when making purchases for their businesses; they are the **primary source for recommending** products & services for their clients!

- 78.4%** Home Inspector
- 74.2%** Mortgage Lender
- 68.5%** Home Warranty
- 65.6%** Title Company/Insurance
- 54.2%** Termite/Insect Inspector
- 45.2%** Homeowner's Insurance
- 33.7%** Appraiser
- 31.0%** Settlement Attorney
- 29.5%** Home Improvement Companies
- 26.1%** Moving Company
- 22.9%** Utilities
- 19.4%** Appliance Repair/Sales

SOURCE: 2007 REALTOR® MAGAZINE READER PROFILE STUDY

98% of attendees visited the Expo.

DIVERSE NEEDS

In an environment of intense competition, REALTORS® will attend the 2009 Conference & Expo to get the latest technology, training and other tools to help them differentiate themselves from their peers. Attendees are searching for a wide range of solutions on the exhibit floor.

73% of attendees spent 2-3 days in the Expo and 60% of attendees spent 5 hours or more on the Expo floor!

70% of attendees gathered information for an upcoming purchase.

64% of attendees ranked visiting the Expo as one of their top three reasons for attending the Conference & Expo.

57% of attendees found a new product or service for which they had not been aware.

43% of attendees made a purchase.

SOURCE: 2008 CONFERENCE & EXPO DEMOGRAPHIC PROFILE/RESEARCH RESULTS



REALTORS® MEAN BUSINESS

The typical REALTOR® spends over \$7,000 annually on business expenses. With more than 1.1 Million members, that's a potential market of over \$9 Billion. Give them the opportunity to invest in your products and services.

REALTORS® represent a unique cross section of consumers:

- REALTORS® spend over \$456 Million on **business closing gifts** each year.
- 501,366 REALTORS® **contacted a brokerage firm** in the last 12 months.
- REALTORS® purchase an average of **2.8 software programs** each year.
- 60% of REALTORS® personally have a **Web site for business** and 35% use a third-party service.
- REALTORS® charge over **\$21.9 Billion on credit cards** per year.
- 19% of REALTORS® plan to **purchase a camera** in the next 12 months.
- 10.7% of REALTORS® have a **GSM (Global System for Mobile)**.

SOURCE: 2007 REALTOR® MAGAZINE READER PROFILE STUDY