

**IOI SUMMIT** <sup>2024</sup>  
**CHICAGO • AUGUST 28-29**

VISIONARY  
VISIONARY  
VISIONARY  
VISIONARY  
VISIONARY  
VISIONARY

**INNOVATION  
OPPORTUNITY  
INVESTMENT**



**SPONSORSHIP  
PROSPECTUS**

# iOi OVERVIEW

## JOIN THE FUTURE OF REAL ESTATE!

Real Estate and the homeownership journey are transforming faster than ever. Innovations in technology (AI to computer vision and modular construction to VR), economic shifts (lagging inventory, interest rates and a growing/aging population), political and regulatory uncertainty and changes in social attitudes are colliding and creating a multitude of future narratives.

It's not enough to know the latest trends. Today's leaders must effectively manage, harness and leverage the constant change around them. Enter the iOi Summit. A fountainhead, fueling the future of the industry as the definitive source of information on emerging technology and real estate innovation. Sponsors gain direct access to influential real estate leaders attending the NAR Leadership Summit ahead of iOi. Connect with decision-makers actively seeking innovative solutions, presenting a prime opportunity to showcase your brand and engage with forward-thinking professionals shaping the future of real estate.

### WHEN

**August 28-29, 2024**

### WHERE

**Sheraton Grand Chicago Riverwalk**



# WHY SPONSOR iOi SUMMIT

## **iOi Is the Ultimate Brand Booster!**

Showcase your brand as a tech industry leader in front of a world-class audience of up to 800 real estate decision-makers actively looking for technology solutions and partnerships that will transform their business and investment portfolios.

## **INNOVATION**

iOi is the innovation powerhouse event that focuses on advancing the industry by propping up innovators to share their success with investors, technologists and real estate professionals.

## **OPPORTUNITY**

NAR identifies opportunities to address the challenges of real estate by seeking out the emerging tech best positioned to tackle—sustainability, affordability, accessibility, livability and resiliency—critical issues in our rapidly changing world.

## **INVEST**

NAR is transforming the real estate industry through REACH and Second Century Ventures—at iOi, NAR aims to share this success with investors and technologists by researching and uncovering future-focused companies.



**FUTURE  
PROOF**



# WHO ATTENDS

- Real Estate Innovators
- Angel Investors/Venture Capitalists
- Technology Companies
- Entrepreneurs/Entrepreneurs in Residence
- Association Executives
- Brokers and Broker-Owners
- Title Officers and Mortgage Lenders
- REALTORS®



“It’s a forward-thinking event that tries to prepare the audience for what’s next while also entertaining and educating attendees.”

— 2023 Attendee





“For those interested in tech and that are still willing to learn, this summit far exceeded expectations. I do not know where else I would get so much industry specific updates in one place related to tech.”

“This event is amazingly impactful for innovative practitioners.”

— 2023 Attendees

# PAST PARTICIPATING COMPANIES & AGENCIES

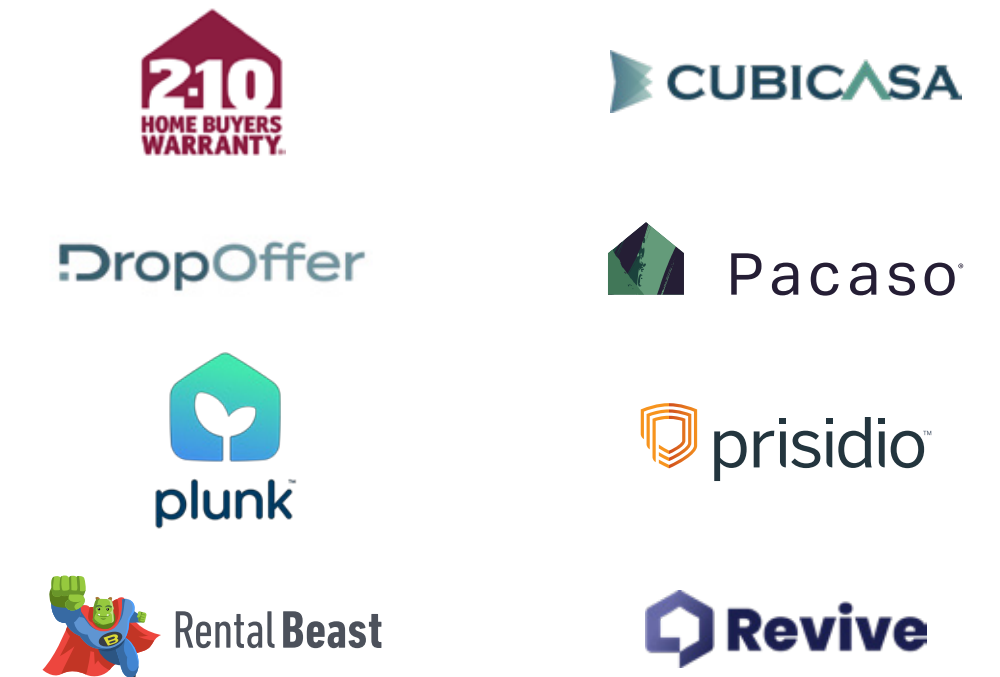
## BIG / MID TECH



## FINANCE ADVISORY



## EARLY-STAGE TECH



## INDUSTRY



## GOVERNMENT / NGO



# SPONSOR OPPORTUNITIES



## PLATINUM SPONSOR

**AVAILABLE: 1 COST: \$35,000**

This high-profile opportunity will provide you access to real estate practitioners, technology executives/founders and investors in PropTech. The Platinum Sponsorship provides a unique opportunity to network and create meaningful relationships with top broker/owners and association executives. Sponsorship includes:

- 30-second sponsor video shown between session(s)/breaks; video to be provided by Sponsor
- NAR Leadership will thank the sponsor throughout the two-day program
- Recognition of sponsor in pre/post iOi emails to attendees
- Complimentary registration for up to six people

## BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Branding on main stage screen during general session breaks
- Company logo on event landing page
- Company logo on email communications
- Company logo, description and contact information displayed in event mobile app
- Company logo on Tech Hub signage on-site
- Featured on select NAR social media channels

## EXHIBIT SPACE

Complimentary exhibit display which includes:

- Tabletop display with custom graphics
- Premium placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)



## GOLD SPONSOR

**AVAILABLE: 4 COST: \$20,000**

- Recognition at breakfast and lunch on both days of the program (sponsorship includes all food and beverage costs)
- Signage and branding throughout the breakfast and lunch area
- Complimentary registrations for up to three people
- Opportunity to greet attendees throughout lunch or breakfast and provide pre-approved gift item

## BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Company logo on landing page
- Company logo on email communications
- Company logo and description listed in event mobile app
- Company logo on Tech Hub signage on-site

## EXHIBIT SPACE

Complimentary exhibit display which includes:

- Tabletop display with custom graphics
- Standard placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)





## SILVER SPONSOR

**AVAILABLE: 6 COST: \$10,000**

- Recognition at refreshment breaks on both days of the program (sponsorship includes all food and beverage costs)
- Signage and branding throughout refreshment area
- Complimentary registrations for up to two people

## BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Company logo on landing page
- Company logo on email communications
- Company logo and description in event mobile app
- Company logo on Tech Hub signage on-site

## EXHIBIT SPACE

Complimentary exhibit display which includes:

- Tabletop displays with custom graphics
- Standard placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)



## KEYNOTE SPONSOR

**AVAILABLE: 1 COST: \$30,000**

The iOi Summit welcomes Noelle Russell, Leading AI Innovator and Practitioner, Founder and Chief AI Officer at AI Leadership Institute as the 2024 Keynote speaker! Russell has dedicated her career to helping organizations uncover the possibilities artificial intelligence presents to their businesses and guiding them through the intricacies of AI adoption. She is an award-winning technologist with an entrepreneurial spirit who has led innovative tech teams at Accenture, NPR, Microsoft, IBM, AWS, and Amazon Alexa, and is among the world's leading voices on data and AI literacy. As the exclusive sponsor of the Closing Session on Thursday, August 29th, the sponsor will receive:

- NAR Leadership: with "Emcee" will introduce and thank the sponsor at the beginning of the Keynote Address
- 30-second sponsor video shown at start of Keynote Session, video to be provided by Sponsor
- Recognition of sponsor in pre/post iOi emails to attendees
- Complimentary registrations for up to four people

## BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Branding on Main Stage screen
- Company logo on event landing page
- Company logo on email communications
- Company logo and description in event mobile app
- Company logo on Tech Hub signage on-site

## EXHIBIT SPACE

Complimentary exhibit display which includes:

- Tabletop display with custom graphics
- Premium placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)



## PITCH BATTLE SPONSOR

**SOLD**

**AVAILABLE: 1 COST: \$25,000**

- Exclusive branding during all Pitch Battle session
- Participation in check presentation to Pitch Battle Winner
- Promotion in press release immediately following announcement of Pitch Battle Winner
- Complimentary registrations for up to four people

### BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Branding on main stage screen during Pitch Battle
- Company logo on event landing page
- Company logo on email communications
- Company logo and description in event mobile app
- Company logo on Tech Hub signage on-site

### EXHIBIT SPACE

Complimentary exhibit display which includes:

- Tabletop display with custom graphics
- Premium placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)



# INVESTOR PITCH BOOK SPONSOR

**AVAILABLE: 1 COST: \$15,000**

Become a sponsor of this sought-after Investor Pitch Book. Attendees will reference this book throughout the conference as well as the weeks following the event. All attendees will receive a digital copy of the Pitch Book.

Sponsorship includes:

- Full-page ad with premium placement in the Investor Pitch Book
- Company logo recognition on book cover
- Sponsored copy included in email to all attendees with link to Investor Pitch Book
- Complimentary registrations for up to two people

## BRANDING

Company's name and logo on all conference materials and signage before, during and post-event including:

- Recognition in all marketing collateral promoting the Investor Pitch Book
- Company logo on event landing page
- Enhanced listing in the event mobile app
- Company logo on Tech Hub signage on-site





## EXHIBITOR

**COST: \$7,500**

Don't miss your chance to showcase your brand and network with receptive attendees, including influential industry leaders. This year, exhibitors have the added advantage of direct access to real estate business leaders, including association executives and broker-owners of large firms, who will be in Chicago for the NAR Leadership Summit. Many will also attend iOi looking for opportunities to do business with companies like yours.

- Completely turnkey—signage and graphics provided
- First come, first served table placement
- Limited space, act now!

## BRANDING

- Company logo and description listed in event mobile app
- Company logo on Tech Hub signage on-site

## EXHIBIT SPACE

**Each exhibit display includes:**

- Tabletop display with custom graphics
- Standard placement
- Complimentary basic Wi-Fi
- Basic power (up to 5 AMPs)

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **WELCOME RECEPTION\*** \$6,500

### **4 OPPORTUNITIES**

One of the most popular events of iOi Summit is the Welcome Reception. Attendees look forward to reconnecting with colleagues and networking with new players in the PropTech space. Sponsorship includes prominent signage throughout the reception.

- Branding on all marketing collateral including print and digital, in advance and on-site
- Opportunity to provide pre-approved gift item to all attendees
- Signature drink, branded for sponsor
- Ability to welcome guests, on microphone, during event
- Ability to provide additional sponsor signage, at sponsors discretion

## **LANYARD\*** \$10,000

Each attendee will receive a branded badge necklace that features the sponsor's logo or company name, in collaboration with NAR/iOi. Sponsorship includes production.

## **Wi-Fi\*** \$10,000

This exclusive opportunity will be seen by all attendees when they log onto the Wi-Fi during the event. Sponsorship includes:

- Signage
- Custom SSID
- Splash page once logged into the network
- Branding on all advance and on-site signage and collateral

## **MOBILE APP\*** \$10,000

Sponsor benefits include exclusive splash-screen image, homepage banner, highlighted exhibitor/sponsor listing and official recognition as the Mobile App Sponsor.

## **HOTEL KEYS\*** \$10,000

Open the door to new customers by branding each attendees hotel keycard. Attendees will remember you every time they use their room key. This opportunity includes exclusive branding on all attendees' room keycards. Price includes production and distribution.

\*Complimentary registration for up to two people.



# BENEFITS OVERVIEW

SPONSORSHIP BENEFIT	PLATINUM \$35,000	KEYNOTE \$30,000	PITCH BATTLE \$25,000	GOLD \$20,000	SILVER \$10,000	PITCH BOOK \$15,000	EXHIBITOR \$7,500
Exhibit Space Placement	Premier	Premium	Premium	Standard	Standard		Standard
Exhibit Space Amenities	counter-height table & four stools with custom graphics and basic power						
Basic wireless Internet	✓	✓	✓	✓	✓		✓
Electricity (up to 5 AMPs)	✓	✓	✓	✓	✓		✓
Exclusive Title Sponsor of iOi Summit	✓						
Exclusive Sponsor of iOi Summit Pitch Battle			✓				
Exclusive Sponsor of Keynote Speaker		✓					
Sponsor of Investor Pitch Book						✓	
Sponsor video shown at start of Keynote Session		✓					
Exclusive Company Ad/Video Shown between Session(s)/Breaks	✓						
Sponsor of Lunch/Breakfast Day 1 or Day 2				✓			
Sponsor of Refreshments Breaks across Day 1 or Day 2					✓		
Giveaway of One (1) Item during the Designated Sponsored Function				✓			
Company Logo Listed As Sponsor on Main Stage Screen during Break(s)	✓	✓	✓	✓	✓	✓	
Company Logo Listed on Event Website	✓	✓	✓	✓	✓	✓	✓
Company Logo Included on Pre-event Email Communications	✓	✓	✓	✓	✓	✓	
Company Logo Included on Post-event Email Communications	✓	✓	✓	✓	✓	✓	
Company Logo & Description Listed in Event Mobile App	✓	✓	✓	✓	✓	✓	✓
Company Logo on Tech Hub Signage On-site	✓	✓	✓	✓	✓	✓	✓
Award Presentation & Photo Opp. with Pitch Battle Winner			✓				
Photo Opportunity with Keynote Speaker		✓					
Full-page Ad in Investor Pitch Book						✓	
Company Logo Recognition on Book Cover						✓	
All Access Registrations (Value of \$650 Each)	6	4	4	3	2	2	2



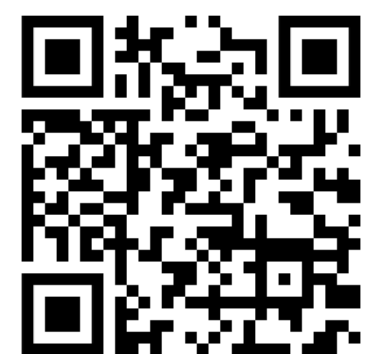
# 2024 LOCATION

Located in the heart of the Streeterville neighborhood, Sheraton Grand Chicago Riverwalk is an urban sanctuary amid iconic attractions. Embrace refined comfort in stylishly appointed accommodations enhanced by contemporary essentials like the ultra-comfortable Sheraton Signature Sleep Experience and striking views of the lake, river and Chicago cityscape. Delight your palate at our hotel restaurants, including Shula's Steak House and the laid-back Chicago Burger Company, open seasonally along the Riverwalk. Enjoy a coveted location near Michigan Avenue, Millennium Park, Navy Pier and the Magnificent Mile. Take advantage of 125,000 square feet of dynamic event space for meetings, conferences, weddings and social affairs. Wind down a satisfying day of business or sightseeing with an exhilarating workout in the modern fitness center or a refreshing swim in the sparkling pool. An urban gem in a storied travel destination, this Riverwalk hotel is the perfect home base for your visit to downtown Chicago.



2024  
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INNOVATION · OPPORTUNITY · INVESTMENT

**THANK YOU**



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