

NOVOGRADAC CONFERENCE SERIES

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

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CONFERENCE DATES & LOCATIONS

LOW-INCOME HOUSING TAX CREDIT CONFERENCES

2024 Affordable Housing Developers Conference	Jan. 18-19	Conrad Fort Lauderdale Beach
2024 Affordable Housing Conference	May 2-3	Grand Hyatt San Francisco
2024 Housing Tax Credit and Bonds Conference	Sept. 26-27	Four Seasons New Orleans
2024 Housing Tax Credit Finance Conference	Dec. 5-6	Four Seasons Las Vegas
2025 Affordable Housing Developers Conference	Jan. 2025 Date TBD	Ft. Lauderdale, Fla. Hotel TBD

NEW MARKETS TAX CREDIT CONFERENCES

24th Annual New Markets Tax Credit Conference	Jan. 25-26	Omni La Costa Resort & Spa
2024 Spring New Markets Tax Credit Conference	June 6-7	Fairmont D.C.
2024 Fall New Markets Tax Credit Conference	Oct. 24-25	The Roosevelt New Orleans

HISTORIC TAX CREDIT CONFERENCES

2024 Historic Tax Credit Conference	Oct. 10-11	InterContinental Kansas City at the Plaza
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RENEWABLE ENERGY TAX CREDIT CONFERENCES

Special rates apply. Contact Carol or Christianna for more details.

2024 Spring Renewable Energy and Environmental Tax Credits Conference	May 16-17	Rancho Bernardo Inn
2024 Renewable Energy and Environmental Tax Credits Conference	Nov. 7-8	Fairmont D.C.

SPONSORSHIP LEVELS

CO-HOST

Unlimited opportunities

- One panelist with complimentary registration
- Premium pre- and post-conference attendees opt-in list
- Branding inside the general session (projected on slide show between panel sessions)
- Branding on conference signage in networking area
- Five (5) complimentary conference registrations (\$3,875 value)
- Five (5) discounted registrations (discounted rate: \$475 per person)
- Exhibit hall counter
- Branded marketing item of your choice
- Optional video promotion spot played inside the general session
- One hotel room upgrade at conference hotel
- Logo and company profile on conference app
- Logo on event website
- Logo in event marketing campaigns including social media posts
- Recognition in press release
- Two complimentary subscriptions to the Novogradac Journal of Tax Credits (\$398 value)

KEYCARD

One available

**Confirm availability prior to committing—may not be available at all hotels*

- One panelist with complimentary registration
- Logo on hotel keycard
- Executive pre- and post-conference attendees opt-in list
- Branding inside the general session (projected on slide show between panel sessions)
- Branding on conference signage in networking area
- Two (2) discounted registrations (discounted rate: \$475 per person)
- Exhibit hall counter
- Logo and company profile on conference app
- Logo on event website
- Logo in event marketing campaigns including social media posts
- Recognition in press release

SPONSORSHIP LEVELS

WI-FI

One available

One panelist with complimentary registration
 Recognition on tent cards in conference general session with branded Wi-Fi password
 Executive pre- and post-conference attendees opt-in list
 Branding inside the general session (projected on slide show between panel sessions)
 Branding on conference signage in networking area
 Two (2) discounted registrations (discounted rate: \$475 per person)
 Exhibit hall counter
 Logo and company profile on conference app
 Logo on event website
 Logo in event marketing campaigns including social media posts
 Recognition in press release

NOTEPAD

One available

One panelist with complimentary registration
 Your logo on branded notepads provided to conference attendees inside general session
 Executive pre- and post-conference attendees opt-in list
 Branding inside the general session (projected on slide show between panel sessions)
 Branding on conference signage in networking area
 Two (2) discounted registrations (discounted rate: \$475 per person)
 Exhibit hall counter
 Logo and company profile on conference app
 Logo on event website
 Logo in event marketing campaigns including social media posts
 Recognition in press release

CHARGING STATION

One available

One panelist with complimentary registration
 Your logo on branded charging station(s) in the networking area
 Executive pre- and post-conference attendees opt-in list
 Branding inside the general session (projected on slide show between panel sessions)
 Branding on conference signage in networking area
 Two (2) discounted registrations (discounted rate: \$475 per person)
 Exhibit hall counter
 Logo and company profile on conference app
 Logo on event website
 Logo in event marketing campaigns including social media posts
 Recognition in press release

SPONSORSHIP LEVELS

COFFEE STATION

Three available

One panelist with complimentary registration
Coffee station branding
Executive pre- and post-conference attendees opt-in list
Branding inside the general session (projected on slide show between panel sessions)
Branding on conference signage in networking area
Two (2) discounted registrations (discounted rate: \$475 per person)
Exhibit hall counter
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

CONFERENCE APP

Three available

One panelist with complimentary registration
Priority branding in the Novo Events conference app
Prime pre- and post-conference attendees opt-in list
Branding on conference signage in networking area
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

NETWORKING RECEPTION

One available

One panelist with complimentary registration
Branding at reception
Prime pre- and post-conference attendees opt-in list
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding on conference signage in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

SPONSORSHIP LEVELS

CONFERENCE LUNCHEON

Two available

One panelist with complimentary registration
Branding at lunch
Prime pre- and post-conference attendees opt-in list
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

CONFERENCE BREAKFAST

Two available

One panelist with complimentary registration
Branding at breakfast
Prime pre- and post-conference attendees opt-in list
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

SPECIALTY BREAK

One available

One panelist with complimentary registration
Specialty break station branding
Prime pre- and post-conference attendees opt-in list
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding on conference signage in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

SPONSORSHIP LEVELS

BEVERAGE STATION

One available

One panelist with complimentary registration
Water station branding
Prime pre- and post-conference attendees opt-in list
One (1) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

CONFERENCE PATRON

Unlimited opportunities

One panelist with complimentary registration
Prime pre- and post-conference attendees opt-in list
Two (2) discounted registration (discounted rate: \$475 per person)
Exhibit hall counter
Branding in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

CONFERENCE ADVOCATE

Unlimited opportunities

One panelist with complimentary registration
Prime pre- and post-conference attendees opt-in list
Two (2) discounted registrations (discounted rate: \$475 per person)
Additional complimentary registration (\$775 value)
Branding on conference signage in networking area
Logo and company profile on conference app
Logo on event website
Logo in event marketing campaigns including social media posts
Recognition in press release

SPONSORSHIP LEVELS

EXHIBITOR

Unlimited opportunities

- One complimentary registration (\$775 value)
- Standard pre- and post-conference attendees opt-in list
- Exhibit display counter
- Branding on conference signage in networking area
- Logo on event website
- Logo on conference app
- Logo in event marketing campaigns including social media posts
- Recognition in press release

ATTENDEES LIST INFORMATION**

Attendee Contact Information	PREMIUM	EXECUTIVE	PRIME	STANDARD
Name	✓	✓	✓	✓
Company	✓	✓	✓	✓
Industry Type	✓	✓	✓	✓
Title	✓	✓	✓	✓
Address	✓	✓	✓	✗
Email	✓	✓	✗	✗
Phone	✓	✗	✗	✗

** Information available for those attendees who opt in to share information at the time of registration

LOGO REQUIREMENTS

GUIDELINES

In order to ensure the highest display quality of your company logo, please follow the below guidelines.

- File type should be vector format (Adobe Illustrator .ai, .eps or .pdf) only
- Fonts must be converted to outlines
- Please provide the following versions of your logo:
 - Full-color (CMYK)
 - B&W
 - Reverse W&B
- Email to alex.louie@novoco.com

EXAMPLES OF LOGO USAGE



Color version, to be used on light backgrounds.



White version, to be used on dark backgrounds.



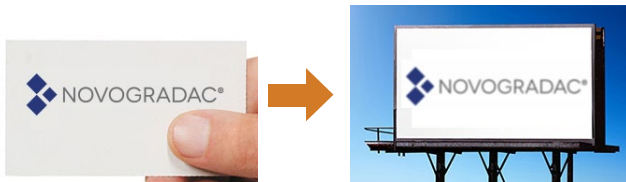
Black version, to be used in place of color version for special designs, such as etched glass or engraved work.

WHY VECTOR?

Vector logos can be resized up or down and will always retain their fidelity and sharpness, whereas bitmap logos, such as jpg and gif files, cannot be resized without affecting the sharpness of their edges. The difference is particularly noticeable when a bitmap file is enlarged, as in the comparison below.

BITMAP LOGO

(JPG or PNG)

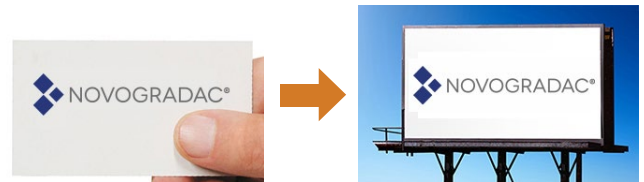


Bitmap logo is sharp on smaller printed objects

However, bitmap logo is **blurry** when enlarged to large format displays such as posters

VECTOR LOGO

(Adobe Illustrator, EPS or vector graphic saved as PDF)



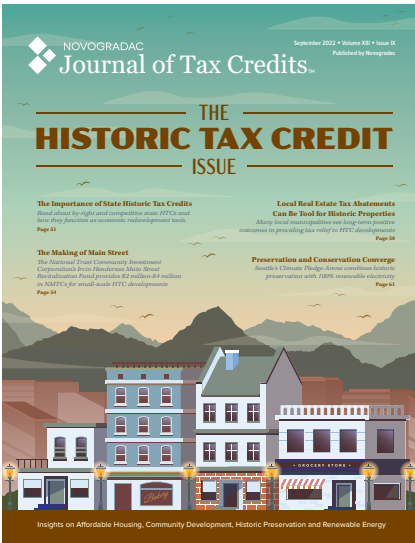
Vector logo is also sharp and crisp on smaller printed objects

But, vector logo remains **sharp and crisp** when enlarged to large format displays such as posters

ADVERTISING

JOURNAL OF TAX CREDITS ADVERTISING

Each month, 6,000 of the tax credit industry's leaders turn to Novogradac Journal of Tax Credits for the very latest news, analysis and commentary on the affordable housing, community development, renewable energy, opportunity zones, and historic rehabilitation tax credit industries, and HUD programs.



2023 Editorial Themes*

- January – Public Housing Authority
- February – LIHTC Property Compliance
- March – Valuation
- April – Opportunity Zones
- May – Low-Income Housing Tax Credits
- June – Debt and Equity Market Updates
- July – Dealmakers and Rising Stars
- August – Tax, Audit and Consulting Services for Tax Incentive Transactions
- September – Historic Tax Credit
- October – New Markets Tax Credit
- November – Renewable Energy Tax Credits
- December – Washington Legislative/Regulatory Updates

*Scheduled editorial themes are subject to change without notice. Confirm theme before placing your ad.

Specifications and Rates

Size	Width	Height	Safety Zone	Bleed	Final Size
Inside front cover or back cover	8.5"	11"	0.25" within trim	0.125" all around	8.75" x 11.25"
1/2 page, vertical	3.25"	9.5"	n/a	n/a	3.25" x 9.5"
1/2 page, horizontal	7"	4.75"	n/a	n/a	7" x 4.75"
1/3 page, vertical	7"	2.75"	n/a	n/a	7" x 2.75"
1/4 page, vertical	3.25"	4.75"	n/a	n/a	3.25" x 4.75"

Placement

Placement

All paid ads are placed on the facing right-hand page as content permits. Novogradac will make reasonable efforts to satisfy placement preference but does not guarantee such preferences will be met. Premium placement requests available for a 10% fee.

Format and Color Specifications

JPG or TIFF formats: 300 dpi resolution, CMYK, layers are flattened.
 Adobe PDF format: CMYK, copy/text converted to outlines, embedded raster images, no crop or any other printer's marks.

ADVERTISING

WEBSITE ADVERTISING (novoco.com)

Novogradac offers advertising options to enhance your sponsorship and increase your exposure to all of our followers.



AVERAGE MONTHLY PAGE VIEWS
FOR ENTIRE SITE

224,260



AVERAGE MONTHLY UNIQUE VISITORS
FOR ENTIRE SITE

57,541

* October 2021 - September 2022

Resource Center Webpages

Size	Banner Dimensions	
	Width	Height
A - Sidebar Square	724 pixels	724 pixels
B - Sidebar Rectangle	724 pixels	1000 pixels
C - Content Bottom Region	724 pixels	150 pixels
D - Footer Region	970 pixels	150 pixels

Other Webpages

Size	Banner Dimensions	
	Width	Height
A - Sidebar Square	724 pixels	724 pixels
B - Sidebar Rectangle	724 pixels	1000 pixels
C - Content Bottom Region	724 pixels	150 pixels
D - Footer Region	970 pixels	150 pixels

Specifications

File Format	JPEG, PNG or GIF are accepted. Flash (or SWF files) are no longer accepted due to deprecation by major browser software and incompatibility with mobile devices.
Creative Material Deadline	For long and short-term banner campaigns, please submit creative a minimum of seven days prior to the “go-live” date of your campaign.

NEXT STEPS UPON SPONSORING

- A letter of agreement will be issued upon decision to sponsor.
- Once the signed letter is received we will issue an invoice for payment and add your company to all appropriate marketing web pages. We cannot proceed without a sponsor signature.
- Please send us your preferred speaker information as soon as possible.
- Please send us your most up-to-date logo in eps vector format as soon as possible.
- Please also let us know if you will be using your exhibit space so that we can reserve a space for you by the deadline. Sponsors and exhibitors are solely responsible for set up and shipping of exhibit materials
- If you have any questions or concerns please contact **Carol Hough** via email at carol.hough@novoco.com or phone at **415.223.6145**, or **Christianna Cohen** via email at christianna.cohen@novoco.com or phone at **925.949.4216**.

