



NOVOGRADAC CONFERENCE SERIES

# **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

# TABLE OF CONTENTS

<b>2024 CONFERENCE DATES &amp; LOCATIONS .....</b>	<b>3</b>
Low-Income Housing Tax Credit Conferences.....	3
Historic Tax Credit Conferences.....	3
New Markets Tax Credit Conferences.....	3
Renewable Energy Tax Credit Conferences.....	3
<b>SPONSORSHIP LEVELS .....</b>	<b>4</b>
Co-host.....	4
Keycard.....	4
Wi-Fi.....	5
Notepad.....	5
Charging Station.....	5
Coffee Station.....	6
Conference App.....	6
Networking Reception.....	6
Conference Luncheon.....	7
Conference Breakfast.....	7
Specialty Break.....	7
Beverage Station.....	8
Conference Patron.....	8
Conference Advocate.....	8
Exhibitor.....	9
Attendees List Information.....	9
<b>LOGO REQUIREMENTS .....</b>	<b>10</b>
Guidelines.....	10
Examples of Logo Usage.....	10
Why Vector?.....	10
<b>ADVERTISING .....</b>	<b>11</b>
Journal of Tax Credits Advertising.....	11
Advertising.....	12
Website Advertising (novoco.com).....	12

# CONFERENCE DATES & LOCATIONS

## LOW-INCOME HOUSING TAX CREDIT CONFERENCES

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

## NEW MARKETS TAX CREDIT CONFERENCES

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

## HISTORIC TAX CREDIT CONFERENCES

<b>2024 Historic Tax Credit Conference</b>	Oct. 10-11	InterContinental Kansas City at the Plaza
--	------------	---

## RENEWABLE ENERGY TAX CREDIT CONFERENCES

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

<b>2024 Spring Renewable Energy Tax Credits Conference</b>	May 16-17	Rancho Bernardo Inn
<b>2024 Fall Renewable Energy Credits Conference</b>	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](mailto:alex.louie@novoco.com)

## EXAMPLES OF LOGO USAGE



Color version, to be used on light backgrounds.



White version, to be used on dark backgrounds.



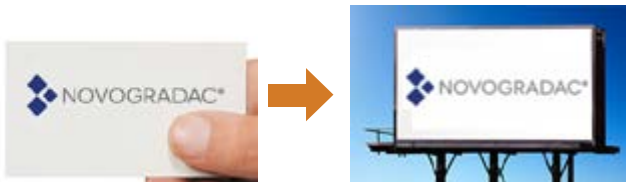
Black version, to be used in place of color version for special designs, such as etched glass or engraved work.

## 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)

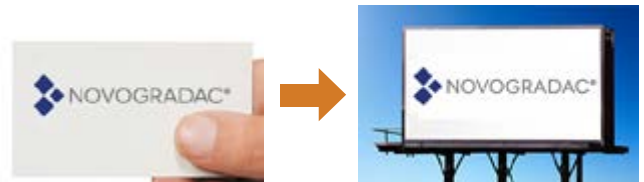


Bitmap logo is sharp on smaller printed objects

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.



### 2024 Editorial Themes\*

- January – State Tax Credits
- February – LIHTC Property Compliance
- March – Opportunity Zones
- April – Low-Income Housing Tax Credits
- May – Gap Financing
- June – Debt and Equity Market Updates
- July – Dealmakers and Rising Stars
- August – LIHTC/Bonds
- September – Historic Tax Credit
- October – Renewable Energy Tax Credits
- November – Valuation
- 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

<b>File Format</b>	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.
<b>Creative Material Deadline</b>	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](mailto:carol.hough@novoco.com) or phone at **415.223.6145**, or **Christianna Cohen** via email at [christianna.cohen@novoco.com](mailto:christianna.cohen@novoco.com) or phone at **925.949.4216**.

