

XPO 2010

10TH ANNUAL RHA MULTIFAMILY CONFERENCE & EXPO
September 21, 2010
Hynes Convention Center, Boston

YOU ONLY NEED FOUR REASONS TO EXHIBIT AT XPO - 2010

1. YOU ARE FACE TO FACE WITH 400 INDUSTRY LEADERS⁽¹⁾

Target your marketing to the right decision maker for your product.

- 44% On-site Property Managers
- 25% Owner, Executives, Vice Presidents and Regional Managers
- 3% Maintenance Personnel
- 11% Leasing Agents
- 10% Administrative and Other

We make it easy for you to identify your best prospects. Attendee name tags are color coded for easy identification.

- Light Blue - Owner/Executive/VP/Regional Mgr.
- Yellow - Property Manager
- Purple - Leasing
- Navy Blue - Maintenance Professional
- Pink - Administration/Other

Exclusive

Exposition floor open to registered exhibitors and industry members only.
Non-exhibiting affiliates not permitted on floor.

2. PRE- AND POST-SHOW RECOGNITION INCLUDED IN BOOTH COST

Pre-conference recognition

Exhibitor contact/booth information included in August 1st RHA member mailing to 550+/- for exhibitors committed by July 15, 2009.

On-site contact information

Program Book with company profile and contact information distributed 400 +/- conference attendees on day of show.

Post show

Website listing of all exhibitors with link to their website for 30 days following Fall Conference. Great way for prospects to find you.

3. MEET YOUR CUSTOMERS BOTH ON AND OFF THE EXPOSITION FLOOR

Continental Breakfast

Exposition floor opens with complimentary coffee for attendees and exhibitors.

Exhibitors are welcome at all breakout sessions, awards ceremony and keynote address.

Lunch

A light lunch for attendees and exhibitors served on the Exposition floor before the keynote speaker.

Closing Reception

Light hors d'oeuvres and complimentary beverages for attendees and exhibitors.

4. IT'S EASY

Hynes Convention Center, unlike hotel venues, is designed for exhibitors.

Our exclusive drayage company offers receiving and shipping services.

Exhibitors have the ability to deliver and set up using their own vehicles and employees.

Pre show set up Monday, September 20th, 11:30 - 1:30 p.m.

Day of show set up available from 6:00 AM to 9:00 AM - Exposition floor opens at 10:00 AM

Early afternoon breakdown, following lunch, allows exhibitors time to participate in the closing networking reception.

For more information contact Marianne Beauvais at 617-399-7852, mbeauvais@gbreb.com or visit www.rhaboston.org.

1. Based on actual attendance 2009 RHA Fall Conference & Expo.