



NEW ORLEANS, LA

BROKER/OWNER
Conference & Expo

APRIL 28-30, 2026

**VENDOR EXPERIENCE
& ACTIVATION GUIDE**

WWW.NARPMBROKEROWNER.ORG

EXPERIENCE BROKER/OWNER

Like Never Before...

Broker/Owner 2026 brings together the strongest elements of NARPM's most iconic conference and elevates them with an immersive New Orleans theme, a refreshed Expo experience, and powerful new sponsorship opportunities designed to maximize vendor visibility and attendee engagement.

This is your opportunity to connect with decision-makers, showcase your brand, and become part of the most memorable Broker/Owner event we've ever produced.



EXPO EXPERIENCE

Where Connection Meets Immersion

This year's Expo features 70 traditional 10×10 booths designed to maximize visibility, improve attendee flow, and create a clean, cohesive experience from the moment doors open.



To bring the spirit of New Orleans into the Expo, vendors may enhance their presence with specialty upgrades, themed add-ons, and activation opportunities.

We are excited to announce that NARPM will be awarding Theatre Sessions! (\$7,500 value!)

Theatre Session

- 20-minute speaking slot
- Plug & play presentation
- Seating for an audience of 100 attendees

Standard 10×10 Booth (70 Vendor Spots available)

\$4,000 - Includes pipe and drape, table and chairs, ID sign, and Expo directory listing.

Included Enhancements for NARPM® Premier and Affiliate Partners:

At no additional cost, these partners receive:

- **Lighted French Quarter-style lamppost**
(valued at \$1,200)
- **Custom New Orleans street sign with company name**
(valued at \$500)

These enhancements elevate sponsor presence and integrate into the themed Expo environment.

THEMED EXPO ENHANCEMENTS (OPTIONAL)

Lighted French Quarter Lamppost

\$1,200

Custom French Quarter Street Sign

\$500



New Orleans Themed Micro-Activation

Pricing TBD - For Vendors Seeking Elevated Visibility

Examples include:

- Bourbon or cocktail tasting experience
- Tarot or mystic activation
- Custom jazz vignette
- Multi-booth neighborhood takeover
- Custom lighting installations

Pricing will be developed collaboratively.

If you are interested in a themed micro-activation, please reach out to Victoria Brooks, vbrooks@managegroup.com. Final pricing for TBD items will be provided upon confirmation from venue partners.

COURTYARD SPONSORSHIPS

(\$10,000 each - 4 Available)



Position your brand at the heart of the Expo in one of four immersive Courtyards. These themed hubs act as natural gathering points where attendees connect, network, recharge, and explore.

Each Courtyard reflects a core area of property management and offers high visibility throughout the conference:

Maintenance Courtyard	Leasing Courtyard	Operations Courtyard	Community Courtyard
Perfect for maintenance, tech, and service providers	Ideal for marketing, leasing, and front-end solutions	A hub for workflow, automation, and systems platforms	For resident-focused products, amenities, and engagement tools

Each Courtyard Sponsorship Includes:

- Prominent branded signage within your Courtyard
- Themed décor that aligns with the New Orleans streetscape
- Visibility as attendees move between breakout sessions, Expo areas, and networking spaces
- Organic attendee engagement throughout the conference day

Courtyards are intentionally placed in **high-traffic, high-linger** zones — providing ongoing exposure well beyond booth moments.



CONFERENCE SPONSORSHIPS (HYATT)

Headline Keynote Sponsor - \$20,000 *(1 available)*

- Headline Keynote Speaker
- Tuesday Morning
- Introduce Speaker
- Signage, Visual Images in room
- Help lead 30 minute Q&A after or mini-mastermind
- Printed material on tables

Keynote Sponsor - \$10,000 *(2 available)*

- Keynote Speaker Sponsor
- Wednesday or Thursday
- Introduce Speaker / Signage
- Visual Images in room with log
- Printed material on tables

Relaxation Station Sponsor - \$15,000 *(1 available)*

- One day of onsite professional therapists
- Massage chairs
- Available during the full conference dates
- Branded lounge space in high-traffic areas
- High-quality lounge furniture seating area with charging stations
- Branded Pillows
- Lounge signage + optional swag opportunity
- Available during the full conference dates



ADD-ON SPONSORSHIP OPPORTUNITIES:

App Sponsor - \$10,000 (*1 available*)

- App splash screen
- Footer branding
- Banner
- One push notification

Wi-Fi Sponsor - \$10,000 (*1 available*)

- Custom SSID/password
- Network signage
- One push notification

Hotel Keycard (*Exclusive*) - \$10,000 (*1 available*)

Badge/Lanyard (*Exclusive*) - \$7,500 (*1 available*)

- Sponsor responsibilities: Costs of lanyards for all attendees, shipping, and material handling



ADD-ON SPONSORSHIP OPPORTUNITIES:

Branded Snack Break - \$5,000 (2 *available*)

- Designated break (coffee, snacks, matcha)
- Branded napkins and cups
- Branded signage
- Sponsor may upgrade break at cost

Meeting Room Sponsorship- \$10,000 (3 *Available*)

- Guaranteed meeting room with branded sign and directionals for the conference

Hotel Room Drop - \$1,800 (5 *Available*)

- 1 “in-room” hotel room drop for all attendees staying at the Marriott Marquis
- Sponsor responsibilities: Costs for room drop collateral, shipping, and material handling



THURSDAY NEW ORLEANS EXPERIENCES

\$3,000 Each (Multiple options open)



Why We're Introducing Thursday Experiences

Historically, Thursday has been the lightest attendance day at Broker/Owner. After two full days of content and networking, many attendees begin leaving early — which means less engagement during the final hours of the conference.

To change that dynamic, we're introducing curated small-group New Orleans experiences. These outings give attendees a reason to stay through the official close of the event while creating memorable moments that deepen the relationships built earlier in the week.

Each experience is free to attendees and designed to deliver:

- Higher engagement on Thursday
- Stronger attendance through the full conference schedule
- More opportunities for vendors to connect with decision-makers in relaxed, meaningful settings

For vendors, sponsoring a Thursday experience ensures your brand is front and center when attendees are most relaxed, open, and engaged, rather than watching the room thin out. Experiences include:

- Food Tour
- Jazz and Music History
- Whiskey and Spirits
- Voodoo and Mystics
- Cemetery and Architecture
- Theatre and Storytelling

PARTY GRAS AT THE CAESARS SUPERDOME



Broker/Owner's Signature Night

Party Gras at the Superdome transforms the field-level space into a celebration of New Orleans culture, premium hospitality, and unforgettable entertainment.

All Party Gras sponsors receive VIP access to the Parade Walk from the Hyatt to the Superdome.



Premier Experience Sponsor - \$100,000 (1 Available)

- Naming rights: "Party Gras presented by ___ × NARPM"
- Largest branding footprint across the event
- Premium activation ownership inside the Superdome
- Integrated turnkey experience elements
- 30 VIP Party Gras passes
- Parade Walk participation

Gold Experience Sponsor - \$50,000 (4 Available)

- Branding tied to premium activation zones
- 15 VIP Party Gras passes
- Parade Walk participation
- Onsite and digital recognition

Silver Experience Sponsor - \$25,000 (4 Available)

- Branding tied to secondary activation zones
- 10 VIP Party Gras passes
- Parade Walk participation
- Digital and onsite visibility

Bronze Experience Sponsor - \$10,000 (4 Available)

- General Party Gras signage
- 6 VIP Party Gras passes
- Parade Walk participation