



NEW ORLEANS, LA

BROKER/OWNER  
*Conference & Expo*

APRIL 28-30, 2026

**VENDOR EXPERIENCE  
& ACTIVATION GUIDE**

[WWW.NARPMBROKEROWNER.ORG](http://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](mailto: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.

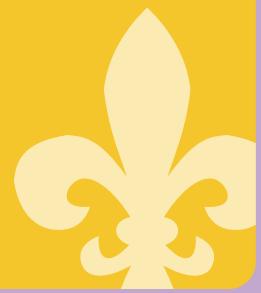
**Each experience is free to attendees and designed to deliver:**

- **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:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Food Tour</li><li>• Jazz and Music History</li><li>• Whiskey and Spirits</li></ul> | <ul style="list-style-type: none"><li>• Voodoo and Mystics</li><li>• Cemetery and Architecture</li><li>• Theatre and Storytelling</li></ul> |
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# 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