



CMLS2018
ABOVE AND BEYOND
ORLANDO, SEPT. 26-28

**PARTNERSHIP
OPPORTUNITIES**



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ORLANDO, SEPT. 26-28

Dear CMLS Partner,

My Florida Regional MLS (MFRMLS) is proud to host the 61st annual conference of the Council of Multiple Listing Services. Held along the interconnected waterways of Universal City in Orlando at the world-renowned Loews Sapphire Falls Resort, it will be an annual conference like no other.

CMLS2018 will bring together the MLS community and real estate industry to forge a new vision for the future. It will recognize emerging leaders and everyday heroes who go above and beyond in making the market work every day. It will challenge attendees to imagine the next iteration of our industry and have the courage to lead.

Along with elevating the conversation, MFRMLS and CMLS are elevating the GEM-level partnership program. This year's program provides more opportunities to tailor-make your organization's presence at the most influential conference of the year.

Each GEM-level partnership includes all the benefits that you and your team have come to expect as well as more opportunities to be seen, meet industry decision makers, and make a lasting impression as an industry partner. There are even opportunities to go beyond customizing your presence and supporting CMLS2018 in ways that will make the conference, and your contribution, even more memorable.

When you consider the whole of it — record attendance levels, impactful programming, and the city's amenities as a global destination — CMLS2018 will be one of the best investments of the year. You will reach more people, engage them face to face, and make a powerful impression at the conference.

Thank you for your consideration. If you have any questions about partnership levels or benefits, email CMLS at conference@councilofmls.org or call 877.505.8805. When you are ready to commit, please [SCHEDULE TIME](#) with Monica Schneider

Thank you,

Merri Jo Cowen
CEO, MFRMLS

Denee Evans
CEO, CMLS

David Charron
Chair, CMLS

CMLS2018

GEM PARTNER BENEFITS

GEM	Diamond \$30,000	Ruby \$25,000	Emerald \$20,000	Sapphire \$14,000	Pearl \$9,000	Patron \$5,000	Friend \$1,000
Conference Registration	6 People	5 People	4 People	3 People	2 People	1 Person	1 Person
Website Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Presentation Recognition	x3	x2	Yes	Yes	Yes	Yes	Yes
Community Space*	First choice of Exhibit space/lounge/room	Priority choice of Exhibit space/lounge	Choice of Exhibit space/lounge	Choice of Exhibit space/lounge	Choice of booth or table	Choice of booth or table	
Touch Points	Pick 6	Pick 5	Pick 4	Pick 3	Pick 2	Pick 1	
Annual Partner Opportunities	First choice	Priority	Special	Special	Yes	Yes	
Logo On Signage	Highest Exposure	High Exposure	Yes	Yes	Yes		
Upgrade Options	All	Most	Some	One	One		
Attendee List	Yes	Yes	Yes	Yes			
Media Mentions	Social media News releases	Social media News releases	Social media News releases				

* This year's venue provides for a unique partner presence. All partners have a choice of a traditional 6-foot X 30-inch table with two chairs, a round high boy table with no high chairs, or a small round table with two chairs in the main conference foyer area (exhibit space). Diamond, Ruby, Emerald and Sapphire partners have the option of utilizing a designated space inside a semi-private partner lounge. Diamond partners also have the option of choosing one of five private rooms (held on a first-come, first-reserved basis).

HOW DO YOU WANT TO BE A HERO?

We're ready to go above and beyond this year by making your organization an important part of our conference. Once you choose your GEM level, pick your touch points available to that partnership level.

BE ON STAGE

- ◆ **Introduce speaker**
Introduce a speaker or panel moderator, based on GEM level.
- ◆ **Door prize giveaway**
Help give away a door prize before or after break.
- ◆ **Heroes in RE program**
One avail.: Recognition for top 10 5-minute Heroes in Real Estate segment.

BE EVENTFUL

- ◆ **Golf sponsor**
One avail.: Event callouts, logo on event info collateral/swag handed out with score cards, announce golf winners during conference.
- ◆ **Reception sponsor**
One avail.: Event callouts, logo on event info, leads reception with a toast.
- ◆ **Rotating Hero Table**
Two-hour blocks: greet attendees from a high visibility table set within close proximity to conference doors.

BE VISIBLE

- ◆ **Six newsletter mentions**
Your hyperlinked logo in the six newsletters leading up to the event.
- ◆ **Logos on badges**
Your logo will appear on the bottom of event badges.
- ◆ **Conference swag**
Your logo will appear on select eco-branded conference swag.
- ◆ **Agenda cards**
Your logo will appear on all agenda cards.

BE SEEN

- ◆ **Chair drop**
Your collateral/swag on chairs after one break.
- ◆ **Welcome package**
Your collateral/swag inside the welcome pack.
- ◆ **Breakfast sponsor**
Two avail.: your collateral on the tables.
- ◆ **Lunch sponsor**
Two avail.: your collateral on the tables.

BE BENEFICIAL

- ◆ **Photo booth sponsor**
Recognition as sponsor and collateral/swag at booth.
- ◆ **Break station sponsor**
Recognition as sponsor and collateral/swag at break tables.
- ◆ **Water station sponsor**
Recognition as sponsor and collateral/swag at booth.
- ◆ **Transportation sponsor**
Recognition and collateral/swag on select transfers, shuttles, and boats.

BE UNIQUE

- ◆ **Suite upgrade**
Enjoy the best accommodations for your transformation.
- ◆ **Signature cocktail**
Your own reception call drink talked up and called out.
- ◆ **Media mentions with graphics**
Add hyper-linked graphics to social media mentions, shared at a scheduled time during the conference.

ADD THIS TO OUR CONFERENCE.

Every conference has a wish list and CMLS2018 is no exception. By adding exclusive upgrades to your GEM-level partnership, you will help CMLS deliver more highlights to our conference attendees, making it even more memorable.

ALL GEM LEVELS

- ◆ **Video commercial (PBS Style)**
 Have a 30-second commercial about supporting the industry, aired during conference before or after breaks. — \$3,000
- ◆ **Charging station sponsor**
 Recognition as sponsor and collateral/swag at station. — \$7,500

RUBY AND ABOVE

- ◆ **Centerpieces (all meals)**
 One avail.: centerpieces with your logo added at all meals. — \$5,000
- ◆ **CMLS2018 Video Archive**
 One avail.: become a permanent addition to our video archive. — \$7,500
- ◆ **Conference live streaming**
 One avail.: provide a co-branded live stream of conference. — \$10,000
- ◆ **Opening Night sponsor**
 One avail.: co-branded with CMLS and MFRMLS as the opening night sponsor; speak at the event, and welcome attendees. — \$12,500

EMERALD AND ABOVE

- ◆ **Backstage access**
 Meet the speakers and panelists backstage immediately before or after they speak. — \$3,000
- ◆ **Board Meet & Greet**
 One avail.: Host a meet and greet with your team and the CMLS board of directors. — \$5,000
- ◆ **Post-Conference Takeaways**
 One avail.: Sponsor a digital post-conference publication, published about one month after conference with highlights, takeways, and links to the video archive. — \$5,000
- ◆ **Charity sponsor**
 Co-branded with CMLS and MFRMLS as the charity sponsor; introduce the cause, announce the success, and donate \$10,000. — \$10,000

DIAMOND EXCLUSIVE

- ◆ **Lanyards**
 One avail.: Co-brand with the conference, adding your logo and a portion of the design to all lanyards. — \$5,000
- ◆ **Room Key card sleeves**
 One avail.: Co-brand with the conference, adding your logo and a portion of the design to all room key card sleeves. — \$3,000
- ◆ **Wi-Fi sponsor**
 One avail.: Recognition as the Wi-Fi sponsor on all tent cards and slides with the sign-in information and password. — \$7,500
- ◆ **Conference apparel**
 Once avail.: Co-branded with CMLS and MFRMLS on custom apparel that commemorates the conference. — \$10,000

All partnership selections are determined by GEM level and time of commitment.
Are you ready to commit? When you are ready to commit, please [SCHEDULE TIME](#) with Monica Schneider or contact us at conference@councilofmfs.org or 877.505.8805.