



HDS NextGen

Business and Technology Conference

Sponsorship Kit

About HDS 2020 Business and Technology Conference

HDS Companies is gearing up for the first ever company-wide **HDS 2020 Business and Technology Conference**. This unique event will be an unparalleled experience of our technologies and business collaboration.

The HDS 2020 Conference will provide a unique opportunity for business collaboration and a look into our **NextGeneration** fully adaptable, web-based platform.

Our suite of **NextGen** innovations continues to build the change in the market with powerful solutions for the Affordable Housing and Community Development Marketplace.

Dates: September 30 - October 2, 2020

Location: Margaritaville Hollywood Beach Resort
Hollywood Beach, Florida



About HDS Companies



HDS Companies is a dynamic customer centered and solutions driven corporation headquartered in South Florida. Founded in 1998, HDS soared as the leading provider of diverse business solutions and professional technical services in the Affordable Housing and Community Development Industry and has remained on top of its game for the last 20 years.

At HDS, we are continuously reinvesting to provide our customers with new innovative solutions and training our staff to deliver effective customer service.

Diversity drives us. HDS is an active member and supporter of industry trade organizations and working groups. Our top talent team members travel throughout the U.S. to take part in trade shows, conferences, and meet one-on-one with our clients and industry leaders to better understand how we can improve our business services and processes.

We believe that a well-trained workforce will have the ability to interpret our clients' business needs and identify ideal solutions tailored for each agency.



“ *Diversity drives us!* ”

HDS Employee Demographics

FEMALE

MALE



Non-Tech



Tech

Non-minority

14%

Minority

86%

Gender and ethnicity range by categories

Reasons to sponsor the HDS Business and Technology Conference

The HDS 2020 Conference will provide a unique opportunity to look into our NextGeneration fully adaptable, web-based platform and to connect with other businesses in the Affordable Housing and Community Development Marketplace.

1. Technology

The HDS 2020 Conference will be a unique and up close opportunity to learn about HDS software solutions for the Affordable Housing and Community Development Marketplace. As a sponsor of the event, you will have a front row seat to learn about and implement our products for your business.

2. Networking

The conference will assemble the biggest, best and brightest players in the Affordable Housing and Community Development Marketplace. As a sponsor of the event, your company name and brand identity will circulate in a focused, relevant and profitable venue.

3. Exclusivity

Sponsors of the HDS 2020 Conference will have exclusive opportunities to meaningfully engage with other guests at the event through "swag bags", VIP Meet and Greets, speaking and panel discussion opportunities and more.

Sponsorship Assets

Our sponsorship assets are the ways in which your financial investment in the HDS 2020 Conference will be activated and converted into business development and sales for your brand.

The following list is not exhaustive, and we welcome your own ideas of ways to elevate your brand.

- **Speaking opportunities**
- **Podium recognition**
- **Access to guest lists**
- **Panel discussion opportunities**
- **VIP Meet and Greets**
- **Ads in conference guidebook**
- **Website advertising**
- **Social media mentions**
- **"Swag" bag sampling**
- **Logo placement on conference merchandise**
- **Logo placement on welcome signage**
- **Mentions and logo placement on all correspondence**



Ways to Engage

There are two ways to engage your business as a sponsor of the HDS 2020 Conference:

Option 1

Select a custom list of Sponsorship Assets from the list on the previous page, or come up with your own ideas, and we'll assign a price.

Option 2

Choose from the levels of engagement listed below:

Leader Sponsorship - \$10,000

- One (1) complimentary conference registration
- Full color page ad on even page in Conference program guide
- Logo inclusion in:
 - Conference program guide – in sponsor overview section and directory
 - Pre and post conference promotional emails
 - Conference web page with web link
 - Conference welcome signage
 - Conference app visibility- the event's mobile app will provide a listing of your organization, complete with your URL and contact information.
 - Social media campaign- Logo inclusion on event dedicated Social Media Posts on Facebook, Instagram, and Twitter tagging your company's social media pages
- Website recognition: Listed as the sponsor via logo and company blurb inclusion on the HDS Companies Website's event landing page under the sponsor section
- Company recognition from the podium during plenary sessions
- Swag in the bag: Opportunity to provide all attendees with a mutually approved branded gift in welcome tote bag. Item must be provided by sponsor.
- One (1) 6' skirted table will be provided.

Leadership Plus- \$12,000

Upgrade your Leadership Sponsorship to Leadership Plus and enjoy the benefits of becoming a panelist at our conference. As a panelist you will have the opportunity to engage with our audience as a subject matter expert in your field

During this interactive one-hour panel session you will enjoy the following benefits:

- Panelist and company name recognition in the Conference Program
- Panelist and company name recognition via verbal introduction
- Logo inclusion deck branding during panel discussion
- VIP Meet and Greet

Innovator Sponsorship - \$7,500

- One (1) complimentary conference registration
- Half-page full color ad on the Conference Program Guide
- Logo inclusion in:
 - o Conference program guide – in sponsor overview section and directory
 - o Pre and post conference promotional emails
 - o Conference web page with web link
 - o Conference welcome signage
 - o Conference app visibility- the event's mobile app will provide a listing of your organization, complete with your URL and contact information.
 - o Social media campaign
- Website recognition
- Company recognition from the podium during plenary sessions
- Swag in the bag
- One (1) 6' skirted table will be provided.
- Exclusive Pen Sponsor. This sponsorship allows you to send your brand home with attendees!

Creator Sponsorship - \$5,000

- Quarter-page ad full color ad on the Conference Program Guide
- Placement of logo in:
 - Conference program guide – in sponsor overview section and directory
 - Pre and post conference promotional emails
 - Conference web page with web link
 - Conference welcome signage
 - Conference app visibility- the event's mobile app will provide a listing of your organization, complete with your URL and contact information.
 - Social media campaign
- Company recognition from the podium during plenary sessions
- One (1) 6' skirted table provided.

Exclusive Category Sponsorships

Afternoon Barista Coffee Break Sponsorship - \$2,000/day

Have your company name and logo displayed while conference attendees take a break to enjoy coffee. Your logo will be displayed around the coffee cart area, cups and napkins.

Hotel Key cards - \$1,500

Introduce your company to guests at the conference when they check into their hotel rooms. Logo and company name imprinted on key cards.

Attendee Lanyards and Badges- \$1,250

All attendees receive their name badges on lanyards upon registering and will continue to wear them throughout the conference!

Official Conference Bottle- \$1,500

Place your logo on a lasting bottle given to every attendee. Gives your brand an exclusive avenue to surround conference attendees with your logo.

Conference Charging Power Packs- \$2,500

As the power pack sponsor, your company will be provided brand exposure while attendees charge their mobile devices in the comfort of their seat.



Contact Us!

If you would like to customize your sponsorship package or inquire about an opportunity not listed in the sponsorship, please contact HDS Companies at **954-217-9597**.

We look forward to seeing you at HDS Conference 2020 in South Florida this autumn and working with you as a sponsor!

