



NATIONAL
ASSOCIATION of
REALTORS®



National Association of REALTORS®
430 N Michigan Ave.
Chicago, IL 60611

The **National Association of REALTORS®** is scheduling several NAR Tech Edge events in 2019 and is seeking partnering associations to assist in offering this full-day technology conference featuring short, energetic sessions.

These events allow REALTORS® to network and learn about the latest real estate tools and technologies. Technology is changing the way agents do business, and Tech Edge supplies agents with the resources to stay ahead of the competition. The schedule contains short sessions presented by experts from NAR and the local area, and covers a variety of trending technology topics. Attendees register online for a reasonable fee and receive a discount with their NAR membership.

Average event attendance is about 140 agents. Registration is just \$49 for early bird pricing up to one week before the event and \$59 for regular registrations.

Participating REALTOR® Associations must be able to provide the following guarantees and be willing to help with some additional planning:

- An association facility or low-cost alternative with capacity for **at least 140 attendees and appropriate space for sponsor tables** outside the event **(required)**
- Ensure **Audio/Visual** setup in the event room, including but not limited to projector, screen, speakers, and microphones **(required)**
- Send out **at least 2 direct, targeted message campaigns** (email, postcards, etc) to your members promoting the NAR Tech Edge event. Note: NAR will provide posters, copy, and event URL to aid in marketing **(required)**
- Schedule and **host at least one e-PRO® Day 1 course** in the months before or after the event with a **discounted royalty (required)**
- Secure at least 50% of the 140 event registrations **(required)**
- Recommendation and introduction to **at least 2-3 local sponsors (required)**
- Suggest 2-3 local speakers** who can present on trending technology topics **(required)**
- Prepare **name badges** for final list of event attendees **(required)**
- Assist NAR staff with the setup and **check in process** the morning of the event

National Association of REALTORS® staff will work on all aspects of the various events and will attend the event on location. These efforts will include the following tasks:

- Securing the emcee and speakers
- Programming and managing the content at the event site at NARTechEdge.com, including location information, speaker biographies, event agenda, sponsor details, registration and more
- Developing a speaker list and event agenda

