

## Reach your target audience AND hear first what's hot (and not) to the real estate consumer.



**Hear It Direct is expected to reach up to 100,000 brokers and agents nationally.**

### Who we are...

Hear It Direct is a RE Consumer Panel Conference Company. Created by nationally-recognized real estate experts, the conferences present a unique opportunity for industry professionals to hear the unfiltered voice of the consumer, telling them what they think, what they want, what they value, and what is a waste of time. Through intimate panel discussions, Hear It Direct provides real perspectives that will help Brokers and Realtors® reinvent their businesses in the midst of the new Consumer-Driven Real Estate Model.

In addition to the live programs, Hear It Direct has created Research Kits which include video and audio plus a full recap report from each of the previous conferences, affording those unable to attend an opportunity to personally hear the voice of the consumer.

### What this means to you...

Sponsorship at a Hear It Direct event is your opportunity to become part of the conversation—and therefore part of the solution—all while solidifying existing relationships & creating new ones; and increasing marketshare & brand/image awareness across the country from a new fresh innovative and exclusive platform.

### The Hear It Direct 2013 event schedule includes:

March	HID East Coast	Millburn, New Jersey
July	HID Midwest	Chicago, Illinois
October	HID West Coast	Los Angeles, California

Contact Brandy Saldivar at (714) 615-0853 or [bsaldivar@hearitdirect.com](mailto:bsaldivar@hearitdirect.com) to sponsor.

**Presenting Sponsorship**  
**\$15,000.00**  
*Limited to 2*

- Logo placement on event web page, all event collateral, and on stage/background
- Top billing logo placement
- Logo placement on all panels during event
- 15-20 Minute keynote from main stage (offered at Exclusive level only)
- Industry Wrap Up facilitation/participation (either in breakouts or from main stage)
- 2 AHA Video sponsorships

**Exclusive Presenting Sponsorship**  
**\$30,000.00**  
*Limited to 1*

- Recognition in press releases and social media
- Recognition in an exclusive “Presenting Sponsor Spotlight” blog
- Recognition during opening and closing statements
- Recognition prior to each sponsored panel
- Space in vendor area, first choice (in order sponsorship is confirmed if non exclusive level)
- 20 Complimentary tickets (must be registered a minimum of 14 days prior to event)
- Presenting Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign
- Chair Drop
- Copy of list of registrants and list of attendees

**Platinum Sponsorship**  
**\$8,000.00**  
*Limited to 3*

- Logo placement on event web page, all event collateral and on stage/background
- Second billing logo placement
- Logo placement on stage/screen during sponsored panel of choice
- Industry Wrap Up facilitation/participation (either in breakouts or from main stage)
- 1 AHA Video sponsorship
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition during opening and closing statements
- Recognition at the start of sponsored panel
- Space in vendor area, 2nd choice
- 5 Complimentary tickets (must be registered a minimum of 14 days prior to event)
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign
- Chair Drop

**Gold Sponsorship**  
**\$5,000.00**  
*Limited to 2*

- Logo placement on event web page, all event collateral and on stage/background
- Logo placement on stage/screen during sponsored panel of choice
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition during opening and closing statements
- Recognition at the start of sponsored panel
- Space in vendor area
- 2 Complimentary tickets (must be registered a minimum of 14 days prior to event)
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign

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**Networking Reception Sponsorship**  
**\$TBD**  
*Limited to 1*

- Sponsorship logo placement on event web page and all event collateral
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition in opening and closing statements
- Placement of banners in networking reception area (sponsor to supply banners)
- Logo placement on bars and cocktail tables
- Space in vendor area
- 2 Complimentary tickets
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign

**Name Badge Sponsorship**  
**\$3,000.00**  
*Limited to 1*

- Sponsorship logo placement on event web page and all event collateral
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition in opening and closing statements
- Logo placement on all event Name Badges (option to co-design)
- Space in vendor area
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign

**Coffee/Tea Break Sponsorship**  
**\$TBD**  
*Limited to 1*

- Sponsorship logo placement on event web page and all event collateral
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition in opening and closing statements
- Logo placement on coffee bar
- Space in vendor area
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign

**Silver Sponsorship**  
**\$2,000.00**  
*Unlimited Available*

- Sponsorship logo placement on event web page and all event collateral
- Recognition in press releases and social media
- Recognition in “Sponsor Spotlight” blog
- Recognition in opening and closing statements
- Space in vendor area
- 2 Complimentary tickets
- Sponsorship mention / site link in event specific follow up email campaigns
- Special sponsor offer email campaign

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