



Virtual Real Estate Challenge Wednesday, September 23, 2020

Event & Chapter Sponsor Packet

NAIOP San Francisco Bay Area Chapter
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The NAIOP San Francisco Bay Area Chapter invites you to attend our 31st Annual Real Estate

Challenge on September 23, 2020!

The Challenge, established in 1990 by Steve Chamberlin, a local developer and emeritus adjunct professor in real estate at UC Berkeley's Haas School of Business, was created to give graduate students hands-on experience in real estate development.

Now it's become one of the NAIOP San Francisco Bay Area Chapter's marquee events, bringing together graduate student teams from Cal and Stanford to compete and see who can win the James W. Brecht Memorial Golden Shovel. Every year, the teams are assigned a project site and given just 60 days to come up with a development proposal. A select panel of jurors reviews both proposals in detail and chooses a winner after the final team presentations. The Challenge site this year was Justin-Siena, a Catholic preparatory school in Napa, CA.

This year, we're going virtual! Join us online to view the team presentations, networking with our Cal and Stanford teams, as well as other NAIOP colleagues, and finally hear this year's Golden Shovel recipient!

SCHEDULE OF EVENTS*

**Schedule is subject to change; however, 3pm is the start time.*

This year's Real Estate Challenge will be hosted virtually on the [Hopin](#) platform. [Click here](#) to view the platform as an attendee.

3:00 PM — Welcome Remarks
3:10 PM — Cal Team Presentation
3:32 PM — Stanford Team Presentation
3:54 PM — Audience Q&A
4:10 PM — Site Sponsor Remarks & Announcement of Winner
4:15 PM — Breakout Sessions
4:50 PM — Closing Remarks
5:00 PM — Adjourn

Attendees will be invited to join early or stay later to view the virtual exhibit booths. If you've never used Hopin before, please view the demo video above or scroll to the end of this document to see screenshots from an actual virtual meeting.

SPONSORSHIP BENEFITS

This year, we will be using a new virtual meeting platform, [Hopin](#). With Hopin, our RE Challenge event sponsors, as well as our Chapter partners can have more opportunities to showcase their services and connect with attendees virtually. See the preceding pages for details!

REAL ESTATE CHALLENGE EVENT SPONSOR

- 10 free registrations
- Full page ad
- Opportunity to host a virtual exhibit booth
- Welcome slide logo recognition
- Logo recognition in marketing emails, the event webpage, and the virtual platform registration and reception page

NAIOP SFBA PLATINUM SPONSOR

- 15 free registrations
- Full page, color ad in PDF program book
- Welcome slide logo recognition
- Opportunity to host a virtual exhibit booth
- Logo recognition in marketing emails, the event webpage, and the virtual platform registration and reception page

NAIOP SFBA GOLD SPONSOR

- 10 free registrations
- 1/2 Page, color ad in PDF program book
- Welcome slide logo recognition
- Logo recognition in marketing emails, the event webpage, and the virtual platform registration and reception page

NAIOP SFBA SILVER SPONSOR

- 4 free registrations
- 1/2 Page, color ad in PDF program book
- Welcome slide logo recognition

FRIEND OF NAIOP SPONSOR

- 2 free registrations
- Welcome slide name recognition

AD & IMAGE SPECIFICATIONS

Logo – 1080x1080px

DUE: September 11

Appears in marketing emails, the event webpage, and the virtual platform registration and reception page. Logos must be submitted as a PNG or JPG file.

Background Image – 1920x1080px

DUE: September 11

This image appears underneath the text and logo on your exhibit card (virtual booth square) that you see when viewing the list of booths. Images must be submitted as a PNG or JPG file.

Program Ads

DUE: September 11

Please refer to your sponsor level above to determine the correct size of your ad. All ads can be **full color** and will be distributed electronically to all attendees 2-days prior to the session. Ads must be submitted as a PDF.

- Full-page Ad: 8.5"w x 11"h
- 1/2 page Ad: 4.25"w x 5.5"h (horizontal ad)

EXHIBIT BOOTH ITEMS REQUIRED

For Event Sponsors and Chapter Platinum Sponsors only.

- Vendor name
- Vendor email – this is the email that will receive emails from attendees who click the button “Register Interest” in the booth. See “Button action” below for more.
- Vendor Headline – this is the short description text underneath the vendor name.
- Offer – use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It’s optional text.
- About – add a few words describing the booth or company.
- Select Booth Video or Session:
 - Video – instead of a live person discussion session, you can choose to show a video about your company instead. You must submit a YouTube, Vimeo, Wistia link to the video, if you choose this feature.
 - Session – this will allow your company representative and attendees to interact on live camera within the booth.
- Twitter ID
- Website link
- Button action – the action of the green button in a booth can be customized in two ways. It can Register Interest (default) or link to a website. The link is the one you added to the “Website link” field above. This can be to a PDF, a shopping site, a signup form — it’s up to you. The Register Interest option sends an email to the Vendor email you added earlier.

NEW NAIOP SFBA VIRTUAL PLATFORM - Hopin

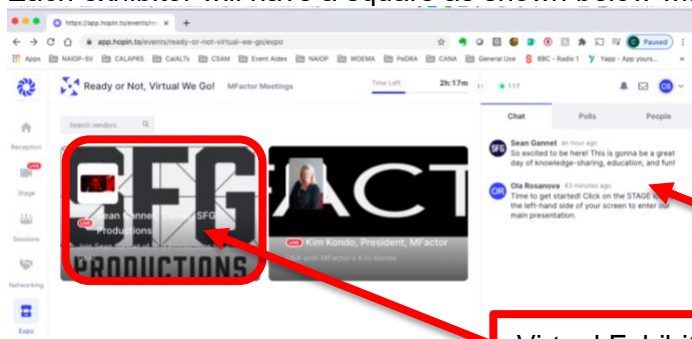
Hopin is currently only compatible with Chrome and Firefox.

View the quick Expo Hall demo [here](#). To view Hopin as an attendee, click [here](#). Learn how you can customize your virtual Exhibit Booth [here](#).

EXAMPLE EXHIBIT BOOTH

Expo Hall Welcome Area –

Each exhibitor will have a square as shown below with a company logo or background and brief “Headline” tag.



Virtual Exhibit
Booth “Card”

Chat with
Attendees

Exhibit Booth Discussion Session –

Exhibitor reps can join attendees in their booth live to demo products and services or host a general Q&A.

The screenshot shows a virtual booth interface. On the left, a sidebar contains navigation icons for Reception, Stage, Sessions, Networking, and Expo. The main area displays a live video of two men, Ryan Queenan and Sean Gannet, in a split-screen format. Above the video, the text 'Sean Gannet, Owner, SFG Productions' is visible. To the right of the video, there is a 'Booth' tab with a profile for Sean Gannet, a 'Chat' tab, and a 'Polls' tab. Below the video, there is an 'Event Offer' section with a button that says 'Submit your contact info for raffle entry'. A red arrow points from a box labeled 'Add offer' to this button.

Exhibit Booth Logo / Video –
Include a call to action, discount, and social media links.

The screenshot shows a virtual booth interface for 'The biggest tech conference'. The main area features a large video player with a world map background and the text 'The biggest tech conference'. Below the video, there is a 'Call to action button – link to your website; company whitepaper; career center, etc.' button labeled 'Register Interest'. A red arrow points from a box labeled 'Call to action button – link to your website; company whitepaper; career center, etc.' to this button. Another red arrow points from a box labeled 'Video plays here' to the video player. The right sidebar contains a 'Booth' tab with a profile for 'Opers Information hub', a 'Chat' tab, and a 'People' tab. Below the profile, there is an 'Event Offer' section with a button that says '20% Off Discount'.

Attendee Reception Page

Reception

app.hopin.to/events/ready-or-not-virtual-we-go/reception

READY OR NOT, VIRTUAL WE GO!

Reception

Stage

Sessions

Networking

Expo

Ready or Not, Virtual We Go!

Hosted by MFactor Meetings

Time Left 3h:0m

What's happening now

Mainstage is live now!

Go to Stage

Chat

Sean Gannet 16 minutes ago
So excited to be here! This is gonna be a great day of knowledge-sharing, education, and fun!

Ola Rosanova a few seconds ago
Time to get started! Click on the STAGE icon on the left-hand side of your screen to enter our main presentation.

Sponsor Logos appear here

Main Stage (Panel Discussion)

Mainstage

app.hopin.to/events/ready-or-not-virtual-we-go/stages/5ef6570e-d696-4a7d-b171-c79ba76dd698

Ready or Not, Virtual We Go!

MFactor Meetings

Time Left 2h:59m

Ready or Not, Virtual We Go! Kick-off

Sean Gannet

Codi Binkard

Cassie Morales

Jennifer Diehl

Patrick Alberty

Chat

Polis

People

Event

Stage

SG 14 minutes ago
Great background

MJ 9 minutes ago
The disco thing is a great and timeless idea !!!

DM 8 minutes ago
Now playing: "Luv 4 Luv"

DM 5 minutes ago
This is "Latch" by Disclosure feat. Sam Smith

Sonam Bakshi 4 minutes ago
this is so great!

JA 3 minutes ago
is this Sam Smith

Sonam Bakshi 3 minutes ago
yes!

SG 2 minutes ago
I love arriving early for a dance party!

JD 2 minutes ago
Love the dancing!

Sponsor Logos appear here

Main Stage (Speaker + Presentation)

Chrome File Edit View History Bookmarks People Tab Window Help

app.hopin.to/events/ready-or-not-virtual-we-go/stages/6ef6570e-d696-4a7d-b171-c79ba76... Paused

NAIOP-SV CALAPRS CalALTs CSAM Event Aides NAIOP WOEMA PeDRA CANA General Use BBC - Radio 1 Yapp - App yours...

Ready or Not, Virtual We Go! MFactor Meetings Time Left 2h:55m 110

From the Planner for the Planner: Executing Virtual Events - Cassie Morales

Chat Polls People

People Messages

Search

CM Cassie Morales

CS Chezka Solon

DH Delia Hernandez

DA Diana Aguayo

JD Jen Diehl

KM Kristin Muller

Noel Williams

Complete Solution Partners and Roles

Client

Production Services

Virtual Platform

Do what YOU do best!

MFACTOR