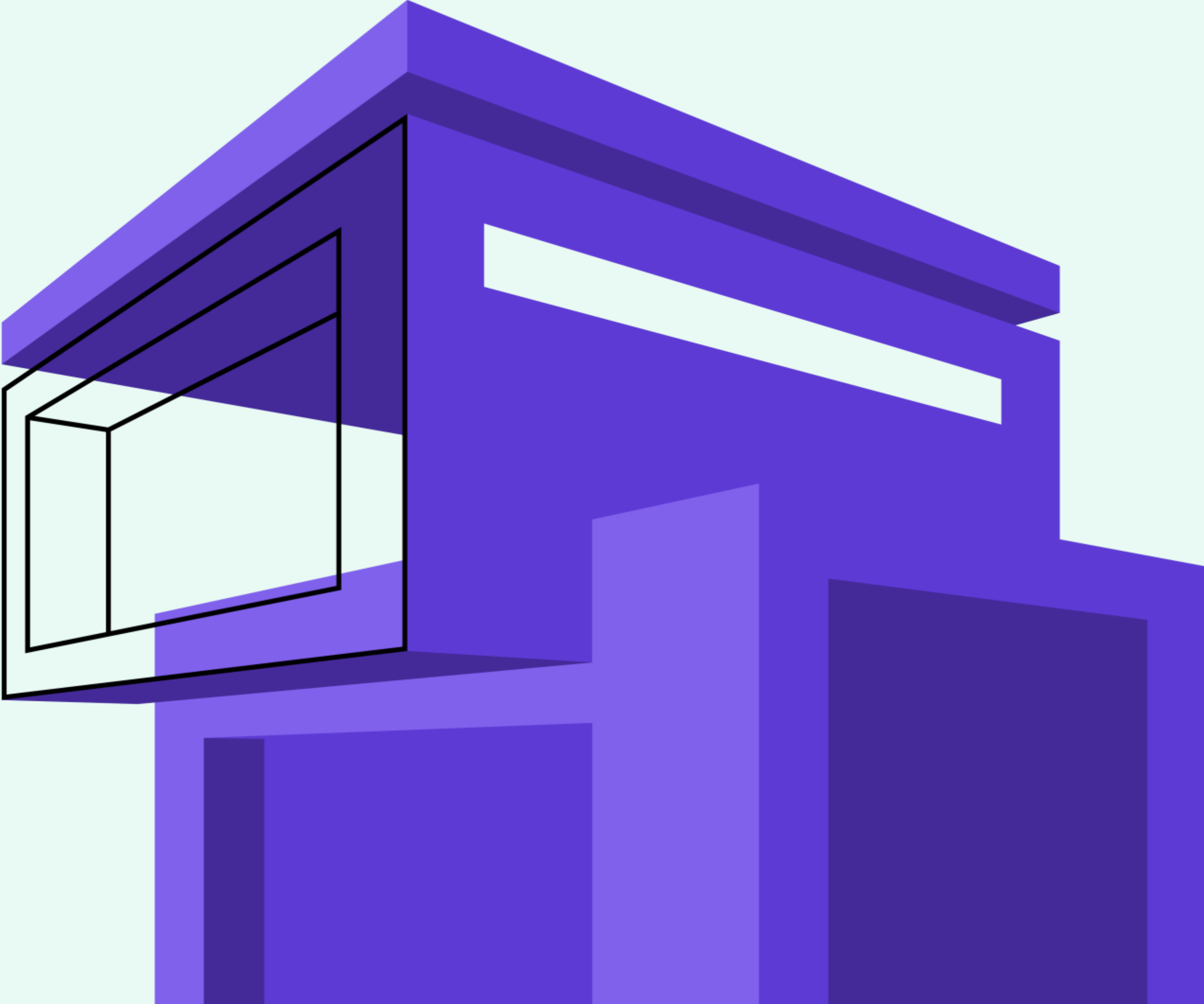
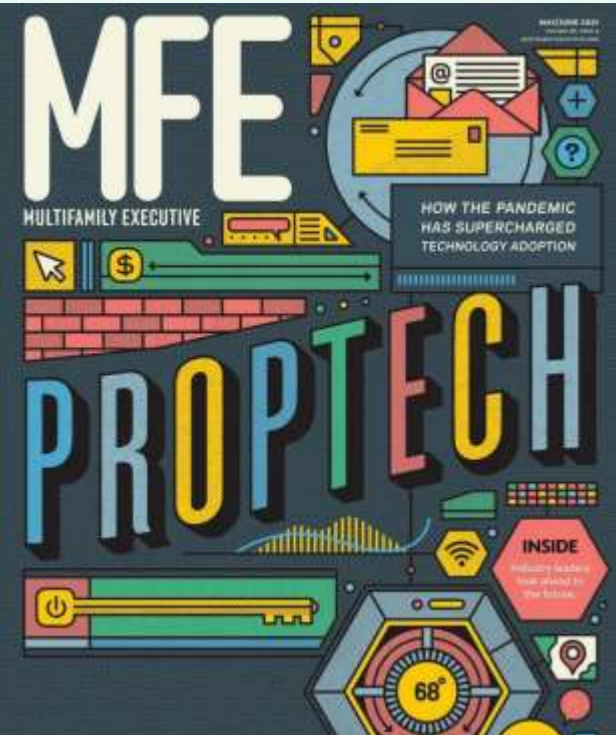


2023 MFE Concept Community

Theme: Multifamily Proptech
Technology & Innovation in Multifamily Housing



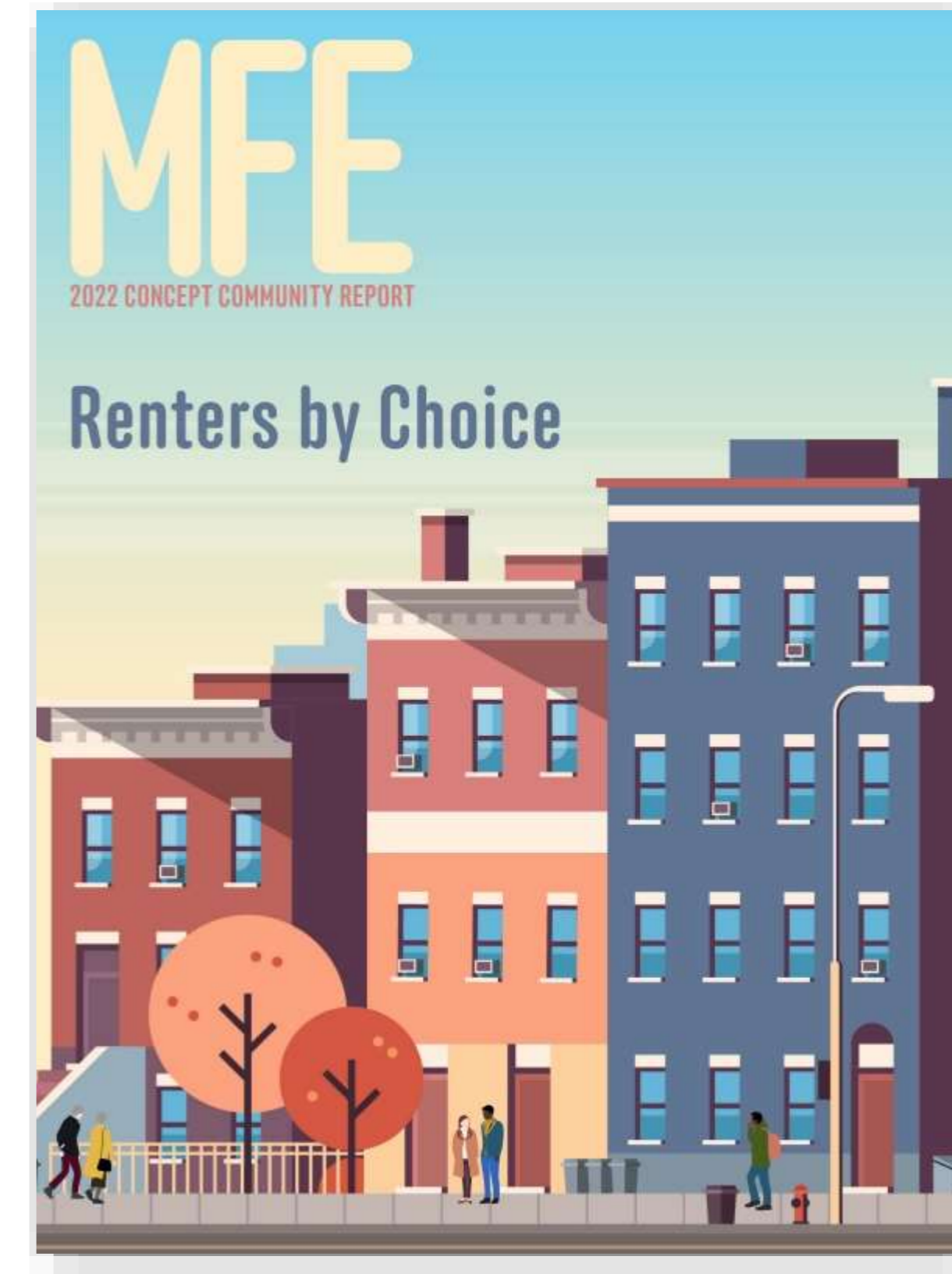
Program summary

A turn-key marketing program targeting multifamily housing owners, developers and management firms which also includes sales lead generation.

The MFE Concept Community is an annual “Deep Dive” into an urgent theme in multifamily housing. Content is delivered via website, newsletter, print, social media and in-person. In 2023 we will explore which pain points are being solved by **new technology** in the most efficient manner by the most innovative property owners, developers and management firms.

The Concept Community will touch on the below themes:

- Centralized Leasing & Operations
- Apartment Marketing Trends
- Innovative Amenities
- Broadband & Connectivity
- Smart Apartment Technology
- Single- Family Build-to-Rent Appeal
- Resident/Customer Experience
- Building Material Innovation



Since 2012 MFE Concept Community has been a regular finalist in the Azbees (ASBPE) and/or Jesse Neal Awards (Connectiv) – Best Cross Platform Package Category. Two highly respected B2B Publishing Trade Organizations.

Program benefits

Primary sponsor deliverables include:

- Sponsor Logos will appear on MFE CC content pages
- Product/Service Spotlight – All sponsors receive showcase in the September Issue of MFE
- Each sponsor will exclusively sponsor one article in the series
- Recognition at the MFE Conference Presentation in September 2023
- Minimum of 800 registrations guaranteed (ability to further qualify with buying intent)
- Category Exclusive – Max of 10 Sponsors



SPECIAL ADVERTORIAL

MFE CONCEPT COMMUNITY: GENERATION Z

The 2020 MFE Concept Community examines the demographics and preferences of the newest wave of renters: Generation Z. We are grateful to our Concept Community sponsors who provide innovative products and services to the multifamily industry.

BATHUBS FOR PETS AND BATHUBS FOR BICYCLES
Bathubs for Pets® Pet Care Stations and Bathubs for Bicycles® Cleaning Centers are designed specifically for multifamily housing. These patented stainless steel Bathing and Cleaning Centers are beautifully finished and provide functionality, user-friendliness, and elegance to residential pet and bicycle care. bathubsforpets.com
bathubsforbicycles.com

DELTA FAUCET
Innovation from the Delta® brand comes from deeper insights into people's lives. This thoughtfulness creates products that transform daily interactions with water. Take the Kayra® Bath Collection, for one ideal example. It features a single-handle faucet with a pull-down option to make sink cleanup a breeze. deltafaucet.com

FORTRESS BUILDING PRODUCTS
Challenging the status quo for over 50 years, Fortress Building Products delivers the Total Solution for multifamily construction and beyond. Our complete collection of durable railing, fencing, decking, framing, fastener and lighting systems increase productivity and reduce labor costs. Make your construction project stand out and stand strong with fortressbp.com.

MITEK
Mitek is a global supplier of software, services, products and automation. With solutions that optimize costs, shorten cycle times and eliminate waste, Mitek customers achieve profitable business results, and deliver affordable, quality homes through a technologically advanced approach to business workflow in the design, manufacturing and construction of residential structures. mitek-us.com

POINTCENTRAL
PointCentral is the leading provider of Enterprise Property Automation solutions in the single and multifamily rental markets. PointCentral's cellular-based architecture, proven in 6 million properties, improves operations, provides real-time property status, monitors HVAC performance and reduces energy costs. Attract more residents and boost NOI with PointCentral, a subsidiary of Alamo.com. pointcentral.com

REALPAGE
RealPage is a leading provider of software and data analytics solutions to the global real estate industry, enabling clients to improve asset performance and increase capital returns. Founded in 1998, the Richardson, Texas-based company currently serves nearly 2,500 clients nationwide from offices in North America, Europe and Asia. realpage.com

TAMLYN
TAMLYN is a family-owned company with more than 45 years of involvement in construction materials and building science. As a world-class and world-wide supplier of quality building products, Tamlyn continually innovates to help build the dream of better homes and buildings. tamlyn.com

TRANE TECHNOLOGIES
As a world leader in creating comfortable, sustainable and efficient indoor environments, Trane Technologies provides solutions through a broad portfolio of energy-efficient heating, ventilating and air conditioning systems, building and contracting services, parts support and advanced controls. trane technologies.com

WALKER & DUNLOP
Walker & Dunlop, one of the largest commercial real estate finance companies in the U.S., provides a comprehensive range of capital solutions for all commercial real estate asset classes as well as multifamily property sales brokerage services. Our 350+ professionals in 40 offices have an unwavering commitment to client satisfaction. walkeranddunlop.com

XFINITY COMMUNITIES
Xfinity Communities delivers simple, custom solutions through our Advanced Communities Network that transform your property into a smart, connected community. xfinity.com/xfinitycommunities

YARDI
Yardi® develops investment, marketing, energy performance and property management software for real estate companies worldwide. Founded in 1984, the company's complete real estate management solutions include operations, accounting and ancillary processes with business intelligence and mobility. See why portfolios of all types and sizes run on Yardi. yardi.com

THINK WOOD
Advances in wood construction reimagine the future of the built environment. Wood delivers a connection to nature, its environmental, biophilic, and health benefits can offer market differentiators that boost project's overall value. Think Wood provides commercial, multifamily and single-family home design and resources to architects, developers, and contractors. thinkwood.com

SPECIAL ADVERTORIAL

Sponsorship opportunities

Founding Sponsorships are category exclusive and include:

Partnership with Project and Content

- Sponsor logo/ticker on MFE Concept Community Content Pages
- Recognition in promotional material
- Each sponsor will exclusively sponsor (1) article in the content series and receive dedicated advertising impressions

Coverage

- Product/Service Spotlight – All sponsors profiled in the September issue of MFE
- 6 month+ storyline across multifamily group audiences (May to Oct)
- Recognition at the MFE Conference in Dallas

Leads

- Each founding sponsor has access to all report registrations – 800 minimum
- Each sponsor may also view leads qualified by category purchasing intent. (e.g. Over the next 12-18 months I will be purchasing “flooring” for my community)

Total Investment for 2023: \$14,500

Title Sponsorship is exclusive and, in addition to all Founding Sponsorship benefits, includes:

- Full Page Ad in September MFE + Digital Promo Campaign
- Top billing on website, promotional material and at the MFE Conference
- Ability to host sponsor video on MFE Concept Community section landing page

INVESTMENT: \$24,500

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- DELTA FAUCET**
Innovation from the Delta® brand comes from deeper insights into people's lives. This thoughtfulness creates products that transform daily interactions with water. Take the Kayra™ Bath Collection, for our latest, ideal example. It features a single-handle faucet with a pull-down option to make sink cleanup a breeze. deltafaucet.com
- FORTRESS BUILDING PRODUCTS**
Challenging the status quo for over 50 years, Fortress Building Products delivers the Total Solution for multifamily construction and beyond. Our complete collection of durable railing, fencing, decking, framing, fastener and lighting systems increase productivity and reduce labor costs. Make your construction project stand out and stand strong with fortreasbpb.com.
- MITEK**
MiTek is a global supplier of software, services, products and automation. With solutions that optimize costs, shorten cycle times and eliminate waste, MiTek customers achieve profitable business results, and deliver affordable, quality homes through a technologically advanced approach to business workflow in the design, manufacturing and construction of residential structures. mitek-us.com
- POINTCENTRAL**
PointCentral is the leading provider of Enterprise Property Automation solutions in the single and multifamily rental markets. PointCentral's cellular-based architecture, proven in 6 million properties, improves operations, provides real-time property status, monitors HVAC performance and reduces energy costs. Attract more residents and boost NOI with PointCentral, a subsidiary of Alarm.com. pointcentral.com
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- TAMLYN**
TAMLYN is a family-owned company with more than 45 years of involvement in construction materials and building science. As a world-class and world-wide supplier of quality building products, Tamlyn continually innovates to help build the dream of better homes and buildings. tamlyn.com
- TRANE TECHNOLOGIES**
As a world leader in creating comfortable, sustainable and efficient indoor environments, Trane Technologies provides solutions through a broad portfolio of energy-efficient heating, ventilating and air conditioning systems, building and contracting services, parts support and advanced controls. tranetechnologies.com
- WALKER & DUNLOP**
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Marcus Kauffman, Oregon Dept. of Forestry

TITLE SPONSOR

Category availability

Services:

- Property Management Software
- Finance
- Electronic Locking Systems
- Voice, Data & Video Provider
- Asset Intelligence
- Smart Home Solution Provider
- Affordable Housing
- Digital Marketing
- Package Management

Products:

- Building Envelope
- Faucets
- Railing & Fence Solutions
- Structural Material
- Cleaning Centers
- HVAC
- Appliances
- Access Control
- Amenities
- Additional categories will be considered

* Sponsors limited to 10 Total, Category Exclusive



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Marcus Walker, Regional Dept. of Forestry

Example of Registration Page
and Lead Qualifying Question



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Sign up to download your digital copy of the exclusive 2018 MULTIFAMILY EXECUTIVE CONCEPT COMMUNITY REPORT.

Creating communities that foster resident health and wellness.



Business Email

First Name

Last Name

Company

Job Title

Zip / Postal Code

Over the next 6-12 months I will be making a purchasing decision on (check all that apply)

- Cleaning Centers for Bikes & Pets Designed Specifically for Multifamily
- Kitchen and Bath Faucets, Fixtures and Showering
- Property Management Solutions and Data Analytics
- Structural Building Materials
- Financing Greater than \$3MM

[Download Now](#)



This order (this "Order"), and the payment and other terms and conditions located at <https://zondahome.com/legal/media-terms-and-conditions/> (the "Terms," which are incorporated herein by this reference), form an integrated agreement (the "Agreement") between the below-identified customer ("Customer") and Zonda Media, a Delaware corporation ("Zonda"). Customer represents, warrants and covenants that the Agreement is binding on and enforceable against Customer and, if and as applicable, the Underlying Client (as such term is defined in the Terms), in each case in accordance with the terms of the Agreement. In furtherance and not limitation of the preceding sentences, it is agreed that (a) Customer's purchase of the goods and/or services specified in this Order, and (b) Zonda's provision of such goods and/or services in relation to this Order, shall be governed solely and exclusively by the Agreement.

2023 Multifamily Executive Concept Community Founding Sponsor | \$14,500

Category of Product or Service: _____

Summary of Deliverables:

- Sponsor Logo/Ticker on MFE Concept Community Content Pages
- Each Sponsor will Exclusively Sponsor One (1) Article in the Content Series and Receive Dedicated Advertising Impressions
- Product/Service Spotlight – All Sponsors Profiled in the September Issue of MFE
- Recognition at the MFE Conference in Dallas (September 2023)
- Each Founding Sponsor has Access to all Report Registrations – 800 Minimum

IN WITNESS WHEREOF, Customer, by and through its authorized representative who has signed this Order below on behalf of Customer, has executed the Order as of the date below written.

Customer: _____

Billing Contact Name: _____

Signature: _____

Billing Contact Email: _____

Printed Name: _____

Zonda Media Sales Representative:

Title: _____

Date: _____

