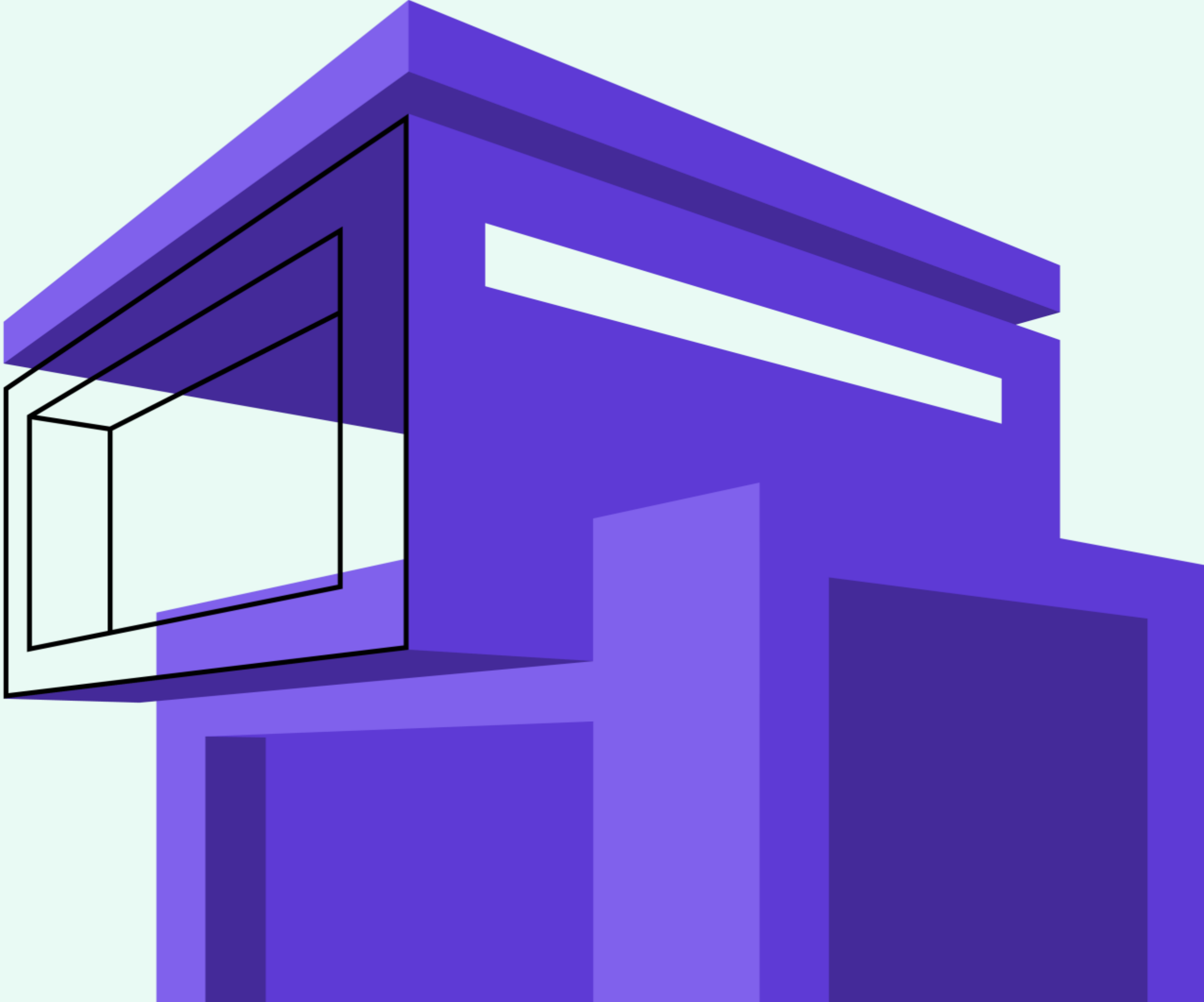


2022 MFE Concept Community

Tapping into Renters By Choice



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.

2022’s coverage is centered around the **Renter By Choice**. These demanding renters can easily afford to purchase homes but opt against that due to factors such as lifestyle, mobility, flexibility, and convenience. Who are these renters, how do you attract them, and what’s the best strategies for keeping them at your multifamily communities?

Renters by Choice will touch on the below themes:

- Design Trends & Floor Plans
- Apartment Marketing
- Amenities
- Innovation
- Ancillary Services
- Smart Apartment Technology
- Resident Engagement & Communications
- Single- Family Build-to-Rent Appeal



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 2022
- Minimum of 800 registrations guaranteed (ability to further qualify with buying intent)
- Category Exclusive – Max of 10 Sponsors



SPECIAL ADVERTORIAL

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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.

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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 Las Vegas

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 2022: \$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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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

Products:

- Building Envelope
- Faucets
- Railing & Fence Solutions
- Structural Material
- Cleaning Centers
- HVAC
- Appliances
- Paints & Coatings
- Amenities

* Sponsors limited to 10 Total, Category Exclusive



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Example of Registration Page
and Lead Qualifying Question



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(check all that apply)**

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- Kitchen and Bath Faucets, Fixtures and Showering
- Property Management Solutions and Data Analytics
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