

OPTECH 2026

OPTECH 2026 Exhibitor Prospectus

OPTECH brings together the leaders shaping how rental housing operates and serves its residents – making it one of the most valuable places to connect with decision-makers across technology, operations, marketing, and beyond. Visit the OPTECH website to learn more about the event.

Event Dates: November 16-18, 2026 | **Expo Dates:** November 16-17, 2026

Location: MGM Grand Resort & Casino, Las Vegas, NV

Exhibit Hall: Marquee Ballroom

Conference Website: <https://rettc.org/events/optech-2026>

EXHIBIT AT OPTECH

The expo floor is more than a showcase. It's an active marketplace where rental housing operators come to explore, evaluate, and move forward on real solutions. It's designed to spark meaningful conversations, surface new ideas, and create the kind of engagement that leads to informed decisions.

For solution providers, it's an opportunity to connect with buyers in the right mindset, showing how your offering aligns with the realities of property operations and resident experience.

WHAT TO EXPECT IN THE EXPO

The Expo Hall is more than just a great place to showcase what you can offer your clients and engage with others in your field. The Expo Hall is the hot spot for exclusive content and programming, networking lounges, the OPTECH Theater (new for 2026!), tradeshow tours with RETTC members, and more! Make sure to plan time to schedule meetups in the lounges, refuel with lunch, and check out the exclusive activations throughout the Expo Hall Show.

MEMBERSHIP REQUIREMENT

RETTC membership is required to exhibit at OPTECH and must remain current through the end of the conference. The company name on your application must match your RETTC membership company name. **RETTC membership does not guarantee exhibit space.**

JOIN RETTC

Already an NMHC member? Join RETTC at a discounted rate. **Not an NMHC member?** No problem. Your company can join RETTC directly or bundle RETTC and NMHC memberships for even more value.

NMHC Board of Directors Members	Join RETTC at \$1,500 annually
NMHC Advisory Committee Members	Join RETTC at \$2,500 annually
RETTC-Only Membership	Join RETTC at \$6,000 annually
Startup Membership	First-year rate \$2,500 (Application required)
RETTC & NMHC Advisory Committee Membership Bundle	Join both organizations at \$9,000 annually

To view detailed membership information, pricing, or to become a member, visit <https://rettc.org/about/membership>.

Contact membership@rettc.org with questions.

BOOTH SALES TIMELINE

Space is limited and assigned through a priority-based selection process, followed by general sales for new exhibitors. : Booth sales are expected to open in June 2026. Please check the [OPTECH exhibits website](#) for updates on the booth sales schedule.

1. Priority Sales:

Priority sales are **limited to companies** that **exhibited at OPTECH 2025** and those that qualify for priority status based on 2026 sponsorship benefit allocations.

- Eligible exhibitors are assigned to Priority Sales Groups based on their sponsorship level and total accumulated Priority Points. Within each Sales Group, exhibitors select space in order of their total Points, from highest to lowest.
- Eligible exhibitors are assigned a sales group and application date based on their Points status. **Application dates, instructions, and related details will be communicated directly to eligible companies.**

[\[View Priority Points Policy and Information Here\]](#)

2. General Sales

After Priority Sales conclude, remaining booth inventory will be offered through General Sales on a first-come, first-served basis.

- Applications remain open until space sells out. Once exhibit space sells out a waitlist is established. Placement on the waitlist does not guarantee space.

BOOTH SIZES & ELIGIBILITY

Due to limited Expo floor space, the following booth eligibility rules apply. Applications that do not meet the eligibility requirements for the requested space will be declined.

New Exhibitors:

- New exhibitors may only reserve up to one 10' x 10' booth or one Startup Kiosk.

Startups:

- RETTC Startup Members may only reserve a Startup Kiosk.
- Startup Kiosks are assigned based on qualification criteria established by RETTC. **See the "Startup Kiosk Turnkey Package" for qualifications.**

Island Booths:

- Booth sizes 20' x 20' and larger are reserved for qualifying sponsors. Sponsorship must be fully contracted prior to submitting a booth space application. Booth space is not included in the sponsorship fee and must be purchased separately.
- Minimum sponsorship requirements by booth size are as follows:
 - 20' x 20' booths require a minimum sponsorship commitment of \$15,000
 - 20' x 30' booths require a minimum sponsorship commitment of \$35,000

BOOTH SPACE PRICING

Booth Size	Space Type	Space Rate	Complimentary Exhibitor Staff Registrations	Client Discount Codes Valid for a 50% Discount on Housing Provider Registration
10' x 10'	Standard (Raw Space)	\$6,250	3	2
	Basic Turnkey	\$7,500	3	2
	Premium Turnkey	\$11,500	3	2
10' x 20'	Standard (Raw Space)	\$12,500	6	4
	Basic Turnkey	\$15,000	6	4
	Premium Turnkey	\$23,000	6	4
20' x 20'	Island (Raw Space)	\$25,000	12	6
20'x30'	Island (Raw Space)	\$37,500	18	8
Startup Kiosk	Turnkey Kiosk	\$5,000	2	2

BOOTH SPACE PACKAGES

OPTECH offers a variety of exhibit options for companies of all sizes. Exhibitors may purchase raw space and provide their own custom display or choose a turnkey option for select booth sizes. The types of booth space packages available are:

- Standard Booth Space Package
- Basic Turnkey Booth Package
- Premium Turnkey Booth Package
- Startup Kiosk Turnkey Package

All packages include exhibitor marketing benefits, access to attendees, and additional benefits designed to maximize your exhibiting experience and value before and during the event. The following benefits are included for each of the Standard Booth Space, Basic Turnkey Booth, and Premium Turnkey Booth packages:

- 3 complimentary full exhibitor registrations per 10' x 10' booth purchase
- 2 client registration discount codes per 10' x 10' booth to invite housing provider clients
- Company profile and logo listing in the online exhibitor directory and mobile app
- Company name and booth number listing in the printed conference guide
- Attendee List access via the OPTECH website (email addresses not shared)
- Official OPTECH event graphics for marketing use

Refer to the **Startup Kiosk Turnkey Package** section for benefit details.

Confirmed exhibitors receive access to the Exhibitor Portal and Exhibitor Services Kit, including:

- Exhibit Hall Schedule, Hours, and Access Policy
- Installation/Dismantling Details
- Logistics and ordering information
- Booth Display Rules & Regulations

Standard Booth Space

Standard Booth Space is available in 10' x 10' and 10' x 20' linear configurations, and 20' x 20' and 20' x 30' island booth configurations.

The Standard Booth Package Includes:

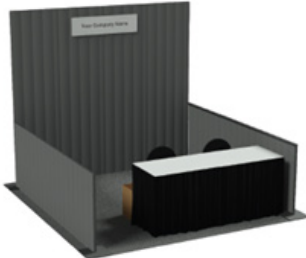

- Standard linear booth setup for 10' x 10' and 10' x 20' booths, including:
 - 8' high back drape
 - 3' high side dividers
 - 7" x 44" company identification sign
- Complimentary Wi Fi
- Carpeted ballroom

Exhibitors are responsible for all furnishings, decorations, electrical service, lead retrieval, and additional show services, which may be ordered separately through the Exhibitor Services Kit.

Hanging signs are only permitted in 20' x 20' and 20' x 30' island booths.

Basic Turnkey Booth Package



The Basic Turnkey Booth Package is ideal for exhibitors seeking a ready to use solution with essential furnishings included. This package is available in 10' x 10' and 10' x 20' configurations.

10' x 10' Configuration Includes	10' x 20' Configuration Includes
<ul style="list-style-type: none">• 8' back drape with 3' side rails• 10' x 10' gray carpet• Company identification sign• One (1) 6' x 30" black draped table• Two (2) side chairs• One (1) wastebasket• One (1) 500-watt electrical outlet• Two (2) days of carpet cleaning• Complimentary Wi-Fi	<ul style="list-style-type: none">• 8' back drape with 3' side rail• 10' x 20' gray carpet• Company identification sign• Two (2) 6' x 30" black draped tables• One (1) 30" x 36" café table• Four (4) side chairs• One (1) wastebasket• One (1) 1,000-watt electrical outlet• Two (2) days of carpet cleaning• Complimentary Wi-Fi
	

Furniture substitutions are not permitted. Exhibitors are responsible for all additional furnishings, decorations, signage, electrical service, lead retrieval, and additional show services, which may be ordered separately through the Exhibitor Services Kit.

Premium Turnkey Booth Package

The Premium Turnkey Booth Package offers a more polished, branded exhibit experience with upgraded furnishings and custom graphic elements. This package is available in 10' x 10' and 10' x 20' configurations.

10' x 10' Configuration Includes	10' x 20' Configuration Includes
<ul style="list-style-type: none"> • 10' fabric wall exhibit with custom graphic • 10' x 10' gray carpet • Three (3) arm lights (electrical included) • One (1) counter-height cabinet • One (1) stool • Three (3) side chairs • One (1) 30" x 36" café table • One (1) wastebasket • One (1) 500-watt electrical outlet • Two (2) days of carpet cleaning • Complimentary Wi-Fi 	<ul style="list-style-type: none"> • 20' fabric wall exhibit with custom graphic • 10' x 20' gray carpet • Four (4) arm lights (electrical included) • One (1) counter-height cabinet • One (1) stool • Four (4) side chairs • One (1) 30" x 36" café table • One (1) wastebasket • One (1) 1,000-watt electrical outlet • Two (2) days of carpet cleaning • Complimentary Wi-Fi 

Furniture and graphic display substitutions are not permitted. Exhibitors are responsible for all additional furnishings, decorations, signage, electrical service, lead retrieval, and additional show services, which may be ordered separately through the Exhibitor Services Kit.

Graphics must be submitted to Freeman by the published artwork deadline (Submission details and link will be provided).

Startup Kiosk Turnkey Package

As part of RETTC's commitment to highlighting emerging technologies within the apartment industry, a limited number of Startup Kiosk spaces are offered in a dedicated area of the Expo! This package is designed to provide startup companies with a budget- and brand-friendly exhibit opportunity.

Eligibility & Review

Kiosks are available to qualified RETTC members and are subject to application review due to limited availability. Applications are evaluated on eligibility and alignment with RETTC business priorities, outlined below:

Startup Eligibility Criteria

- RETTC Startup or Standard Member
- Company in operation for five (5) years or less
- Annual revenue of \$5 million or less
- Not a spin off of an established parent organization
- Product or service utilizes technology to address challenges within the apartment industry

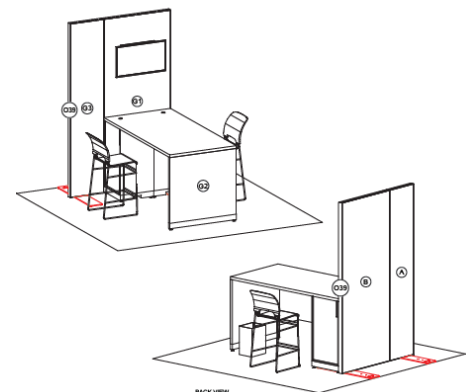
Kiosk Package Includes

- Branded kiosk with waterfall table and locking cabinet
- Two (2) stools
- One (1) 32" monitor (exhibitor supplies compatible device)
- One (1) electrical drop
- Graphic production (artwork submission required)
- Installation and dismantle labor
- Complimentary Wi Fi
- Carpeted ballroom

Due to limited space, all materials must fit within the kiosk footprint. No additional signage or furniture is permitted. Substitutions to the package are not included.

Additional benefits include:

- **NEW! 1 complimentary Fast Pitch participation slot**
(Additional details will later be provided.)
- 2 complimentary full exhibitor registrations per Kiosk
- 2 client registration discount codes per Kiosk to invite housing provider clients
- Company profile and logo listing in the online exhibitor directory and mobile app
- Company name and booth number listing in the printed conference guide
- Attendee List access via the OPTECH website (email addresses not shared)
- Official OPTECH event graphics for marketing use



EXHIBITOR REGISTRATION & CLIENT DISCOUNT CODES

Registration & Housing

Attendee registration and housing open June 23, 2026, on the OPTECH website. **Registration is required before booking a hotel room.**

Exhibitor and sponsor room blocks are not offered. All housing must be booked individually. Once exhibitors have used all their complimentary registration allotments, they may purchase additional badges at \$1,095 each through September 23rd (\$1,295 each after September 23rd). Expo-only or vendor-only passes are not available.

For complete registration rates, housing details, and policies, visit the [OPTECH 2026 website](#).

Exhibitor Client Registration Discount Code

Invite your valued clients to experience OPTECH! Confirmed exhibitors receive a unique client registration discount code to share with their housing provider clients, making it easy to bring key partners onsite to connect, collaborate, and explore the latest industry innovations together.

The number of uses allocated with each code is based on the purchased booth size. Each code gives your clients 50% off the Housing Provider registration rate, providing a meaningful incentive to attend! The code may be provided to RETTC member and non-member housing providers.

Exclusive Sponsorship Benefit

Icon, Visionary, and Innovator sponsors receive an additional complimentary client registration code, enabling you to invite top clients to attend OPTECH at no cost. The number of complimentary registrations is determined by your sponsorship level.

Client discount/comp codes cannot be used by exhibitor staff, booth personnel, vendors, or other attendee types. All registrations are subject to RETTC review to ensure eligibility. Registrations that do not meet housing provider criteria will be canceled.

Further details and instructions will be shared with confirmed exhibitors and sponsors in the exhibitor portal.

EXHIBITOR SCHEDULE AT-A-GLANCE

The preliminary exhibit hall schedule is provided below and is subject to change.

Preliminary Exhibitor Schedule

- **Saturday, Nov. 14:**
 - Early Installation (20' x 20'+ booths only): Time TBA
- **Sunday, Nov. 15:**
 - Early Installation (20' x 20'+ booths only): 8:00 AM – 2:00 PM
 - Installation (all booths): 2:00 PM – 5:00 PM
- **Monday, Nov. 16:**
 - Installation (all booths): 8:00 AM – 1:00 PM
 - Expo Hours: 2:00 PM – 6:00 PM
- **Tuesday, Nov. 17:**
 - Expo Hours: 10:00 AM – 5:30 PM
 - Dismantle: 5:30 PM – 10:00 PM
- **Wednesday, Nov. 18:**
 - Dismantle: 8:00 AM – 1:00 PM

APPLICATION & PAYMENT

All booth applications must be submitted online through the official online exhibitor portal and must include the required deposit or full payment, in accordance with the payment policy in effect on the date of application.

Applications submitted without the required payment will not be processed and will not be assigned a booth space until payment is received.

Payment Schedule

- Applications submitted on or before August 7, 2026: A 20% non-refundable deposit is required at the time of application. The remaining balance is due upon booth confirmation and must be paid no later than August 7, 2026. A 10% late fee will be applied to any invoice with an outstanding balance after August 7, 2026.
- Applications submitted after August 7, 2026: Full payment is required at the time of application.

Cancellations and Downsizing

All cancellation and downsizing requests are subject to the cancellation and refund policies outlined in the Exhibitor Agreement. Refunds will not be issued after August 14, 2026. Full payment terms, payment schedule, and the cancellation and refund policy are outlined in the Exhibitor Terms and Conditions.

SPONSORSHIP OPPORTUNITIES

Sponsorship is available exclusively to companies with an active RETTC membership. These opportunities are designed to help you stand out, strengthen relationships, and enhance your visibility on and off the show floor, before, during, and after the event.

Each sponsorship level includes:

- Complimentary full conference registrations (based on sponsorship level purchased)
- Branding across event marketing materials and signage
- Discounts on sponsorship item add-ons and purchases

Sponsorship Tiers:

- **Platinum Sponsor:** \$35,000
- **Gold Sponsor:** \$25,000
- **Silver Sponsor:** \$15,000

RETTC Icon Sponsors receive a 10% discount off any conference-level package. For information on sponsorship opportunities, benefits, and packages visit RETTTC.org and click on Events > [Sponsorship Opportunities](#).

SUBGROUP EVENT POLICY

Enhance your presence and connect with clients by hosting a private subgroup event during OPTECH. Subgroup events include any sponsor-, exhibitor-, or member-hosted activity held during RETTC meeting dates within the host hotel(s) or host city.

Key Guidelines:

- **Eligibility:** Only confirmed sponsors and exhibitors may host events.
- **Approval Required:** Events with 20 or more attendees must be submitted for approval by RETTC (regardless of event location) before booking space or making commitments. Do not contact the host hotel directly.
- **Timing:** Events may not conflict with conference sessions or expo hours.
- **Promotion:** Events are independently hosted by the sponsor or exhibitor and may not be marketed as official RETTC events.
- **Event Costs:** The event host is responsible for all costs and logistics associated with their event.

Non-compliant events may be subject to cancellation or penalties.

The **RETTC Subgroup Events Policy** provides complete guidelines and instructions to submit your request. The updated policy for 2026 will be published soon.

About RETTC

RETTC is strategically aligned with the National Multifamily Housing Council and is the premier platform focused on the intersection of technology and real estate. We bring leaders together from both sectors, leveraging their collective expertise to drive innovation and help solve America's rental housing challenges.