

OPTECH²⁰₂₆

November 16-18, 2026 | MGM Grand Resort & Casino, Las Vegas, NV

OPTECH 2026 Sponsorship Opportunities

OPTECH sponsorship delivers premier brand visibility and exclusive access to the housing providers and technology leaders shaping decisions across the rental housing industry. Designed to drive meaningful connections and measurable business outcomes, OPTECH positions your brand at the forefront of innovation and leadership.

Sponsorship benefits include:

- Direct access to key decision-makers across rental housing
- Engagement with a high-quality audience actively investing in innovation
- Integrated visibility across digital channels, on-site, and experiential touchpoints
- Flexible sponsorship opportunities tailored to your strategic goals

Sponsorship opportunities are available exclusively to RETTC members. Visit the [OPTECH website](#) to learn more about the event.

Tiers, Benefits, and Pricing

Platinum Sponsor

Cost: \$40,000

Exhibitors: \$35,000

As a Platinum Sponsor, your organization commands the highest level of visibility, priority access, and engagement opportunities throughout the OPTECH experience. This tier is designed for market leaders seeking to dominate presence and drive meaningful connections at scale.

The Platinum tier is limited to 20 sponsors.

Platinum Benefits

- Top-tier Platinum-level recognition across event materials, including:
 - OPTECH website
 - Pre-event marketing emails
 - On-site signage and session walk-in slides
 - Mobile app and printed agenda
- Ad included in pre-event “Platinum Sponsor Spotlight” email
- Three (3) full conference registrations (valued at \$1,295 each)
- \$15,000 sponsorship credit toward a la carte opportunities
- Priority selection of all sponsorship inventory
- Access to exclusive and limited-availability placements and activations
- Minimum of two (2) social media mentions

Gold Sponsor**Cost:** \$27,500**Exhibitors:** \$25,000

Gold Sponsorship delivers a powerful blend of visibility and engagement, ideal for organizations looking to expand brand reach while actively connecting with attendees.

Gold Benefits:

- Prominent Gold-level logo recognition across event materials, including:
 - OPTECH website
 - Pre-event marketing emails
 - On-site signage and session walk-in slides
 - Mobile app and printed agenda
- Two (2) full conference registrations (valued at \$1,295 each)
- \$8,000 sponsorship credit toward a la carte opportunities
- Secondary selection of sponsorship inventory, after Platinum Sponsors
- One (1) social media mention

Silver Sponsor**Cost:** \$17,500**Exhibitors:** \$15,000

Silver Sponsorship provides a strong foundation for brand presence at OPTECH, with the flexibility to build engagement through a la carte opportunities.

Silver Benefits:

- Silver-level logo recognition across event materials, including:
 - OPTECH website
 - Pre-event marketing emails
 - On-site signage and session walk-in slides
 - Mobile app and printed agenda
- One (1) full conference registration (valued at \$1,295)
- \$3,000 sponsorship credit toward a la carte opportunities
- Access to general sponsorship inventory/selection

À La Carte Sponsorship Opportunities

Enhance your presence with premium, high-impact placements designed to maximize brand visibility and attendee engagement.

À la carte opportunities are available to sponsors at all tiers. Sponsors may apply their sponsorship credit toward these selections and purchase additional items as desired. Any remaining inventory may be released for general sale once sponsor tier selections are complete.

Opportunities will include a variety of options, such as premium experiences and activations, strategic branding placements, digital engagement, and curated networking opportunities.

Tiers, Benefits, and Pricing Comparison

Tier	Platinum <i>Limited to 20 Sponsors</i>	Gold <i>Limited to 30 Sponsors</i>	Silver <i>Unlimited</i>
Cost	Standard: \$40,000 Exhibitors: \$35,000	Standard: \$27,500 Exhibitors: \$25,000	Standard: \$17,500 Exhibitors: \$15,000
Benefits			
Logo on OPTECH website	✓	✓	✓
Logo in pre-event marketing emails	✓	✓	✓
Logo on on-site signage & walk-in slides	✓	✓	✓
Logo in mobile app	✓	✓	✓
Logo in printed agenda	✓	✓	✓
Ad in sponsor spotlight email	✓	–	–
Social media recognition	✓ 2 posts	✓ 1 post	–
Full conference registrations	3	2	1
Access to pre- and post-event attendee list via OPTECH website (no contact information)	✓	✓	✓
Sponsorship credit for a la carte opportunities	\$15,000	\$8,000	\$3,000
Early access to sponsorship selection	✓ First access	✓ Secondary access	–
Access to premium/limited sponsorship inventory	✓ Priority access	✓ Limited access	–
Ability to purchase additional a la carte sponsorships	✓ Discount	✓ Discount	✓
Eligibility to host subgroup event (by request)	✓	✓	✓
Access to sponsor-only communications and planning resources	✓	✓	✓

Become a Sponsor!

Whether your goal is brand awareness, lead generation, or strategic positioning, OPTECH offers a sponsorship platform designed to deliver impact.

To secure your sponsorship or learn more about available opportunities, contact us at sponsorships@rettc.org. **The deadline to sponsor is August 28, 2026.**

All benefits are subject to change. RETTC reserves the right to modify or close sponsorship tiers and individual benefits based on availability and demand.