

OPTECH 2025 Sponsorship Opportunities

Event Dates: November 17–19, 2025

Expo Dates: November 17–18

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

RETTTC membership is required to exhibit, sponsor, or attend. Join RETTTC at <https://retttc.org>.

Sponsorship Questions? Email sponsorships@retttc.org.

Why Sponsor?

Gain visibility with top decision-makers in apartment technology—property owners, managers, developers, and tech leaders.

Sponsors receive prominent brand recognition across multiple platforms and receive valuable perks like complimentary registrations.

Whether you want to increase your booth traffic, position your company as an industry leader, or raise brand awareness, OPTECH is the place to make it happen!

Note: Speaking Opportunities are NOT included or guaranteed with any sponsorship package.

Sponsorship Tiers

Tier	Cost
Platinum	\$35,000
Gold	\$25,000
Silver	\$15,000

Platinum: \$35,000

- 3 complimentary registrations
- Logo recognition on: OPTECH website, pre-conference marketing emails, on-site signage, general session walk-in slides, mobile app, and print guide
- 2 complimentary add-on sponsored items + discount on additional items
- Recognition on RETTTC's social media channels (at RETTTC's discretion)
- Featured ad in "Platinum Sponsor Spotlight" email to attendees
- Eligible to host subgroup event at host hotel (see subgroup event guidelines for more information)
- Eligible to reserve private meeting room (subject to availability; guidelines to be published.)

Gold: \$25,000

- 2 complimentary registrations
- Logo recognition on: OPTECH website, pre-conference marketing emails, on-site signage, general session walk-in slides, mobile app, and print guide
- 1 complimentary add-on sponsored item + discount on additional items
- Eligible to host subgroup event at host hotel (see subgroup event guidelines for more information)
- Eligible to reserve private meeting room (subject to availability; guidelines to be published.)

Silver: \$15,000

- 1 complimentary registration
- Logo recognition on: OPTECH website, pre-conference marketing emails, on-site signage, general session walk-in slides, mobile app, and print guide
- Discount on sponsored add-on items
- Eligible to host subgroup event at host hotel (see subgroup event guidelines for more information)
- Eligible to reserve private meeting room (subject to availability; guidelines to be published.)

Add-On Sponsorship Items

Only available to Platinum, Gold, and Silver sponsors. Not sold separately.

Tier	Complimentary Items	Discounted Purchases
Platinum	2	Yes
Gold	1	Yes
Silver	0	Yes

Examples of Add-On Items:

The sponsorship item guide will be provided in summer 2025. Examples of items include:

- **Advertising & Signage:** Large-format print, mobile app ads, print agenda placements
- **Promotional Items:** Branded giveaways
- **Networking & Activations:** Receptions, meals, lounges
- **Custom Ideas:** Have something in mind? Let's talk!

Note: Previous sponsors have first right of refusal for their 2024 items. All others are first-come, first-served.

Important Reminders

- Benefits may change at RETTTC's discretion
 - Sponsorships are limited and subject to approval
 - Unused benefits are non-transferable and forfeited
 - Review full Sponsorship Terms & Conditions
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Ready to Sponsor?

Email your selected sponsorship level to: Melissa Rowan, Associate VP, Sponsorships & Exhibits, at mrowan@rettc.org.

Deadline to sponsor: September 5, 2025