



REALITY 24

MARCH 6-7, 2024 • SHAW CENTRE, OTTAWA

REALITYCONFERENCE.CA

2024 REALITY CONFERENCE

PARTNERSHIP OPPORTUNITIES

Our bi-annual REALiTY conference is one of the leading real estate conferences in North America. We were in Niagara Falls in 2020, Toronto in 2022 and now we're taking on Ottawa, the nation's capital, for 2024.

This two-day event will bring together top REALTORS® from across the country to learn about the latest in real estate tech trends, marketing, and sales.

This is an event you do not want to miss.



WHY SPONSOR REALITY?

REALITY 24 sponsors get the opportunity to have their brand seen by over 1,000 top REALTORS® and CEOs from across Ontario.

Our multi-level sponsorship options (seen on page 6) offer a wide variety of customizable perks to best suit your goals. We offer numerous branding opportunities, such as on-site signage and digital screens, social posts, and much more. Plus, you'll have access to a spot on the tradeshow floor, where you can connect face-to-face with event attendees.

Top-level sponsors also have the opportunity to take the stage and speak directly to a captive audience of REALTORS®, plus introduce renowned keynote speakers.

This is a branding opportunity you do not want to miss.



JOURNALISM ICON
LISA LAFLAMME



42ND PRESIDENT OF THE UNITED STATES
BILL CLINTON



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HALL OF FAME MARKETING EXECUTIVE
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PHIL SOPER



RE/MAX CEO
CHRISTOPHER ALEXANDER



EXIT REALTY CEO
JOYCE PARON



THE LISTING LAB FOUNDER
JESS LENOUELV

**&
SO
MUCH
MORE**

PAST REALITY SPEAKERS

REALITY is known for having top industry-leading speakers discussing topics important to REALTORS® and business owners – like the future of marketing and brand development, redefining relationships with clients, emerging prop-tech trends, thriving in a turbulent market, and much more.

The REALITY stage has seen the likes of Hall of Fame marketing executive and author Bozoma Saint John, world-famous photographer Platon, best-selling author and marketing extraordinaire Seth Godin, and top CEOs and brand leaders from across North America.

We've brought household names to the stage, like Marvel's Simu Liu, retired Navy SEAL and motivational speaker David Goggins, Selling Sunset's Christine Quinn, HGTV star Kortney Wilson, and much more.

Plus, attendees have heard from some of the biggest political speakers in the world, including former U.S. President Bill Clinton, discussing topics like the state of the housing market and leading through turbulent times.

WHAT PAST REALiTY SPONSORS ARE SAYING

Don't just take it from us. See what past sponsors have to say about our events.

Congratulations on an incredible event! First class all the way! Hoping you will consider making it an annual soir e.

- Christopher Alexander, Re/Max CEO

We had a blast and would LOVE to be involved in REALiTY 2024. Come to us first when you're working on everything! We will be there with bells on!

- Jess Lenouvel, Founder of The Listings Lab

Very satisfied. It was such an amazing event, and you should all be very proud of your hard work.

- 2022 REALiTY+ Sponsor

	EXCLUSIVE TITLE SPONSOR	FOUNDING PARTNER SPONSOR	BLACK DIAMOND	RUBY	DIAMOND	PLATINUM	GOLD	EXHIBITOR
	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	2 SPOTS	8 SPOTS	10 SPOTS	LIMITED SPOTS
	100,000CAD + 1,300HST	100,000CAD + 1,300HST	50,000CAD + 1,300HST	50,000CAD + 1,300HST	30,000CAD + 1,300HST	20,000CAD + 1,300HST	15,000CAD + 1,300HST	10,000CAD + 1,300HST
Marketing								
Company logo and link on official event website home page	•	•						
Company logo and link on official event website sponsor page	•	•	•	•	•	•	•	•
Complimentary banner ad on event website (provided by sponsor)	•	•						
One (1) exclusive social media post (provided by sponsor)	•	•						
Generic sponsor social media post (grouped with other sponsors)			•	•	•	•	•	
Special mention in post-event survey email	•	•						
On-Site								
Opportunity to address audience*	2 MIN	2 MIN	1 MIN	1 MIN				
Opportunity to introduce speaker (scripts to be provided by OREA)	•	•	•	•	•			
Loudspeaker or emcee introduction on main stage	•	•	•	•	•	•		
Promotional video to be shown prior to introducing the featured keynote (to be provided by the sponsor)	30 SEC VIDEO	30 SEC VIDEO						
Promotional video to be shown at least 5 times as part of the sponsorship loop during the breaks*	2 MIN VIDEO	2 MIN VIDEO	1 MIN	1 MIN	1 MIN	30 SEC		
Verbal recognition during all OREA board events	•	•						
On-site signage	•	•	•	•	•	•	•	•
Opportunity to distribute brand collateral to attendees	•	•	•	•	•	•	•	
Booth space	2 REG. BOOTH SPACE	2 REG. BOOTH SPACE	1	1	1	1	1	1

*Provided by sponsor and approved by OREA

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	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	2 SPOTS	8 SPOTS	10 SPOTS	LIMITED SPOTS
	100,000CAD + 1,300HST	100,000CAD + 1,300HST	50,000CAD + 1,300HST	50,000CAD + 1,300HST	30,000CAD + 1,300HST	20,000CAD + 1,300HST	15,000CAD + 1,300HST	10,000CAD + 1,300HST
Event App								
Event app push notification to all attendees who have the app (created by OREA)	2 Push Notifications	2 Push Notifications	1 Push Notification	1 Push Notification	1 Push Notification	1 Push Notification		
Logo, link, and profile displayed on the event app	•	•	•	•	•	•	•	•
Opportunity for donation for gamification gift through the app	•	•	•	•	•	•	•	
Event Ticket								
Exhibitor Pass	4	4	2	2	2	2	2	1
Complimentary tickets to 2024 OREA Conference*	8	8	4	4	3	3	2	1
Sponsors will have the opportunity to select one of the following sponsorship opportunities**								
Lanyard	•	•						
Name badge	•	•						
Westin Ottawa room key card (artwork to be provided by sponsor)			•	•				
Charging station			•	•	•			
Lunch sponsor of one lunch (two lunches available)					•	•		
One refreshment sponsorship (four breaks available)						•		
Conference tote bag						•		

*Contact us if you require additional tickets at a special rate

**Available on a first come first serve basis

THANK YOU FOR YOUR INTEREST IN SPONSORING REALITY 24!

Please detach and fill out the application form and send it to VP of Partnerships, [Luigi Favaro \(LFavaro@orea.com\)](mailto:LFavaro@orea.com)

Not quite ready to submit an application? Let's talk!
[Contact Luigi Favaro \(LFavaro@orea.com\)](mailto:LFavaro@orea.com)

First Name*

Last Name*

Job Title*

Company Name*

Email Address*

Additional Email Recipient

Telephone*

Mobile Number*

Business Address*

SPONSORSHIP LEVEL

Please Check One



Exclusive
Title Sponsor



Founding
Partner Sponsor



Black
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Exhibitor



REALITY 24

MARCH 6-7, 2024
SHAW CENTRE, OTTAWA

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