



# 2024 Partnership Deck

Live & In Person!  
September 16 – 19, 2024

Showcase YOUR  
Products and Services  
at the LEADING  
Conference of  
Owning &  
Managing  
SUCCESSFUL  
communities



165-3389-GSM

HIGHLIGHTS

- Ranch Style Horizontal Siding
- Front Porch with Composite Deck Boards
- Clamshell Bath with 42" x 72" Shower
- Painted Sheetrock Rooms
- White Desk Boards
- Tile Lavs and

SHAM  
HOME

## What Is SECO, why we are unique?

“Created For Community, By Community Leaders”

For over 12 years, SECO has been the premier conference for owning and managing successful manufactured home communities. As a non-profit 501 (c)(3) organization, net proceeds fund projects for veterans and first responders living in manufactured housing communities.

## Who Attends SECO?

More than 500 community owners, regional, onsite, and third party managers, manufacturers, lenders, retailers, and other manufactured housing industry personnel from 35 plus states attend SECO every year. Programming is focused on the needs of those owning one to 100 communities, including owners and investors, general managers, and community managers.



# Don't miss this chance to reach a nationwide audience of community owners and managers!



- Establish your place in the under appreciated industry of manufactured home communities. SECO gathers over 500 community owners & managers during a 3.5 day blitz!
- We build community – during after hours events, organic networking becomes very powerful.
- We build managers – providing educational sessions led by industry leaders, teaching attendees new skills to add to their skill base.
- We build businesses – a specially chosen lineup of speakers who share higher level training, insights, and inspiration aimed at improving communities and the industry.
- Owners & Managers from around the nation meet in person to share process improvements.
- We provide affordable housing by selling and renting new manufactured homes.

Become A SECO 2024 Sponsor Today  
[Contact@SECOconference.com](mailto:Contact@SECOconference.com)  
Or you may call/text Kristin  
770-378-8408

All Partnerships include the following:

Profile on event website with link to sponsor website or social channels, logo on event signage, discounted additional staff registrations, listing in event virtual program, & more...

## Diamond

- 10'x10' Expo space (table, 2 chairs)
- 3 SECO badges included
- Email announcement to all of SECO subscriber list, including a message from sponsor
- Full page ad placement in event virtual program
- Website banner ad
- Swag bag inclusion
- Acknowledgment from SECO podium
- 3 Announcements on SECO social channels
- Choice of placement\*
- Giveaway/Flyers on chairs & tables during SECO specified session
- OPTION: Time at podium during SECO program
- OPTION: Host a roundtable (additional fees apply)
- OPTION: Hospitality Suite Upgrade

## Platinum

- 10'x10' Expo space (table, 2 chairs)
- 3 SECO badges included
- Email announcement to SECO subscriber list, including a message from sponsor
- Full page ad placement in event virtual program
- Website banner ad
- Swag bag inclusion
- Acknowledgment from SECO podium
- 2 Announcements on SECO social channels
- Choice of placement\*
- OPTION: Host a roundtable (additional fees apply)

\*Choice of placement is based on level of partnership & date of signed agreement.

All Partnerships include the following:

Profile on event website with link to sponsor website or social channels, logo on event signage, discounted additional staff registrations, listing in event virtual program, & more...

## Gold

- 10'x10' Expo space (table, 2 chairs)
- 2 SECO badges included
- Email announcement to SECO subscriber list
- Half page ad placement in event virtual program
- Website banner ad
- Swag bag inclusion
- 1 Announcement on SECO social channels
- Choice of placement\*

## Silver

- 10'x10' Expo space (table, 2 chairs)
- 2 SECO badges included
- Email announcement to SECO subscriber list
- Half page ad placement in event virtual program
- Choice of placement\*

\*Choice of placement is based on level of partnership & date of signed agreement.

# Sponsor & Exhibitor Packages:

Sponsor & Exhibitor Package Perks:	Presenting Sponsor	MH Display	Manager Monday	Diamond	Platinum	Gold	Silver	Bronze
8' x 8' Exhibit Space In Expo Hall * option to upgrade		X						X
10' x 10' Exhibit Space In Garden Atrium	20' space		X	X	X	X	X	
Acknowledgement on Show Graphics/Signs	X	X	X	X	X	X	X	X
Credit of 10% on Additional Signage Opportunities *limited availability	X	X	X	X	X	X	X	X
Link to Sponsor Website	X	X	X	X	X	X	X	X
Additional Staff Registrations, Comp'd	3	3	2	3	2	2	1	1
Discounted Additional Staff Registrations	X	X	X	X	X	X	X	X
Listing in Event Program	X	X	X	X	X	X	X	X
Lead Form on SECO Website	X	X	X	X	X	X	X	X
Swag Bag Inclusion	X	X	X	X	X	X	X	X
Ad in Virtual Program - 1/4 Page								X
Ad in Virtual Program - 1/2 Page					X	X	X	
Ad in Virtual Program - Full Page	X	X	X	X				
Link to Sponsor Social Media Profiles	X	X	X	X	X	X	X	
Listing in SECO Emails (name only)	X	X	X	X	X	X	X	X
Listing in SECO Emails (logo & name)	X	X	X	X	X	X	X	
Listing in SECO Email (logo, name, & description)	X	X	X	X	X	X		
Profile Page on SECO website	X	X	X	X	X	X		
Website Banner Ad	X	X	X	X	X	X		
Social Media Mentions	5	3	3	3	2	1		
Swag Pack Inclusion	X	X	X	X	X	X		
Round Table Sponsorship Opportunity, please inquire for details	X	X	X	X	X			
Choice of Preferred Location (by level & date of commitment)	X	X	X	X	X			
Acknowledgement from Podium During SECO	X	X	X	X	X			
Opportunity to Speak/Introduce Sessions (30 second spot)	2	1	All Monday	1				
Opportunity to Speak During Meal/Reception *if not sponsored	X	X		X				
Hospitality Suite Available *option for additional fee	X	X	X	X				
Giveaway on Chairs/Tables - Only during SECO designated time	X	X	X	X				
Dedicated Show Signage	X	X	X					
Hotel Atrium Banner (F2 - F10 under "Additional Opportunities")		X						
Manufacturer Panel Participation		X						
Participation in Welcome Session During SECO	X							
Logo on Lobby Welcome Banner	X							
Sole Branded Banner at Atrium Escalator (G3 in Branding Guide)	X							
	\$25,000	"lottery"	SOLD	\$7,500	\$4,900	\$3,500	\$2,500	\$1,500

# Expo Details:

## Set Up

Sunday, 9/15 - 1 PM – 6PM  
& Monday, 9/16 – 9 AM – 12 noon

## Break Down

Thursday, 9/19 – after 12 noon

## After Hour EVENTS

Monday, 9/16 –  
Welcome Reception

Tuesday, 9/17 –  
Happy Hour

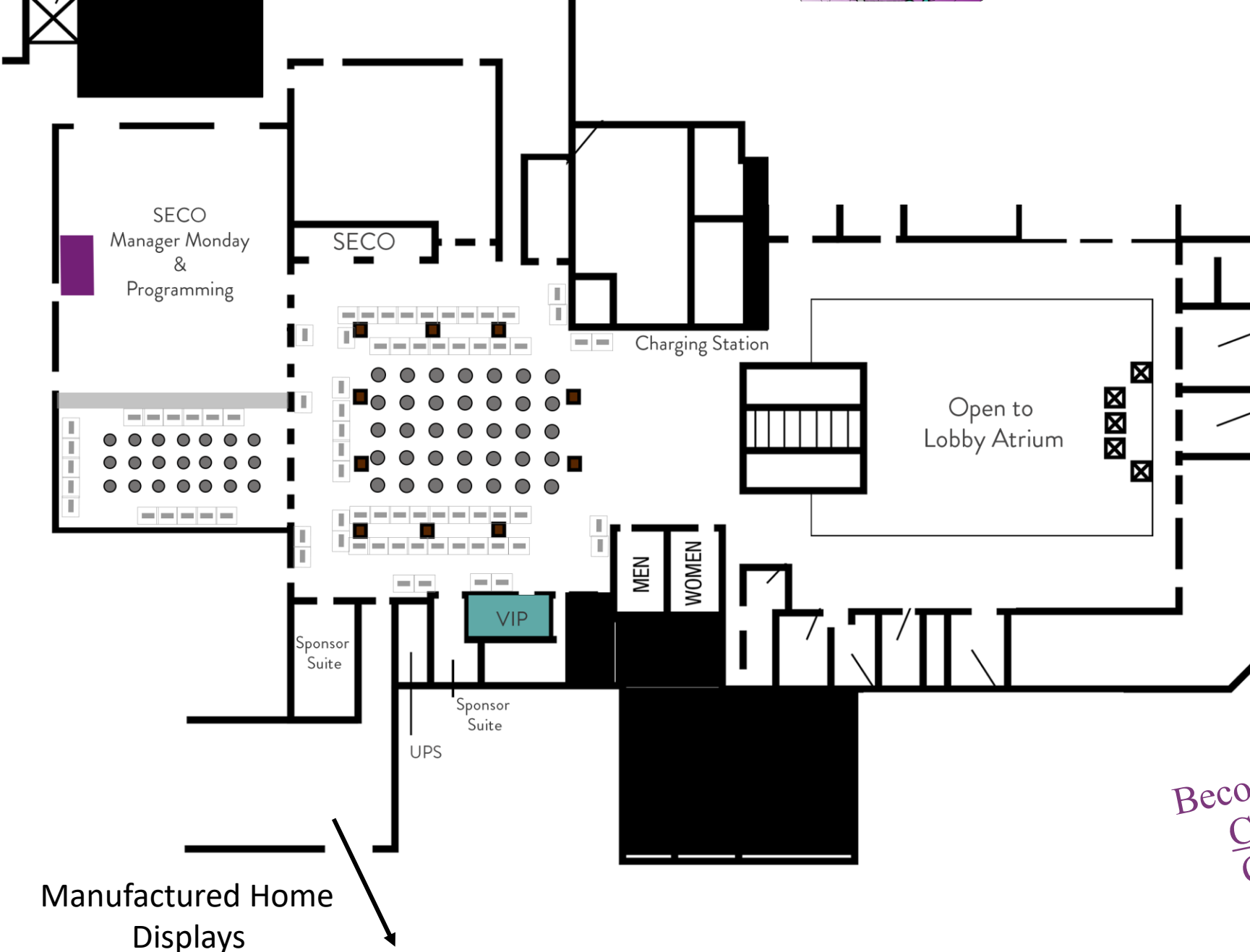
Wednesday, 9/18 –  
Reception in the  
Manufactured Home Display Area



**SECO**  
NATIONAL CONFERENCE OF  
COMMUNITY OWNERS  
*For Community Owners, By Community Owners*







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2024  
 Waverly Renaissance  
 Hotel & Conference Center

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# 2024 Additional Branding Opportunities

Branding & Signage

# Lobby Tall Banner Branding

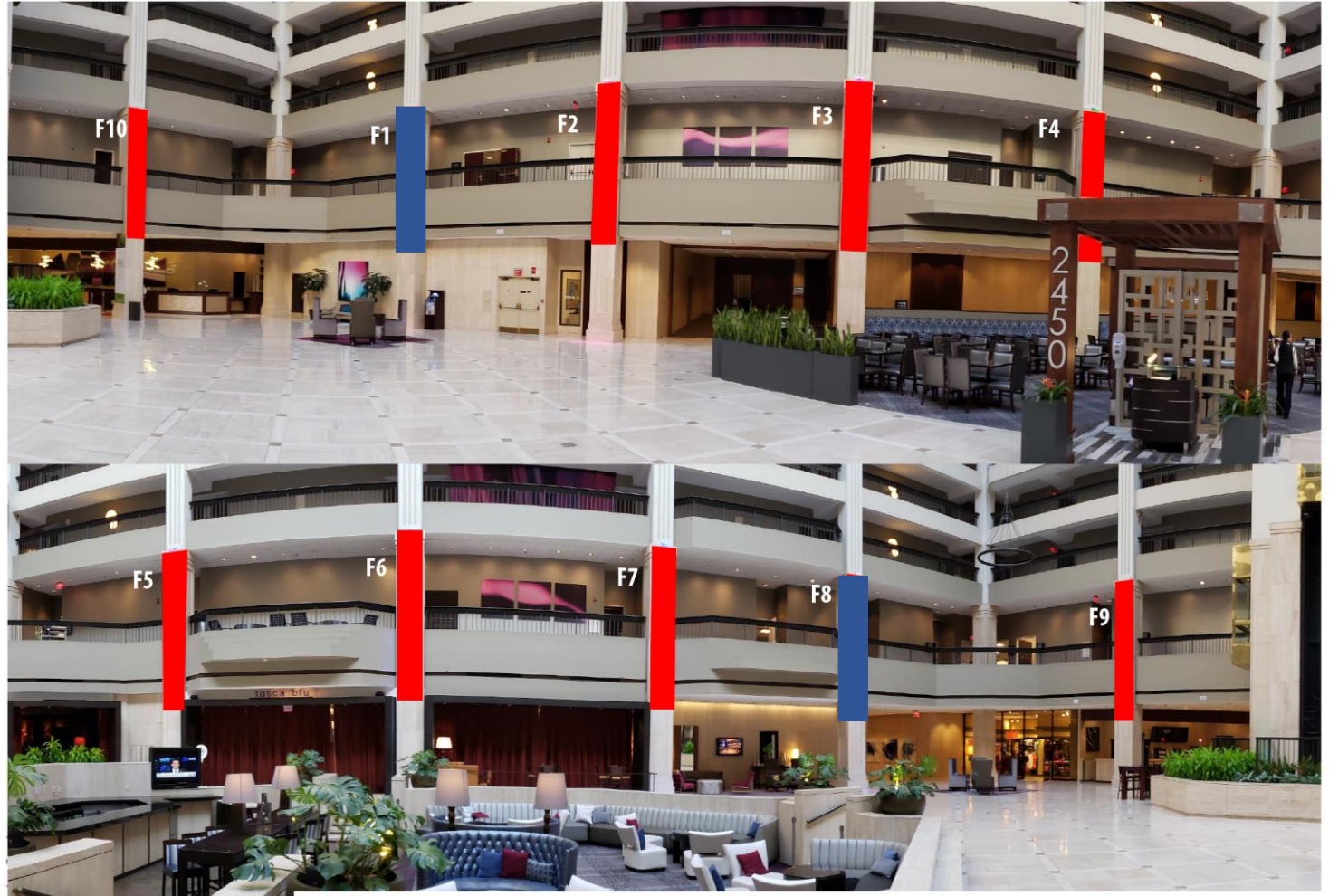
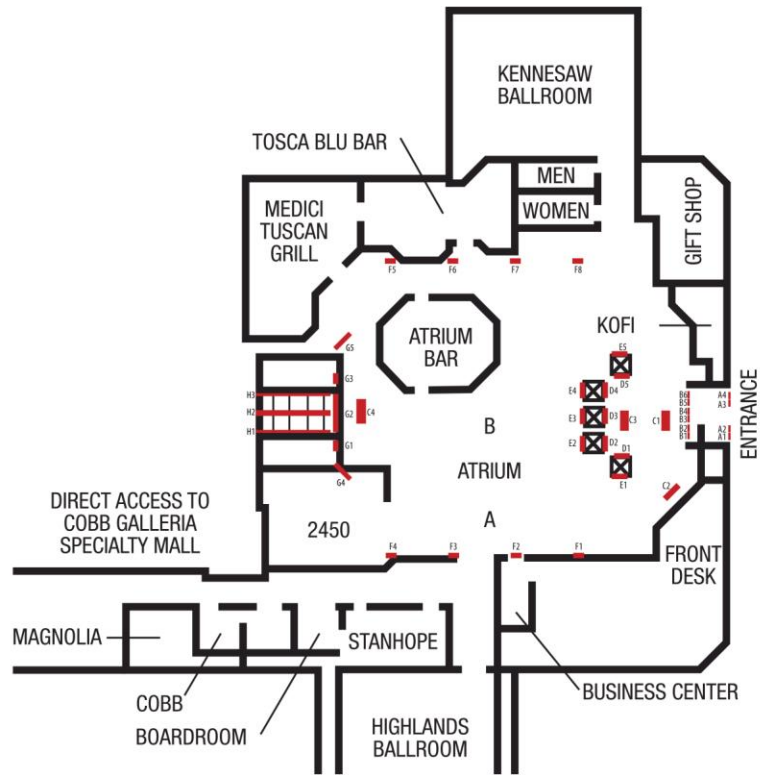
\$1,500 Each Atrium Banner

F2, F3, F4, F5, F6, F7, F9, F10

Dimensions: 42.5 in wide x 225 in tall



Atlanta Braves Banners



**Lobby Level Branding**

\$1,500 Each Floor Decal


C1,C2,C3,C4

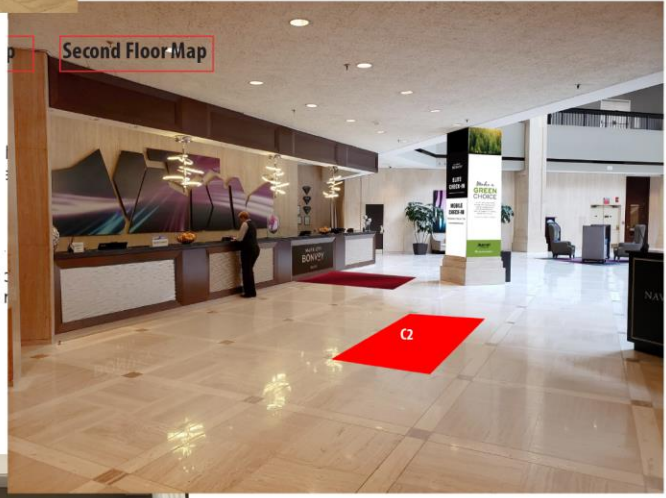
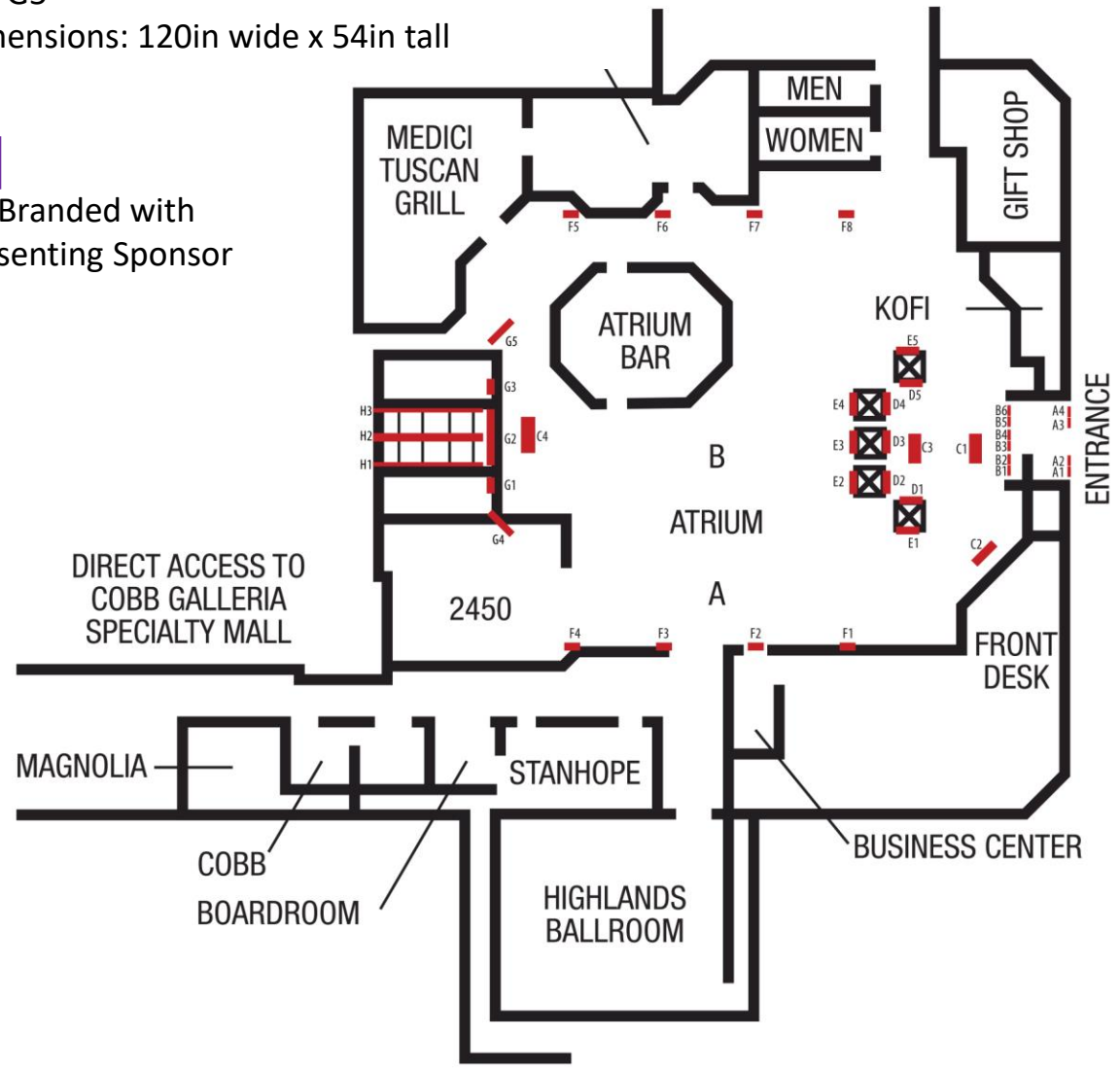
Dimensions: 8' wide x 3' tall

\$1,500 Each Atrium Balcony Banner

G4, G5

Dimensions: 120in wide x 54in tall

 Co-Branded with Presenting Sponsor



## Lobby Elevator Branding:



\$1,500 per Elevator Door Graphic

D1, D2, D3, D4, D5

Dimension Detail:

Total wrap size is 40in wide x 108in tall

Area above doors is 40in wide x 24in tall

Each of two doors is 20in wide x 84in tall

## Elevator Atrium Glass Graphics:

\$850 per Elevator TOP Window Graphic

E1T, E2T, E3T, E4T, E5T

Dimensions: 48in x 48in

\$850 per Elevator BOTTOM Window Graphic

E1B, E2B, E3B, E4B, E5B

Dimensions: 62.5in wide x 24in tall



Bar/Coffee/Restroom Side

Front Desk side



# Garden Atrium Branding

## Above Doors – Each Panel

\$1,000 Registration/SECO Hub Windows

P1,P2,P3,P4,P5,P6

\$1,500 Manufactured Home Branding

M1

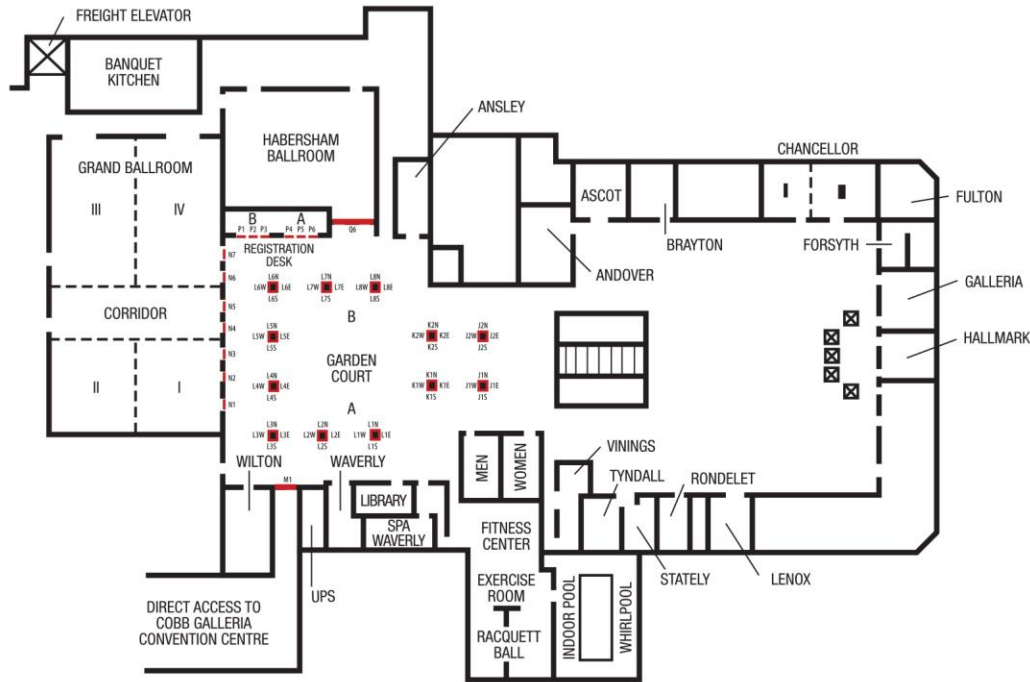
\$1,000 SECO Ballroom

N4, N5,N6,N7



\$1000 Exhibit & Dining Space

N1, N2

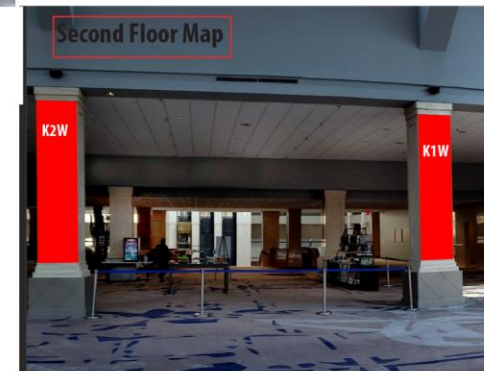


Columns – J1 – L8

\$750 per side

\$2,000 all four sides

Dimensions:32.5in wide x 85in tall



# Additional opportunities for your brand to stand out!

<b>DURING SECO 2024 Parntership Opportunities</b>	<b>Additional Cost</b>	<b>Partner Perks</b>
Welcome Reception Host on Monday 9.16	\$17,000.00	2 VIP badges, additional branding oppourtunities, logo on web page, 1 dedicated email, list of attendees
DJ Entertainment, Appetizer Displays, 2 Drink Tickets, Announce Golf Tournament Winners		
Happy Hour Mixer on Tuesday 9.17	\$15,000.00	
Entertainment, Appetizer Displays, 2 Drink Tickets		
Wednesday Manufactured Home Display Reception	please contact	2 VIP badges, additional branding opportunities, logo on web page, 1 dedicated email, list of attendees
Entertainment, Heavy Appetizers, 2 Drink Tickets		
Tuesday's Kick-Off	\$10,000.00	2 VIP badges, dedicated 5 minutes of speaking time pre or post keynote speaker, 1 dedicated email, list of attendees
SECO contracted talent, equipment, & materials		Badges for one leader and one brand rep. Additional badges are \$474 each
Meal Sponsorships:		
Monday - Manager Monday Boxed Lunch	\$3,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Tuesday Breakfast	\$3,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Tuesday Lunch	\$5,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Tuesday Afternoon Break	\$2,500.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Wednesday Breakfast	\$3,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Wednesday Lunch	\$5,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Wednesday Afternoon Break	\$2,500.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
Thursday Contintental Breakfast	\$2,000.00	Logo on main stage during meal, speaking time from main stage during meal, Signage on buffets, website logo, & social posts and stories
VIP Lounge Takeover	\$3,000.00	Logo on website and onsite in lounge
Charging Stations, located in Garden Atrium	\$2,500.00	Logo on website and onsite signage
Wireless Internet for all attendees	\$3,500.00	Logo on website and onsite signage
<b>ON-Site Exhibitors ONLY Opportunities</b>		
Banner Display in Main Hotel Lobby F2 - F10	\$1,500.00	A banner hanging in a prominent location, reaching 24' high in the main hotel lobby atrium.
Floor Graphic on Lobby Level C1, C2, C3, C4	\$1,500.00	Several oppourtunities for attendees to see your brand at their feet.
Eleveator DOOR Graphics D1, D2, D3, D4, D5	\$1,500.00	While attendees are waiting for the elevator, your brand greets them everytime.
Elevator GLASS Graphics E1, E2, E3, E4, E5 TOP	\$1,200.00	Displayed on the grand elevators, TOP of hand bar, your brand becomes a visual for all to see.
Elevator GLASS Graphics E1, E2, E3, E4, E5 BOTTOM	\$1,200.00	Displayed on the grand elevators, BOTTOM of hand bar, your brand becomes a visual for all to see.
Vinyl Banners on each side of atrium G4 & G5	\$1,500.00	Displayed on the grand Atrium ESCALATORS, your brand becomes a visual for all to see.
Center Staircase Railing H2	\$1,500.00	Displayed on the grand Atrium ESCALATORS, your brand becomes a visual for all to see.
Staircase Railing H1 & H3	\$1,000.00	Displayed on the grand Atrium ESCALATORS, your brand becomes a visual for all to see.
Garden Atrium Columns J1-L8 per side	\$750.00	Displayed IN the GARDEN Atrium
Garden Atrium Columns J1-L8 all four sides	\$2,000.00	Displayed IN the GARDEN Atrium
Branding Insert for above registration - P1-6	\$1,000.00	Displayed IN the GARDEN Atruim
Branding Insert for above doors - MH Displays M1	\$1,500.00	Displayed IN the GARDEN Atruim
Branding Insert for above doors - exhibits N1 & N2	\$2,000.00	Displayed IN the GARDEN Atruim
Branding Insert for above doors - SECO Program N3	\$2,500.00	Displayed IN the GARDEN Atrium
Lanyard Sponsorship - Your Logo on our Lanyard	\$3,500.00	High visual oppourtunity, this co logo oppourtunity will be seen by everyone for years to come in all photos.
Room Key Cards	\$3,000.00	This is a chance for the very first impression - welcome all guests to the hotel.
Swag Bag Insert	\$1,000.00	Great optics for your brand message, keep your brand infront of attendees by providing useful items.
Additional Email with Sponsor Message	\$1,000.00	Have a message you would like our attendees to see and hear? We can send out an additional message on your behalf.



# 2024 Golf Sponsorships

Monday, September 16<sup>th</sup> 2024

Chastain Park Golf Course



Networking  
With  
Industry Peers  
On the  
Golf Course  
Is  
POWERFUL



# SECO 2024 Golf Tournament Sponsor Opportunities: :

Sponsorship Opportunity	# of Sponsors	Cost	Perks
Golf Tournament Title Sponsor	1	\$3,000	SECO24 Golf Tournament Presented by <SPONSOR NAME>
Trophy Sponsor	1	\$2,000	Sponsor provides trophies for golfers
Hole-in-One Sponsor	1	\$2,000	Big cash or physical prize (Hole-in-One insurance to cover cost if someone wins it)
Closest-to-the-Pin Sponsor	1	\$1,000	Cash prize for shot that lands closest to the pin on a specific hole.
Longest Drive Sponsor	1	\$1,000	Cash prize for farthest drive on a specific fairway (usually a par-5 hole).
Golf Cart Sponsor	1	\$1,000	Sponsor's logo on all golf carts used for event
Photo Sponsor	1	\$1,000	Sponsor provides photographer on 1st tee and has logo on pictures given to each player
Bar Sponsor	1	\$950	Sponsorship of drink ticket(s) for use at clubhouse bar
Beverage Cart Sponsor	1	\$800	Sponsor's logo on beverage cart
Lunch/Reception Sponsor	1	\$750	Sponsor's logo on signage
Golf Ball Sponsor	1	\$500	Sponsor provides a sleeve of golf balls with their logo on it for all golfers.
Putting Green Sponsor	1	\$300	Sponsor's logo on signage
Practice Putting Green Sponsor	1	\$300	Sponsor's logo on signage
Hole Sponsor	15	\$200	Sponsor's logo on signage
<b>Golfer Swag Bag Items:</b>			
Backpack	1	\$500	Sponsor provides 100 backpacks to put swag in with their logo on it for all golfers.
Valuables pouch	1	\$500	Sponsor provides 100 valuable pouches with their logo on it for all golfers.
Bag tag/towel	1	\$500	Sponsor provides 100 bag tags and towels with their logo on it for all golfers.
Water bottle	1	\$500	Sponsor provides 100 water bottles with their logo on it for all golfers.
Golfer's glove	1	\$500	Sponsor provides 100 golfer's gloves with their logo on it for all golfers.
Divot repair tool	1	\$500	Sponsor provides 100 repair tools with their logo on it for all golfers.
Golf tees	1	\$500	Sponsor provides at least 300 golf tees with their logo on it for all golfers.
Ball Marker	1	\$500	Sponsor provides 100 ball markers with their logo on it for all golfers.

# Details:

Registration Opens  
Monday, 9/16 –  
9:00 AM – 9:45 AM

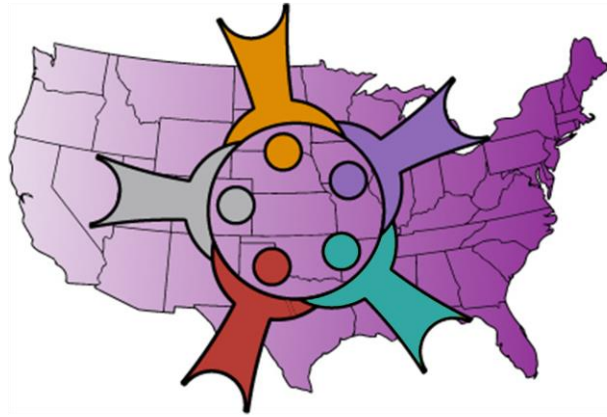
Lunch on the Turn  
11:00 AM - 2:00 PM

Award Ceremony  
Waverly Renaissance Hotel Lobby



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**SECO** 501(c)(3)

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# Ready to join us?

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Or you may call/text Kristin

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