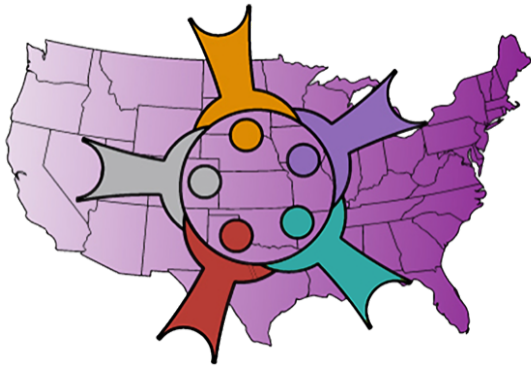




SECO

501(c)(3)

**NATIONAL CONFERENCE OF
COMMUNITY OWNERS**

For Community Owners, By Community Owners

2026 Sponsorship Prospectus



Connecting Live · October 6–8, 2026

The Hotel at Avalon · Alpharetta, Georgia



Showcase YOUR products and services at the **LEADING** conference for owning & managing successful communities

The room where community owners make buying decisions

SECO isn't a trade show you exhibit at — it's the annual gathering where manufactured housing community owners and operators come to solve problems. If they buy what you sell, they're in this room.

72%

of attendees are community owners & operators

700+

attendees

35+

states represented

14

years running

An audience of decision-makers

Nearly three of every four attendees own or operate communities — the people who sign purchase orders for homes, financing, insurance, software, utilities, and infrastructure.

Buyers with intent

Attendees come specifically to find solutions: face-to-face expo time over 2.5 days with owners actively comparing vendors and asking for recommendations.

A brand presence that outlasts the event

Your logo works year-round — on the SECO website, in emails to the full subscriber list, across our social channels, and in the event app attendees keep using.

A pipeline, not just a booth

Pre-event attendee lists (Gold and up) let you book meetings before the show; post-event lists let every sponsor follow up while conversations are warm.

More than 25 sponsors have already committed to SECO26. Your sponsorship also does good: SECO is a 501(c)(3), and net proceeds fund projects for veterans and first responders living in manufactured housing communities.



ABOUT THE CONFERENCE

What is SECO — and who attends?

"Created For Community, By Community Leaders." For over 14 years, SECO has been the premier conference for owning and managing successful manufactured home communities. As a non-profit 501(c)(3), net proceeds fund projects for veterans and first responders living in manufactured housing communities.

More than 700 community owners; national, onsite, and third-party managers; manufacturers, lenders, retailers, and other industry personnel attend SECO every year. Programming focuses on those owning one to 100 communities — owners and investors, general managers, and community managers.

What the week feels like

A 2.5-day blitz: packed educational sessions led by industry leaders, an expo hall where organic networking actually happens, a manufactured-home display in the courtyard, and evening events where relationships turn into business.



Every benefit, side by side

Benefit	Presenting \$15,000 · sole spot	Platinum \$9,500	Gold \$5,000	Silver \$3,500	Bronze \$2,000
Expo space	2 side-by-side	10'x16'	10'x10' · Gold area	10'x10'	8'x8'
Booth selection priority	1st pick	2nd pick	3rd pick	4th pick	5th pick
Complimentary badges	Up to 4	Up to 4	Up to 3	Up to 2	1
Virtual program ad	Full page	Full page	Half page	Half page	Quarter page
Website listing	Logo in site header	Larger logo	Large logo	Logo	Name
Logo/name in strategic email blasts	Logo	Logo	Logo	Logo	Name
Whova event app listing	Logo	Logo	Logo	Logo	Name
Hotel lobby banners	Logo	Logo	Logo	Logo	Name
Social media posts	3 · incl. video	3	2	1	1
Website ads (site-wide rotation)	2	2	2	1	1
Attendee lists	Pre + post	Pre + post	Pre + post	Post-event	Post-event
Signage · Intro Session	✓	✓	✓	✓	✓
Email ads	2	2	1	—	—
Session or roundtable co-sponsorship	First choice	Second choice	Third choice	—	—
Swag bag inclusion	✓	✓	✓	—	—
Email to the SECO subscriber list	Dedicated email	Dedicated email	Dedicated email	—	—
Podium time	Daily · 5 min	5 min · one day	—	—	—
Hotel lobby & VIP lounge branding	Specialty + video loop	Specialty + video loop	—	—	—
Meal sponsorship	First choice	Second choice	—	—	—
Hospitality suite · sole banners · panel	✓	—	—	—	—

Tier availability is live at secoconference.com/sponsor — Presenting is a single exclusive spot, and Platinum is limited.

What each benefit means

Every benefit in the comparison applies to each tier that shows it — here's what each one includes. Exact quantities and sizes by tier are on the comparison on page 4.

Virtual program ad. Your display ad in the digital conference program, sized by tier (quarter, half, or full page).

Website listing. Your logo — company name for Bronze — across the SECO website, sized and ranked by tier.

Social media posts. Announcement posts about your company on SECO's social channels; Presenting's set includes a video feature.

Website ads. Display ads that rotate site-wide across secoconference.com; higher tiers receive more slots and airtime.

Dedicated email. A standalone email dedicated to your company, sent to SECO's full subscriber list. You supply the content and assets; we send it.

Email ad. Your ad placed in a SECO email newsletter to the subscriber list.

Strategic email blasts. Your logo — company name for Bronze — featured in SECO's recurring email blasts.

Attendee lists. Contact lists for follow-up: pre-event (Gold and up) plus post-event; Silver and Bronze receive the post-event list.

Whova app listing. Your company profile in the Whova event app attendees use throughout the conference. Your logo appears for Silver and up; Bronze is listed by name.

Hotel lobby banners. The shared sponsor banners in the hotel lobby, carrying your logo for Silver and up; Bronze is listed by name.

Meal sponsorship. Your logo on signage at the buffet for the meal you choose (Presenting picks first, then Platinum). You may also provide branded napkins and similar items at your own cost.

Swag bag inclusion. A branded item of yours placed in every attendee's swag bag.

Session / roundtable co-sponsorship. Co-host a conference session or roundtable; topics are subject to SECO committee approval.

Hospitality suite. A private suite (Presenting only) for hosting meetings and guests during the event.

Deliverable specs and deadlines — artwork sizes, ad dimensions, and submission dates — are shared in your sponsor onboarding once you commit.

CHOOSE YOUR LEVEL

What makes each tier special

Presenting

\$15,000

Sole presenting spot
Up to 4 badges

- ✓ Logo beside the SECO logo in the website header
- ✓ Daily podium time (up to 5 min each day)
- ✓ 1st pick of booth placement · 2 side-by-side spaces
- ✓ Dedicated email to the full subscriber list
- ✓ Hospitality suite & sole branded banners
- ✓ Video social feature · manufacturer panel · first meal pick

Platinum

\$9,500

Up to 4 badges

- ✓ 10'x16' expo space · 2nd pick of placement
- ✓ Podium time on your designated day
- ✓ Dedicated email to the full subscriber list
- ✓ Video loop in the VIP lounge
- ✓ Specialty branding in the hotel lobby
- ✓ Second pick of meal sponsorship

Gold

\$5,000

Up to 3 badges

- ✓ 10'x10' space in the Gold Booth area · 3rd pick
- ✓ Co-sponsor a session or roundtable
- ✓ Dedicated email to the full subscriber list
- ✓ 1 email ad · 2 website ads in our site-wide rotation
- ✓ Pre-event attendee list
- ✓ Welcome + company spotlight posts

Silver

\$3,500

Up to 2 badges

- ✓ 10'x10' expo space · 4th pick of placement
- ✓ Logo on our website (above Bronze)
- ✓ 1 website ad in our site-wide rotation
- ✓ Logo in strategic email blasts
- ✓ Half-page virtual program ad
- ✓ Welcome post on our social channels

Bronze

\$2,000

1 badge

- ✓ 8'x8' expo space (table, 2 chairs)
- ✓ Quarter-page virtual program ad
- ✓ Company name on our website
- ✓ Welcome post on our social channels
- ✓ 1 website ad in our site-wide rotation
- ✓ Post-event attendee list

Every tier also includes the full comparison on page 4 — Whova listing, signage acknowledgment, and the Sponsor Intro Session at Opening Ceremonies. Expo spaces include a table and two chairs. Session and roundtable topics are subject to SECO committee approval.

ADDITIONAL SPONSORSHIPS

À la carte opportunities

Add these to any tier — or purchase them on their own. Several are exclusive; early commitment secures them.

Rotunda Spotlight **\$12,000 solo · \$8,000 shared**

Exclusive branding in the Rotunda at the Expo Hall entrance — the signature space every attendee walks through.

Tuesday Mentalist **\$7,500**

Branded signage and an on-stage introduction at the Tuesday evening mentalist performance.

TV Feed Lounge (doubles as booth) **\$7,000**

Exclusive branding in the TV feed lounge with signage and logo placement; doubles as your booth.

Monday Happy Hour **\$6,000**

Host the Monday evening networking mixer with branded signage, napkins, and a welcome address.

Digital Program — RVMH Hall of Fame **\$5,000**

Exclusive sponsorship of the SECO 2026 digital conference program.

Hotel Lobby Lounge **\$5,000**

Prominent branding in the hotel lobby lounge where attendees gather throughout the event.

Tuesday Reception Co-Host **\$4,000 each**

Co-host the Tuesday evening reception with signage, a welcome address, and premium visibility — up to four co-hosts.

Key Card **\$3,000**

Your brand on every attendee's hotel key card — visibility for the entire stay.

Charging Lounge **\$2,500**

Branded signage in the high-traffic device charging lounge, active all day.

Lanyard **\$2,500**

Your branding on the conference lanyard worn by every attendee.

WiFi **\$2,500**

Your brand on the WiFi network name and login page — seen many times a day.

Current availability for every item is live at secoconference.com/sponsor.



The Hotel at Avalon — Alpharetta, Georgia



Business & pleasure rarely meet like this. The Hotel at Avalon is an Autograph Collection property immersed in the walkable shops and restaurants of Avalon — farm-to-table cuisine, well-crafted cocktails, and conference convenience in one place.

The expo hall, general session, rotunda, and sponsor lounges sit steps apart on one floor, with the manufactured-home display in the adjacent courtyard — sponsors stay in the middle of the action all three days.

Expo schedule

Expo hours

Full day Tuesday, Wednesday & Thursday —
October 6–8, 2026

Set up

Monday, October 5 · 10 AM – 8 PM · complete
by Tuesday 8 AM

Tear down

Thursday, October 8 · 11 AM – 5 PM

After hours

Monday, October 5 — Happy Hour Mixer
(sponsorship available)

Ready to join us?

Email us at

EventPlanning@SECOconference.com

Or call/text · Heather: 217-246-2217 · Kristin: 770-378-8408

Explore tiers and live availability at **secoconference.com/sponsor**

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