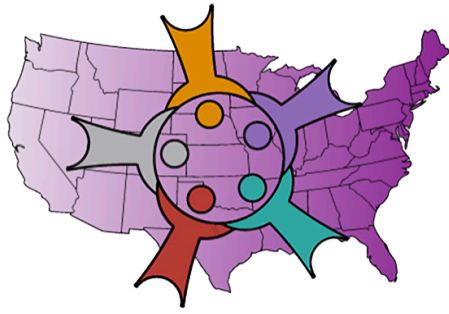




SECO

501(c)(3)

**NATIONAL CONFERENCE OF
COMMUNITY OWNERS**

For Community Owners, By Community Owners

2027 Sponsorship Prospectus

October 5–7, 2027

The Hotel at Avalon · Alpharetta, Georgia



Where the industry comes together and every connection counts

WHY SPONSOR SECO

Big ideas. Real access. Powerful connections.

SECO brings community owners, operators and industry partners together in an energetic, relationship-driven setting designed for conversation, discovery and connection.

35+

states represented

2.5

days of exposure

14+

years running

An audience of decision-makers

Most attendees own or operate communities. They're the people who choose the homes, financing, insurance, software, utilities and infrastructure their communities buy.

Be seen

Your brand where attendees gather: the expo hall, the stage, the networking events, and the website and emails before and after the show.

Engage

Face-to-face time in the expo hall over 2.5 days, with owners who are actively comparing vendors.

Connect

Every sponsor gets the post-event attendee list, so you can follow up while the conversations are still warm.

Your sponsorship also does good. SECO is a 501(c)(3) nonprofit, and net proceeds fund projects for veterans and first responders living in manufactured housing communities.



ABOUT THE CONFERENCE

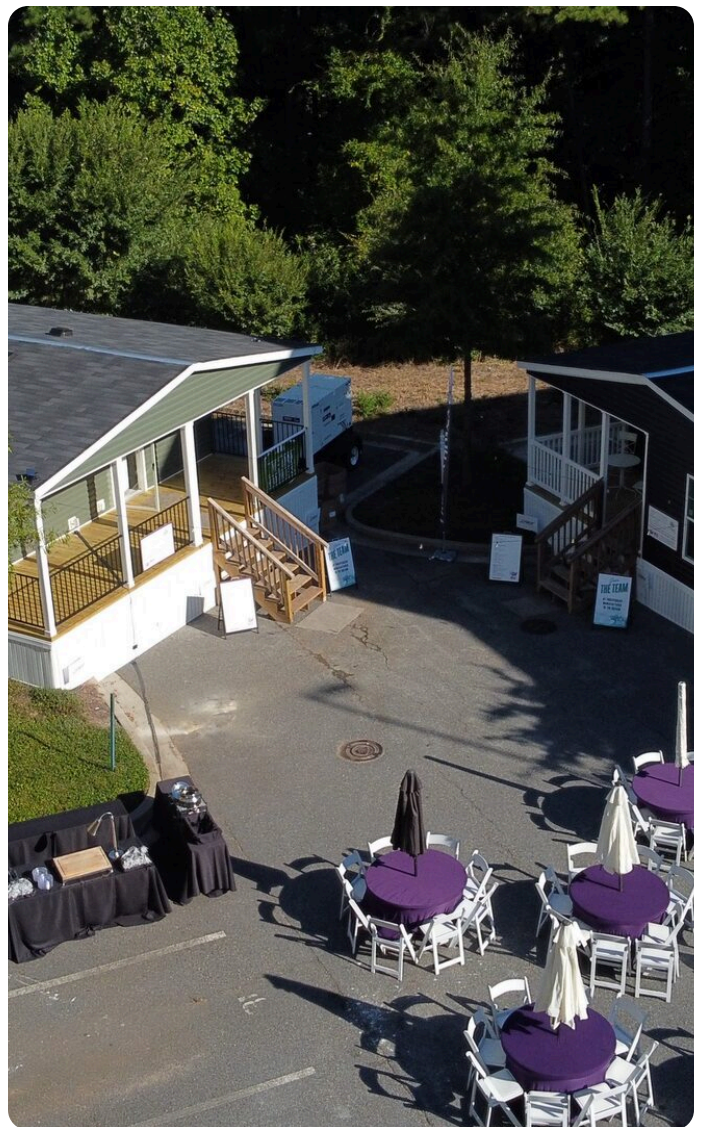
What is SECO, and who attends?

For community owners, by community owners. For over 14 years, SECO has been the conference for owning and managing successful manufactured home communities.

Community owners and their managers (national, onsite and third-party) attend every year, along with manufacturers, lenders, retailers and other industry partners. Programming focuses on people who own one to 100 communities: owners and investors, general managers and community managers.

What the week feels like

Two and a half days of educational sessions led by industry leaders, an expo hall where the networking actually happens, a manufactured home display in the courtyard, and evening events where relationships turn into business.



Five packages at a glance

Each package includes everything in the one below it, and more. The full list is on the next page, and every benefit is explained on pages 6 and 7.

Presenting

\$14,995

One sponsor

Booths or ½ Rotunda

- ✓ Logo beside the SECO logo on every web page
- ✓ Daily podium time
- ✓ Hospitality suite

Up to 4 badges

1st booth pick

- ✓ Sole branded banners at SECO27
- ✓ First choice of meal sponsorship
- ✓ Manufacturer panel participation

Platinum

\$5,995

Limited

10'x16' booth

Up to 3 badges

2nd booth pick

- ✓ Podium time on your designated day
- ✓ Video loop in the VIP lounge
- ✓ Specialty branding in the hotel lobby

- ✓ Second choice of meal sponsorship
- ✓ Full-page program ad
- ✓ Dedicated email to the subscriber list

Gold

\$4,495

10'x10' booth, Gold area

Up to 2 badges

3rd booth pick

- ✓ Dedicated email to the subscriber list
- ✓ Pre-event attendee list
- ✓ Co-sponsor a session or roundtable

- ✓ Swag bag inclusion
- ✓ Half-page program ad
- ✓ 2 website ads and 1 email ad

Silver

\$2,995

10'x10' booth

Up to 2 badges

4th booth pick

- ✓ Half-page program ad
- ✓ Your logo on the website, in emails and in the event app

- ✓ 1 website ad
- ✓ Welcome post on our social channels

Bronze

\$1,745

8'x8' booth

1 badge

5th booth pick

- ✓ Quarter-page program ad
- ✓ Your name on the website, in emails and in the event app

- ✓ 1 website ad
- ✓ Welcome post on our social channels

Every package also includes the post-event attendee list, recognition on show signage and the Sponsor Intro Session at Opening Ceremonies. Tier availability is live at secoconference.com/sponsor.

Booth picks within each tier go in the order payment is confirmed: the earlier you sign up and pay, the earlier you choose.

Every benefit, side by side

Benefit	Presenting \$14,995	Platinum \$5,995	Gold \$4,495	Silver \$2,995	Bronze \$1,745
YOUR BOOTH AND TEAM					
Expo space	Booths or ½ Rotunda	10'x16'	10'x10'	10'x10'	8'x8'
Booth selection priority	1st	2nd	3rd	4th	5th
Complimentary badges	Up to 4	Up to 3	Up to 2	Up to 2	1
BEFORE THE SHOW, AND ALL YEAR					
Website listing	Logo on every page	Larger logo	Large logo	Logo	Name
Website ads	2	2	2	1	1
Social media posts	3 posts · incl. video	3 posts	2 posts	1 post	1 post
Strategic email blasts	Logo	Logo	Logo	Logo	Name
Email to subscriber list	Dedicated email	Dedicated email	Dedicated email	—	—
Email ads	2	2	1	—	—
Pre-event attendee list	✓	✓	✓	—	—
AT THE SHOW					
Virtual program ad	Full page	Full page	Half page	Half page	Quarter page
Event app listing	Logo	Logo	Logo	Logo	Name
Hotel lobby banners	Logo	Logo	Logo	Logo	Name
Show graphics/signage	✓	✓	✓	✓	✓
Sponsor Intro Session	✓	✓	✓	✓	✓
Swag bag inclusion	✓	✓	✓	—	—
Session or roundtable	First choice	Second choice	Third choice	—	—
Podium time	Daily · 5 min	5 min · one day	—	—	—
VIP lounge video loop	✓	✓	—	—	—
Hotel lobby branding	✓	✓	—	—	—
Meal sponsorship	First choice	Second choice	—	—	—
Hospitality suite	✓	—	—	—	—
Sole branded banners at SECO27	✓	—	—	—	—
Manufacturer panel participation	✓	—	—	—	—
Literature/giveaway on chairs/tables	✓	—	—	—	—
AFTER THE SHOW					
Post-event attendee list	✓	✓	✓	✓	✓

What each benefit means

Every benefit from the comparison on page 5, in the same order, with who gets it.

YOUR BOOTH AND TEAM

Expo space. Your booth in the expo hall, with a table and two chairs. Presenting chooses two side-by-side spaces or half of the Rotunda at the Expo Hall entrance. Gold booths are in the Gold Booth area.

Presenting: booths or ½ Rotunda · Platinum 10'x16' · Gold and Silver 10'x10' · Bronze 8'x8'

Booth selection priority. Tiers pick booths in order, Presenting first and Bronze last. Within a tier, sponsors pick in the order their payment is confirmed.

The earlier you sign up and pay, the earlier you choose your booth.

Complimentary badges. Full-conference Industry Supplier badges for your team, included in your package. Bringing more people? Extra sponsor badges are \$425 each, with no limit.

Presenting up to 4 · Platinum up to 3 · Gold and Silver up to 2 · Bronze 1

BEFORE THE SHOW, AND ALL YEAR

Website listing. Your company on the SECO website, ranked by tier. Presenting's logo sits beside the SECO logo in the header of every page. Platinum's is larger, above Gold, Silver and Bronze. Gold's is large, above Silver and Bronze. Silver's logo is above the Bronze listings, and Bronze is listed by name.

Website ads. Your display ads in the site-wide rotation on secoconference.com.

Presenting, Platinum and Gold 2 · Silver and Bronze 1

Social media posts. Posts about your company on SECO's social channels. Every sponsor gets a welcome announcement. Gold and up add a company spotlight, Platinum adds a pre-event booth feature, and Presenting adds a video feature.

Strategic email blasts. Your logo in SECO's regular email blasts to the subscriber list. Bronze is named, without a logo.

Email to subscriber list. A dedicated email about your company alone, sent to SECO's full list of 29,000+ subscribers. You supply the content and we send it.

Presenting, Platinum and Gold

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

Presenting and Platinum 2 · Gold 1

Pre-event attendee list. The attendee contact list before the show, so you can book meetings ahead of time.

Presenting, Platinum and Gold

THE DETAILS, CONTINUED

AT THE SHOW

Virtual program ad. Your display ad in the digital conference program.

Presenting and Platinum full page · Gold and Silver half page · Bronze quarter page

Event app listing. Your company in the event app attendees use throughout the conference. Your logo for Silver and up, your name for Bronze.

Hotel lobby banners. The shared sponsor banners in the hotel lobby. Your logo for Silver and up, your name for Bronze.

Show graphics/signage. Sponsor acknowledgment on the show's graphics and signage.

Every sponsor

Sponsor Intro Session. Your part in the Sponsor Intro Session at Opening Ceremonies.

Every sponsor

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

Presenting, Platinum and Gold

Session or roundtable. Co-sponsor a conference session or sponsor a roundtable. Presenting chooses first, then Platinum, then Gold. Topics are subject to SECO committee approval.

AFTER THE SHOW

Post-event attendee list. The attendee contact list after the show, so you can follow up while conversations are warm.

Every sponsor

Podium time. Up to 5 minutes at the podium.

Presenting gets it every day, and Platinum on its designated day.

VIP lounge video loop. Your video playing on a loop in the VIP lounge.

Presenting and Platinum

Hotel lobby branding. Specialty branding for your company in the hotel lobby.

Presenting and Platinum

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

Hospitality suite. A private suite for hosting meetings and guests during the event.

Presenting

Sole branded banners at SECO27. Banners at the show that carry your brand alone.

Presenting

Manufacturer panel participation. A place on SECO's manufacturer panel.

Presenting

Literature/giveaway on chairs/tables. Your literature or giveaway placed on attendees' chairs or tables.

Presenting

À la carte sponsorships

Add any of these to a package, or buy them on their own. On their own, they don't include a sponsor listing, a discount code or complimentary badges.

HIGH-IMPACT EXPERIENCES

Rotunda Spotlight (Shared) **\$6,000**

Half of the Rotunda at the Expo Hall entrance, the space every attendee walks through, shared with one other sponsor.

Keynote Spotlight **\$5,000**

Sponsor the keynote with branded signage and an introduction from the stage.

Monday Happy Hour **\$4,000**

Host the Monday evening networking happy hour with branded signage, napkins and a brief welcome address.

TV Feed Lounge **\$2,500**

Exclusive branding in the TV feed lounge with signage, branded materials and logo placement.

DIGITAL + CONNECTION

Dedicated Email Blast **\$1,250**

A dedicated email from your company to SECO's full list of 29,000+ subscribers.

Daily Schedule Email **\$500**

Your logo in the daily schedule email sent to every registered attendee during the conference.

Digital Program **\$500**

Exclusive sponsorship of the digital conference program.

ATTENDEE EXPERIENCE

Key Card **\$2,500**

Your brand on every attendee's hotel key card for the whole stay. Deadline: August 15, 2027.

Lanyard **\$2,500**

Your brand on the conference lanyard every attendee wears. Deadline: August 15, 2027.

Coffee Station **\$1,500**

Your brand on the coffee station signage, where attendees gather between every session.

Charging Lounge **\$1,250**

Branded signage and materials in the device charging lounge, a high-traffic area all day.

WiFi **\$1,250**

Your brand on the WiFi network name and login page, seen several times a day.

Water Stations **\$750**

Your brand on the water station signage attendees return to all day.

Breakfast Table **\$300**

Your brand on the signage at a breakfast table.

Have an idea? Let's build it together.

Wednesday Reception Co-Host

Co-host the Wednesday evening reception alongside SECO. A custom partnership, starting at \$5,000.

Thursday L-O Infill & Upgrade Workshop

Podium recognition, logo placement and visibility throughout the workshop. \$750.

How it works

Choosing your booth: sign up early

Booths are picked in tier order: Presenting, Platinum, Gold, Silver, then Bronze. Within each tier, sponsors pick in the order their payment is confirmed. **The earlier you sign up and pay, the earlier you choose your booth.**

Bringing your team

Your package includes complimentary badges. Extra sponsor badges for your staff are \$425 each, as many as you need.

After you sign up

Your sponsor onboarding covers deliverable specs and deadlines (artwork, ad sizes and submission dates), plus set-up and tear-down times.

The Hotel at Avalon, Alpharetta, Georgia

An Autograph Collection hotel in the walkable shops and restaurants of Avalon. The expo hall, general session, Rotunda and sponsor lounges are steps apart on one floor, with the manufactured home display in the courtyard next door.





Put your brand where the conversations happen

Email us at

EventPlanning@SECOconference.com

Or call or text Kristin: 770-378-8408

Compare packages and see live availability at **secoconference.com/sponsor**

SECO is a 501(c)(3) nonprofit. Net proceeds fund projects for veterans and first responders living in manufactured housing communities.