



2024

REIMAGINE! PROSPECTUS

REImagine! Conference & Expo
Long Beach Convention Center
Pre-Conference (paid events) Day - September 24

Expo Hall Open to Attendees
September 25-26
9 am - 5 pm each day

Hall Crawl - Dedicated "Expo Only" Hours.*
September 25, 11:20 am - 1:45 pm
September 26, 12:00 pm - 1:45 pm



*NO CLASSES OR CONTENT HELD DURING THESE HOURS TO DRIVE MORE ATTENDEES TO THE EXPO HALL. TIMES SUBJECT TO CHANGE.

No amount of technology can take the place of meeting your prospects face-to-face. REImagine! is your chance to meet with 8,000 motivated REALTORS®, brokers, top-producers, and decision-makers.

REunite with your audience, REinvigorate your lead list, and REenergize your sales funnel at REImagine!

Here's what exhibitors had to say about being in the show:



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Reimagine!

YOUR TARGET AUDIENCE WILL BE THERE. WILL YOU?

As the largest state REALTOR® conference in the country, the C.A.R. annual event is a magnet for real estate professionals working in residential and commercial property sales and management. C.A.R. attendees are industry professionals seeking innovative solutions, products and resources.

8K+
ATTENDEES



250+
EXHIBITOR
BOOTHS

WHO ATTENDS?

- Independent agents, brokers, franchise owners, managers, decision makers, real estate thought leaders
- 8,000+ attendees
- Residential real estate experts – 81%
- Property managers – 19%
- Commercial real estate executives – 14%

WHAT'S THE CONFERENCE LIKE?

- Pre-Conference day on September 24 consists of paid classes and specialty events for Tech Tuesday, Broker Focus and YPN (Young Professionals Network)
- REImagine! Conference & Expo is held September 25 and 26 offering free content sessions covering a wide range of industry topics aimed at increasing business and providing solutions
- Attendance to REImagine! content and Expo is FREE for C.A.R. members
- Exhibit hall is open throughout the day on September 25 and 26 along with special "hall crawl" hours on both days when ONLY the exhibit hall is open to increase booth traffic (no sessions during that time)
- Multiple content sessions operate simultaneously
- One keynote luncheon
- Thousands of REALTORS® meet, greet, network, learn, and have a great time at receptions and social gatherings
- The exhibit hall is home to 250+ booths

WHERE/WHEN?

REImagine! Conference & Expo

Long Beach Convention Center

Expo Hall Open – September 25 - 26 from 9am – 5pm

Hall Crawl - Dedicated "Expo Only" Hours*

September 25, 11:20 am - 1:45 pm

September 26, 12:00 pm - 1:45 pm

*You won't find many
other industry events
with dedicated Expo
only hours to drive more
traffic to your booth!*



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EVENT STATS

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"From start to finish this show was fantastic! The conversations we had, the booth placement, the exhibitor giveaway at the end of booth hours - all fantastic!" – Sr. Training Event Specialist, Dotloop

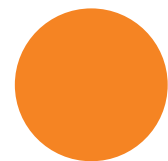
- 87% of exhibitors consider REImagine! to be a "must exhibit" event.
- 86% of exhibitors are happy with the number of leads they generated.
- 80% of exhibitors are very or extremely satisfied with REImagine!
- 100% of exhibitors who participated in "The Hunt" said it brought them more traffic than the booths around them.
- 100% of exhibitors who participated in "The Hunt" said they would do it again next time.
- 76% of exhibitors rated their ROI pretty good or great in comparison with other expos.
- 96% of attendees visited the Expo Hall
- 92% of attendees were satisfied to extremely satisfied with the number of exhibitors

WHAT TYPES OF EXHIBITORS DO ATTENDEES WANT TO SEE MORE OF?*

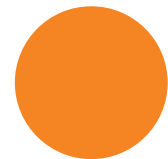
- Tech Companies
- Marketing Tools
- Social Media Experts
- Lead Gen Tools / Resources
- Client Gift Options
- Contractors / Home Remodeling
- Lifestyle Brands
- Real Estate Coaching
- Sign Vendors
- Website / Graphic Designers
- Smart Home Technology
- Home Staging / Interior Designers
- Real Estate Branded Clothing Attire



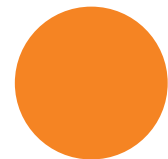
C.A.R. MEMBER DEMOGRAPHICS*



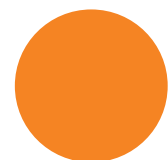
86% have their own real estate website



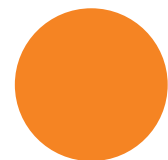
91% use social media for business



92% recommend products and services to their clients



\$2.3M median sales volume



\$119K median household income

2024 C.A.R. MEMBERSHIP*: 215,000+

AGE

Average Age – 53.9

Millennials – 8%

Gen X – 25%

Boomer – 56%

Greatest – 11%

INDUSTRY ROLE

Sales/Broker Associate – 74%

Broker/Owner – 21%

Manager – 3%

Other – 1%

YEARS IN THE BIZ

More than 10 – 60%

5 to 10 – 12%

1 to 4 – 20%

Less than one – 6.5%



LOGISTICS

EXPO HOURS

HALL OPEN TO ALL ATTENDEES

Wed 9/25 — 9 AM - 5 PM

Thurs 9/26 — 9 AM - 5 PM

BOOTH SET UP

MOVE IN FOR ALL BOOTHS

Mon 9/23 — 1 PM - 4 PM

Tues 9/24 — 8 AM - 5 PM

HALL CRAWL*

NO CONTENT SESSIONS;
DEDICATED "EXPO ONLY" HOURS

Wed 9/25 — 11:20 AM - 1:45 PM

Thurs 9/26 — 12 PM - 1:45 PM

BOOTH TEAR DOWN**

MOVE OUT FOR ALL BOOTHS

Thurs 9/26 — 5:01 PM - 9 PM

Fri 9/27 — 8 AM - 12 PM

EXHIBITOR SIGN-UP FORM [CLICK HERE](#)

CURRENT EXPO HALL FLOOR PLAN [CLICK HERE](#)



BOOTH COSTS

CURRENT EXPO HALL FLOOR PLAN [CLICK HERE](#)

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STANDARD ZONE

\$3,250* 10' x 10'

\$6,500* 10' x 20'

\$13,800 20' x 20'

* ADD \$200 FOR EACH CORNER

PREMIUM ZONE (FRONT OF HALL)

\$3,750* 10' x 10'

\$7,500* 10' x 20'

\$15,800 20' x 20'

* ADD \$200 FOR EACH CORNER

ADD-ONS

Interested in learning more about enhancements to your REImagine! presence
like attendee marketing and event signage?

FULL LIST OF AVAILABLE ADD-ONS [CLICK HERE](#)

BOOTHS INCLUDE:

- One company I.D. Sign
- Daily aisle cleaning
- General exhibit hall security from set-up to dismantle
- Company name and product listing on event website
- Five badges per 10'x10' booth (reserve by 9/1/24)
- Booth space rental
- 8' high back drape and 36" high side rail
- Booth and aisle carpet
- One 6' draped table
- One trash can



*NO CLASSES OR CONTENT HELD DURING THESE HOURS TO DRIVE MORE ATTENDEES TO THE EXPO HALL. TIMES SUBJECT TO CHANGE.
**PENALTY WILL APPLY TO EXHIBITORS WHO BEGIN TO TEAR DOWN PRIOR TO 5:00 ON THURSDAY AND THESE COMPANIES MAY BE INELIGIBLE TO PARTICIPATE IN FUTURE C.A.R. EVENTS.

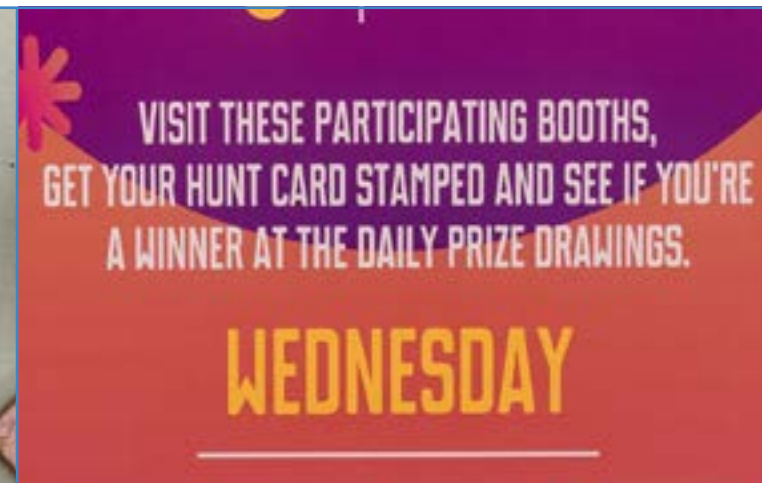
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SPONSORSHIPS

IF YOU LIKE IT, PUT YOUR NAME ON IT!

Amplify your presence, boost your brand, and generate more R.O.I. through REImagine! Sponsorships. Whether it's speaking opportunities, social events or conference favorites like the show tote bag and jumbo signage, we've got you covered.

ALL SPONSORSHIP OPTIONS [CLICK HERE](#)



Addressable BOOTH# 389	Assisted Living Locations BOOTH# 424	BLUE MOUNTAIN BOOTH# 287	curbio BOOTH# 438
THE MORTGAGE BROKER BOOTH# 515	Golden1 Home Loans BOOTH# 435	The Listings Lab BOOTH# 601	LUXURY PRESENCE BOOTH# 609
ORANGE COUNTY'S CREDIT UNION BOOTH# 334	PELLAS POST BOOTH# 635	pivo real estate BOOTH# 581	RentSpree BOOTH# 627
ShowingTime BOOTH# 608	SIGNMORE BOOTH# 640	SPOKEO BOOTH# 434	STEPS BOOTH# 421

REIMAGINE! SPONSORSHIPS

A variety of sponsorship options at all budget levels include high profile conference favorites, speaking sessions, content room sponsorships, social events and more.

Click on any of the below sponsorships for more details.

CLICK HERE TO SEE ALL SPONSORSHIP OPTIONS

TITANIUM

Created to deliver pure excitement for your brand before, during and after the REImagine! event. Takeover of the must-have swag bag, a 30-minute speaking engagement, and REdo You Lounge co-sponsorship are yours with this curated selection of the best of the best.

PLATINUM

Sponsor some of the event's most popular activities like the always-popular REdo You! Lounge and the pumping "All Voices" Dance Party. And the new Expo Hall Lounge option includes naming rights!

GOLD

Highlights include a 30-minute speaking engagement, co-sponsorship of the REdo You Lounge, and your choice of additional opportunities tailored to your needs.

SILVER

Among other features, this package delivers co-sponsorship of REImagine!'s most anticipated events year over year -- the Expo Hall Opening Event and the Prize Reception.

BRONZE

This one packs a ton of value into a low price tag. Featuring a dedicated e-blast to attendees, participation in the super-popular "Hunt" and more, this package packs a wallop.

ADD-ONS

From escalator and column wraps to meter board signage and floor decals, we offer a variety of stand-alone options to elevate your trade show profile. [Click to see the list here.](#)

SPECIALTY SPONSORSHIPS

Held on September 24, our pre-conference day focuses on paid attendance events tailored to niche audiences within the real estate community.

TECH TUESDAY

Tech Tuesday is BACK and it's better than ever! This day-long learning event is jam-packed with vital tech-know the pros need to help their businesses thrive. Excellent opportunity for sponsors to present your products and services in a demo to the crowd and establish your company as an indispensable part of every REALTOR'S® day-to-day life.

BROKER FOCUS

Sponsor our 1-day Broker Conference by committing to this package before it sells out. Access to C.A.R.'s network of broker super-influencers is only available through this sponsorship.

YPN IGNITE!

C.A.R.'s Young Professionals Network helps young real estate pros become more business-savvy by hosting YPN Ignite! networking events and encouraging communication with other YPN members. Connect directly with these movers and shakers at the start of their careers.

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CHATTER



We participate in large state shows and appreciate traffic at our booth. REImagine! gave us that above and beyond other state shows.

- V.P. of Marketing, Corefact



The quantity, quality, engagement level and enthusiasm of the C.A.R. attendees was amazing!

- CEO, 1-800-The-Sign



I really appreciated having dedicated vendor hours.

- Customer Success Manager, Dotloop



One of the best trade shows around and we are so excited to be joining you again next year!

- Marketing Event Coordinator, ReminderMedia



REImagine! has been my best experience at similar events so far.

- Franchise Owner, Pillar To Post Home Inspectors



...This year's REImagine! show was both profitable and enjoyable. If you are not at the REImagine! show you are missing out on a great market.

- President, Summit VA Solutions



We were able to talk to a lot of people and generate a ton of leads. The hunt was a really good way to get people to come to the booth.

- Growth Marketing Manager, SkySlope



This was our first REImagine! event and it was a hit. We had tremendous traffic and the C.A.R. staff was excellent. A fantastic experience.

- Sr Director Industry Relations, Rental Beast



Great action on the floor. We were able to make quotes and close some sales during the event!

- Business Development Analyst, Dell Technologies



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SALES

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ACCOUNT
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CLICK

EVENT
WEBSITE

EXHIBITOR
SIGN-UP
FORM

EXHIBIT HALL
FLOOR PLAN

SPONSORSHIP
DETAILS

