

# 2020 PROSPECTUS

REImagine! Conference & Expo  
Masterclasses - Oct. 12  
Exhibit Hall Open - Oct. 13-14  
Long Beach Convention Center



**THIS MUST-EXHIBIT EVENT PROVIDES THE OPPORTUNITY TO MEET FACE-TO-FACE WITH THOUSANDS OF REALTORS<sup>®</sup>, BROKERS, TOP-PRODUCERS AND DECISION-MAKERS LOOKING FOR THE LATEST PRODUCTS AND SERVICES. OVER 93% OF 2019 ATTENDEES VISITED THE EXHIBIT HALL, SO YOU NEED TO BE HERE IN 2020!**

When the C.A.R. EXPO was rebranded as REImagine!, this annual event was reimagined into something you never knew you wanted in a tradeshow.

Year three promises even more fresh changes when we return to one of our most popular venues in Long Beach with new energy and innovations to help real estate professionals grow their businesses, increase their revenue and envision the future of the industry.

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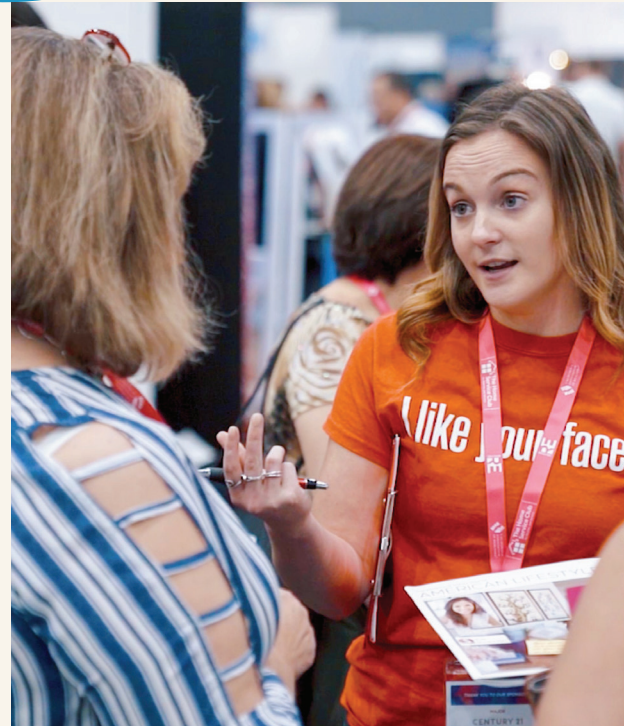
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WHERE?  
WHEN?  
WHY?



## 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 professionals in the industry seeking innovative solutions, products and resources for current and future projects.

8K  
ATTENDEES



300  
EXHIBIT BOOTHS

The Exhibit Hall provides an ideal setting to shake hands with thousands of independent agents, franchise owners, brokers, managers and decision-makers.

# EVENT STATS

“THIS WAS A **GREAT SHOW TO BE A PART OF** AND PROVIDED AN ENORMOUS AMOUNT OF EXPOSURE FOR OUR COMPANY. WE WILL DEFINITELY BE BACK AGAIN.”

- SALES EXEC, CHICAGO TITLE

## 2019 EXHIBITOR STATS

- 92% agree REImagine! is one of the best real estate tradeshows they've participated in
- 86% consider REImagine! a must-exhibit event
- 94% were satisfied with the overall event
- 22,078 attendee badges were scanned by exhibitors via lead retrieval

SOURCES: 2019 ATTENDEE SURVEY, 2019 EXHIBITOR SURVEY, C.A.R. RESEARCH

## 2019 REIMAGINE! STATS

### ATTENDEES

36% were first-time attendees

### EXHIBIT HALL

93% of conference attendees visited the Exhibit Hall

### CONFERENCE

81% of conference attendees consider REImagine! a must-attend real estate event

### 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

\* 2019 Survey Responses

# C.A.R. MEMBER DEMOGRAPHICS

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- 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

## 2020 MEMBERSHIP 205,000+ C.A.R. MEMBERS

### 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%





# BOOTH INFO

## SHOW HOURS

EXPO HALL OPEN TO ATTENDEES

TUES 10/13 — 9 AM - 5 PM

WED 10/14 — 9 AM - 5 PM

## BOOTH SET UP

MOVE IN FOR ALL BOOTHS

Sun 10/11 — 12 PM - 4 PM

Mon 10/12 — 10 AM - 6 PM

## BOOTH TEAR DOWN\*

MOVE OUT FOR ALL BOOTHS

WED 10/14 — 5:01 PM - 9 PM

\*Penalty will apply to exhibitors who begin to tear down prior to 5:00 on Wednesday 10/14. In addition, these companies may be ineligible to participate in future C.A.R. events.

**EXHIBITOR CONTRACT COMING SOON**  
**EXHIBIT HALL FLOOR PLAN COMING SOON**



**\$2,650** 10' X 10'  
**\$5,300** 10' X 20'  
**\$11,100** 20' X 20'

ADD \$150 FOR EACH CORNER

## STANDARD 10' X 10' BOOTH PACKAGE INCLUDES:

- Booth space rental
- 8' High back wall and 36" high side rail
- Booth and aisle carpet
- One 6' draped table
- One company I.D. Sign
- Five badges per 10'x10' booth if requested before 8/7/20
- Daily aisle cleaning
- General exhibit hall security from set-up to dismantle
- Company name and product listing on [reimagine.car.org](http://reimagine.car.org)
- If booth reserved by 8/1/20:
  - One 5-line classified ad in *California Real Estate* magazine REImagine! Issue
  - Exhibitor name listed in *California Real Estate* magazine REImagine! Issue



# SPONSORSHIPS

## IF YOU LIKE IT, PUT YOUR NAME ON IT!

Generate awareness around your brand and gain additional exposure and leads through various C.A.R. sponsor channels. Make your mark with your target demographic pre-show, on show site and post-show by featuring your logo on registration bags, the social media wall, event app, signage – you name it! The C.A.R. event team is happy to custom create a package tailored to your specific goals and initiatives. Become a sponsor today and join elite alumni alongside many iconic and prestigious brands.



SPONSORSHIP OPPORTUNITIES  
COMING SOON!





# CHATTER



The C.A.R. show is **always one of the better attended real estate conventions**. We had a lot of booth traffic and C.A.R. did a great job with the overall convention. Cannot wait for 2020!

- Operations Manager, Kaplan Real Estate Education



There is **no better place to engage and connect** with our system members and those we want to join our team.

- Director of Industry Marketing, Century 21



There is **no better place** to introduce your product to 1000s of REALTORS® all under one roof.

- Senior VP, Realcare Insurance Marketing



Loved the EXPO! Went for a couple specific marketing/branding reasons and **found many more companies I wouldn't have necessarily known about!**

- 2019 REImagine! Attendee



**Great turnout with an engaged audience** of active, leading brokers and agents! Amazing support from C.A.R. staff, and happy we joined as exhibitors — see you next year!

- CEO, Brokerassist



REImagine! Is the most effective tradeshow we've found to get in front of California real estate agents, brokers and vendors. It's a new **"must have"** on our annual marketing plan.

- Marketing Director, Title Resource Group





# SALES

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**STACEY KATZIN**

MANAGING SALES DIRECTOR

213-739-8321

STACEYK@CAR.ORG

**PAMELA SCOTT**

ACCOUNT EXECUTIVE

(213) 739-8219

PAMELAS@CAR.ORG

**MARTA PRIESTLEY**

ACCOUNT EXECUTIVE

(213) 739-8236

MARTAP@CAR.ORG

# CLICK

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EVENT  
WEBSITE

EXHIBITOR  
CONTRACT

EXHIBIT HALL  
FLOOR PLAN

# SIZZLE

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CLICK TO SEE A HIGHLIGHT REEL FROM ONE OF OUR PREVIOUS SHOWS

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SAVE THE DATE • REIMAGINE! 2021, OCT. 5-7 • ANAHEIM CONVENTION CENTER

