



2027 SPONSORSHIP OPPORTUNITIES

Connect Your Brand With a Growing
Network of Midwest Real Estate Investors

May 20-21, 2027 • Grand Rapids, Michigan



MREIC27

About the Conference

The Midwest Real Estate Investor Conference brings together real estate investors, housing providers, and industry professionals from across the Midwest for two days of practical education, new ideas, and valuable business connections.

Hosted by the Rental Property Owners Association of Michigan (RPOAM), the conference brings together people actively buying, financing, operating, improving, and growing real estate businesses.

Who We Are

The Rental Property Owners Association of Michigan (RPOAM), established in 1968, is a statewide organization providing advocacy, education, networking, and support for housing providers, real estate investors, and property owners.

2,000+

members across Michigan and beyond

80+

education and networking opportunities each year

58 years

supporting Michigan's real estate community

Why Attendees Keep Coming Back

"I have been to a lot of real estate events in places like Chicago and Ohio, and this is by far the best. I absolutely love it and look forward to it every year." – Jermichael

"This is one of the best conferences around because the people here actually do the work. You are talking with people who are doing what you want to do, and the advice they can give you is priceless." – Ramond

"This is my absolute favorite event of the year. I come every year—even when I'm out of town, I fly back specifically to learn something new and reconnect with people I've met along the way." – Kathy

Who Attends

Attendees range from newer investors to experienced operators, representing a broad mix of property types, portfolio sizes, business goals, and deal activity. Whether they are acquiring, financing, managing, improving, or scaling properties, they come ready to learn, connect, and do business.



A broad mix of
investors across
strategies and
portfolio sizes

Attendees travel from across the
Midwest—and beyond



90%

of attendees are
active or aspiring
real estate investors

Two-thirds have at least two years of real estate investing experience



Attendees Include

- buy and hold investors
- flippers
- housing providers
- BRRRR investors
- property managers
- short-term rental investors
- private lenders
- real estate service providers

Why Sponsor

Reach Qualified Prospects

Connect with active investors, housing providers, property managers, lenders, and other real estate decision-makers.

Build Relationships Face-to-Face

Start real conversations with attendees who are actively looking for services, solutions, and business partners.

Credibility & Alignment

Position your company alongside a respected organization serving Michigan's real estate community since 1968.

Stay Visible Beyond the Event

Extend your exposure through RPOAM email, website, social media, magazine, and member communications.

Unlock Your Leg

Turnkey R

FULL-SERVICES CAPITAL I



Sponsorship Packages

Our sponsorship packages combine face-to-face access with visibility across RPOAM's digital and member communication channels. Choose the level that matches how prominently you want to show up—and how directly you want to connect with Midwest investors.

Platinum Sponsorship Package

LIMITED AVAILABILITY

Maximum visibility, expanded event presence, and extended marketing reach.

Gold Sponsorship Package

Added visibility, broader promotion, and direct attendee access.

Silver Sponsorship Package

Essential visibility before and during the conference.

ALL SPONSORSHIP PACKAGES INCLUDE EXHIBIT SPACE AND CONFERENCE PASSES

Platinum Sponsor

Member: \$5,500

Non-Member: \$6,500

16' x 8' space with two tables

6 conference guest passes

30-second ad & 10-minute presentation before session

Logo in official promo video

Prominent logo placement in event emails, website, sponsor signage & program

Blog post on event website

Banner ad in RPOAM monthly e-newsletter (4 issues)

Full-page ad in RPOAM quarterly digital magazine (1 year)

2 email ads to RPOAM's audience

2 social media shoutouts

Insert in one member mailing

Attendee email list access

Gold Sponsor

Member: \$2,500

Non-Member: \$3,500

8' x 8' space with one table

2 conference guest passes

Company name on event sponsor signage

Logo on event website & in event program

Banner ad in RPOAM monthly e-newsletter (2 issues)

1/2-page ad in RPOAM quarterly digital magazine (2 issues)

1 email ad to RPOAM's audience

2 social media shoutouts

Insert in one member mailing

Attendee email list access

Silver Sponsor

Member: \$1,000

Non-Member: \$2,000

8' x 8' space with one table

2 conference guest passes

Company name on event sponsor signage

Company name on event website & in event program

Banner ad in RPOAM monthly e-newsletter (1 issue)

1/4-page ad in RPOAM quarterly digital magazine (2 issues)

1 social media shoutout



FLOOR & DECOR
TILE • WOOD • STONE

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Additional Sponsorship Opportunities

Go beyond a traditional sponsorship package with opportunities designed around attendee experience, brand visibility, thought leadership, and direct engagement.

Some opportunities may involve additional production, product, venue, catering, technology, or fulfillment costs.

High-Impact Opportunities

Every sponsorship in this section includes:

- Recognition as an official MREIC 2027 sponsor
- Company logo and link on the MREIC website
- Branded recognition at the sponsored experience or event

Specific branding placements and activation details vary by opportunity.



Opening Keynote Sponsor | \$5,000

Put your brand alongside one of the conference's most visible moments as attendees come together for a featured keynote.

Welcome Reception Sponsor | \$5,000

Be part of the event that kicks off MREIC—when attendees arrive, reconnect, meet new people, and start building relationships.

Branded Lounge Sponsor | \$3,500

Create a highly visible space where attendees can recharge, meet, and continue conversations throughout the conference.

Closing Keynote Sponsor | \$2,500

Own a high-profile conference moment and leave attendees with your brand top of mind as the event concludes.

Professional Headshot Station Sponsor | \$2,500

Give attendees something genuinely useful while creating an interactive branded experience they can engage with throughout the event.

VIP Growth Lunch Sponsor | \$2,500

Connect your brand with an exclusive experience designed for a limited group of highly engaged attendees and conference leaders.



Attendee Experience & Brand Presence

Every sponsorship in this section includes:

- Recognition as an official MREIC 2027 sponsor
- Company logo and link on the MREIC website
- Brand recognition tied directly to the sponsored attendee experience, amenity, or item

Specific branding placements and production details vary by opportunity. Item and production costs are additional where noted.

Chair Back Branding | \$3,000

Create prominent, repeated brand visibility directly inside a conference learning space.

Lunch Sponsor | \$3,000 (2 Available; 1 Each Day)

Put your brand alongside a dedicated conference lunch experience.

Wi-Fi Sponsor | \$2,000 (2 Available; 1 Each Day)

Attach your brand to one of the services attendees rely on throughout the conference.

Beverage Station Sponsor | \$1,500 (2 Available; 1 Each Day)

Create repeated visibility at a natural gathering point attendees return to throughout the day.



Break Sponsor | \$1,500 (2 Available; 1 Each Day)

Own a natural pause in the conference schedule when attendees are networking, refreshing, and reconnecting.

Charging Station Sponsor | \$1,000

Help attendees stay connected while associating your brand with a useful, high-traffic conference amenity.

Lanyard Sponsor | \$1,000 + Cost of Item

Gain repeated visibility with branding carried by attendees throughout the event.

Water Bottle Sponsor | \$1,000 + Cost of Item

Put your brand on an attendee essential designed to stay in use throughout the conference—and beyond.

Notebook Sponsor | \$750 + Cost of Item

Keep your brand close at hand while attendees capture ideas, strategies, and takeaways.

Pen Sponsor | \$500 + Cost of Item

A simple, high-use branded item that keeps your company in attendees' hands throughout the conference.



Sticky Note Sponsor | \$500 + Cost of Item

Add your brand to a practical conference tool attendees can use during sessions and take home afterward.

Audience Reach & Promotion

Giveaway Sponsor | \$250 + Sponsor-Provided Giveaway Valued at \$250+

Drive engagement and increase brand visibility through an attendee giveaway, with sponsor recognition and signage included.

Event Handout Sponsor | \$250 + Handouts Provided by Sponsor

Place your brand directly in the conference materials attendees receive and reference during the event. Handouts must be approved by MREIC staff in advance.

Member Mailing Insert | \$250 + Inserts Provided by Sponsor

Put your message directly into an RPOAM member mailing and reach real estate investors beyond the conference floor. Inserts must be approved by MREIC staff in advance.



Broad Reach and Strong Engagement

MREIC connects your brand with highly engaged, motivated real estate investors through strong digital reach and multi-channel marketing.

Before

Build recognition through conference emails, website visibility, social promotion, and RPOAM member communications.

During

Meet real estate investors face-to-face through exhibit space, sponsor recognition, branded experiences, and direct conversations.

After

Continue reaching the audience through included digital advertising, editorial placements, and ongoing visibility.



MIDWEST Real Estate
INVESTMENT
CONFERENCE
Your Path to
SUCCESS
Starts Here

Conference
Monday, April 1st

Vredevoogd-Brummel
A Division of
Midwest Real Estate
ask what
opportunities

Vredevoogd-Brummel
Real Estate
MANAGEMENT & FINANCE

Auto-Owners
INSURANCE

Larry
Midwest Real Estate
Investment

Auto-Owners
INSURANCE

866-646-6536
Midwest Real Estate
Investment

Your Reach Extends Beyond the Conference Floor

MREIC connects your brand with highly engaged, motivated real estate investors through strong digital reach, multi-channel marketing, and sustained visibility across email, web, social, and the conference experience.

20,000

unique

visitors to the conference website

38%

open rate

for conference email campaigns

6,680

subscribers

to our email list

8,500

followers

across social platforms



Reach the Investors You Want to Do Business With.

Connect with Midwest real estate investors, build valuable relationships, and create visibility that extends beyond the conference itself. Let's identify the sponsorship package and opportunities that best support your business goals.

Questions?

Contact Heather VandenBos at heatherv@rpoaonline.org or call 616-454-3385.

Scan the QR code to submit your application online.

Visit MIDWESTREICONFERENCE.COM



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