



The 2026 National Land Conference
20 Years of Land, Legacy, and Leadership

2026 Partner Prospectus

YOUR ACCESS TO THE
LAND INDUSTRY'S
TOP PROFESSIONALS



REALTORS®
LAND
INSTITUTE

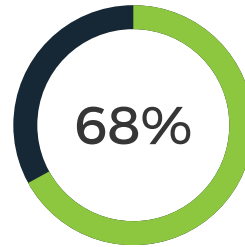


OUR MEMBERSHIP, YOUR NEW CUSTOMERS

Do business with the top professionals in land.

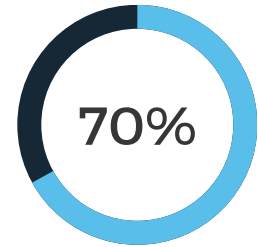
The REALTORS Land Institute is the destination for land expertise. RLI supports approximately 2,000 land professionals with world-class education, resources, and nationwide collaboration - all relating to the land real estate industry.

**RLI Members:
Experienced,
High-Performing
Leaders in Land**



**Identify as
Brokers**

RLI 2025 Member Survey



**10+ years of
experience**

RLI 2025 Member Survey

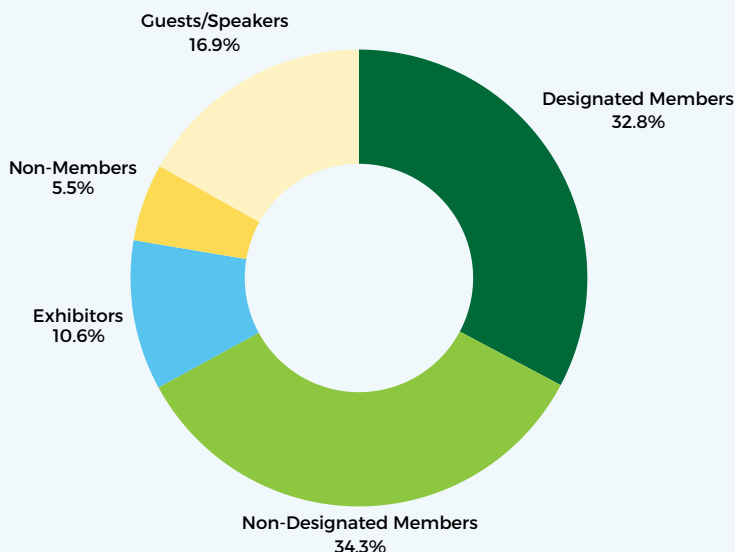


**Average transaction
volume in 2024 for the
255 Highest Producers**

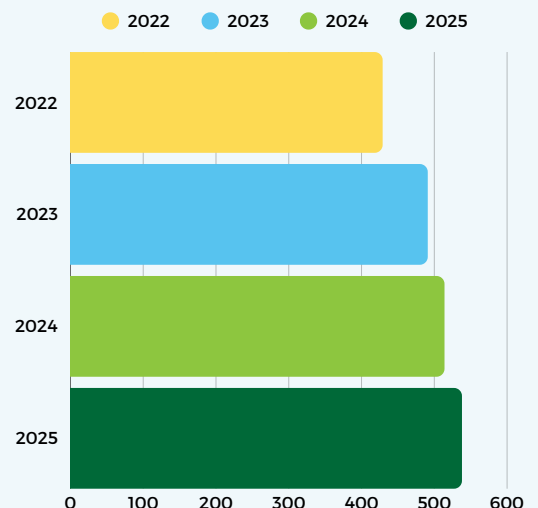
APEX Award Recipients

The National Land Conference

NLC25 Attendee Profile



Attendance Growth





BECOME A VALUED PARTNER

Reach the nation's largest network of high-performing land professionals.

Position yourself as a premium brand among the top agents in the land industry when you partner with us. Our members recognize RLI as a leader in land. Our relationship can help build your brand reputation at the National Land Conference and through other opportunities during the year.

Future Events with Sponsorship Opportunities

2026
ALC RETREAT
Location TBD
Third Quarter

2027
**NATIONAL LAND
CONFERENCE**
Atlanta, GA
March

2026 NATIONAL LAND CONFERENCE | 20TH ANNIVERSARY

Platinum

\$16,000

Our Most Exclusive Level - 6 spots only

- Six complimentary NLC registrations
- Premium booth space at NLC
- Exclusive marketing - banner ads in the event app, podcast ads
- Full page ads in all Terra Firma magazine issues with premium placement options
- Host a Roundtable discussion at NLC
- Provide an educational blog post to RLI
- Host an RLI webinar during 2026

Gold

\$11,000

Our Premier Level

- Four complimentary NLC registrations
- Booth space at NLC
- Featured in all NLC marketing materials
- One full-page ad in one issue of Terra Firma magazine
- Host a Roundtable discussion at NLC
- Provide an educational blog post to RLI

Silver

\$7,000

A High-Value Level

- Two complimentary NLC registrations
- Booth space at NLC
- Featured in all NLC marketing materials
- One half-page ad in one issue of Terra Firma magazine

Bronze

\$3,000

Our Most Popular Level - A Great Value!

- One complimentary NLC registration
- Booth space at NLC
- Featured in all NLC marketing materials
- 50% off ad space in Terra Firma magazine



PARTNERSHIP BENEFITS



RLI partners receive exposure to land professionals at The National Land Conference, and in RLI marketing and events throughout the year. Beyond sponsor level benefits, partners can gain more exposure through a la carte sponsorships at NLC, education partnerships, and Member Advantage Program (MAP) partnerships.

Included with your Partnership Level	Platinum	Gold	Silver	Bronze
Complimentary Exhibitor Registrations	6	4	2	1
NLC26 Exhibit Table	1	1	1	1
Year-round recognition on rliland.com	✓	✓	✓	✓
Recognition at NLC26: Slideshow, Signage, Promo Materials	✓	✓	✓	✓
Partner Profile in NLC Event App	✓	✓	✓	✓
Banner Ad in NLC Event App	✓	✗	✗	✗
Host a Roundtable Discussion at NLC	✓	✓	✗	✗
Host a webinar in 2026	✓	✗	✗	✗
Podcast ad up to 60 seconds	1	0	0	0
Terra Firma Ad Space	Full page ad, 2 issues	Full page ad, 1 issue	1/2 page, 1 issue	50% discount
Annual Subscription to Terra Firma	✓	✓	✓	✓
Discount on a la carte sponsorships	20%	15%	10%	5%



EXHIBIT AT THE NATIONAL LAND CONFERENCE

NLC's 20th Anniversary The Hyatt Regency San Antonio Riverwalk March 15-18, 2026

Exhibitor space at the 2026 National Land Conference will be located in the Exhibit Hall at The Hyatt Regency on the Riverwalk in San Antonio, Texas. Last year's NLC was the fourth consecutive highest attended conference. The 20th Anniversary NLC in 2026 is expected to be just as popular, drawing over 550 land professionals and 40 exhibitors.

Exhibit Booth includes:

- Pipe and drape backdrop
- 8' x 10' draped table
- Two chairs & one wastebasket
- Electrical Outlet
- Dedicated conference Wi-Fi

Other Exhibitor benefits:

- List of attendee names and companies
- Early access to the event app to schedule meetings with attendees

Exhibit Booths will be assigned by March 6. A map of exhibitor space with links to company profiles will be available in the mobile event app.

Exhibitor deadlines:

The last day for final payment as an Exhibitor is February 13. We anticipate selling out the Exhibit Hall so complete your partner agreement and submit your payment ASAP to secure your spot.

Full payment must be received before partners are included in conference marketing materials and signage. Please remit payment after receiving your invoice to be included in promotions as soon as possible.

Partner/Exhibitor Form:

Access the RLI partner form here to begin the process.

DAY BY DAY AT NLC26 - A New Schedule for 2026!

Sunday, March 15

- Governance Meetings
- New Member Welcome Reception
- Welcome Reception

Tuesday, March 17

- Exhibit Hall Open
- Townhall Breakfast
- Breakout Sessions (AM & PM)
- Recognition Lunch
- Let's Make Deal\$ with Drinks
- Cowboy Auction

Monday, March 16

- Exhibit Hall Open
- Welcome Keynote
- Breakout Sessions (AM & PM)
- Land Solutions Showcase (NEW!)
- Howdy Partner Happy Hour
- APEX Awards Dinner

Wednesday, March 18

- Roundtables
- DC Update
- Closing Keynote



SPECIAL SPONSORSHIPS AT THE NATIONAL LAND CONFERENCE

Make a bigger brand impact at NLC26 with special sponsorship opportunities. Special sponsor logos are featured on onsite signage; sponsors receive mention in push notifications from the NLC app.

Premium Event Visibility

20th Anniversary Welcome Reception

Investment \$20,000 | 1 spot

Sponsor the NLC Welcome Reception to kickoff the conference for all attendees and their companions. You will have your company name and logo prominently displayed on event signage during the reception. Greet attendees as they arrive at the reception. Exclusive right to bring branded giveaway to reception attendees. Complimentary spot in the new Land Solutions Showcase.

RLI APEX Awards Program - **SOLD**

Investment \$15,000 | 1 spot

Put your name in the spotlight at the annual RLI APEX Awards Program Ceremony recognizing the highest performing land real estate professionals in the country! Includes two complimentary tickets to the dinner and logo prominently displayed on event promotions and on-site signage. Sponsor receives three-minute speaking opportunity.

Keynote Speakers

Investment \$6,000 | 2 Spots

Sponsor the Opening or Closing keynote speaker. These talks are among the most well-attended during Conference. Sponsors will help introduce the keynote speaker in a three-minute speech leading up to their presentation.

Recognition Luncheon

Investment \$5,000 | 2 Spots

Be a premier sponsor of this popular luncheon which recognizes the newest members to earn the elite Accredited Land Consultant (ALC) Designation and recipients of the prestigious RLI Leadership Awards. Sponsors may set out marketing materials or branded gear on each chair prior to the luncheon. Sponsors welcome all registrants in a three-minute kick-off speech.

Let's Make Deal\$ **with Drinks!**

Investment \$5,500 | 1 Spot

Be the exclusive partner of the popular property marketing session Let's Make Deal\$...now with Drinks! This two and a half hour session is where the country's top land professionals pitch high-dollar, investor-grade properties.

Cowboy Auction

Investment \$5,500 | 1 Spot

Exclusively sponsor the annual Cowboy Auction and receive additional promotion through RLI and the Land Education Foundation (LEF). The sponsor of this high-energy memorable event will be charged with selecting the auction team and organizing the show.

Breakfast Sponsor

Investment \$4,500 | 3 Spots

Be the first thing on attendees' minds as they enjoy a complimentary breakfast. Sponsor logo will be included on signage. Sponsor will be mentioned in the NLC app push notification to all attendees when breakfast opens.

First Time Attendee Reception

Investment \$4,500 | 1 spot

Capture the attention of first time attendees and new members who are enthusiastic about getting connected in the industry. Sponsor logo will appear on signage outside of the reception area.

Land Solutions Showcase - **NEW!**

Investment \$1,500 per spot

Want to pitch your land product or service to as many attendees possible in a short amount of time? The new Land Solutions Showcase allows partners to give a 15-minute pitch for their offering or company to a captive crowd. Sponsors may set out marketing materials at the session.



SPECIAL SPONSORSHIPS CONTINUED

Brand Beyond the Booth

- Beverage Tickets: \$5,000
- Networking Breaks : \$4,500
- Headshot Lounge: \$3,500
- Wi-Fi : \$3,500
- Hotel Key Cards: \$3,500
- NLC Survival Kit (lip balm, pain relief, hydration): \$5,000
- Charging Station: \$8,000



BECOME AN RLI ASSOCIATE MEMBER

Successfully completing complex land transactions requires more partners and experts than the party brokering the deal. That's why REALTORS® Land Institute has a special membership category to include those who provide land related services essential to the land transaction - our Associate Members.

Annual Dues are \$195 and are pro-rated through out the year.



LEARN MORE



OTHER ADVERTISING AND PARTNERSHIP OPPORTUNITIES

Become an RLI Education Partner \$5,000 Investment for Industry Corporations

Education and professionalism are key to maintaining an agent's - and a brokerage's - reputation. If you're an industry brokerage looking to invest your agents and give them an edge, partner with us to receive discounts on ongoing expertise through RLI Land University's (LANDU®) relevant, world-class courses.

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On average, a new RLI member will save over \$500 on the costs of obtaining the ALC Designation!

Contact Melissa Lutz at mlutz@rliland.com for details and a chart of agent discounts.

Advertise in the Award-Winning Terra Firma Magazine

Terra Firma reaches the hands of approximately 2,000 land industry professionals and leaders in print form. The magazine reaches an expanded audience in digital format. *Terra Firma* features trend information, services and technologies for land professionals as well as organizational, member and chapter news.

[View the Terra Firma Media Kit for ad prices.](#)



Advertise on the Voices of Land Podcast

Our members are on the go, so we deliver the latest trends and thought leadership to their trucks - or wherever they prefer to listen. The Voices of Land Podcast features guests with expertise on a wide range of topics from conservation to finance to fraud prevention and land acquisition strategies.

Exclusively for Platinum Partners.





OTHER ADVERTISING AND PARTNERSHIP OPPORTUNITIES

Member Advantage Program (MAP)

RLI members are curious professionals who are on the lookout for top-rated products and services that make their life and business better.

But land agents are on the go, often in the field showing properties. They don't always have the time to do involved research to find products best suited for land professionals. So we do the work for them.

MAP puts the best land resources at their fingertips - and promotes your business to a captive audience of approximately 2,000 committed business professionals. All RLI members have access to MAP through an online member portal.

Contact Melissa Lutz at mlutz@rliland.com for details.

THANK YOU TO OUR 2025 PARTNERS!

PLATINUM

Discipline Advisors
Land.com
LandGate
Land id
Tactacam
United Country Real Estate

GOLD

First American Exchange Company
RE/MAX Commercial

SILVER

Accruit
Peoples Company

BRONZE

Acres
Avologi B2B
Bidwrangler
Boa Safra Ag
Crexi
Farm & Ranch Magazine
Fiduciary 1031 Exchange Solutions
Independent Life
JCR Settlements

BRONZE continued

Key Real Estate Consulting
Land Broker Insider Podcast
LandHub.com
LandLeader
MetLife Structured Settlements
Moody's Analytics
National Land Realty
REALSTACK
REALTORS Property Resource (RPR)
Rural 1st
Saunders Real Estate

ADDITIONAL SPONSORS & PARTNERS

AcreValue
BirdDog (Land Tech Accelerator)
Chestnut Carbon
Homes.com
The Land Broker Co-op
Land Hunter Group
The Land Report
Mason & Morse Ranch Company
The National Association of REALTORS®
Ranch & Farm Auctions
RLI Colorado Chapter
Whitetail Properties Real Estate



READY TO AMPLIFY YOUR LAND BRAND?

Reserve Your Spot!

RLI is ready to partner with you. We bring the top performing agents in the land industry to you, while you help RLI members find services and technologies that will help them grow their land business. It's a win-win!

GET STARTED

To get started or learn more, contact RLI's Programming and Events Manager, Melissa Lutz, at mlutz@rliland.com or (312) 329-8574.

IMPORTANT NLC DATES

NLC Registration Opens	November 3, 2025
Early Bird Registration Discount Ends	December 15, 2025
Regular Registration Price Ends	February 23, 2026
NLC App Available to Exhibitors	February 23, 2026
Exhibitor Booth Assignments	March 6, 2026

Exhibitor Code of Conduct

The sponsor shall not conduct or operate its sponsorship (if a physical element exists) to not annoy, endanger, or interfere with the rights of other exhibitors, speakers, and attendees. Any practice resulting in complaints from any other exhibitor, sponsor, or any attendee, who in the opinion of RLI interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by RLI.

Sponsors will not distribute NLC attendee information publicly. Any attendee lists or information provided by RLI for internal use only.

A full set of terms and conditions will be emailed to each individual sponsor.

