



M RESORT | July 24 - 27, 2025

SPONSORSHIP OPPORTUNITIES



*Connect with industry leaders, influencers,
and decision-makers. Your next big
opportunity is here, waiting to be seized.*

RESACONVENTION.COM

HOSTED BY THE REAL ESTATE STAGING ASSOCIATION®

ABOUT RESA®

Since our inception in 2007, RESA® has been a beacon for over 10,395 members, championing the cause of real estate staging with unwavering commitment and inclusivity. We take pride in being the industry's trusted trade association, one that's member-funded and directed, ensuring a landscape where every stager's potential can flourish. Our annual RESACON event stands as a testament to this, drawing in more than 2,000 industry professionals since 2016.

Our stature as a 501(c)(6) non-profit amplifies our commitment to impartiality and member empowerment. Driven by a democratically elected board that represents the myriad hues of our profession, RESA® ensures a balanced representation of interests and a nurturing environment for all. With a strong presence in North America through our numerous chapters, we actively facilitate both leadership and career development.

Hosting the Home Staging Industry Awards at RESACON each year is the highlight of our calendar. It's a grand stage where excellence is recognized and the industry's finest talents are celebrated. You could be a sponsor of the awards, where your brand will be center stage at this prestigious event, showcasing your brand to the crème de la crème of the staging world. This is more than an awards ceremony; it's an unparalleled opportunity to align with top-tier professionals and elevate your visibility in the home staging arena.



THE RESA® TEAM

At RESA®, our commitment to our partners extends beyond the excitement of RESACON. Our dedicated team is on deck throughout the year, eager to amplify your brand and ensure it receives the recognition it deserves within the home staging community.



Shell Brodnax
RESA® CEO



Gina Vierra
RESA® VP of Operations



Felicia Pulley
RESA® Creative Director



Joanna Fraley
RESA® Marketing Assistant

RESACON VEGAS

history

Since its inception in 2010, RESACON has set the standard as the premier convention in the home staging industry. Year after year, it unites professionals in Las Vegas, offering unparalleled opportunities for learning and networking.

Originally hosted at the Treasure Island Resort and Casino, RESACON became synonymous with innovation and excellence. In 2016, we embraced change and relocated to the exquisite M Resort, further elevating the attendee experience by partnering with the Las Vegas Market. This strategic alliance brought our members face-to-face with top-tier wholesale vendors, enhancing value and broadening horizons.

2018 marked a milestone with the introduction of the RESA Buying Group (RBG). This initiative harnessed the collective buying power of our members, securing preferential rates and exclusive benefits that redefine the economics of home staging.

Each year, RESACON continues to advance the professionalism and excellence of staging, reinforcing our commitment to the growth and success of our members.

"RESACON exceeded my expectations! From the sessions to networking AND going to The Market for the first time, this experience has equipped me for success in my business. I can't wait to come back next year!"
- Suite Life Staging Founder



DEMOGRAPHICS

OF HOME STAGING COMPANIES

87%

Of Stagers Surveyed in 2023 said their business model includes buying inventory, averaging about \$39,500 in inventory a year, and up to \$1,050,000. Averaging up to 33% of their annual expenses.



16%

When surveyed in 2023, the vast majority of stagers spent up to 16% of their annual expenses on education for themselves, and up to an additional 16% of their annual expenses on education for their employees.

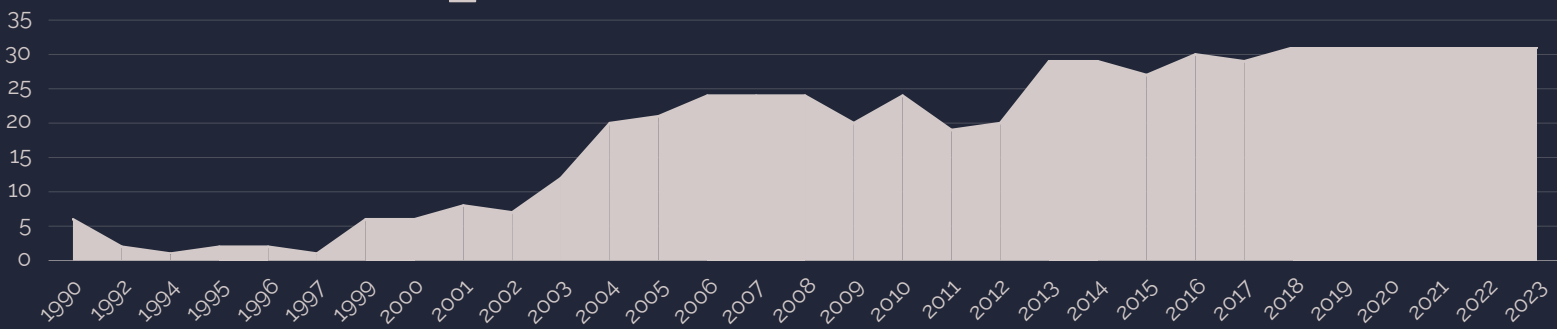
\$276k

The average gross revenue of RESA® home stagers, based on membership reports.

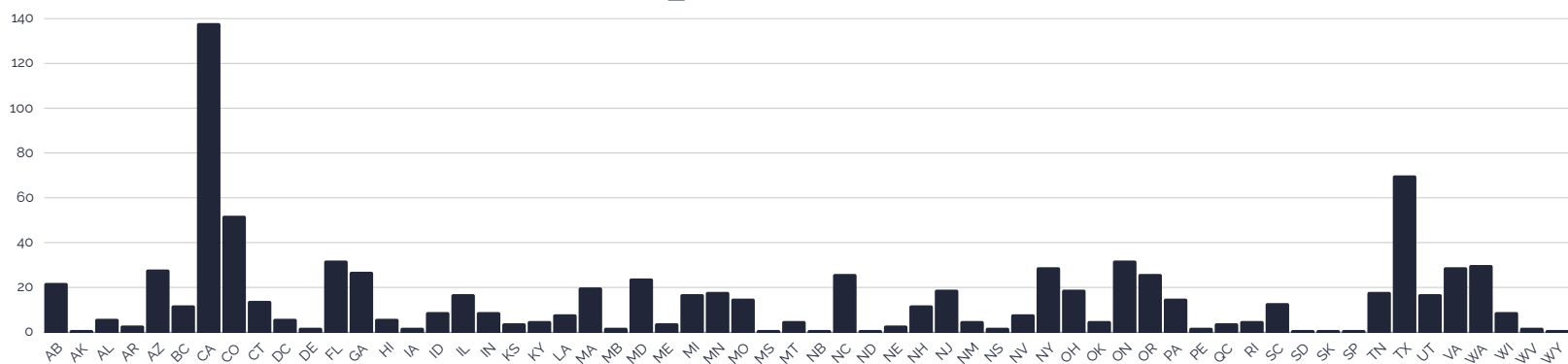
41-45

The most commonly reported age range of RESA® home stagers, based on membership reports.

Number of RESA® members that opened their business by year



RESA® Members Per State/Province



THE RESA REACH®

A Year of Digital Excellence

Significant User Increase:

- **We've welcomed over 55k new users to our sites, a clear indicator of our expanding global reach and the relevance of our content in the industry.**
- **Notably, a majority of these users found us through organic search, demonstrating the effectiveness of our SEO strategies.**

Celebrating a Year of Remarkable Social Engagement

Facebook Triumphs:

- **Impressive Reach:** In we had a 484.1% increase in reach on our RESA® Facebook page from 2023.
- **Active Storytelling:** In 2023 we really embraced the power of stories fostering a dynamic way to connect with our audience.

Instagram Success:

- **Spectacular Growth:** Our Instagram presence soared in , with a 474.1% increase in reach.
- **Content Vitality:** Robust content strategy led to over 500+ stories, keeping our community engaged and informed.
- **Maintained a strong rhythm:** with 475 Instagram posts in . we've demonstrated our commitment to providing consistent, engaging content.
- **Instagram followers:** reached over the 8,500 mark, reflecting a dedicated and engaged audience.

Youtube Growth:

- **Rapid Growth:** In our Youtube channel had 15,175 views, increasing 117% from 2023. Our subscribers grew by 33%.

Podcasts Success: We launched The Staging Insider a new RESA podcast in November . Combining views with our Stager Talk podcast, on **Spotify only** we've had over 300 consumption hours, and 2,500+ streams.



Targeted Email Marketing

In the past year, RESA® has made remarkable strides in connecting with members and interested parties through our email marketing campaigns:

Campaign Performance:

- **Impressive Open Rates:** Our email campaigns consistently outperform industry averages with high open rates, indicating that our content is well-tailored to our audience's interests.
- **Strong Click-Through Rates:** The click rates for our campaigns demonstrate the compelling nature of our messages and the active engagement of our subscribers

"This was actually the best stagers conference I have ever attended. From the moment they handed me my bougie badge I was impressed! I actually can't remember hearing one complaint from anyone! It seems like the changes you made are excellent choices. Thank you for all your hard work and dedication!" - Tori p.



Loyal Base: With a substantial current total of 25K contacts, RESA® maintains a significant audience ready to engage with our content.

85%

During a 2023 survey of 140+ home stagers 85% of respondents state they look to RESA® to stay up to date with industry trends and news.

45%

During a 2023 survey of 140+ home stagers 45% of respondents state they attend industry conferences to stay up to date with industry trends and news.

Staging Studio

Sponsorship
OPPORTUNITIES AT RESACON



STAGING STUDIO

Sponsorship Packages

\$4,000

THE ACCESS ADVANTAGE PACKAGE

A 10x10 booth space with a 6ft table at RESACON

Annual placement of your logo on the RESACON website with a link to your company website

(1) Audio or video ad for the RESA® Stager Talk Podcast provided by the RESA team

(2) RESACON All-Access Staff Passes, including access to the Awards Show

Ability to submit content on a monthly basis for RESA® to consider for email promotions throughout the year

Access to the attendee contact list post-convention, as well as access to lead-collection through our WHOVA app

BEVERAGE AND BRAND BOOST PACKAGE

Everything in Access Advantage Package is included with this package

Receive 50 printed drink tickets to hand out to attendees at your booth that can be used for the cash bar on the convention floor

An announcement in the WHOVA event app to attendees inviting them to pick up their drink tickets

\$4,750

TROPHY TIER PACKAGE *LIMITED AVAILABILITY*

Everything in Access Advantage Package is included with this package

Recognition at Home Staging Industry Awards Show; on the slides, table top signage, and verbal recognition

Recognition on the Home Staging Industry Awards Site through

\$6,000

VENDOR VOYAGE PACKAGE
LIMITED AVAILABILITY

Everything in Access Advantage Package is included with this package

Includes sponsorship for the transportation to the Las Vegas Market Tour hosted by RESA®

Recognition on (1) handout to attendees, on RESACON website schedule, the WHOVA app and pre-convention mentions

\$4,999

SIP & SOCIALIZE PACKAGE
LIMITED AVAILABILITY

Everything in Access Advantage Package is included with this package

A signature cocktail will be named after your brand and featured at the kick-off event and Awards Dinner cash bar

Signage will be at the bar with the cocktail + sponsor's name attached - Attendees will vote on their favorite

\$4,500

\$4,000

THE REMOTE REACH PACKAGE
DESIGNED FOR SPONSORS NOT IN ATTENDANCE

A virtual exhibition space will be provided on the RESACON app to showcase services and offers

(1) 1200 x 628 banner on the RESA® homepage for 30 days, directing traffic to the sponsor's chosen URL

Up to (6) features in the RESA® email throughout the year, with content submission opportunities

Host a co-branded educational webinar on the RESA® platform, including a brief sales pitch

Acknowledgment during RESACON coffee/tea breaks with signs displaying "Refreshment break sponsored by.."

One-sided postcard for a members mailer featuring a special offer from your brand with a QR code linking to your website

+ Access to the attendee contact list post-convention, as well as access to lead-collection through our event app