



# Sponsorship Opportunities

## 2013 Apartment Revenue Management Conference

Business Intelligence

Forecasting

Ancillary Income





# The 2013 Apartment Revenue Management Conference Introduction

In its third year, the Apartment Revenue Management Conference® is the apartment industry's only event for revenue managers, asset management executives and business intelligence analysts striving to stay ahead of the ever-changing operational curve. The Apartment Revenue Management Conference® features expert speakers from inside and outside the apartment industry who exceed expectations by delivering a holistic perspective on the strategies and tactics to effectively improve revenue generation. Typical attendees include revenue managers, operations executives, marketing department directors, risk managers and business intelligence experts whose primary focus is multifamily rental housing.

Expanded for this year, the conference will help senior asset managers, operators and revenue managers by focusing on four key areas and helping weave the connections between them. We will lead sessions on:

- Pricing and Revenue Management – best practices
- Business Intelligence – the new science of discovery
- New direct revenue opportunities – more ancillary income possibilities that work
- Expense Management – the latest in managing controllable expenses

## Preliminary 2013 Sessions Include:

1. Secret Shopping and Pricing Discussions Gone Wrong
2. Can You Beat the System? Human vs. Algorithm
3. Baby Come Back: The Best in Renewal Analytics
4. Customer Relationship Management Systems and Business Intelligence!
5. Top 10 Submarkets Situation Room
6. Better Input = Better Output: Benchmarking and Comps
7. Expense Reductions
8. In the Hot Seat: Top New Revenue and Asset Management Companies
9. Asset Valuation Forecasting: Black Swans and the Top 5 Things You Can't Control
10. New Ancillary Income Ideas
11. Owners Only: Revenue Management Roundtable
12. Budgeting and Deal Underwriting — The Excel era is over
13. Untapped Arbitrage: Resident Satisfaction

The 2013 Apartment Revenue Management Conference will also feature in-demand networking roundtables on:

1. Asset Valuation
2. Careers in Asset Management
3. Renewals
4. New Development and Lease-Up
5. Portfolio Roll-outs and Integrations

## Sponsorship Opportunities

Increase your ROI with exciting sponsorship opportunities that will enhance your visibility at the 2013 Apartment Revenue Management Conference.

For 2014, NAA has created a year-round sponsorship program that gives your company an opportunity to be recognized in a variety of NAA investments that you make and for connections to other NAA initiatives. *NAA 360* will recognize companies for cumulative investments in the variety of different area. As a company you can engage in a single event or in the year-round *NAA 360*. We can listen to your business objectives and create a package that is right for you.

For Apartment Revenue Management, choose from a variety of event sponsorship options.



### testimonial

**@sarasgraham** Sara S. Graham

Taking renewals online helps remove the need to negotiate, and empowers both the resident AND the leasing team.

#AptRevenue



## In addition to the sponsorship benefits listed for each item, sponsors will also receive:

- General Sponsor Recognition – Conference website, pre-promotional materials and onsite signage
- Sponsor Listing on the Sponsor Landing Page posted on the conference web page (Sponsor Logo, Address, Phone, Website and Company Description (75-word maximum))
- Recognition in the onsite Program Guide

### Hospitality Lounge

Qty: 12 • Investment: \$10,000

Have your own 10'x10' Hospitality Lounge in the main conference area. The lounge can be used for doing business with attendees (product demos, contract signing, negotiating, etc.) during the entire conference.

#### Sponsorship Includes:

- Reserved 10'x10' Hospitality Lounge
- One (1) Sofa, Two (2) Chairs, & Coffee Table
- Onsite sponsor signage
- Sponsor will receive two (2) complimentary full conference badges
- Electricity and Internet will be available upon request for each lounge
- Sponsors will be able to select their lounge location based on the order that the commitments are received.

### Conference Registration

Qty: 1 • Investment: \$10,000

**SOLD - Rainmaker LRO**

Every attendee must visit the registration lobby when they arrive to pick up their registration materials. By taking advantage of this exclusive opportunity your company name will stand out and leave a lasting impression on attendees.

#### Sponsorship Includes:

- Sponsor Logo included in attendee registration confirmation emails starting in Summer 2013
- Sponsor logo on onsite signage at the registration lobby
- Logo printed on lanyards
- Sponsor will receive two (2) complimentary full conference badges

### Notebooks

Qty: 1 • Investment: \$10,000

**SOLD - On-site**

Sponsor the leather-bound notebooks that will be handed out to each attendee at the registration counters.

#### Sponsorship Includes:

- Sponsor logo and 2013 Apartment Revenue Management Conference Logos printed on the cover of each notebook
- Sponsor will receive two (2) complimentary full conference badges.



## testimonial

### @prprtysolutions Property Solutions

We want to extend a big "Thank You" to @NAAhq & @stevelefko for hosting an incredible #Apartment Revenue Management Conferenceconf this week. #aptrevenue#kudos#love

#### General Session Sponsor

Qty: 3 (one sponsor per session) • Investment: \$7,500

Don't miss the opportunity to sponsor one of the General Sessions at the Apartment Revenue Management Conference on Tuesday and/or Wednesday.

##### Sponsorship Includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at beginning of each session
- Sponsor can provide an approved giveaway for each attendee; NAA staff will place them on the chairs
- Sponsor will receive two (2) complimentary full conference badges

#### Networking Reception

Qty: 2 (one sponsor on Monday & Tuesday) • Investment: \$7,500

Sponsor the Networking Reception; open to all conference attendees on Monday and/or Tuesday evening.

##### Sponsorship Includes:

- Sponsor acknowledgement at the reception
- Onsite sponsor signage
- Sponsor can provide a giveaway/handout for each attendee to pick up at a table by the reception entrance
- Sponsor can provide branded cups and/or napkins to be placed at the bar stations
- Sponsor will receive two (2) complimentary full conference badges

#### Hotel Room Key Cards

Qty: 1 • Investment: \$7,500

Introduce your company to conference attendee's right when they check into their hotel room with the official room key card.

##### Sponsorship Includes:

- Sponsor logo/image printed on hotel room keys at the Turnberry Isle Miami for conference attendees
- Sponsor will receive two (2) complimentary full conference badges

#### Refreshment Break

Qty: 1 • Investment: \$5,000

Offer attendees a little relief and a much needed tea, coffee or cool beverage boost when you sponsor a well-attended refreshment break set-up in the Education Session Hallways on Tuesday morning and afternoon and on Wednesday morning.

##### Sponsorship Includes:

- Sponsor logo printed on tablecloth runners
- Sponsor logo on onsite signage
- Sponsor can provide branded cups and/or napkins to be placed on each refreshment station (cups – 12 ounces or less).
- Sponsor will receive one (1) complimentary full conference badge

## Free Standing Banner

Qty: 5 • Investment: \$3,500

Promote your company and booth presence with prominent placement of one (1) 8' tall sign (double-sided) placed in a high traffic area of the main conference area.

### Sponsorship Includes:

- Sponsor artwork printed on one (1) free-standing banner
- Sponsor will receive one (1) complimentary full conference badge

## Education Breakout Sessions

Qty: 7 • Investment: \$2,500

Your company will have the opportunity to sponsor a Breakout Session scheduled Monday to Wednesday. Sessions will be announced in Summer 2013.

### Sponsorship Includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at the beginning of each session
- Sponsor can provide an approved handout to be placed in the session rooms by NAA Staff
- Sponsor will receive one (1) complimentary full conference badge
- Sponsors will be able to select their session based on the order that the commitments are received

## Create Your Own

Qty: Unlimited • Investment: \$2,500 plus the cost of the sponsorship item

Interested in creating your own sponsorship for the conference? Work directly with NAA's staff to create a unique sponsorship opportunity that meets your company's needs.



## testimonial

@jsarasgraham Sara S. Graham

On the fence about attending next month's #Apartment Revenue Management ConferenceConf?

This should give you a nudge! Sweet Suite: <http://t.co/lql7mr3L>

## Contact Us!

Call the NAA Sales Team at 703/797-0671 or  
email [sales@naahq.org](mailto:sales@naahq.org) for information.



# 2013 Apartment Revenue Management Conference Sponsorship Commitment Form

- YES**, my company will be a sponsor of the **2013 Apartment Revenue Management Conference**, September 22-25, 2013 at the Turnberry Isle Miami Resort.

## SPONSOR INFORMATION

COMPANY (As you wish to appear in promotional materials)

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CONTACT NAME

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TITLE

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BUSINESS ADDRESS

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CITY/STATE/ZIP

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PHONE EMAIL

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AUTHORIZED SIGNATURE DATE

*Signature on form signifies that the company representative has read and agrees to the 2013 Apartment Revenue Management Conference Sponsorship Terms & Conditions and is an authorized representative for the sponsor company.*

## PAYMENT INFORMATION

- Hospitality Lounge **\$10,000**
- ~~Conference Registration~~ ~~\$10,000~~
- Conference Registration Bags **\$10,000**
- ~~Notebooks~~ ~~\$10,000~~
- General Session Sponsor **\$7,500**
- Networking Reception **\$7,500**
- Hotel Room Key Cards **\$7,500**
- Refreshment Break **\$5,000**
- Free Standing Banner **\$3,500**
- Education Breakout Session **\$2,500**
- Create Your Own **\$2,500 plus cost of sponsorship item fees**

- VISA  MASTERCARD  AMERICAN EXPRESS  CHECK ENCLOSED (make payable to NAA)

CARDHOLDER'S NAME

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CARD NUMBER EXP. DATE

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SIGNATURE DATE

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### Please return this form and payment to:

Heather Teplitz, Senior Manager, Exhibits & Sponsorship  
National Apartment Association  
4300 Wilson Blvd., Suite 400 | Arlington, VA 22203  
Phone: 703/797-0671 | Fax: **703/248-9441** | Email: [sales@naahq.org](mailto:sales@naahq.org)

### TERMS & CONDITIONS

Upon submitting the Sponsorship Commitment Form to NAA, the sponsor agrees to comply with all the following terms of Sponsorship:

- Payment in full is due at the time of the commitment for all sponsorships.
- The cost of individual sponsorship opportunities cannot be shared or split between companies unless approved by show management.
- Each sponsor understands and agrees that no monies will be refunded based on unavailability of a particular sponsorship opportunity.
- Show Management must approve all sponsorship recognition including, but not limited to, introductions, presentations, signage, handouts, and giveaways.
- Show Management reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time.
- Show Management will not be held liable for cancellations made by entertainment.
- Show Management may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent.
- No sponsorship monies will be refunded in the event of a cancellation.
- Unless expressly authorized by Show Management, the sponsor will have no creative input into the production of any sponsored opportunity. There will be no competitive company or category lockouts on any event.
- Show Management reserves the right to create additional sponsorship opportunities based on custom requests. Interested sponsors are encouraged to call to discuss creating a desired sponsorship if it's not on our list.
- Each sponsor agrees to submit their company logo. Preferred file format is 3"x3" EPS. Logo submission guidelines are attached.

**QUESTIONS? CONTACT HEATHER TEPLITZ AT 703/797-0671 OR HEATHER@NAAHQ.ORG**

4300 Wilson Blvd., Suite 400 | Arlington, VA 22203 | Tel 703/518-6141 | Fax 703/248-9441 | [www.naahq.org](http://www.naahq.org)