



NATIONAL APARTMENT ASSOCIATION
EDUCATION CONFERENCE & EXPOSITION
June 24-26, 2010 | New Orleans, LA

BUILDING THE FUTURE

703/518-6141 | 4300 Wilson Blvd., Suite 400, Arlington, VA 22203 | www.nahq.org

NAA's Education Conference & Exposition

is the largest trade show dedicated solely to meeting the needs of the apartment industry. It is the ultimate networking experience and the very best place to showcase your company's products and services before key decision makers. In addition to a first-class trade show with more than 300 suppliers, the exposition is paired with a three-day Education Conference, offering the best education sessions in one place.

WHO WILL BE HERE?

Your Target Market, That's Who!

They come for the education, the networking opportunities and the exhibits. The profile of the NAA Education Conference & Exposition's average attendee includes the following:

- Their primary business is apartment management, followed by marketing/sales or suppliers
- The majority are executives or senior-level executives, including owners/presidents/principals, VP/management professionals and regional or multisite supervisors/managers
- Their primary roles include researching new products and making buying decisions or recommendations

BOOTH RATES

	Purchased before July 31, 2009	Purchased after July 31, 2009
Member Rate	\$2,700	\$3,000
Non-member Rate	\$3,100	\$3,400

TOP FIVE REASONS TO EXHIBIT

- 1 Largest national trade show solely dedicated to the multifamily housing industry
- 2 Most qualified traffic you'll find in any one place
- 3 Maintain competitive image on a national scale
- 4 Access to attendee list
- 5 Pre-show exposure in units Magazine, the NAA's official publication

Booth rates are per 10' x 10' (100 sq ft) space. Each exhibitor will receive a complimentary company sign, complimentary rental of the attendee mailing list, and a basic online directory listing.

For information, please contact sales@naahq.org, or call 703/797-0671.

PROGRAM GUIDE

The NAA Education Conference & Exposition Onsite Program Guide is a valuable resource for conference attendees. The guide is given to each registered attendee, and offers a complete listing of: **Exhibitors, Sessions, Speaker Profiles, Floor Plan, Maps, and ADS!**

New this year!

Enhance your listing by adding your logo for just \$250.

ADVERTISEMENT INSERTION INFORMATION

Size	Width x Depth	Placement	Color	Rate
Half page (no bleed)	7 1/4 x 4 3/4	Interior page	4C	\$2,000
Full page (no bleed)	7 3/4 x 10 3/8	Interior page	4C	\$3,500
Full page (bleed) <small>(live matter within 7 3/4 x 10 3/8)</small>	8 1/2 x 11 1/8	Cover 2, 3	4C	\$4,000
		Cover 4	4C	\$5,000

CALL THE SALES DEPARTMENT AT 703/797-0671 OR E-MAIL SALES@NAAHQ.ORG
NATIONAL APARTMENT ASSOCIATION | 4300 WILSON BLVD., SUITE 400, ARLINGTON, VA 22203 | WWW.NAAHQ.ORG

MAP YOUR SHOW INFORMATION

MapYourShow (MYS) uses an advanced combination of technologies to create tradeshow mapping & planning solutions. Attendees gain maximum value for their dollars using our products. Intelligent search lets them find companies of interest, and the agenda planner lets them organize those companies and plan their show. Exhibitors have several opportunities to brand and market their company to attendees, generating sales leads so they can start developing relationships before the show starts. The Enhanced Exhibitor Extranet provides individual pages created for each exhibitor with access to (1) Exhibitor Listing Traffic Statistics, (2) Lead Reporting, and (3) Customer E-mails.



Enhanced Listing: \$199

Discount: Only \$99 from June 25th-June 27th

- Exhibitor contact information (company name, mailing address, phone and fax number)
- Active company URL
- Active e-mail address
- 75-word company description
- Three product categories
- Exhibitor data including logo and/or trademark
- Ability to display press releases
- Access to the exhibitor extranet for statistical data
- Communication with opt-in show attendees (access to list of qualified exhibitor leads)

Ad Package: \$499

Level Three will include all items in the enhanced listing including additional exhibitor content displayed as static images and unlimited text.

Video Package: \$1,999

Level Four will include all items in previous levels plus a multimedia presentation format.

Banner Package: \$3,500

MapYourShow will be responsible for the placement of “Banner Ads.” A “Banner Ad” is defined as an image or logo specified by the advertiser that appears in the footer on all screens within the application. The image is limited to 500 pixels wide by 45 pixels tall. Four premium slots will be provided for Banner Ads. Level Five includes all previous levels.

CONTACT ALYSSA ROSINSKI WITH MAPYOURSHOW AT 207/363-5634 OR E-MAIL AROSINSKI@MAPYOURSHOW.COM