



# 2011 SUPPLIER PARTNER GUIDE

## Building Partnerships to Benefit the Industry



## ABOUT NAA

**THE NATIONAL APARTMENT ASSOCIATION (NAA)** is America's leading advocate for quality rental housing. Based in Arlington, Va., NAA's mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public.

NAA is a federation of 170 state and local affiliates, comprised of more than 50,000 members representing more than 5.9 million apartment homes throughout the United States and Canada. Members in good standing with any affiliated association are automatically considered members of NAA and are entitled to NAA benefits.

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**MIKE GOREMAN, CAPS**  
**2011 NAA**  
**Chairman of the Board**

## DEAR APARTMENT INDUSTRY PARTNER

**OPPORTUNITIES TO PARTNER** with the National Apartment Association (NAA) will again grow in number and value in 2011 as NAA's leadership continues to strengthen its collaborative relationships with supplier partners in 2011. It was the support from the industry's leading supplier partners that helped our industry gain momentum and emerge from the challenging economic climate in 2010.

As we step forward together into this year, it is more essential than ever that suppliers position themselves front and center as reliable and strong leaders before the industry's top decision-makers. With that in mind, I invite you to use this Supplier Partner Guide to strategize and schedule your 2011 NAA sponsorship, exhibition and advertising activities.

We support our valuable supplier partners by enabling them to gain maximum exposure in front of apartment industry professionals throughout the year through the various opportunities presented in this guide.

Please join me in advancing and growing the industry and your business, whether it be through exhibiting at and sponsoring the largest annual conference and trade show for apartment industry professionals; advertising in the award-winning units magazine, the most-read magazine in the apartment industry; or playing an active role in the growing National Suppliers Council (NSC).

I welcome you and your company to take advantage of the abundant sponsorship and advertising opportunities NAA has to offer.

Thank you for your past support of NAA, the NSC and the apartment industry. Here's to a mutually profitable partnership in 2011 and beyond.

Regards,

**Mike Gorman, CAPS**  
**2011 NAA Chairman of the Board**



## EXPOSE YOUR PRODUCTS AND FEATURES AMONGST KEY DECISION MAKERS WHO ARE IN THE FIELD AND INVOLVED IN STUDENT HOUSING MANAGEMENT.

Off-campus student housing is one of the apartment industry's most important niche markets. As providers of and suppliers to student housing, we are in the unique positions of continuing to grow during a national economic downturn. As the number of individuals seeking higher education grows, so does the need for quality student housing.



### SAMPLE COMPANIES

American Campus Communities  
 Campus Apartments  
 Greystar  
 The Medallion Group  
 The Preiss Company ...and more!

The conference includes a trade show featuring products/services from suppliers who want to capture the Student Housing market (non-competing trade show hours).

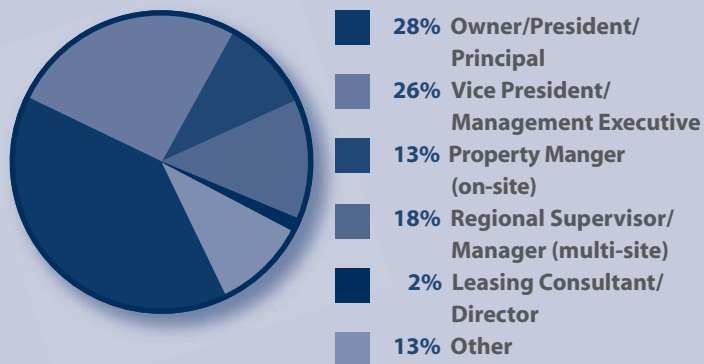
For information, please contact [sales@naahq.org](mailto:sales@naahq.org), or call 703/797-0671

### BOOTH RATES

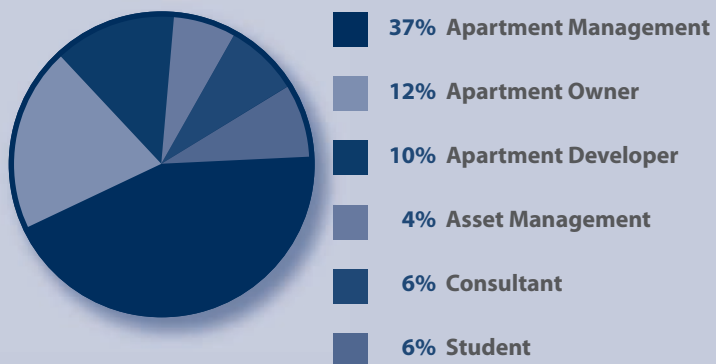
Members: **\$1,500**  
 Non-Members: **\$2,500**  
 Each exhibiting company receives two (2) complimentary booth personnel badges per 10'x10' booth space; access to general session (excluding luncheon), discounts on full conference badges, complimentary use of the attendee mailing list, a basic online and program guide directory listing, marketing tools and all meals provided on the trade show floor. Inline booths 10'x10' to 10'x30', will receive 8' back drapes, 3' side drapes and a complimentary company sign.

## ATTENDEE PROFILE

### Job Function



### Primary Business



Click to see the 2011 Student Housing Prospectus.

## NAA'S EDUCATION CONFERENCE & EXPOSITION IS THE LARGEST TRADE SHOW DEDICATED SOLELY TO MEETING THE NEEDS OF THE APARTMENT INDUSTRY.

This conference 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/VPs/Management professional and regional or multisite supervisors/managers
- Their primary roles include researching new products and making buying decisions or recommendations

### 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 Pre-show exposure in *units* magazine, NAA's official publication
- 5 Best exhibit value in the apartment industry and the best place to increase exposure of your company's products and services

### BOOTH RATES

<b>Member Rate</b>	<b>\$3,000</b>
<b>Non-member Rate</b>	<b>\$3,400</b>

Booth rates are per 10' x 10' (100 sq ft) space. Each exhibiting company receives three (3) complimentary booth personnel badges per 10'x10' booth space; access to general session, discounts on full conference badges, a basic online and program guide directory listing, and marketing tools. Inline booths 10'x10' to 10'x30', will receive 8' back drapes, 3' side drapes and a complimentary company sign.

For information, please contact [sales@naahq.org](mailto:sales@naahq.org), or call 703/797-0671



**NATIONAL APARTMENT ASSOCIATION**  
**EDUCATION CONFERENCE & EXPOSITION**  
 June 23-25, 2011 | Las Vegas, Nevada

## 2011 NAA STUDENT HOUSING CONFERENCE & EXPOSITION SPONSORSHIP OPPORTUNITIES

NAA's Student Housing Conference & Exposition is the premier event in the student housing industry. The conference features a stellar lineup of expert speakers educating attendees on university relations, residence life, marketing, operations, management and technology. The conference also includes multiple networking opportunities and a two-day trade show comprised of the industry's best products and services featuring more than 100 companies. While just being there is a powerful return on your investment, you can further capture the attention of your market and boost your company's profile by becoming a sponsor.



### DOCTORATE SPONSOR: \$10,000

- Logo on the conference Website, advertisements and promotional materials beginning September, 2010
- Onstage recognition at the Opening General Session
- Recognition throughout meeting (i.e. signage, program guide, etc.)
- Booth space highlighted on printed floor plans
- Special signage at booth
- Three complimentary full conference registrations
- Complimentary enhanced listing in the interactive floor plan
- Enhanced listing in program guide exhibitor description section
- Photo op with general session speaker, when available
- Custom sponsor logo to include on your Website, ads, etc.
- Listing in the pre-show sponsor highlight e-mail sent to registered attendees
- Sponsor ribbons to wear with NAA name badge for company employees
- Special Sponsor logo to use in marketing material
- Six reserved seats for General Sessions
- Select one of the following (first come, first served)
  - Conference Bags
  - Attendee Neck wallets
  - Water Coolers

### MASTERS SPONSOR: \$7,500

- Logo on the conference Website, advertisements and promotional materials beginning September, 2010
- Recognition throughout meeting (i.e. signage, program guide, etc.)
- Booth space highlighted on printed floor plans
- Special signage at booth
- Enhanced listing in program guide exhibitor description section
- Sponsor ribbons to wear with NAA name badge for company employees
- Special Sponsor logo to use in marketing material
- Four reserved seats for General Sessions
- Two complimentary full conference registrations

**BACHELORS SPONSOR: \$5,000**

- Logo on the conference Website, advertisements and promotional materials beginning September, 2010
- Recognition throughout meeting (i.e. signage, program guide, etc.)
- Booth space highlighted on printed floor plans
- Special signage at booth
- Sponsor ribbons to wear with NAA name badge for company employees
- Special Sponsor logo to use in marketing material
- Two reserved seats for General Sessions
- One complimentary full conference registrations

**SPECIAL OPPORTUNITIES:****CREATE YOUR OWN****QTY Unlimited, \$2,500 each**

Any sponsor has the opportunity to create their own sponsorship within the guidelines of NAA and the Caesar's Palace Convention Center policies. Sponsorship must enhance the attendee experience and offset the conference's expense. The fee is \$2,500 for each sponsorship idea. The sponsor is responsible for producing and delivering the item(s), and for all expenses for any related fees (i.e. audiovisual fees/equipment, labor hanging fees, etc.).

**HOTEL ROOM DROPS****2 available, \$5,000 each**

Leave a gift and a lasting impression on the minds of conference attendees after a day of traveling, or fun education and networking. An amenity will be placed in guest rooms at the Caesar's Palace. The cost of the amenity is not included in the sponsor fee and is to be provided by the sponsor and approved by NAA. This sponsorship includes one complimentary full conference registration.

**KEYNOTE LUNCHEON****3 available, \$5,000 each**

This lunch is attended by all full conference attendees. The sponsorship includes special mention in Conference materials, signage at the entrance of the luncheon room, and the option of providing a giveaway (approved by NAA) with the sponsor's logo to attendees (the sponsor is responsible for producing and delivering the item(s), and for all expenses for any related fees NAA). This sponsorship also includes one complimentary full conference registration.

**STUDENT PANEL****2 available, \$5,000 each**

This fun, interactive general session will showcase students from around the U.S. Hear what's driving their lives; what affects them, their thoughts on social media, what their goals are, and what property amenities they demand and desire. Attendees will learn more about why the current and future student customer is very different than a normal conventional customer; which lifestyle options must be available; and the importance of matching physical apartment features and amenities demanded by this group to satisfy their need to "get what they pay for." This 90 minute session will allow for Q&A. Sponsors will receive recognition in the Onsite Program Guide, signage at General Session room and the Student Panel booth in the exhibit hall, and one full conference registration.

**TRADE SHOW PRIZE GIVEAWAYS****15 available, \$250 each**

In order to create even more excitement on the show floor, prize giveaways will be awarded during show hours on Tuesday and Wednesday. Sponsors will receive recognition in the Onsite Program Guide and on the trade show floor. Prizes, quantity and type, will be determined by NAA.

**WELCOME RECEPTION****3 available, \$5,000 each**

This reception is conducive for attendees to network with their colleagues and plan for the days ahead. A signature drink will be named after each sponsor. Sponsors will also receive signage at the reception location, recognition on meeting materials, and one full conference registration.

## EDUCATION CONFERENCE & EXPOSITION SPONSORSHIP INFORMATION

NAA's Education Conference & Exposition is the largest trade show dedicated solely to meeting the needs of the apartment industry. With more than 5,000 attendees, the NAA Education Conference & Exposition is the ultimate networking experience and the very best place to showcase your company's products and services.

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. Raise your brand profile through sponsorship!



**NATIONAL APARTMENT ASSOCIATION**  
**EDUCATION CONFERENCE & EXPOSITION**  
June 23-25, 2011 | Las Vegas, Nevada

### **GOLD: \$40,000**

- 4 Complimentary Full Registrations to Education Conference
- 7 reserved seats for General Sessions
- \$400 Discount off Champion bill

### **SILVER: \$30,000**

- 3 Complimentary Full Registrations to Education Conference
- 5 reserved seats for General Sessions
- \$300 Discount off Champion bill

### **BRONZE: \$20,000**

- 2 Complimentary Full Registrations to Education Conference
- 3 reserved seats for General Sessions
- \$200 Discount off Champion bill

### **A LA CARTE OPPORTUNITIES AVAILABLE**

See the 2011 Sponsorship Guide for more information.

### **ALL METAL SPONSORS RECEIVE:**

- Company logo and web site link on the education conference Web site, beginning January 2011, based on sponsorship commitment and payment
- 1 company representative designated as a member of the conference committee
- 3 special custom-made badges per sponsor company
- Booth space highlighted on floor plans of expo hall
- Credit on metal sponsor recognition page in onsite program guide
- Listing in conference registration brochure
- Listing on special sponsor cover wrap on show issues of *units* magazine
- Logo on cover of onsite program guide
- Logo on e-mail, direct mail and promotional pieces beginning January 2011
- Metal sponsor ribbons to wear with NAA name badge for company employees
- Preferred freight handling at show site
- Priority housing block
- Special recognition signage at the convention center
- Special Metal Sponsor logo to use in marketing materials
- Special highlighting in onsite program guide company booth listing (logo included)
- Special recognition in *units Today*, the conference daily publication
- Special signage at booth in expo hall

### **PLATINUM: \$55,000 & OVER**

- Representative of sponsor company featured on the cover of *units* magazine's May issue w/Conference Chair
- Representative of sponsor company introduced onstage during one general session for personal recognition
- 2 company representatives invited to three dinners with the NAA Executive Committee at the Capitol Conference, June Conference, and Assembly of Delegates
- Company featured in an in-depth conference article in the May issue of *units* magazine
- Company featured in a pre-show "sponsor spotlight" e-mail
- Private meeting space in the exhibit hall
- Company will sponsor the Capitol Conference and Assembly of Delegates Meeting as a benefit of Platinum sponsorship.
- 3 VIP passes for photo-ops with the general session speakers (when possible)
- 5 Complimentary Full Registrations to Education Conference
- 10 reserved seats for General Sessions
- \$550 Discount off Champion bill

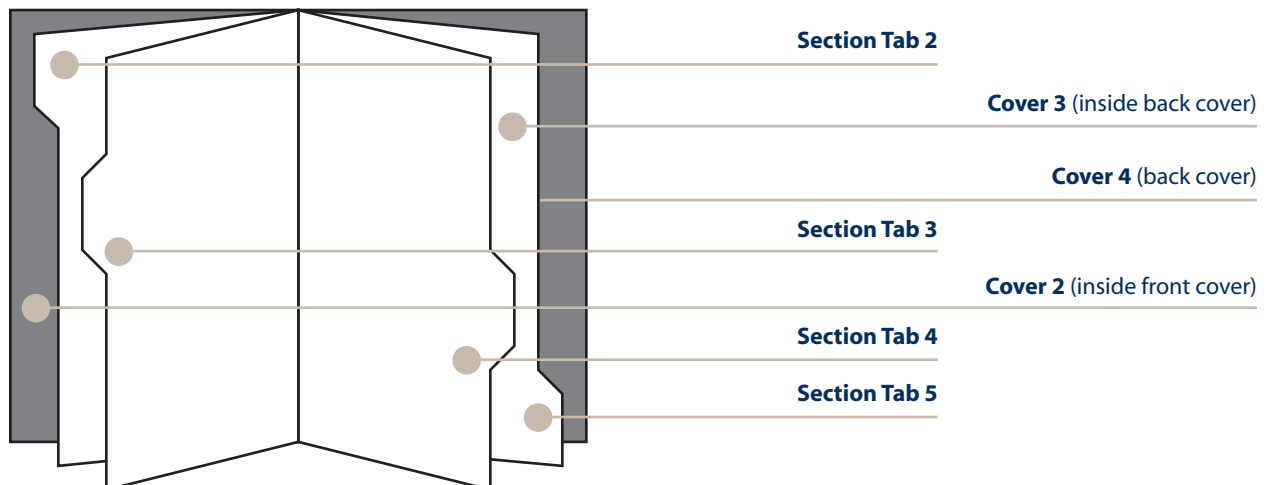
## STUDENT HOUSING CONFERENCE & EXPOSITION PROGRAM GUIDE & INSERTION INFORMATION

The NAA Student Housing 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, Education Sessions, Speaker Profiles, Floor Plan, Maps and Ads!**



PAGE	COLOR	DIMENSIONS	RATE
Cover 4	4C	6" x 9"	\$1,500
Covers 2 & 3	4C	6" x 9"	\$1,200
Section Tab 2	4C	4.375" x 9"	\$1,000
Section Tab 3	4C	4.75" x 9"	\$1,000
Section Tab 4	4C	5.125" x 9"	\$1,000
Section Tab 5	4C	5.5" x 9"	\$1,000
1/2 pg. in Exhibitor Info Section	4C	5.5" x 4.5"	\$750



## EDUCATION CONFERENCE & EXPOSITION PROGRAM GUIDE & INSERTION INFORMATION

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, Education Sessions, Speaker Profiles, Floor Plan, Maps, and Ads!**



2010 Program Guide



NATIONAL APARTMENT ASSOCIATION  
EDUCATION CONFERENCE & EXPOSITION  
June 23-25, 2011 | Las Vegas, Nevada

SIZE	WIDTH X DEPTH	PLACEMENT	COLOR	RATE
Half page (no bleed)	7.25" x 4.75"	Interior page	4C	<b>\$2,000</b>
Full page (no bleed)	7.75" x 10.375"	Interior page	4C	<b>\$3,500</b>
Full page (bleed) (live matter within 7.75" x 10.375")	8.5" x 11.125"	Cover 2, 3	4C	<b>\$4,000</b>
		Cover 4	4C	<b>\$5,000</b>

## BENEFITS OF USING MAP YOUR SHOW



### INTERESTED IN ATTRACTING MORE ATTENDEES TO YOUR BOOTH AND GENERATING QUALIFIED LEADS?

NAA has once again partnered with Map Your Show, an award-winning company to provide you with a state-of-the-art interactive, online floor plan and agenda planner. It's designed to bring exhibitors & attendees together to conduct business before, during and after the show.

### TOP THREE REASONS FOR EXHIBITORS TO UTILIZE THE INTERACTIVE FLOOR PLAN:

- 1 GENERATE LEADS AND ROI:** Targeted, opt-in sales leads give you the names of qualified buyers who want to connect with your company.
- 2 STAND OUT FROM THE CROWD:** The official interactive floor plan allows companies who advertise on the system more exposure points to attendees—whether it's being listed as a featured exhibitor or priority placement in your product category, the interactive floor plans give advertisers many more ways to be found!
- 3 REACH ATTENDEES AND THE WHOLE EVENT COMMUNITY:** Your customizable sales message can be live online for many months before, during and after the event ends! Because the interactive floor plan is available online, attendees unable to go to the event can still participate and connect with exhibiting companies via the floor plan.

Learn how you can become a Featured Exhibitor by adding pertinent company information available in the digital marketing packages. Stand out from other exhibitors by adding your company logo, press releases, a graphics or multimedia panel or reserve an exclusive banner position on the floor plan.

Contact Alyssa Rosinski from Map Your Show at 207/363-5634 or at [arosinski@mapyourshow.com](mailto:arosinski@mapyourshow.com) to get started!

## PRICING FOR SERVICES

**MAPYOURSHOW (MYS) USES AN ADVANCED COMBINATION OF TECHNOLOGIES** to create trade show mapping and planning solutions. Attendees gain maximum value for their dollars using MYS 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 companies to attendees, generating sales leads so they can start developing relationships before the show starts. The 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:

#### INCLUDES:

- 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)
- Logo included in printed on-site program guide listing

### AD PACKAGE:

This package includes all items in the Enhanced Listing plus additional exhibitor content displayed as static images and unlimited text panel.

### VIDEO PACKAGE:

This package includes all items in previous levels plus a video presentation.

### BANNER PACKAGE:

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 afloor plan. The image is limited to 500 pixels wide by 45 pixels tall. Six premium slots will be provided for Banner Ads. This package includes all previous levels.

### STUDENT HOUSING CONFERENCE & EXPOSITION

- Enhanced Listing \$139
- Ad Package \$359
- Video Package \$1,499
- Banner Ad Package \$2,999

### EDUCATION CONFERENCE & EXPOSITION

- Enhanced Listing \$199
- Ad Package \$499
- Video Package \$1,999
- Banner Ad Package \$3,500

### COMBO PRICING FOR BOTH CONFERENCES

- Enhanced Listing \$305
- Ad Package \$775
- Video Package \$3,150
- Banner Ad Package \$5,850

## UNITS MAGAZINE – THE OFFICIAL PUBLICATION OF THE NATIONAL APARTMENT ASSOCIATION

As the most read magazine in the multifamily housing industry, *units* is the publication in which your ads will be viewed by the most qualified buyers.

*Units* reaches more than 200,000 readers each month—93 percent of whom are involved in purchasing products and services, with an annual buying power of more than \$18 billion.

The June issue is featured at NAA's annual Education Conference & Exposition, the largest such event in the multifamily housing industry.



### FAST FACTS

- 70,000 qualified circulation
- Published 12 times per year
- BPA audited/Harvey AdQ surveyed

### READER GEOGRAPHICS

#### FROM BPA AUDIT REPORT 6/30/09

New England: ME, NH, VT, MA, RI, CT	1,324
Mid Atlantic: NY, NJ, PA	2,922
East North Central: OH, IN, IL, MI, WI	5,584
West North Central: MN, IA, MO, ND, SD, NE, KS	2,567
South Atlantic: DE, MD, DC, VA, WV, NC, SC, GA, FL	11,567
East South Central: KY, TN, AL, MS	3,201
West South Central: AR, LA, OH, TX	18,031
Mountain: MT, ID, WY, CO, NM, AZ, UT, NV	7,483
Pacific: AK, WA, OR, CA, HI	17,568

### READER COMPANIES

#### (NOT A COMPLETE LIST)

AIMCO	Lincoln Property
Ambling	Mid-America Communities
AML Residential Properties	Moran & Co.
Archstone	Northwestern Mutual
AvalonBay Communities	Pinnacle Realty
BRE Properties	Post Properties
Camden	Related Capital Company
Colonial Properties Trust	Riverstone Residential
Cornerstone Realty Income Trust	SARES-REGIS Group
Edward Rose Building Enterprises	Sentinel Real Estate
Equity Residential	Simpson Housing Limited Partnership
Fairfield Residential	Southern Management Corporation
Forest City Enterprises	SunAmerica Affordable Housing Partners
Gables Residential Trust	The Dolben Company
Greystar Real Estate Partners	UBS Realty Investors
Home Properties	UDR
Key Bank Capital	Wachovia
Kushner Companies	WinnResidential

For information on advertising in *units* magazine, please contact:

**DON COOKSEY**  
National Sales Manager  
dcooksey@townsend-group.com  
Tel: 240/482-4864

**JEFF NAIL**  
National Sales Manager  
jnail@townsend-group.com  
Tel: 301/215-6710 Ext.107

## DISPLAY ADS

SPECIAL RATES FOR FIRST TIME *UNITS* ADVERTISERS!

AD SIZES: All measurements are in inches

SIZE	WIDTH		DEPTH
Full page (no bleed)	7 3/4	x	10 3/8
Full page (bleed)	8 1/2	x	11 1/8
	(with live matter within 7 3/4 x 10 3/8)		
1/2 page island	4 3/4	x	7
1/2 page horizontal	7 1/4	x	4 3/4
1/2 page vertical	3 1/2	x	9 1/2
1/3 page island	3 1/2	x	6 1/2
1/3 page horizontal	7 1/4	x	3 1/2
1/3 page vertical	2 1/4	x	9 1/2
1/4 page horizontal	7 1/4	x	2 1/2

Spreads, tip-ins and polybagging are available on request.

### AD RATES\* (Gross Rates)

COLOR	1x	3x	6x	12x SPECIAL
Full page	\$8,190	\$7,790	\$7,400	\$6,670
1/2 page	\$5,545	\$5,265	\$4,990	\$4,510
1/3 page	\$4,345	\$4,130	\$3,925	\$3,535
1/4 page	\$4,030	\$3,915	\$3,680	\$3,350
<b>PREMIUM PLACEMENT</b>	minimum 6x commitment (non-cancelable)			
Back Cover			\$9,100	\$8,195
Cover 3			\$8,290	\$7,465
Cover 2			\$8,880	\$7,995
Pages 1, 3, 5, 7, 9, 11, 13 & 15			\$8,290	\$7,465

\*15% charge for other guaranteed positions

BLACK & WHITE	1x	3x	6x	12x
Full page	\$6,090	\$5,780	\$5,505	\$4,950
1/2 page	\$3,435	\$3,260	\$3,105	\$2,800
1/3 page	\$2,240	\$2,130	\$2,030	\$1,825
1/4 page	\$2,010	\$1,910	\$1,815	\$1,640

\*Special rates for 2011 Exhibitors for the pre-show, show and post-show issues:  
May, June and July.

## CLASSIFIED ADS

AD SIZES All measurements are in inches

WIDTH X DEPTH INCHES	DIMENSIONS	TOTAL COLUMN INCHES
1 column x 1 inch	2 3/8 x 1	1
1 column x 2 inches	2 3/8 x 2	2
1 column x 3 inches	2 3/8 x 3	3
2 columns x 1 inch	4 3/4 x 1	2
2 columns x 2 inches	4 3/4 x 2	4
3 columns x 1 inch	7 1/4 x 1	3

Prices per column inch. For total, multiply the figure below, according to number of insertions, by total column inches from chart above.

### AD RATES (Net Rates)

1x: \$210      6x: \$200      12x: \$160

## AD MATERIAL SPECIFICATIONS

**PRINTING PROCESS:** Web offset

**BINDING METHOD:** Perfect Binding

**COLOR AVAILABLE:** Four-color process. Spot colors must be converted to CMYK-color builds.

**LINE SCREEN:** 133 lines per inch

**FINISHED TRIM SIZE:** 8 1/4 inches x 10 7/8 inches

**FOUR-COLOR PROOFING:** Four-color proofs must be furnished. Laser and ink jet prints are not accurate methods for color proofing. The advertiser will be charged \$50 for any proofs furnished by the printer. NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof. **SHIPPING:** All materials must be shipped in protective packaging with an insertion order and labeled with advertisement name, units publication issue. Send to: units Advertising, NAA, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203

**FILE FORMAT:** Digital files are required. Preferred file format is PDF with all images 300 dpi or higher and all fonts embedded. PDFs must be distilled from PostScript files generated using the Acrobat settings and PostScript Printer Description (PPD) downloaded from the NAA Web site at [www.naaq.org/publications/units](http://www.naaq.org/publications/units). Other acceptable file formats are: Quark (up to version 7.31); Illustrator (up to version CS2); TIF (minimum 300 dpi at 100 percent); E-mail files that are less than 9MB. Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale, TIF files. All fonts must be included (in Illustrator files, fonts should be converted to outlines). Avoid TrueType fonts. Files should be supplied on a CD, with a printed directory listing all files on disc. To ensure proper color, the files must be accompanied by a color SWOP proof at 100 percent size. If files are submitted via e-mail, a color SWOP proof should be shipped separately. NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof. For additional information, see [www.naaq.org/publications/units](http://www.naaq.org/publications/units).

**CANCELLATION POLICY:** Cancellations or rollovers to a future issue must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 30% of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and materials deadlines.

Units reserves the right to modify its 2011 editorial calendar without notice.

MONTH	CLOSING DATES	SPOTLIGHT TOPIC	OTHER FEATURES	SPECIAL OPPORTUNITIES
<b>JANUARY</b>	<b>Editorial:</b> Nov. 15 <b>Ad space:</b> Dec. 1 <b>Materials:</b> Dec. 8 <b>Mails:</b> Jan. 8	Preventive Maintenance	<ul style="list-style-type: none"> <li>• What's In &amp; What's Out in 2011</li> <li>• Maintenance Supply Tips</li> <li>• Appliances and Laundry Services</li> <li>• <b>Bonus:</b> NAA Annual Report</li> </ul>	<p><b>Maintenance Supplement</b></p> <p><b>BONUS DISTRIBUTION</b> NMHC Apartment Strategies Alabama Apartment Association</p>
<b>FEBRUARY</b> NAA Student Housing Show Issue	<b>Editorial:</b> Dec. 15 <b>Ad space:</b> Jan. 2 <b>Materials:</b> Jan. 8 <b>Mails:</b> Feb. 8	Staff Hiring, Education and Retention	<ul style="list-style-type: none"> <li>• Innovative Hiring Strategies</li> <li>• Student Housing Management</li> <li>• Crime Prevention and Safety</li> <li>• Utility Management and Submetering</li> </ul>	<p><b>Student Housing Supplement</b></p> <p><b>BONUS DISTRIBUTION</b> NAA Student Housing Conference Detroit Metropolitan Apartment Association</p>
<b>MARCH</b>	<b>Editorial:</b> Jan. 15 <b>Ad space:</b> Feb. 1 <b>Materials:</b> Feb. 8 <b>Mails:</b> March 8	Technology and Software	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Capital Expenditure Decisions</li> <li>• Property Management Software</li> <li>• Legislative Issues</li> </ul>	<p><b>Technology and Software Supplement</b></p> <p><b>BONUS DISTRIBUTION</b> NAA Capitol Conference Apartment Association of Greater Dallas</p>
<b>APRIL</b>	<b>Editorial:</b> Feb. 15 <b>Ad space:</b> March 1 <b>Materials:</b> March 8 <b>Mails:</b> April 8	Resident Retention	<ul style="list-style-type: none"> <li>• Internet Marketing and Web Site Development</li> <li>• Pool Maintenance and Management</li> <li>• Resident &amp; Employee Screening</li> </ul>	<p><b>BONUS DISTRIBUTION</b> Apt. Internet Marketing (AIM) Conference Texas Apartment Association Chicagoland Apartment Association Utah Apartment Association Washington Multi-Family Housing Assoc.</p>
<b>MAY</b> NAA Pre-Show Issue <i>Can't Miss!</i>	<b>Editorial:</b> March 15 <b>Ad space:</b> April 1 <b>Materials:</b> April 8 <b>Mails:</b> May 8	<b>Pre-Show Issue</b> CEO Focus	<ul style="list-style-type: none"> <li>• NAA Conference Highlights Preview</li> <li>• Repositioning a Property</li> <li>• Ancillary Revenue</li> <li>• Security and Key Control</li> </ul>	<p><b>BONUS DISTRIBUTION</b> New Jersey Apartment Association Apartment Association of Metro Denver Arizona Multihousing Association Houston Apartment Association</p>
<b>JUNE</b> NAA Show Issue <i>Can't Miss!</i>	<b>Editorial:</b> April 15 <b>Ad space:</b> May 1 <b>Materials:</b> May 8 <b>Mails:</b> June 8	<b>Show Issue</b> Interior Design Trends	<ul style="list-style-type: none"> <li>• NAA Conference Highlights</li> <li>• Mystery Shopping</li> <li>• Telecommunications</li> </ul>	<p><b>BONUS DISTRIBUTION</b> NAA Education Conference &amp; Exposition</p>
<b>JULY</b> NAA Post-Show Issue <i>Can't Miss!</i>	<b>Editorial:</b> May 15 <b>Ad space:</b> June 1 <b>Materials:</b> June 8 <b>Mails:</b> July 8	<b>Post-Show Issue</b> Creating Curb Appeal	<ul style="list-style-type: none"> <li>• NAA Conference Recap</li> <li>• Common Area Ideas</li> <li>• Make-Ready and Turn Tips</li> <li>• Renter Marketing Tools</li> </ul>	<p><b>Maintenance Mania</b> <b>National Championship Recap</b></p>
<b>AUGUST</b>	<b>Editorial:</b> June 15 <b>Ad space:</b> July 1 <b>Materials:</b> July 8 <b>Mails:</b> Aug. 8	Budget Strategies	<ul style="list-style-type: none"> <li>• Income &amp; Expenses Survey</li> <li>• Economic Industry Trends</li> <li>• Financing Strategies and Measuring Investments</li> <li>• Financial Services</li> </ul>	<p><b>Financial Supplement</b></p>
<b>SEPTEMBER</b>	<b>Editorial:</b> July 15 <b>Ad space:</b> Aug. 1 <b>Materials:</b> Aug. 8 <b>Mails:</b> Sept. 8	Apartment Management and Development	<ul style="list-style-type: none"> <li>• PARAGON Award Winners: Recognizing Industry Excellence</li> <li>• Creative Marketing Ideas</li> <li>• Tax-Credit and Affordable Housing</li> <li>• Paint, Flooring and Wall Coverings</li> </ul>	<p><b>BONUS DISTRIBUTION</b> Central Virginia Apartment Association Apartment Association of Kansas City</p>
<b>OCTOBER</b>	<b>Editorial:</b> Aug. 15 <b>Ad space:</b> Sept. 1 <b>Materials:</b> Sept. 8 <b>Mails:</b> Oct. 8	Renovation, Restoration and Development	<ul style="list-style-type: none"> <li>• Repositioning Best Practices</li> <li>• Green Building ROI</li> <li>• Yield Management Software</li> </ul>	<p><b>BONUS DISTRIBUTION</b> Florida Apartment Association</p>
<b>NOVEMBER</b>	<b>Editorial:</b> Sept. 15 <b>Ad space:</b> Oct. 1 <b>Materials:</b> Oct. 8 <b>Mails:</b> Nov. 8	Marketing to Residents	<ul style="list-style-type: none"> <li>• Industry Outlook</li> <li>• Leasing Techniques That Work</li> <li>• Human Resources</li> <li>• Billing and Collections</li> </ul>	<p><b>BONUS DISTRIBUTION</b> NAA Assembly of Delegates Indiana Apartment Association</p>
<b>DECEMBER</b>	<b>Editorial:</b> Oct. 15 <b>Ad space:</b> Nov. 1 <b>Materials:</b> Nov. 8 <b>Mails:</b> Dec. 8	Specialty Housing	<ul style="list-style-type: none"> <li>• Student Housing Development</li> <li>• Renters' Insurance</li> </ul>	<p><b>BONUS DISTRIBUTION</b> Maryland Multi-Housing Association</p>

## ADVERTISING INFORMATION: THE INDUSTRY INSIDER

**THE INDUSTRY INSIDER**, a weekly e-newsletter sent to over 32,000 NAA members, provides a quick summary of noteworthy articles pertaining to the apartment industry.

Suppliers can promote and strengthen their brands! Advertise products and services in this arena by placing ads where multifamily housing executives and their staff go to find the most up-to-date information, in a world that is on information overload! **Advertising space is limited.**

SECTION	RATE
Leader Board	\$1,800
Top Story	\$1,450
Industry News	\$1,450
Legislative	\$1,450
NAA Announcements	\$1,450

### SPECIFICATIONS:

The banner ad space is 468 x 80 pixels. This means that the image has to be up to 468 pixels wide by 80 pixels high for the banner (it can be smaller, but not larger).

You can add up to 150 characters of sponsor text (a caption), the click-through URL, and the image itself. For example:

**Your image:** This image will contain your click-through URL. →

**Your text:** Up to 150 characters of text

**Please note:** Spaces DO count toward this total. →



If the image you are sending is larger than 468 x 80, NAA will not be able to include your ad in *The Industry Insider*. If the text you send is longer than 150 characters, NAA will not be able to include text in this spot.

Please send the following information to [lorna@naahq.org](mailto:lorna@naahq.org):

1. Attach your ad image (jpg or gif files only please) - **required**
2. Indicate your click-through URL address (web page link) - **optional**
3. Up to 150 characters of text - **optional**



For information, contact Lorna Rivero,  
Assistant Vice President of National Sales  
at 703/797-0695 or [lorna@naahq.org](mailto:lorna@naahq.org).

## BECOME A MEMBER OF THE NATIONAL SUPPLIERS COUNCIL (NSC)

The NAA created the National Suppliers Council (NSC) in 1979 to continue the development of a strong relationship between the multifamily housing industry and national businesses and corporations that supply goods and services to the apartment industry. You must become a member of NAA through your local affiliate prior to becoming an NSC member.

**NSC membership is \$1,700 per year.**



**BUILDING PARTNERSHIPS**



### THE BENEFITS INCLUDE:

#### UNITS MAGAZINE

- **units introductory article.** As a member of the NSC, your company will have a one-time opportunity to be introduced to our membership in a 500-word introductory article placed near the NSC Directory.
- **NSC Directory of products and services.** In the back of each issue of *units*, you will find company listings and contact information for all NSC members, organized by business category.
- **Subscription to units magazine.** NSC member contacts receive a complimentary subscription. Additional subscriptions are available to members for \$28 each.

#### NAA'S ONLINE BUYERS GUIDE

The official NAA Supplier Buyers Guide is located on the homepage of the NAA Web site: [www.naahq.org](http://www.naahq.org). The NAA owner and management company member can find all the product/services they need all over the country. They can just click on the Buyers Guide icon and search away.

As a benefit of being an NSC member, each company is given the use of the NSC Partner logo to be placed next to their company name. If the NSC member would like the additional opportunity to include their company logo it is just \$395.

#### NAA EDUCATION CONFERENCE & EXPOSITION

- **Priority booth selection.** NSC members approved prior to our annual June Education Conference & Exposition will receive proprietary booth selection for future expositions based on their number of years as an NSC member and years exhibiting consecutively. Once all NSC members are assigned their spaces, the show floor is then open to non-NSC member exhibitors on a first-come, first-served basis. In order to receive this benefit, the NSC Member Company must be in good standing with NAA, have exhibited consecutively the same number of years and must sign-up within 30 days of the current year's conference.
- **Additional recognition.** NSC members stand out from the other suppliers both on the trade show floor and in conference materials. Special signage on the show floor and additional designations in exhibitor descriptions lets members know that you stand out in our industry through your NSC membership.

For NSC information or to enhance your directory listing, please contact David Edwards at 703/797-0689 or e-mail [davide@naahq.org](mailto:davide@naahq.org).



**Theresa Lamar, CAS**  
Vice President Personal Services  
Ice Blue Advertising  
2011 CHAIRMAN



**Margette Getto**  
VP National Accounts  
Apartment Guide  
2011 VICE CHAIRMAN



**Dave Schwehm**  
VP Community Solutions  
Time Warner Cable  
2011 SECRETARY

#### COMMITTEE INVOLVEMENT

NSC members are given the opportunity to serve as NAA committee liaisons. By having an NSC liaison on every NAA committee, council members are given the opportunity to keep in touch with all aspects of NAA and its members. The NSC Executive Committee appoints NSC liaisons. We encourage you to participate in this unique opportunity and we welcome the knowledge and suggestions you provide to each of the committees. There's no better way to learn about the needs of our members and get acquainted with association leaders than through committee involvement.

#### OPTIONAL BENEFITS FOR NSC MEMBERS ONLY:

##### NAA'S MAILING LIST

This list contains information on more than 32,000 multihousing professionals and is only available to National Supplier Council Members for an additional fee. You have the opportunity to rent the NAA mailing list an unlimited number of times throughout the year to market your latest products and services. NAA protects the privacy of our members and will only send mailing lists to a bonded mail house. Samples of your mailing pieces must be sent to NAA for approval. The mailing list cannot be sent directly to NSC members. Rentals are for one-time use only and you must allow 5 days for processing.

##### ADDITIONAL CATEGORY LISTINGS IN UNITS

You may also be listed in up to two additional categories in the NSC directory in *units* magazine. Published 12 times a year, this gives you added exposure throughout the year.

##### ENHANCED LISTING (shown on right)

##### NSC OPENING PARTY SPONSORSHIP

NAA Conference attendees flock to this opening event with special entertainment to celebrate the start of the conference.

Be a part of the NSC-Sponsored opening Party by pledging to one of the two levels:

- **Title Sponsor: \$3,500**
- **Presenting Sponsor: \$7,000.**

## GAIN ADDITIONAL VISIBILITY, ENHANCE YOUR LISTING!

### National Suppliers Council

#### Directory

##### Hocutt Inc.

*Kevin Hammer, Executive VP*  
Phone: 214/381-9991  
Fax: 214/381-1831  
kevin@hocutt.com  
www.Hocutt.com

##### Inovonics Wireless Corporation

*Erik Gilbert, Director of Sales*  
303/939-9336; Fax: 303/939-9336  
erik.gilbert@inovonics.com  
www.inovonics.com

##### ista North America

*Kernie Brashier, Executive VP*  
866/691-ISTA; Fax: 904/249-3399  
salesinfo@ista-na.com  
www.ista-na.com

##### Minol USA

*Leanne Libby*  
972/386-6611; Fax: 972/386-7711  
bphelps@minolusa.com  
info@minolusa.com  
www.minolusa.com

##### National Exemption Service, Inc.

*Gerald Baker  
Kathleen Baker*

**SAMPLE ENHANCED  
LISTING**



For NAAPAC information, please contact  
Kathleen Youngblood at 703/797-0633  
or e-mail [kathleen@naahq.org](mailto:kathleen@naahq.org).

### **NAAPAC GOLF CHALLENGE**

During the NAA Education Conference & Exposition, Las Vegas will play host to our NAAPAC 2011 Golf Challenge. Please join us for one of the year's biggest networking and recreational events. This exceptional event provides a wonderful opportunity to bring associates, clients, friends and fellow golfers out for a day of entertainment and networking.

We invite you to join us as a sponsor of the Challenge and in turn become a partner in providing quality balanced housing education to our congressional members. Your support of NAAPAC will help us to grow awareness on Capitol Hill.

### **NAA POKER TOURNAMENT**

The NAA Poker Tournament is back, more information coming soon!

## NATIONAL LEASE PROGRAM MONTHLY WEBINAR SPONSORSHIP

The National Lease Program and Blue Moon Software, Inc. conduct monthly informational Webinars on the benefits and history of the National Lease Program. Each Webinar is concluded with an interactive question-and-answer session moderated by Shari Taylor, Director of Operations for Blue Moon Software Inc. and Michael Semko, NAA's Senior Counsel and VP for the National Lease Program.

### WEBINAR

**THE MONTHLY WEBINAR** is marketed to all apartment owners, management and development companies nationwide. On average the Webinar has more than 100 registrations and 50 actual attendees per session. More than 150,000 units throughout 35 states are typically represented on each webinar. The primary titles for attendees are Owner, President, CEO, CFO, COO, Vice President, Regional Property Manager, Property Manager, Asst. Property Manager, IT/Software Specialist, Training and Attorney.

### WHY SPONSOR?

- Build your brand next to the Industry leader and reach NAA membership through Web site, social media, print and mail sponsorship recognition each month for an entire year
- More than 12,000 communities are enrolled in the National Lease Program nationwide
- The National Lease Program experiences exponential growth each year
- A unique sponsorship only available to a **limited number** of suppliers

### SPONSORS RECEIVE

- Logo recognition on two e-mail blasts per month promoting each Webinar (over 14,500 e-mails)
- Sponsorship recognition on the webinar schedule Web page
- Recognition as a sponsor on the National Lease Program's Facebook and twitter account
- Announcement as a sponsor on the National Lease Program's announcement page
- Recognition on Webinar postcard that is sent out to members
- Recognition on welcome slide of the Webinar
- Contact info for participating registrants that select "yes" for more information from sponsors

## NATIONAL LEASE PROGRAM LEASE VIDEO SPONSORSHIP

The National Lease Program is developing state specific videos that highlight important information in each paragraph of the apartment lease. The video will be given to every community enrolled in the National Lease Program as a guide for residents.

### VIDEO

**THE LEASE VIDEO** is an invaluable benefit that provides a training tool for leasing agents and managers.

### WHY SPONSOR?

- Build your brand next to the Industry leader, the most widely used residential lease in the multifamily housing industry
- Customer companies include some of the largest multifamily housing REITS and privately held real estate firms in the country
- Exposure to National Lease Program users as well as all of their residents
- State specific exposure
- Shelf life of over one year

### SPONSORS RECEIVE

- Sponsorship recognition with company logo at the end of the video
- Small company logo displayed throughout the video
- Sponsorship recognition on video download website
- Sponsorship recognition on marketing materials for video launch
- Company logo displayed on DVD case



For information and pricing, please contact Justin Barker at 703/797-0614 or e-mail [justin@naahq.org](mailto:justin@naahq.org).

## INDEPENDENT RENTAL OWNER (IRO) ANNUAL SPONSORSHIP PACKAGE

An Independent Rental Owner (IRO) is defined by NAA as an individual or individuals that own or manage rental properties, and are actively involved, from an ownership perspective, in the management of their properties. Many within this segment are smaller owners that own and/or manage 500 units or less. Currently NAA has 21,400 members that represent over 500,000 units collectively. NAA has designed programs and services specific to their needs.



### ALL SPONSORS RECEIVE:

- Logo recognition at events
- Logo recognition on promotional materials
- Company information provided on table at IRO events
- Contact information provided for attendees of events and conference calls
- Speaking opportunity at each event
- Opportunity to have first right to be involved in next year's event

### PRINCIPAL SPONSOR: \$7,000

#### BENEFITS INCLUDE:

- One networking event
- Two industry forums
- Two conference calls on industry topics
- Home page of IRO section
- Emails to all 20,000+ IROs on the benefits NAA provides with sponsor logo included
- One-time use of the NAA mailing list for 1-500 unit owners
- Four company representatives can attend all IRO events

### A LA CARTE SPONSOR:

#### SELECT ONE OR MORE OF THE FOLLOWING ITEMS:

- Networking event, includes two company representatives - **\$1,500**
- Industry forums, includes two company representatives  
**2 available, \$1,000 each**
- Conference calls on industry topics  
**2 available, \$500 each**
- Home page of IRO section - **\$2,500**
- Emails to all 20,000+ IROs on the benefits NAA provides with sponsor logo included  
**2 available, \$750 each**

For sponsorship information, please contact David Edwards at 703/797-0689 or e-mail [davide@naahq.org](mailto:davide@naahq.org).

## ASSOCIATION EXECUTIVES COUNCIL ANNUAL SPONSORSHIP PACKAGE

The AEC was formed to advance the general welfare of NAA affiliated state and local association executive officers and their staffs, as well as voluntary leaders assuming or assigned to such responsibility throughout the nation. The AEC serves to encourage professionalism, provide a forum for the exchange of new and emerging initiatives, and to foster beneficial relationships with leaders of the NAA.



### ALL SPONSORS RECEIVE:

- Logo recognition at events
- Logo recognition on promotional materials
- Company information provided on table at AEC events (does not include council meetings)
- Speaking opportunity at each event
- Opportunity to have right of refusal for following year

### PRINCIPAL SPONSOR: \$7,500

#### BENEFITS INCLUDE:

- Sponsorship of AE Developing Excellence Conference (includes sessions, lunch and networking dinner)
  - Large logo on all Direct mail/Promo pieces
  - Introduction at the opening of each session
  - Recognition throughout meeting (i.e. signage, program, etc.)
- Sponsorship of AE Roundtable during NAA Education Conference & Expo
- Logo inclusion on Affiliate home page
- Logo inclusion on AE Update monthly newsletter
- One-time use of NAA mailing list of association executives
- Speaking Opportunity during AE events listed above (does not include council meetings)

### A LA CARTE SPONSOR:

#### SELECT ONE OR MORE OF THE FOLLOWING ITEMS:

- AE Developing Excellence Conference; sessions only, includes two company representatives  
**2 available, \$3,000 each**
- AE Networking Lunch held during AE Developing Excellence Conference  
**10 available, \$500 each**
- AE Networking Dinner held during AE Developing Excellence Conference -  
**10 available, \$500 each**
- AE Roundtable held during NAA Education Conference & Expo  
**3 available, \$1,000 each**
- Association Executive Webinar  
**1 available, \$1,500 each**
- AE Roundtable held during NAA Education Conference & Expo  
**3 available, \$1,000 each**
- Home page of Affiliate section of NAA Web site  
**4 available, \$1,000 each**
- Logo inclusion on AE Update monthly newsletter  
**4 available, \$750 each**

For sponsorship information, please contact Kimberlee Berry at 703/797-0625 or e-mail Kimberlee@naahq.org.

## FUTURE CONFERENCES

### 2010 ASSEMBLY OF DELEGATES

November 11-13, 2010

Indianapolis Marriott, Indianapolis, IN

### 2011 NAA STUDENT HOUSING CONFERENCE & EXPOSITION

February 21-23, 2011

Caesars Palace, Las Vegas, NV

### 2011 CAPITOL CONFERENCE

March 13-16, 2011

The Omni Shoreham Hotel, Washington, D.C.

### 2011 NAA EDUCATION CONFERENCE & EXPOSITION

June 23-25, 2011

Mandalay Bay Resort & Convention Center, Las Vegas, NV

### 2011 ASSEMBLY OF DELEGATES

November 3-5, 2011

Intercontinental Buckhead, Atlanta, GA

### 2012 STUDENT HOUSING CONFERENCE & EXPOSITION

February 8-10, 2012

Caesars Palace, Las Vegas, NV

### 2012 NAA EDUCATION CONFERENCE & EXPOSITION

June 28-30, 2012

Boston Convention Center & Exhibition Center, Boston, MA

### 2013 STUDENT HOUSING CONFERENCE & EXPOSITION

February 18-20, 2013

Caesar's Palace, Las Vegas, NV

### 2013 NAA EDUCATION CONFERENCE & EXPOSITION

June 28-30, 2013

San Diego Convention Center, San Diego, CA

### 2014 NAA EDUCATION CONFERENCE & EXPOSITION

June 19-21, 2014

Colorado Convention Center, Denver, CO

### 2015 NAA EDUCATION CONFERENCE & EXPOSITION

June 25-27, 2015

Mandala Bay Resort & Convention Center, Las Vegas, NV

### 2016 NAA EDUCATION CONFERENCE & EXPOSITION

June 9-11, 2016

Moscone Center, San Francisco, CA

### 2017 NAA EDUCATION CONFERENCE & EXPOSITION

June 22-24, 2017

Miami Convention Center, Miami, FL

### 2018 NAA EDUCATION CONFERENCE & EXPOSITION

June 14-16, 2018

San Diego Convention Center, San Diego, CA

### 2019 NAA EDUCATION CONFERENCE & EXPOSITION

June 27-29, 2019

Colorado Convention Center, Denver, CO



**NATIONAL APARTMENT ASSOCIATION**

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