



2012 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 54,000 members representing more than 6.1 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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JERRY WILKINSON, CCIM
2012 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 2012 as NAA's leadership continues to strengthen its collaborative relationships with its supplier partners. 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 2011.

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 2012 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 2012 and beyond.

Regards,

A handwritten signature in cursive script that reads "Jerry Wilkinson".

Jerry Wilkinson, CCIM
2012 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 position 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 is targeted to the operations personnel who are in the field and involved in student housing management. Feature your products/services amongst key decision makers during the trade show (non-competing trade show hours).

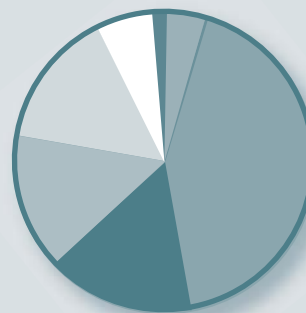
For more information, please contact NAA's Heather Teplitz at 703/797-0671 or e-mail heather@naahq.org.

BOOTH RATES

Members: **\$1,500**
 Non-Members: **\$2,500**
 Each exhibiting company receives two (2) complimentary booth personnel badges per 10' x 10' booth space which gives you access to the exhibit hall, general session (excluding luncheon) and welcome reception, discount on full conference registration badges, opportunity to purchase the 2012 Attendee list (Pre or Post Show), a basic online MyNAA company listing, a basic company listing printed in the Program & Exhibitor Guide, marketing tools to promote your booth before the conference, booth prizes advertised in the Program & Exhibitor Guide, complimentary expo pass to distribute to your clients. Inline Booths (10' x 10' - 10' x 30') receive 8' back walls, 3' side walls and a complimentary company sign.

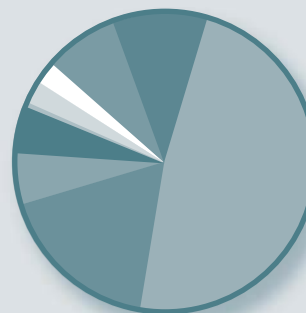
ATTENDEE PROFILE

Job Function



- 2% Asset Manager
- 4% Leasing Consultant/Director
- 0% Maintenance Professional
- 31% Owner/President/Principal
- 16% Property Manager
- 16% Regional Supervisor/Manager (multi-site)
- 18% Vice President/Management Executive
- 13% Other

Primary Business



- 11% Apartment Developer
- 49% Apartment Management
- 21% Apartment Owner
- 4% Architect/Engineer
- 3% Asset Management
- 1% Government Housing Agency
- 2% Leasing Company
- 2% Real Estate Investment Trust
- 7% Other

Click to see the 2012 NAA Student Housing Conference & Exposition Exhibitor 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 325 suppliers, the exposition is paired with a three-day Education Conference, offering the best education sessions in one place.

WHO ATTENDS?

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

Member Rate	\$3,300
Non-member Rate	\$4,300

Each exhibiting company receives three (3) complimentary booth personnel badges per 10' x 10' booth space which gives you access to the exhibit hall & general session, discount on full conference registration badges, opportunity to purchase the 2012 Attendee list (Pre or Post Show), a basic online MyNAA company listing, a basic company listing printed in the Program & Exhibitor Guide, marketing tools to promote your booth before the conference, booth prizes advertised in the Program & Exhibitor Guide, complimentary expo pass to distribute to your clients. Inline Booths (10' x 10' - 10' x 30') receive 8' back walls, 3' side walls and a complimentary company sign.

For more information, please contact NAA's Heather Teplitz at 703/797-0671 or e-mail heather@naahq.org.



NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION
BOSTON, MA | JUNE 28-30, 2012

Click to see the 2012 NAA Education Conference & Exposition Exhibitor Prospectus.

2012 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.



Join us for the NAA Student Housing Conference & Exposition, February 29 – March 2, 2012 at the Wynn Las Vegas. 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 position 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.

The bottom line? Business is happening at NAA's Student Housing Conference & Exposition

For more information, please contact NAA's Heather Teplitz at 703/797-0671 or e-mail heather@naahq.org.

Note: 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.

2012 NAA STUDENT HOUSING CONFERENCE & EXPOSITION SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR

QTY-UNLIMITED

\$7,500 EACH

Logo on the conference Web site, advertisements and promotional materials beginning September 2011. Your company will receive signage on-site, two complimentary full conference registrations and promotional credit in communications. You will also receive a special sponsor logo to use in marketing materials, a complimentary enhanced listing in the interactive floor plan, and an enhanced listing in program guide exhibitor description section. If you are not an exhibitor, you will have an enhanced listing on the conference Web site and on a separate section of the program guide.

KEYNOTE SPEAKER

QTY-4

\$7,500 EACH

Sponsors can provide a giveaway for each attendee; event staff will place them on the chairs. You will also receive one complimentary full conference registration, six reserved seats at the general session, photo op with keynote speaker (if available), and promotional credit in communications.

WELCOME RECEPTION

QTY-2

\$7,500 EACH

Sponsoring company will receive signage and introduction at the reception. Your company can provide a giveaway for attendees to pick up at a table by the reception entrance. You will also receive promotional credit in communications. This sponsorship includes one complimentary full conference registration.

CHARGING STATIONS

QTY-1

\$7,500 EACH

Offer attendees a chance to charge their cell phones and other gadgets at a station complete with your company's name and logo. You will also receive promotional credit in communications. This sponsorship includes one complimentary full conference registration.

HOTEL ROOM DROPS

QTY-2

\$7,500 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 Wynn Las Vegas. The cost of the amenity and the hotel charge per room drop are 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.

STUDENT PANEL

QTY-2

\$7,500 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.

2012 NAA EDUCATION CONFERENCE & EXPOSITION SPONSORSHIP INFORMATION



NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION BOSTON, MA | JUNE 28–30, 2012

SPONSORSHIP LEVELS DIAMOND - \$100,000

EDUCATION CONFERENCE & EXPOSITION

- \$1,000 Discount off NexxtShow bill
- 15 VIP seating passes for General Sessions
- 3 VIP passes for photo-ops with the general session speakers (when possible)
- 10 Complimentary Full Conference Registrations to Education Conference & Exposition
- Company featured in a pre-show "sponsor spotlight" e-mail
- 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
- Company logo and Web site link on the Education Conference & Exposition Web site - beginning January 2012, based on sponsorship commitment and payment
- 1 company representative designated as a member of the Education Conference & Exposition committee
- Booth space highlighted on printed floor plans of exhibit hall
- Credit on metal sponsor recognition page in onsite exhibitor and program guide
- Discount registration landing pages on the Education Conference & Exposition Web site to distribute to customers
- Listing in Education Conference & Exposition registration brochure
- Listing on special sponsor cover wrap on show issues of *units* magazine
- Logo on cover of onsite exhibitor and program guide
- Logo on e-mail, direct mail and promotional pieces beginning January 2012
- 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 highlighting in onsite exhibitor and program guide company booth listing (logo included)
- Special Sponsor logo to use in marketing materials
- Special recognition in *units Today*, the Education Conference & Exposition daily publication
- Special signage at booth in exhibit hall
- Private meeting space/storage in exhibit hall (by appointment/request)

EXECUTIVE FORUM

- Sponsor of NAA Executive Forum
- 2 company representatives invited to attend Executive Forum activities
- Recognition in Executive Forum program book
- Logo on promotional materials
- Onsite signage recognition
- 1 half-page ad in the Education Conference & Exposition Exhibitor & Program Guide

CAPITOL CONFERENCE

- Sponsor of NAA Capitol Conference
- Logo on Capitol Conference promotional materials
- Logo and link on Capitol Conference Web site
- Recognition in welcome letter distributed to attendees upon hotel check-in
- Hotel signage
- 2 complimentary tickets to the Government Affairs Roundtable
- 2 VIP seats for Capitol Steps performance

ASSEMBLY OF DELEGATES

- Sponsor of NAA Assembly of Delegates
- Logo on Assembly of Delegates promotional materials
- Logo and link on Assembly of Delegates Web site
- Recognition in welcome letter distributed to attendees upon hotel check-in
- Hotel signage
- 2 complimentary tickets to the Installation Dinner

GENERAL

- 2 company representatives invited to five dinners/receptions with NAA Executive Committee at the Winter Board Meeting, Capitol Conference, Education Conference & Exposition, Fall NAA Board Meeting and Assembly of Delegates Meeting
- Company will have the option to sponsor, and participate in, a webinar specific to the sponsor's industry segment. Number of sponsors per webinar will vary, as well as the total number of webinars per year
- Company will sponsor a sub-newsletter included in one of the issues of NAA's *Industry Insider*. This newsletter will be specific to the sponsor's industry segment, and developed by a third-party. Sponsor will have the opportunity to contribute to one article
- 1 full-page ad in the January issue of *units* magazine
- 3 special custom-made name badges per sponsor company

PLATINUM - \$65,000

- \$650 Discount off NexxtShow bill
- 10 VIP seating passes for General Sessions
- 2 company representatives invited to five dinners/receptions with NAA Executive Committee at the Winter Board Meeting, Capitol Conference, Education Conference & Exposition, Fall NAA Board Meeting and Assembly of Delegates Meeting
- 3 VIP passes for photo-ops with the general session speakers (when possible)
- 6 Complimentary Full Conference Registrations to Education Conference & Exposition
- Company featured in a pre-show "sponsor spotlight" e-mail
- Company will sponsor the Capitol Conference and Assembly of Delegates Meeting
- 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
- Company logo and Web site link on the Education Conference & Exposition Web site - beginning January 2012, based on sponsorship commitment and payment
- 1 company representative designated as a member of the Education Conference & Exposition committee
- 3 special custom-made name badges per sponsor company
- Booth space highlighted on printed floor plans of exhibit hall
- Credit on metal sponsor recognition page in onsite exhibitor and program guide
- Discount registration landing pages on the Education Conference & Exposition Web site to distribute to customers
- Listing in Education Conference & Exposition registration brochure
- Listing on special sponsor cover wrap on show issues of *units* magazine
- Logo on cover of onsite exhibitor and program guide
- Logo on e-mail, direct mail and promotional pieces beginning January 2012
- 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 highlighting in onsite exhibitor and program guide company booth listing (logo included)
- Special Sponsor logo to use in marketing materials
- Special recognition in *units Today*, the Education Conference & Exposition daily publication
- Special signage at booth in exhibit hall
- Private meeting space/storage in exhibit hall (by appointment/request)

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- Logo on Capitol Conference promotional materials
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- Recognition in welcome letter distributed to attendees upon hotel check-in
- Hotel signage
- 2 complimentary tickets to the Government Affairs Roundtable
- 2 VIP seats for Capitol Steps performance

ASSEMBLY OF DELEGATES

- Sponsor of NAA Assembly of Delegates
- Logo on Assembly of Delegates promotional materials
- Logo and link on Assembly of Delegates Web site
- Recognition in welcome letter distributed to attendees upon hotel check-in

- Hotel signage
- 2 complimentary tickets to the Installation Dinner

GOLD - \$35,000

- \$350 Discount off NexxtShow bill
- 3 Complimentary Full Conference Registrations to Education Conference & Exposition
- 5 VIP seating passes for General Sessions
- Company logo and Web site link on the Education Conference & Exposition Web site—beginning January 2012, based on sponsorship commitment and payment
- 1 company representative designated as a member of the Education Conference & Exposition committee
- 3 special custom-made name badges per sponsor company
- Booth space highlighted on printed floor plans of exhibit hall
- Credit on metal sponsor recognition page in onsite exhibitor and program guide
- Discount registration landing pages on the Education Conference & Exposition Web site to distribute to customers
- Listing in Education Conference & Exposition registration brochure
- Listing on special sponsor cover wrap on show issues of *units* magazine
- Logo on cover of onsite exhibitor and program guide
- Logo on e-mail, direct mail and promotional pieces beginning January 2012
- 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 highlighting in onsite exhibitor and program guide company booth listing (logo included)
- Special Sponsor logo to use in marketing materials
- Special recognition in *units Today*, the Education Conference & Exposition daily publication
- Special signage at booth in exhibit hall
- Private meeting space/storage in exhibit hall (by appointment/request)

SILVER - \$12,500

- \$100 Discount off NexxtShow bill
- 1 Complimentary Full Conference Registration to Education Conference & Exposition
- Company logo on the Education Conference & Exposition Web site—beginning January 2012, based on sponsorship commitment and payment
- Booth space highlighted on printed floor plans of exhibit hall
- Credit on metal sponsor recognition page in onsite exhibitor and program guide
- Logo on e-mail, direct mail and promotional pieces beginning January 2012
- 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 highlighting in onsite exhibitor and program guide company booth listing (logo included)
- Special Sponsor logo to use in marketing materials
- Special recognition in *units Today*, the Education Conference & Exposition daily publication

For more information, please contact NAA's Heather Teplitz at 703/797-0691 or e-mail heather@naahq.org.

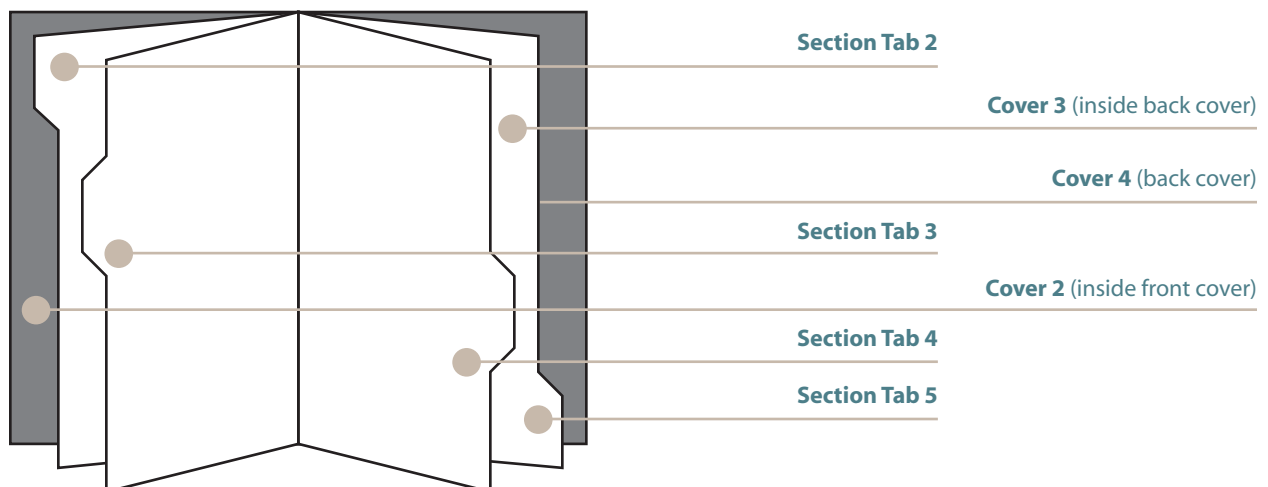
STUDENT HOUSING CONFERENCE & EXPOSITION PROGRAM & EXHIBITOR GUIDE

The NAA Student Housing Conference & Exposition Onsite Program & Exhibitor 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 & EXHIBITOR GUIDE

The NAA Education Conference & Exposition Onsite Program & Exhibitor 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!**



2011 Program Guide



NATIONAL APARTMENT ASSOCIATION
**EDUCATION CONFERENCE & EXPOSITION
BOSTON, MA | JUNE 28-30, 2012**

SIZE	WIDTH X DEPTH	PLACEMENT	COLOR	RATE
Half page (no bleed)	6.5" x 4.5"	Interior page	4C	\$2,200
Full page (no bleed)	6.5" x 9"	Interior page	4C	\$3,850
Full page (bleed)	7.75" x 10.25"	Cover 2, 3	4C	\$4,400
		Cover 4	4C	\$5,500

For more information, please contact NAA's Heather Teplitz at 703/797-0671 or e-mail heather@naahq.org.

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.

For more information, please contact Map Your Show's Jim Bauschka at 678/904-4441 or e-mail jbauschka@mapyourshow.com.

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. **Complimentary to each exhibitor:** company name, booth number, mailing address, phone & fax number, active company URL, active email address, 75-word company description, and 3 product categories.

LEVEL 1: ENHANCED EXHIBITOR PROFILE

Includes complimentary features, plus: logo and/or trademark, ability to display press releases, and inclusion in the Featured Exhibitor Search results.

- Leads- Access to qualified sales leads generated through MyNAA Agenda Planner; access to traffic activity stats and communication with opt-in show attendees.
- Exposure- Includes 2 customizable product display panels so you can show attendees what you're bringing to the show through graphics and text.

**Featured in an Exhibitor Spotlight that is printed in a pre-show issue of units magazine (only available for Student Housing Package).*

LEVEL 2:

This package includes all the features of the Level 1 Upgrade plus:

- Increased Exposure - includes 1 multimedia flash or video presentation
- A Featured Exhibitor Icon, and priority placement in exhibitor search results
- A corner peel highlighting your exhibit on the Interactive Floor Plan

ROTATING BANNER ADS:

This package includes all the features of the Level 2 upgrade plus:

- Leads- Access to qualified sales leads.
- Exposure- A banner ad is featured at the base of the official Interactive Online Floor Plan
- Live link from banner directs attendees to your enhanced listing and booth location on the Floor Plan.

APPLICATION SPONSOR:

*EXCLUSIVE SPONSOR

This sponsorship includes all the features of the Level 2 upgrade PLUS:

- Exposure - Includes one exclusive 900 x 80 pixel banner ad, prominently displayed on the "Splash" screen of the Interactive Floor Plan.
 - Live link directs attendees to your enhanced listing showcasing your video and product display panels
- Statistics are available for tracking

STUDENT HOUSING CONFERENCE & EXPOSITION

Level 1
\$299

Level 2
\$499

Rotating Banner Ads
\$1,499

Application Sponsor
\$1,999

EDUCATION CONFERENCE & EXPOSITION

Level 1:
\$499

Level 2:
\$799

Rotating Banner Ads
\$1,695

Application Sponsor
\$2,295

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—86 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

- Over 80,000 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	1,342
Mid Atlantic: NY, NJ, PA	2,950
East North Central: OH, IN, IL, MI, WI	5,869
West North Central: MN, IA, MO, ND, SD, NE, KS	2,909
South Atlantic: DE, MD, DC, VA, WV, NC, SC, GA, FL	11,854
East South Central: KY, TN, AL, MS	3,382
West South Central: AR, LA, OH, TX	21,100
Mountain: MT, ID, WY, CO, NM, AZ, UT, NV	7,052
Pacific: AK, WA, OR, CA, HI	15,826

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 more information on advertising in *units* magazine, please contact NAA’s Jeremy Figoten at 703/797-0620 or e-mail jeremy@naahq.org.

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

Cover sticker, 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
PREMIUM PLACEMENT	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 2012 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. 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.

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 2012 editorial calendar without notice.

MONTH	CLOSING DATES	SPOTLIGHT TOPIC	OTHER FEATURES
JANUARY	Editorial: Nov. 15 Ad space: Dec. 1 Materials: Dec. 8 Mails: Jan. 8	Preventive Maintenance & Green	<ul style="list-style-type: none"> • What's In & What's Out in 2012 • Maintenance Supply Tips • Appliances and Laundry Services • Bonus: NAA Annual Report
FEBRUARY NAA Student Housing Show Issue	Editorial: Dec. 15 Ad space: Jan. 2 Materials: Jan. 8 Mails: Feb. 8	Show Issue Staff Hiring, Education and Retention	<ul style="list-style-type: none"> • Innovative Hiring Strategies • Student Housing Management • Crime Prevention and Safety • Utility Management and Submetering
MARCH NAA Show Preview	Editorial: Jan. 15 Ad space: Feb. 1 Materials: Feb. 8 Mails: March 8	Show Preview Technology and Software	<ul style="list-style-type: none"> • Social Media • Capital Expenditure Decisions • Property Management Software • Legislative Issues • Technology Supplement
APRIL	Editorial: Feb. 15 Ad space: March 1 Materials: March 8 Mails: April 8	Resident Retention	<ul style="list-style-type: none"> • Internet Marketing and Web Site Development • Pool Maintenance and Management • Resident & Employee Screening
MAY NAA Pre-Show Issue	Editorial: March 15 Ad space: April 1 Materials: April 8 Mails: May 8	Pre-Show Issue CEO Focus	<ul style="list-style-type: none"> • NAA Conference Highlights Preview • Repositioning a Property • Ancillary Revenue • Security and Key Control
JUNE NAA Show Issue	Editorial: April 15 Ad space: May 1 Materials: May 8 Mails: June 8	Show Issue Interior Design Trends	<ul style="list-style-type: none"> • NAA Conference Highlights • Mystery Shopping • Financial Tools • Telecommunications
JULY NAA Post-Show Issue	Editorial: May 15 Ad space: June 1 Materials: June 8 Mails: July 8	Post-Show Issue Creating Curb Appeal	<ul style="list-style-type: none"> • NAA Conference Recap • Common Area Ideas • Make-Ready and Turn Tips • Renter Marketing Tools
AUGUST	Editorial: June 15 Ad space: July 1 Materials: July 8 Mails: Aug. 8	Budget Strategies & Revenue Management	<ul style="list-style-type: none"> • Income & Expenses Survey • Economic Industry Trends • Financing Strategies and Measuring Investments • Financial Services • Acquisition Due Diligence • Financial Supplement
SEPTEMBER	Editorial: July 15 Ad space: Aug. 1 Materials: Aug. 8 Mails: Sept. 8	Apartment Management and Development	<ul style="list-style-type: none"> • PARAGON Award Winners: Recognizing Industry Excellence • Creative Marketing Ideas • Tax-Credit and Affordable Housing • Yield Management Software
OCTOBER	Editorial: Aug. 15 Ad space: Sept. 1 Materials: Sept. 8 Mails: Oct. 8	Renovation, Restoration and Development	<ul style="list-style-type: none"> • Repositioning Best Practices • Green Building ROI • Paint, Flooring and Wall Coverings
NOVEMBER	Editorial: Sept. 15 Ad space: Oct. 1 Materials: Oct. 8 Mails: Nov. 8	Marketing to Residents	<ul style="list-style-type: none"> • Industry Outlook • Leasing Techniques That Work • Human Resources • Billing and Collections
DECEMBER NAA Student Housing Conference Show Preview	Editorial: Oct. 15 Ad space: Nov. 1 Materials: Nov. 8 Mails: Dec. 8	Show Preview Specialty Housing	<ul style="list-style-type: none"> • Student Housing Development • Renters' Insurance • Background Checks

ADVERTISING INFORMATION: *THE INDUSTRY INSIDER*

THE INDUSTRY INSIDER, a weekly e-newsletter sent to over 36,000 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



For more information, please contact NAA's Heather Teplitz at 703/797-0671 or e-mail heather@naahq.org.

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:

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**

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.



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. 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 NAA's David Edwards at 703/797-0689 or e-mail davide@naahq.org.



Margette Getto
VP National Accounts
Apartment Guide
2012 CHAIRMAN



Dave Schwehm
VP Community Solutions
Time Warner Cable
2012 VICE CHAIRMAN

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 50,000 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 Mktg.
303/939-9336; Fax: 303/939-5888
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.

NAAPAC BETTER GOVERNMENT FUND

The NAA Better Government Fund (BGF) is used to underwrite NAAPAC's fundraising activities; in essence it is sponsorship dollars for PAC events at the Capitol Conference, the Education Conference, the Assembly of Delegates meeting as well as affiliate events throughout the year. Affiliates rely on contributions to the BGF for reimbursement of expenses to host a NAAPAC event; these include the business exchanges in Texas and Indiana, wine tastings in Houston and Atlanta as well as smaller affiliate raffles and auctions.

WHY IS NAAPAC IMPORTANT?

- NAAPAC serves as the political arm of NAA.
- This makes for a stronger, more unified voice for the Apartment Industry.
- NAAPAC helps educate members of Congress on issues of importance to the Apartment industry.

While contributions to the NAAPAC are restricted to eligibility by federal law, contributions to the BGF are not restricted! This means corporations can contribute to BGF as well as individuals and can be reimbursed.

A contribution of \$5,000 to NAA Better Government Fund will not only help the industry move forward as the political voice for the apartment industry, but you will also receive the following benefits:

- BGF Ad in UNITS. The ad will feature three members a month for the year with your name, company, and picture along with a quote on why supporting the BGF is important to you and the industry. (see sample mock ad)
- Recognition in NAAPAC event materials as a BGF contributor.
- Two (2) tickets to the Capitol Conference PAC reception.
- Two (2) tickets to the Assembly of Delegates PAC reception.

Your contribution to NAA Better Government Fund helps support the industry!

INDEPENDENT RENTAL OWNER (IRO) PROGRAM SPONSORSHIP INFORMATION

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. NAA has over 23,000 members that represent this segment. NAA has designed programs and services specific to their needs.

ALL SPONSORS RECEIVE:

- Logo recognition at events
- Logo recognition on promotional materials
- Logo recognition in promotional emails
- 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
- One industry forums
- Four conference calls on industry topics
- Home page of IRO section
- Emails to NAA IROs on the benefits NAA provides with sponsor logo included
- Emails to NAA IROs regarding the NAA Community Site with sponsor logo included
- One-time use of the NAA mailing list (free) 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
1 available, \$1,000 each
- Conference calls on industry topics
4 available, \$500 each
- Home page of IRO section - **\$2,500**
- Emails to NAA IROs on the benefits NAA provides with sponsor logo included
2 available, \$750 each
- Emails to NAA IROs regarding the NAA Community Site with sponsor logo included
2 available, \$750 each



For sponsorship information, please contact NAA's David Edwards at 703/797-0689 or e-mail 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: \$15,000

BENEFITS INCLUDE:

- Sponsorship of NAA's Association Executive Orientation
- 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
- Sponsorship of AEC Networking Social 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:

- NAA's Association Executive Orientation
4 available, \$3,000 each
- AEC Networking Social during NAA Education Conference & Expo
5 available, \$1,500 each
- AE Developing Excellence Conference; sessions only, includes two company representatives
3 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
4 available, \$1,500 each
- Association Executive Webinar
1 available, \$1,500 each
- Logo inclusion on AE Update monthly newsletter
4 available, \$750 each

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

FUTURE CONFERENCES

2011 ASSEMBLY OF DELEGATES

November 3-5, 2011

Intercontinental Buckhead, Atlanta, GA

2012 STUDENT HOUSING CONFERENCE & EXPOSITION

February 29-March 2, 2012

Wynn Las Vegas, Las Vegas, NV

2012 CAPITOL CONFERENCE

March 11-14, 2012

Omni Shoreham, Washington, D.C.

2012 NAA EDUCATION CONFERENCE & EXPOSITION

June 28-30, 2012

Boston Convention & Exhibition Center, Boston, MA

2012 ASSEMBLY OF DELEGATES

November 8-10, 2012

JW Marriott, Indianapolis, IN

2013 CAPITOL CONFERENCE

March 10-13, 2013

Omni Shoreham, Washington, D.C.

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

Mandalay 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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