



Exhibit and Sponsorship Prospectus

HOUSING THE
NEXT
GENERATION

2014 NAA STUDENT HOUSING
CONFERENCE & EXPOSITION

March 3-5, 2014 | ARIA Resort | Las Vegas, NV

www.naahq.org/SHC

Where multifamily housing professionals gather to learn cutting-edge trends and how best to house the next generation of students.



Student housing is one of the apartment industry's fastest growing niche markets.

As the student population grows, so does the need for quality student housing, as well as the products and services suppliers offer. Supplier partners are in a unique position to grow their market and build lasting relationships with customers right now in Las Vegas.

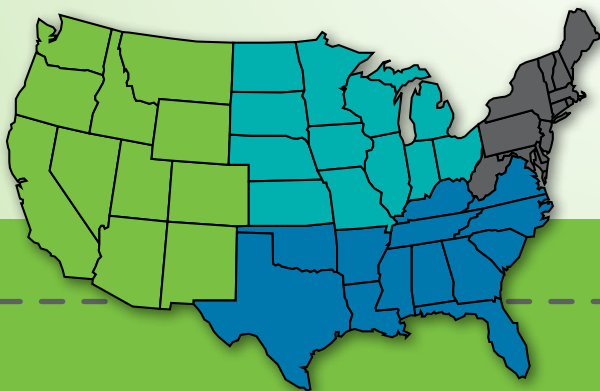
Why Exhibit?

The NAA Student Housing Conference & Exposition connects you to a quality niche audience. The event schedule provides excellent opportunities for you to hit your goals.

Accomplish your company goals

Expose your products and services among key decision makers who are in the field and involved in student housing management. The NAA Student Housing Conference & Exposition is an important investment for your company and can help you accomplish your goals.

Midwest: 15% **Northeast: 17%** **International: 3%**
West: 24% **South: 41%**



Who Attends?

The right titles. The right companies.

91% of attendees are involved in the purchase process.

- | | |
|------------------------------------------------|----------------------------------------|
| 42% Apartment Management | 15% Property Manager |
| 29% Apartment Owner | 8% Apartment Developer |
| 21% Owner/President/Principal | 4% Real Estate Investment Trust |
| 19% Vice President/Management Executive | 3% Asset Management |
| 16% Regional Supervisor/Manager | 1% Architect/Engineering |
| | 1% Leasing Company |
| | 12% Other |

→ View a sample of the 2013 Attendee List!



Avoid the waiting list! Reserve early!

For the 2013 event, 27 companies were put onto the exhibit waiting list. 85% of the 2013 exhibitors plan to exhibit again and 65% renewed onsite. Reserve your booth today and connect with a great buying audience.

Join in! Exhibit at the 2014 Student Housing Conference & Exposition



What Exhibitors Are Saying:

“I’ve exhibited in a lot of NAA shows, but this is the first Student Housing Conference & Exposition I’ve attended. This market is a little untapped as far as utilities go—conventional housing seems to be much farther ahead.

I’ve received a lot of questions here that we used to get five or six years ago at other conferences, so we’ve seen a lot of traffic.”

—Matt Miller
Operations Officer, Conservice

“The value in exhibiting at the Student Housing Conference & Exposition is that you are surrounded by people living, breathing and sleeping the same industry you’re in.

The value is in those offline conversations you have with other attendees about what they’re experiencing—what works and doesn’t work. It’s a good space.”

—Trina Rogers
COO, Off Campus Partners

“It’s a great show. Given our target market, these are always quality leads. I enjoy coming here—it’s my second time at the Student Housing Conference & Exposition.”

—Kevin Eberly
CEO, PayYourRent

Attendees Have Been Looking for You, Too...

Marketing/Online Leasing
Furnishings

Marketing—Promotions
Property Management Software

Marketing—Advertising
Marketing—Communications

...and more

Marketing—Online Advertising
Green/Sustainable

Furniture—Pool/Patio
Key Control



Act now to reserve your booth.

Space is going fast and we expect another sold-out show! Contact the NAA Sales Team at 703/797-0671 or sales@naahq.org for more information.



What's Included in Your Exhibit Investment?

- Each exhibiting company receives two (2) booth staff badges per 10'x10' booth space which gives you access to the NAA Exposition, General Sessions and Welcome Reception
- Discounts on Full Conference Exhibitor Badges
- Access to purchase the 2014 attendee list (pre- and/or post-show)
- A basic online myNAA Planner and onsite Program and Exhibitor Guide Company Listing
- Marketing tools to promote your booth presence before the conference
- Booth prizes advertised in the onsite Program and Exhibitor Guide; winners announced at the prize stage
- Complimentary NAA Exposition passes to distribute to your customers and prospects
- Inline booths (10'x10'–10'x30') receive 8' high wall, 3' high sidewalls and a complimentary company sign
- The NAA Exposition is already carpeted so no additional flooring is required

Booth	NAA Member	Non-NAA Member
10'x10'	\$1,800	\$2,800

For multiple booths, multiply the number of booths by the rate.

NAA Exposition Days and Hours

Tuesday, March 4, 11:45 a.m.–2:45 p.m.
 Wednesday, March 5, 10 a.m.–11:45 a.m.

Welcome Reception

The Welcome Reception on Monday, March 3 is open to all exhibitors and is a great way to network with attendees and invite them to your booth!

Other Budget Considerations

We know that your decision to join NAA as an exhibitor is an investment, and we want to consider all financial elements of your exhibitor appearance. We work year-round to determine the best vendor partners with competitive pricing. Below is a list of items you may also want to consider when developing your budget for the NAA Exposition.

Item	Estimated Cost
Electricity (500 watts).....	\$112
6' Skirted Table	\$200
Class Arm Chair	\$85
Shipping (200 pounds) Based on advance warehouse crated items.....	\$165
2 Hours of Standard Labor Set-up/Dismantle Rates.....	\$175
Internet–Standard Line	\$1,300
Booth Cleaning per Day.....	\$30



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Let Your Brand Be Seen

Reach thousands of apartment leaders and buyers before, during and after the event with these advertising opportunities. Contact us and we will create a custom package that will drive your branding, name recognition and booth traffic through the roof!

Print and Digital Advertising

Official Onsite Program and Exhibitor Guide

More than 900 attendees will receive their Program and Exhibitor Guide at registration and will depend on the onsite NAA Guide for the schedule, exhibitor listings, maps and more. Your ad can be included in this handy attendee reference. Combine this advertising with an online opportunity and enhance your brand and booth traffic.

Attendee Pre-Event and Post-Event e-Newsletter

Get early exposure with your target audience by advertising in the attendee digital newsletters. We will send three mobile-friendly event issues in advance to prospective attendees, past attendees and registrants. You'll find event highlights and exhibitor advertising that will drive web traffic to your booth description. A post-event will provide an event wrap-up.

myNAA Planner

Connect with attendees before, during AND after the Student Housing Conference & Exposition. Attendees use the online floor plan to research companies and products they want to see while at the show. They're looking for new suppliers and vendors...they're looking for you!

Exhibitor Passport Program

Guaranteed traffic to your booth! Participate in NAA's Exhibitor Passport Program and have attendees stop by your booth to fill in your company's square in the passport. Once attendees have visited all participating exhibitors' booths, they are entered to win prizes.





Sponsorship Opportunities

Increase your ROI and enhance your visibility at the Student Housing Conference & Exposition.

For 2014, NAA has a 365 Sponsorship program that connects you to your desired audiences and supports a variety of NAA activities. As a company, you can engage in a single event or the 365 NAA program. Based on your business objectives, let us create a package that is right for you.

For NAA Student Housing, choose from a variety of event sponsorship options.

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

- General Sponsor Recognition—Conference website, pre-promotional materials and onsite signage
- Sponsor listing on the sponsor landing page posted on the conference web page (sponsor logo, booth #, address, phone, website and company description—max of 75 words).
- Recognition in the onsite Program and Exhibitor Guide

Conference Mobile App

Qty: 1 | Investment: \$10,000

Get your message directly to your customers and prospects. By sponsoring the myNAA Mobile App, your company will be recognized each time an attendee utilizes the App to navigate the show, download exhibitor information, coordinate schedules and more. The myNAA Mobile App will be downloadable for iPhone and Android technology.

Sponsorship includes:

- Sponsor logo on onsite signage
- Sponsor banner ad on mobile App
- Three (3) complimentary full conference badges

Conference Registration

Qty: 1 | Investment: \$10,000

Every attendee must visit the registration lobby upon arrival at the convention center. By taking advantage of this exclusive opportunity, your company name will stand out and leave a lasting impression on attendees and encourage them to visit your booth for additional product information.

Sponsorship includes:

- Sponsor logo included in attendee registration confirmation emails starting in Fall 2013
- Sponsor logo on onsite signage at the registration lobby
- Logo printed on lanyards
- Three (3) complimentary full conference badges

Conference Registration Bags

Qty: 1 | Investment: \$7,500

Showcase your company logo on the official conference registration bags, distributed onsite to Full Conference Attendees at the registration counter.

Sponsorship includes:

- Sponsor logo printed on conference registration bags (along with conference logo)
- A pre-approved insert to be placed in each bag provided by sponsor
- Two (2) complimentary full conference badges

Education Breakout Sessions

Qty: 1 | Investment: \$7,500

Your company will have the opportunity to be the sole sponsor of the NAA Education Breakout Session scheduled Monday–Wednesday. Sessions will be announced in November 2013.

Sponsorship includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at the beginning of each session
- An approved handout provided by sponsor to be placed in the session rooms by NAA staff
- Two (2) complimentary full conference badges

Hotel Room Key Cards

Qty: 1 | Investment: \$7,500

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

Sponsorship includes:

- Sponsor logo/image printed on hotel room keys at the ARIA Resort for conference attendees
- Two (2) complimentary full conference badges

Opening General Session Sponsor

Qty: 1 | Investment: \$7,500

Don't miss the opportunity to sponsor the Opening General Session at the Student Housing Conference & Exposition on Tuesday morning.

Sponsorship includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at the beginning of each session
- An approved giveaway for each attendee provided by sponsor and placed on the chairs by NAA staff
- Two (2) complimentary full conference badges

Tuesday General Session Sponsor

Qty: 1 | Investment: \$7,500

Don't miss the opportunity to sponsor the Executive General Session at the Student Housing Conference & Exposition on Tuesday afternoon. The session starts with a 15-minute cocktail reception so attendees can enjoy a drink before and during the General Session.

Sponsorship includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at the beginning of each session
- An approved giveaway for each attendee provided by sponsor and placed on the chairs by NAA staff
- Two (2) complimentary full conference badges

Hotel Room Drop

Qty: 2 (one sponsor per day on Monday and Tuesday) | Investment: \$5,000 each

Want to deliver a message to attendees where they are staying during the NAA conference? This room drop opportunity allows you to drop off an amenity to all conference attendees who booked through the NAA room block.

Sponsorship includes:

- Sponsor-provided amenity placed in hotel room of each conference attendee
- Two (2) complimentary full conference badges

Networking Welcome Reception

Qty: 1 | Investment: \$5,000

Sponsor the Networking Welcome Reception; open to all conference attendees on Monday evening.

Sponsorship includes:

- Sponsor acknowledgement at the reception
- Onsite sponsor signage
- A giveaway provided by sponsor for each attendee to pick up at a table by the reception entrance
- Branded cups and/or napkins provided by sponsor and placed at the bar stations
- Two (2) complimentary full conference badges

General Session w/Luncheon

Qty: 1 | Investment: \$5,000

Don't miss the opportunity to sponsor the Wednesday General Session w/Luncheon at the Student Housing Conference & Exposition. The speaker will be announced in Fall 2013.

Sponsorship includes:

- Sponsor logo on opening presentation screen
- Sponsor acknowledgement at the beginning of each session
- An approved giveaway for each attendee provided by sponsor and placed on the chairs by NAA staff
- Two (2) complimentary full conference badges

Coffee Breaks

Qty: 1 | Investment: \$3,500

Offer attendees a little relief and a much-needed caffeine boost when you sponsor a well-attended coffee break. NAA will set up coffee stations in the Education Session hallways on Tuesday and Wednesday mornings.

Sponsorship Includes:

- Sponsor logo printed on tablecloth runners
- Sponsor logo on onsite signage
- Branded cups and/or napkins provided by sponsor to be placed on each coffee station (cups—12 ounces or less)
- One (1) complimentary full conference badge

Free Standing Banner

Qty: 8 | Investment: \$3,500

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

Sponsorship includes:

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

Create Your Own

Qty: Unlimited | Investment: \$5,000 plus the cost of the sponsorship item

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



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