



Partnership  
Program

NATIONAL APARTMENT ASSOCIATION

**2024**

NAA Partnership  
Opportunities



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## Partnering with the National Apartment Association (NAA)

Through our partnership program, the National Apartment Association (NAA) is committed to providing premier year-round and event-specific opportunities for suppliers in the rental housing industry. These unique opportunities connect your brand to NAA - the leading voice for the rental housing industry and its most trusted resource, connector and advocate.

In addition to best-in-class servicing, maximum brand exposure to NAA members, and exclusive benefits available all year long, our partnership program is fully customizable for your organization. There are hundreds of options for you to extend your brand, leverage a diverse mix of media channels, target the right audiences, and amplify your message and value proposition. This opportunity for individualized customization allows you to design your partnership to best fit your goals and ensure the highest level of value.

NAA also continuously refines our program to ensure that supplier partners can leverage the benefits and recognition your investment deserves.

Each investment includes two elements:

- 1) Partnership Rights Fee** - Includes the benefits outlined in this guide.
- 2) Customized Credit** - allows you to choose how to activate and promote your brand through exhibiting, event and year-round sponsorships, advertising and more. See page 10 for an overview of the many ways you can spend your credit.

Outlined in this guide are resources to help you understand the benefits you'll receive at each tier of the partnership program, the many ways the program can be customized to meet your goals, and how the program will deliver an outstanding return on your investment with NAA.

We look forward to collaborating and growing together.

Regards,



Robert Pinnegar, CAE  
President & CEO

## About NAA

The National Apartment Association envisions a world where rental housing is a valued partner in every community. NAA is the leading voice for the rental housing industry and as a trusted partner, valued connector and a powerful advocate, we are committed to serving **140 state, local and global affiliates**, **over 96,000 members** and **more than 12 million apartment homes globally**. We lead the way home.



### Education & Careers

The NAA Education Institute (NAAEI) gives members the information they need to learn, lead and succeed through credentials, online and classroom training opportunities, and career development.



### Events & Programs

NAA conferences provide the opportunity to collaborate with peers, trendspotters and thought leaders. Educational learning formats and innovative experiences propel careers and companies forward.



### Industry Operations & Compliance

NAA provides members with legal and compliance resources on important issues affecting rental housing owners and operators.



### units Magazine & News

NAA online and print publications keep members at the top of their game with the latest industry news and insights.



### Advocacy

NAA's growing national grassroots network ensures that member voices are heard on the Federal and State levels.

# NAA Audience

Our audience is **loyal and engaged** with the valuable content available in every NAA publication and at each NAA event.

NAA Partners enjoy recognition, thought leadership, and advertising benefits across these highly visible platforms.

## units Magazine

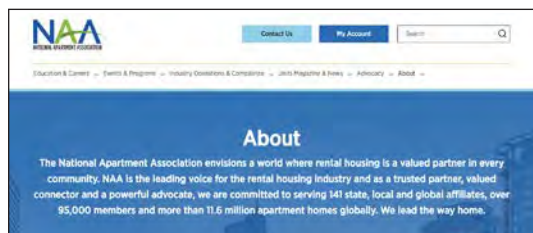
*The Most Read Magazine in the Rental Housing Industry*

- Circulation: **72,000**
- Total Readers: **180,000**



## NAA Website

- **142,736** average unique monthly visitors
- **224,306** average monthly page views
- **00:36** average minutes on website



## NAA Social Media



**42,000+**  
followers



**23,188**  
followers



**9,000+**  
followers



**2,000+**  
followers



**109,000+**  
followers

## NAA Meetings & Events

From the largest, most important annual industry event to targeted gatherings, NAA events attract a wide range of professionals, many of whom are responsible for purchasing decisions.

Visit [naahq.org/events-programs](https://naahq.org/events-programs) to learn more.

### APARTMENTALIZE Powered by NAA

Annual education conference and most important industry event of the year, attracting more than 11,000 rental housing professionals.

### Advocate Powered by NAA

Annual advocacy event for industry professionals on Capitol Hill to meet directly with their representatives.

### cultivate Powered by NAA

Annual VP-level leadership event focusing on solving industry challenges amongst peers and leaders in a retreat-style experience.

### NAA RENTAL HOUSING ASSOCIATION ASSEMBLY OF DELEGATES MEETING

Assembly of Delegates (AOD) is an annual business meeting for all NAA and NAAEI Boards, Committees and Task Forces, and where the new incoming volunteer leadership is installed.

### RHALS RENTAL HOUSING ADVOCACY AND LEGAL SUMMIT Powered by NAA

The Rental Housing Advocacy and Legal Summit (RHALS) connects and educates legal and government affairs professionals, discussing pressing rental housing issues happening across the country.

# Member Demographics

**12,195,329**  
**APARTMENT HOMES**  
**GLOBALLY**

**96,138**  
**MEMBER COMPANIES**  
SUPPLIERS: 16,336  
INDUSTRY: 79,802

**140**  
**AFFILIATES**  
STATE & LOCAL AFFILIATES: 139  
GLOBAL AFFILIATES: 1

As of June 2023

## Member Companies by Unit Range

Unit Range	Company Count	Unit Range	Company Count
0 - 500	<b>48,206</b>	3,501 - 5,000	<b>108</b>
501 - 1,500	<b>1,149</b>	5,001+	<b>144</b>
1,501 - 3,500	<b>292</b>		

## Professional Activities

### JOB TITLES

Property Manager	42%
Owner/President/Principal	15%
Regional Supervisor/Manager	12%
VP/Corporate Executive	11%
Leasing Professional	4%
Maintenance Supervisor/Technician	3%

### WHERE THEY WORK

Property Management Firm	49%
Owner Firm	18%
Independent Owner	11%
Developer/Builder	2%
Restorer/Renovator	1%
Other	19%

### TYPE OF PROPERTIES THEY MANAGE

Market-Rate Apartments	48%
Garden Apartments	47%
Luxury Apartments	41%
Affordable Housing	30%
High-Rise Apartments	23%
Senior Housing	18%

Condos/Co-Ops/Townhouses	15%
Single-Family Home Rentals	14%
Student Housing	13%
Military Housing	4%
Extended-Stay Housing	2%
Other	5%



**15**

Average years  
in rental housing  
industry



**3,738**

Average number  
of units under  
management



**TOP 50**

Largest U.S. Apartment  
Owners and Managers  
are Members

# NAA Partnership Tiers

There are four tiers of partnership with NAA, each one giving you access to exclusive, year-round benefits.



## Strategic Partner

Strategic Partnership is the highest level of partnership available for companies ready for exactly that—a strategic relationship with NAA. Strategic Partnership positions your brand as a pre-eminent industry expert through exclusive thought leadership opportunities, access to industry leaders, and the highest level of brand exposure across all NAA channels.



## Premier Partner

The Premier Partnership level offers even further enhanced benefits, providing opportunities to go beyond just connecting with industry leaders to collaborating with them at exclusive events. Premier Partners also receive opportunities to share industry expertise with editorial benefits across NAA's print and digital channels.



## Champion Partner

The Champion Partnership level provides an increasing set of benefits focused on enabling connections with industry leaders all year long—not just at Apartmentalize. Champion Partners also enjoy additional advertising benefits, helping you to leverage your partnership to grow your brand awareness.



## Industry Partner

The Industry Partnership level provides brand exposure with NAA members all year long and enhances your presence at Apartmentalize—the industry's largest event - through exclusive event benefits and access to industry leaders in attendance.

*While your partnership tier will provide leverageable benefits to help you reach your goals, it doesn't tell your whole story. See page 15 to learn more about customized credit and the many ways to tailor your brand activation to fit your priorities.*



## Your NAA Team

Every NAA Partner works with a dedicated account manager and a team of NAA staff committed to your success. **We're here to help you strategize on how to meet your goals and get the most out of your partnership all year long.**



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# 2024 NAA Partnership Benefits

## Brand Awareness & Recognition

**Increase brand awareness with year-round recognition across print and digital channels and at all NAA events.**

	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Recognition in <i>units</i> Magazine	Every Issue	Every Issue	Every Issue	Every other Issue
Year-round recognition across the NAA website (www.naahq.org)	<input type="checkbox"/>	<input type="checkbox"/>		
Recognition at NAA events and Board of Directors Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Year-round Industry Insider e-newsletter recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenting Sponsor of the Executive Forum	<input type="checkbox"/>	<input type="checkbox"/>		
Complimentary Nomination for NAA Top Employers Award	<input type="checkbox"/>	<input type="checkbox"/>		
Partner Video	<input type="checkbox"/>			
NAA Press Releases	<input type="checkbox"/>			
Income/Expense IQ Executive Summary and Print Promotion	<input type="checkbox"/>			

## Benefit Descriptions

### **Year-round recognition across NAA platforms, publications and at all NAA Events and Board of Directors Meetings**

All NAA Partners enjoy high visibility with year-round recognition on the NAA website (www.naahq.org), in *units* Magazine, pre-, post- and on-site recognition at NAA events, and during all five NAA Board of Directors meetings.

### **Year-round Industry Insider e-newsletter Recognition**

Strategic and Premier Partners are recognized with a banner ad in every issue of Industry Insider, NAA's most frequent and widely circulated e-newsletter.

### **Presenting Sponsor of the Executive Forum**

The Executive Forum is an invitation-only event, bringing together C-Suite executives for peer-to-peer networking that results in innovative solutions to pressing industry challenges. The Executive Forum includes a half-day program and an evening reception during Apartmentalize. Strategic and Premier Partners receive recognition across digital, social, website, print and on-site signage as presenting sponsors of the event.

### **Complimentary Nomination for NAA Top Employers Award**

Recognizing NAA member organizations that are creating environments focusing on collaboration, innovation and hard work, the Top Employers Award pays tribute to successful suppliers and management companies that contribute to the industry. An anonymous Net Promoter Score-based survey is launched at each nominated organization to measure employee experience, and all nominees will receive an employee satisfaction report and the anonymous employee raw data once the winners are announced. This information can be used to make improvements to your organization and as a benchmark for future performance. While the nomination is complimentary, it must be submitted by the Partner. NAA will not submit nominations.

### **Partner Video**

Strategic Partners have the opportunity to air a 60-second video during NAA events. The purpose of the video content is twofold – to promote your partnership with NAA, and to promote your company and its solutions as they relate to NAA membership. Videos will be aired during one (1) general session at Apartmentalize, during one (1) Apartmentalize NAAtv daily show highlights video, as well as during one (1) Board of Directors Meeting (specific meeting to be chosen by each Partner based on a randomized selection order).

### **NAA Press Releases**

Strategic Partners are recognized by company name in the boilerplate of certain NAA Press Releases, depending on the content of the press release.

### **Income/Expense IQ Executive Summary and Print Promotion**

NAA in partnership with IREM launched a new income and expenses analysis experience, Income/Expense IQ. Released every Fall, it provides comprehensive benchmarking data in a simple digital format, allowing NAA members to make the best budgeting and forecasting decisions for the following year. Strategic Partners are recognized on the executive summary of Income/Expense IQ, and recognized in promotion of this helpful tool in *units* Magazine.

# 2024 NAA Partnership Benefits

## Access to Industry Leaders

**NAA counts its members among the upper echelons of the largest owners and managers in the country. NAA Partners have access to these industry leaders all year long through exclusive meetings and events.**

	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Seat on NAA Council of Strategic & Premier Partners	<input type="checkbox"/>	<input type="checkbox"/>		
Invitations to NAA Board of Directors Meetings	Three (3)	Two (2)	One (1)	
Opportunity to speak at one (1) NAA Board of Directors Meeting	<input type="checkbox"/>			
Invitations to NAA Board of Directors Receptions	Three (3)	Two (2)	One (1)	One (1) Apartmentalize Only
Invitations to AE Happy Hour at Apartmentalize	Three (3)	Two (2)	One (1)	One (1)
Invitations to Executive Forum	Two (2)	One (1)		
Invitation to Global Property Tour at Apartmentalize	Two (2)	One (1)		

## Benefit Descriptions

### Seat on NAA Council of Strategic & Premier Partners

Strategic and Premier Partner representatives have unfettered access to the NAA Executive Committee, learning what's on their minds, their views on how suppliers and management companies can strengthen their bonds, and other critical industry issues. The Council meets twice a year, in-person at the Winter Board of Directors Meeting and virtually in September. One representative from each Strategic and Premier Partner is invited to attend each Council meeting.

### Invitations to NAA Board of Directors Meetings & Receptions

NAA Partners are invited to attend meetings of the NAA Board of Directors to learn about their priorities and progress towards important initiatives throughout the year. The NAA Board of Directors meets in January (Winter Board of Directors Meeting), March (Advocate), June (Apartmentalize), September (virtual), and November (Assembly of Delegates). Board of Directors Receptions are also held at each of these in-person meetings and provide another opportunity to network with this group of industry leaders. Board of Directors Receptions are held in January (Winter Board of Directors Meeting), March (Advocate), June (Apartmentalize) and November (Assembly of Delegates)

### Opportunity to speak at one (1) NAA Board of Directors Meeting

Strategic Partners have the opportunity to speak at one Board of Directors meeting during the year (specific meeting to be chosen by each Partner based on a randomized selection order). This provides an opportunity to share relevant company information and thought leadership with NAA leaders.

### Invitations to AE Happy Hour at Apartmentalize

NAA Partners have an opportunity to interact with the leaders of NAA-affiliated apartment associations in this fun and informal environment.

### Invitations to Executive Forum

Executive Forum is an invitation-only event held at Apartmentalize designed to bring together C-suite executives for peer-to-peer networking resulting in innovative solutions to pressing industry challenges. It includes a half-day program and an evening reception.

### Invitation to Global Property Tour at Apartmentalize

Contingent on the strength of the international presence at Apartmentalize, Strategic and Premier Partners are invited to participate in a half-day VIP property tour experience with Apartmentalize attendees visiting from overseas.

# 2024 NAA Partnership Benefits

## Thought Leadership

From the industry's most-read magazine to targeted newsletters and other publications, industry professionals look to NAA for thought leadership.

	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Exclusive Platform	<input type="checkbox"/>			
Thought Leadership Initiative	<input type="checkbox"/>			
Opportunity to share your market research	<input type="checkbox"/>			
Education Session at Apartmentalize	<input type="checkbox"/>			
Exclusive editorial e-newsletter: Partner Perspectives	One (1)			
Contributed editorial feature: units Magazine	Two (2)	One (1)		
Contributed editorial content: Industry Insider e-newsletter	Two (2)	One (1)	One (1)	
Social Media Takeover	Two (2)	One (1)		

## Benefit Descriptions

### Exclusive Platform

The Exclusive Platform is a year-round initiative positioning each Strategic Partner as the champion of a major program of high importance and value to NAA members. Each platform is developed specifically for one Strategic Partner based on their goals within the industry.

### Thought Leadership Initiative

Strategic Partners have an opportunity to collaborate with NAA on a program providing thought leadership and industry expertise to NAA members. NAA will assist with cross-promoting the program to NAA members through email, social media, and the NAA website. An industry expert from NAA staff would also be able to participate in the program and lend their expertise to support the thought leadership theme. Program examples could include, but are not limited to peer-to-peer exchanges, virtual summits or panel discussions, livestream Q&A sessions and podcast series.

### Opportunity to share your market research

If your organization has market research on a topic affecting the industry that you'd like to share, there are opportunities to work with NAA to promote your data and insights to NAA members.

### Education Session at Apartmentalize

Providing a program of peer-reviewed, high quality and relevant education is a fundamental aspect of NAA's mission as a member-based association, and all session proposals must go through NAA's peer-reviewed Call for Presentations process. Strategic Partners are guaranteed to have at least one session proposal accepted and added to the lineup of education sessions being presented at Apartmentalize.

### Exclusive editorial e-newsletter: Partner Perspectives

Partner Perspectives is an exclusive e-newsletter providing thought leadership and solutions to industry challenges. It is delivered monthly to a circulation over 20,000 and designed around an overall theme identified by the Partner. Each issue includes two featured editorial articles written by NAA after interviewing individuals identified by the Partner, two leaderboard ads, and two to three additional news stories selected by NAA that fit with the overall theme. The average open rate of Partner Perspectives is over 13%.

### Contributed editorial feature: units Magazine

Strategic and Premier Partners have the opportunity to contribute editorial content to be featured in the magazine. Editorial features will include an image, headline and body copy and should discuss an issue of importance to NAA members.

### Contributed editorial content: Industry Insider e-newsletter

NAA Partners have the opportunity to contribute editorial content to NAA's largest and most frequent e-newsletter, The Industry Insider. Delivered weekly to a circulation over 24,000, it provides rental housing executives and their staff with the most up-to-date information on the apartment industry. Contributed editorial content will include an image, headline, short body copy, and link to a thought leadership piece on your own platform.

### Social Media Takeover

Strategic and Premier Partners can host a takeover of NAA's Facebook and Instagram. Partners can curate content for 24 hours, establishing direct engagement with NAA members.

# 2024 NAA Partnership Benefits

## Advertising

Promote your brand with advertising opportunities across NAA's most-read platforms.

	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Priority access to advertising opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>units</i> Magazine full-page ad, premium placement	Every issue			
<i>units</i> Magazine 1/3 page ad				Four (4) per year
One (1) Complimentary 5"x7" Blow-In or Bind-In in <i>units</i> Magazine	<input type="checkbox"/>			
Social Media Post and Story	Two (2)	One (1)	One (1)	One (1)
Complimentary Member Mailing List Rental	Twice	Twice	Twice	Once
One (1) Complimentary Basic Ad Retargeting Package	<input type="checkbox"/>			

## Benefit Descriptions

### Priority Access to Advertising Opportunities

All partners have the opportunity to secure advertising placements for the year first, before any other suppliers.

### *units* Magazine Full-Page Ad, Premium Placement

Strategic Partners receive a full page ad in every issue of *units* Magazine (10 issues per year), each with premium placement inside the magazine. Premium placements include the inside front cover, inside back cover, back cover, and page 5 (the first page of the magazine not opposite another advertisement).

### *units* Magazine 1/3-Page Ad

Industry Partners have the opportunity to include a 1/3-page ad in the magazine four times per year, with the opportunity to upgrade to a half-page or full-page ad at a special discounted rate.

### One (1) 5"x7" Blow-In or Bind-In *units* Magazine

Including a special piece like a bind-in or blow-in in the magazine is a great way to stand out from other advertisers. Bind-Ins are bound into the spine of the magazine, where Blow-Ins are loose between the pages. Either one can have your artwork featured on both sides. This benefit is free for Strategic Partners, and available at a special discounted rate for other Partners.

### Social Media Post and Story

NAA Partners have the opportunity to submit content to be posted on an NAA social channel (Facebook or Instagram).

### Complimentary Member Mailing List Rental

Interested in sending a targeted mail piece to NAA members? Partners can request a list of physical mailing addresses (no emails) for NAA members based on the audience you'd like to reach. The list will be shared with the third-party mail house of your choice when your piece is ready to be mailed.

### Basic Ad Retargeting Package at a Discounted Rate

NAA Partners receive discounts on basic ad retargeting packages purchased throughout the year.





# 2024 NAA Partnership Benefits

## Events

Exclusive event benefits help you stand out from the crowd and enhance your presence at NAA events.				
	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Priority access to sponsorships	First	Second	Third	Fourth
First right of refusal on last year's sponsorships	One (1)			
Complimentary sponsorship items	Three (3)	Two (2)	One (1)	
Create-Your-Own Sponsorship Fee Waived	<input type="checkbox"/>			
Partner Recognition Badge Ribbons at NAA Events	Up to 100	Up to 75	Up to 50	Up to 25

## Benefit Descriptions

### Priority Access to Sponsorships

NAA Partners get first pick of all opportunities, including sponsorships for Apartmentalize, Cultivate, and other ad-hoc programs throughout the year. Partners can reserve sponsorships before they're made available to National Suppliers Council members or the general public.

### First Right of Refusal on Last Year's Sponsorships

Strategic Partners have first right of refusal on one sponsorship that they held the previous year if they would like to retain it going forward.

### Complimentary Sponsorship Items

Strategic, Premier and Champion Partners each receive a limited number of complimentary sponsorships, helping your investment go farther by allowing you to expand your presence at NAA throughout the year without needing to spend additional dollars or customized credit.

### Create-Your-Own Sponsorship Fee Waived

Have an idea for a sponsorship that isn't a listed opportunity? Strategic Partners can create a sponsorship and have the Create-Your-Own Sponsorship fee waived (typically a \$10,000 cost). These sponsorships are subject to approval by NAA, and the cost to produce the sponsorship is funded by the Partner.

### Partner Recognition Badge Ribbons at NAA Events

Badge ribbons will make sure that your representatives attending NAA events are always recognizable as an NAA Partner. Each tier's ribbon is a different color, making sure your team will stand out from the crowd.



# 2024 NAA Partnership Benefits

## Apartmentalize

**Event benefits specific to NAA's annual education conference - the most important industry event of the year.**

	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
Pre-Booth Selection Site Visit	<input type="checkbox"/>			
Priority booth selection	First	Second	Third	Fourth
Priority access to hotel room blocks and registration	First	Second	Third	Fourth
Complimentary Full Conference Registration Badges	30	25	20	10
Attendee List with Contact Information	Five (5) Weeks Prior	Four (4) Weeks Prior	Four (4) Weeks Prior	Four (4) Weeks Prior
Premium Partner Recognition Signage	<input type="checkbox"/>			
Preferred Freight Handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Discount Code	\$75 off	\$75 off	\$75 off	\$50 off
Discounts on Show Contractor Bill	\$1,000	\$750	\$500	\$250
Priority Booth Move-In	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased Hanging Sign Height Restriction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E3 Booth Evaluation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upgraded myNAA Planner Exhibitor Listing	Level 2	Level 2	Level 1	Level 1
Sponsored content in one pre-show email	<input type="checkbox"/>			

## Benefit Descriptions

### Pre-Booth Selection Site Visit

Strategic Partners have the opportunity to travel to the following year's Apartmentalize venue to tour the space in-person before selecting booth space.

### Priority Booth Selection

NAA Partners can reserve booth space for Apartmentalize before any other exhibitors at the show, making it easier to reserve the high visibility locations within the exhibit hall.

**Priority Access to Hotel Room Blocks and Registration** NAA Partners receive access to reserve room blocks and register team members for Apartmentalize before any other exhibitors.

### Complimentary Full-Conference Registration Badges

All NAA Partners receive a designated amount of complimentary full-conference registration badges for team members to attend Apartmentalize.

### Attendee List with Contact Information

The Apartmentalize attendee list with contact information included for attendees who have not opted-out of having their information shared is made available 5 weeks prior to the event for Strategic Partners, and 4 weeks prior to the event for Premier, Champion and Industry Partners.

### Premium Partner Recognition Signage

Partners receive premium recognition signage at Apartmentalize designed to promote your partnership at the industry's largest gathering. Depending on the partnership tier, premium signage may include, but is not limited to, special booth floor clings and hanging signs.

### Preferred Freight Handling

NAA Partners receive priority freight handling at Apartmentalize. This means you'll get your shipment delivered to your booth space earlier than other exhibitors, and once the tradeshow closes you'll get your empties back faster for easier load-out.

### Customer Discount Codes

Promote your presence at Apartmentalize to your customers and prospects while also giving them a discount to attend.

### Discounts on Show Contractor Bill

NAA Partners receive a discount off of their final bill for products and services purchased through NAA's show contractor.

### Priority Booth Move-In

Regardless of booth size, NAA Partners are able to start moving in to the exhibit hall to set up their booth space earlier than other exhibitors, giving you more time to prepare for the grand opening of the exhibit hall.

### Increased Hanging Sign Height Restriction

NAA Partners are permitted to have hanging signs a full two feet higher than all other exhibitors on the tradeshow floor, giving you easy visibility from anywhere in the hall.

### E3 Booth Evaluation

Compiled by Competitive Edge, the E3 Exhibiting Effectiveness Booth Evaluation will give you insight into the effectiveness of your booth, how the effectiveness of your booth compared to other exhibitors, and constructive feedback for an even more successful exhibit next year.

### Upgraded myNAA Planner Exhibitor Listing

All exhibitors at Apartmentalize receive a basic listing on the myNAA Planner, which serves as the online show directory of Apartmentalize. NAA Partners receive upgraded listings giving you access to additional features to increase your visibility before, during and after the show. Contact us to learn more about the specific features included in each upgrade level.

### Sponsored Content in One Pre-Show Email

Strategic Partners are highlighted in one Apartmentalize pre-show email where they have the opportunity to provide custom content to promote their presence at the show.

# 2024 NAA Partnership Benefits

## Services

Essential services to help you make the most of your partnership with NAA				
	STRATEGIC	PREMIER	CHAMPION	INDUSTRY
NAA Partner Name Badges	Six (6)	Four (4)	Two (2)	
Collaboration Meetings	Monthly	Monthly	Monthly	Quarterly
Access to NAA research, papers, surveys, and other resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Suppliers Council Membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invitation to NAA Insights Webinars with NAA Leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

## Benefit Descriptions

### NAA Partner Name Badges

NAA VIPs receive special, re-usable name badges that can be worn at NAA events all year long identifying them as an NAA leader. These name badges are worn by NAA Partners and the NAA Board of Directors. (Please note these name badges are intended for recognition only. They do not replace any conference registration badges).

### Collaboration Meetings

All NAA Partners work with a dedicated account manager committed to helping you reach your goals and get the most out of your partnership through regular collaboration meetings.

### Access to NAA Research, Papers, Surveys and Other Resources

NAA Partners have access to NAA content and resources at any time. If there's something you're looking for, your account manager can help!

### National Suppliers Council Membership

The National Suppliers Council (NSC) is a network of suppliers within NAA consisting of the most trusted names and avid promoters of the apartment housing industry. NSC membership provides access to business opportunities, networking and professional growth.

### Invitation to NAA Insights Webinars with NAA Leadership

This exclusive webinar will allow NAA Partners to hear from NAA leadership on the latest industry trends, research, advocacy efforts, hot topics with NAA members, and more.





# Customized Credit

**Each level of partnership includes customized credit available for you to spend on marketing activities with NAA.**

**Your Customized Credit can be spent on:**

- o Sponsorships
  - Apartmentalize
  - Cultivate
  - Ad-Hoc
- o Exhibit space at Apartmentalize
- o Private meeting rooms at Apartmentalize
- o Advertising
  - *units* Magazine
  - E-newsletters
  - NAAHQ.org
  - Ad Retargeting
  - Social Media
  - Conference Apps
  - Webinars
- o Conference registration badges
- o NAA Education Institute (NAAEI) scholarships
- o Other NAA assets, marketing channels or other customized sponsorships

*Your dedicated account manager will strategize with you to choose opportunities that align with your brand, and work with you to apply your credit to the items you select. Customized credit cannot be spent on NAA or affiliate membership dues.*

## Quick Links

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