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Apartmentalize 2018 Customizable Toolkit - Affiliate

About the toolkit --

Customizable email:

We ask that you please send this email to three contacts you think would benefit most from learning about the conference. The content marked in red are placeholders for information specific to you, so please update it before distribution.

Social media posts:

This is suggested content that you can post on your Facebook, Twitter, Instagram or LinkedIn pages (or all of the above). For LinkedIn, please also consider posting about the conference in any groups that you feel may be relevant. You're welcome to use your own language, but please be sure to use the conference hashtag #Apartmentalize.

Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the graphics available for your use and link back to the [Apartmentalize website](#). We do not recommend embedding it into emails (unless it's an e-newsletter) as that may cause it to get caught in the recipient's spam folder.

Email

Dear **[FIRST NAME]**,

I am an affiliate of the National Apartment Association (NAA) and will be at [Apartmentalize](#), NAA's annual education conference, from June 13-16, 2018 at the San Diego Convention Center. You'll find captivating [keynotes, fresh solutions and all the insights](#) you need to make 2018 your most successful year yet. Gather with more than 9,000 industry pros and 500+ exhibitors and load up on the hottest trends and strategies!

Hopefully, you will join me at Apartmentalize! Make sure you to register by February 2 to receive the early registration rate.

I look forward to seeing you there.

Sincerely,

[Name]

[Title]

[Organization]

Sample Social Media Posts

Twitter

- Very excited to be attending #Apartmentalize in June 2018. See you in #SanDiego! cc @NAAhq <http://bit.ly/1m97srT>
- We'll be in #SanDiego 6/13-6/16 2018 for the biggest event in the apartment industry, #Apartmentalize. Come join us & @NAAhq <http://bit.ly/1m97srT>
- Join us in #SanDiego in June 2018 at #Apartmentalize along with 9k+ apt housing pros! @NAAhq <http://bit.ly/1m97srT>
- The education can't be beat at #Apartmentalize! Join us in #SanDiego in June 2018 cc @NAAhq <http://bit.ly/1m97srT>
- No other event lets you network with 9k+ apt housing pros. I can't wait! Are you going to #Apartmentalize in June 2018 in #SanDiego? cc @NAAhq <http://bit.ly/1m97srT>
- We've been waiting all year for @NAAhq #Apartmentalize where we can talk to 500+ suppliers about the latest products/services <http://bit.ly/1m97srT>
- We can't wait for all the great tips and stories from legendary Game Changers at #Apartmentalize in June 2018! @naahq <http://bit.ly/1m97srT>

Facebook/Instagram/LinkedIn

- We'll be in San Diego from June 13-16, 2018 for #Apartmentalize, NAA's annual education conference. Join us in supporting the apartment housing industry! <http://bit.ly/2hQY27T>
- From June 13-16, 2018, #Apartmentalize is where more than 9,000 top apartment housing industry professionals go to take their business to the top. We're excited to be a part of it. See you in San Diego! <http://bit.ly/2hQY27T>
- #Apartmentalize brings together more than 500 exhibitors and offers 70 education sessions along with top-name keynote speakers and Game Changers. Join us in San Diego from June 13-16, 2018! <http://bit.ly/2hQY27T>