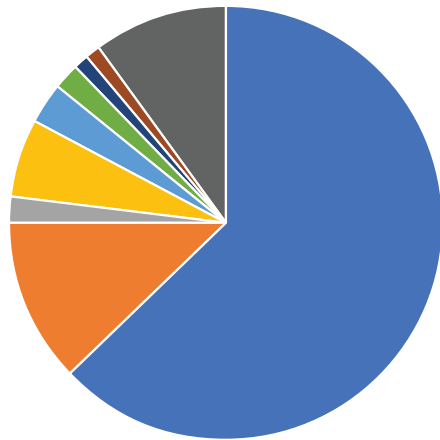


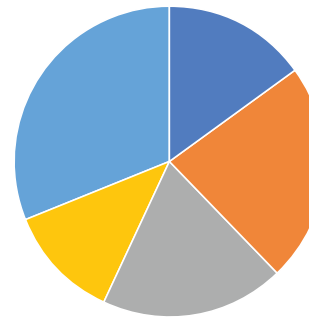
# Event Specifics

Apartmentalize is the rental housing industry’s largest, most important annual event, bringing together the industry’s best for top-notch education sessions and unparalleled networking opportunities. Attendees consistently identify the NAA Exposition as one of the top three reasons why they attend.



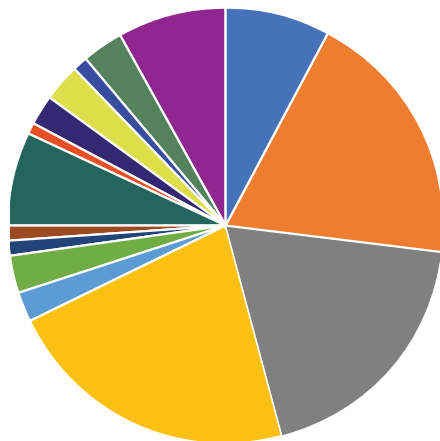
**Primary Business of Attendees\***

- 63% Apartment Owner & Manager
- 12% Apartment Fee Manager
- 2% Apartment Developer
- 6% Asset Management
- 3% Association Staff
- 2% Real Estate Investment Trust
- 1% Architect/Engineering
- 1% Independent Rental Owner
- 10% Other



**Number of Units\***

- 15% Under 1,000
- 23% 1,000-4,999
- 19% 5,000 - 9,999
- 12% 10,000 - 15,000
- 31% Over 15,000



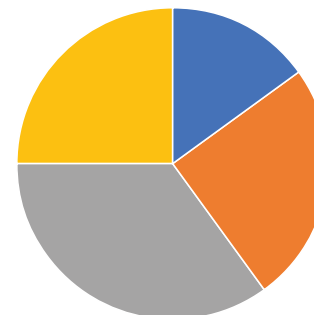
**Primary Job Title/Function\***

- 8% Owner/President/Principal
- 19% Vice President/Corporate Executive
- 19% Property Manager
- 22% Regional Property Supervisor/Manager
- 2% Regional Maintenance Supervisor
- 3% Maintenance Professional
- 1% Leasing Professional
- 1% Independent Rental Owner
- 7% Marketing Sales
- 1% Information Technology
- 2% Asset Manager
- 3% Training/Development
- 1% Human Resources
- 3% Association Executive/Staff
- 8% Other



**Buying Authority\***

- 15% Final Decision Maker
- 32% Significant Influence
- 42% Recommends Products & Services
- 11% None



**Experience in the Industry\***

- 15% Under 5 years
- 25% 6-10 years
- 35% 11-20 years
- 25% Over 21 years

*\*Source: 2019 NAA Registration Demographics*



# Attendee Location

# APARTMENTALIZE

Powered by NAA

**South 40%**

**West 34%**

Midwest 14%

**Northeast 12%**

