

2020 NAA Partnership Program



Investment Snapshot

Table of Contents

1 Introduction

2 State of the Industry

3 NAA Membership

4 NAA Events: By the Numbers

5-7 Event Specifics

8 Brand Awareness

9 Event Benefits

10 Access to Industry Leaders

11-13 Recognition

14 Servicing

15 Upcoming Events



Partnering with the National Apartment Association

As the National Apartment Association launches our fourth year of the partnership program, we are constantly striving to provide the best year-round and event-specific partnership opportunities. NAA is constantly working to refine the program to ensure that supplier partners receive the benefits and recognition that your program investment deserves. We strive to provide our supplier partners with maximum exposure to NAA members and best in class service.

Partner with us to reach the industry's leaders. The benefits of the program provide access to the largest group of global apartment housing professionals in NAA's fully customizable partnership program.

We offer more than 300 options for customizing the way NAA members and the apartment community see your brand, so being a partner is the perfect way to:

- **Extend Your brand**
- **Utilize a diverse media mix**
- **Reach the right audience**
- **Customize your program**
- **Amplify your message**

By becoming an NAA Partner, you'll be able to embed your brand with the NAA brand, the #1 name in apartment housing. Customize the way you leverage the NAA brand and make the partnership program truly yours while also enjoying the exclusive benefits of a year-round partnership.

Each investment includes two elements:

- 1) *Partnership Rights Fee* – outlined throughout the Investment Snapshot
- 2) *Customized Credit* – allows you to choose how to activate and promote your partnership through exhibiting, event and year-round sponsorships, advertising, etc.

There are five levels of partnership to choose from:

- **Strategic**
- **Industry**
- **Premier**
- **Supporting**
- **Champion**

We realize that requests for your sponsorship dollars are constantly increasing, and you have a finite amount of resources to share. We look forward to partnering together to advance the cause of the rental housing industry together.

Regards,

Peter Gaviorno
SVP, Business Development





State of the Industry

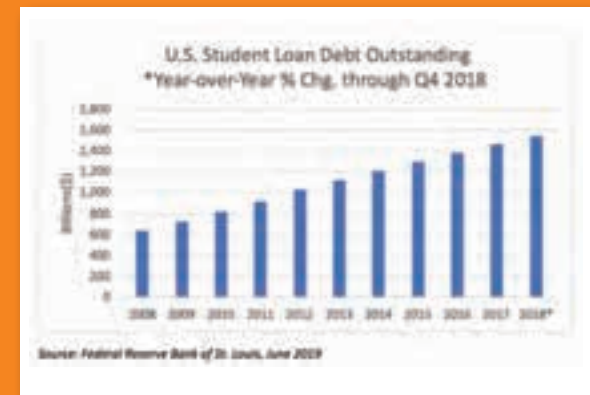
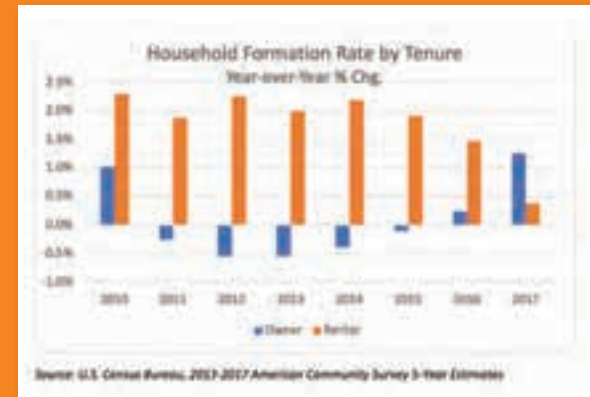
What do the numbers show?

The rental housing industry in the U.S. has boomed over the past decade. According to the U.S. Census Bureau, a staggering 5.7 million new renter households emerged between 2009 and 2017, while the number of owner households increased by just 513,000 during the same period. Consequently, the homeownership rate dropped from a high of 69.2 percent in fourth quarter 2004 to a low of 62.9 percent in second quarter 2016.

Despite recent upticks in the homeownership rate, the industry will likely retain its status as a growing and profitable business thanks to the appeal of apartment living, as more and more residents make a lifestyle choice vs. an economic one. In addition, an aging population, immigration, and delayed home purchases are all expected to fuel apartment demand in the coming years. Looking ahead, the nation will need 4.6 million new apartments by 2030, meaning an average of at least 328,000 new apartments every year. We have only begun to meet these goals within the past two years; however new construction has been largely confined to a handful of metro areas.

Hundreds of Hundreds of thousands of new units will be needed by 2030 in states such as Arizona, California, Colorado, Florida, Georgia, Nevada, New York, North Carolina, Texas, Virginia and Washington.

Who is Renting and Why?



NAA Membership

9,735,022
APARTMENT HOMES
GLOBALLY

81,893
NAA MEMBERS

SUPPLIERS: 17,408
OWNERS: 25,069
MANAGEMENT COMPANIES: 8,466
COMMUNITIES: 30,950

157
STATE & LOCAL
AFFILIATES

(As of June 2019)

Member Companies by Unit Range

Unit Range	Company Count	Unit Range	Company Count
0 - 500	67,143	3,501 - 5,000	194
501 - 1,500	2,271	5,001+	144
1,501 - 3,500	440		

Membership Growth

Year End	Members	Growth Year-to-Year	% Growth	Units	Growth Year-to-Year	% Growth
2018	78,559	4,804	6.12%	9,347,777	131,807	1.41%
2017	73,755	1,018	1.39%	9,215,970	385,576	4.28%
2016*	72,737	3,705	5.37%	8,830,194	717,194	8.84%
2015	69,032	1,798	2.67%	8,113,000	441,176	5.75%

*Numbers reflect ABO NY coming on as an affiliate in January 2017

Membership Professionals

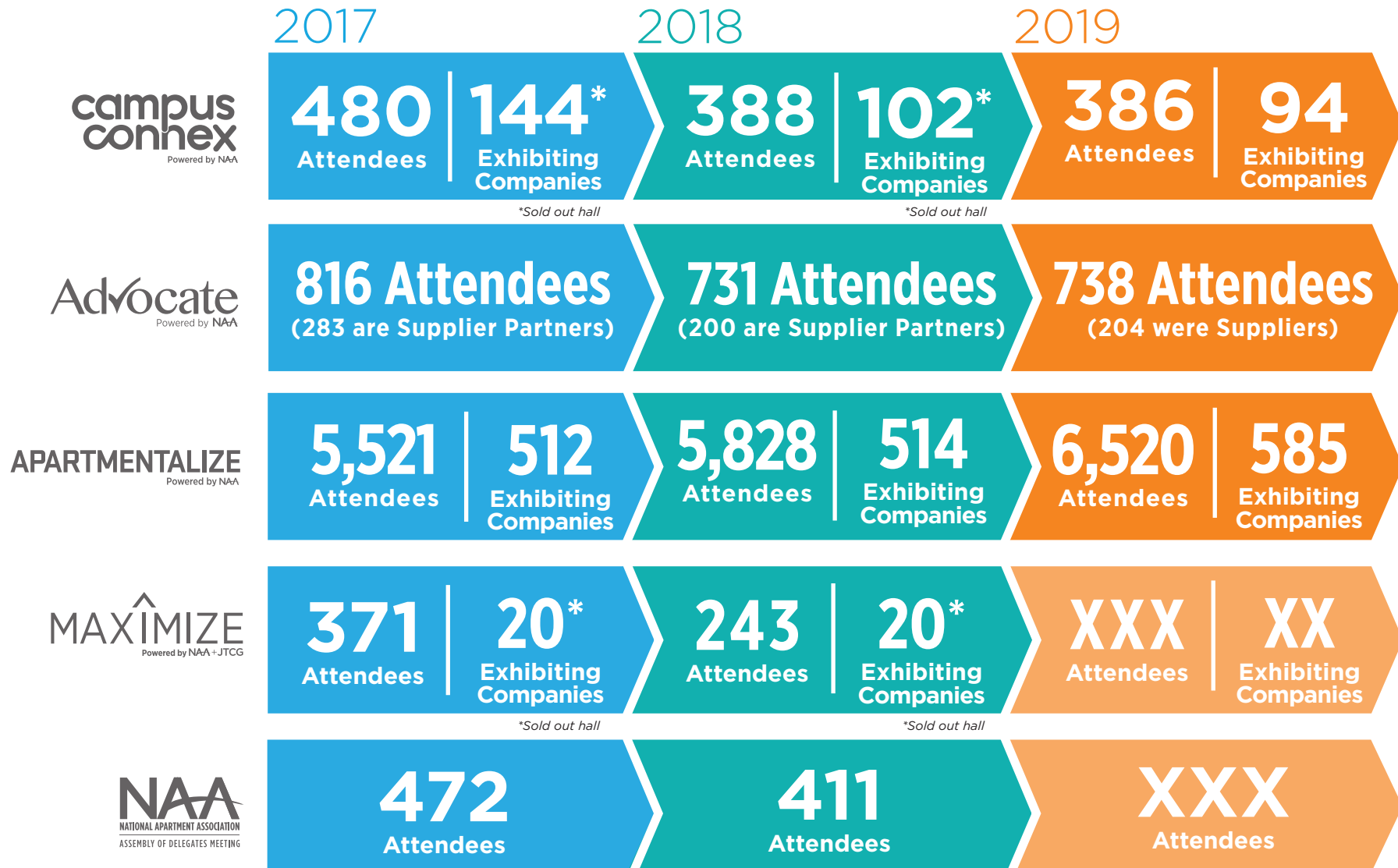
JOB TITLES	WHERE THEY WORK
Property Manager	Property Management Firm
Owner/President/Principal	Owner Firm
Regional Supervisor/Manager	Independent Owner
VP/Corporate Executive	Developer/Builder
Leasing Professional	Restored/Renovator
Maintenance Supervisor/Technician	Other

TYPE OF PROPERTIES THEY MANAGE	
Market-Rate Apartments	Condos/Co-Ops/Townhouses
Garden Apartments	Single-Family Home Rentals
Luxury Apartments	Student Housing
Affordable Housing	Military Housing
High-Rise Apartments	Extended-Stay Housing
Senior Housing	Other



NAA Events: By the Numbers

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.

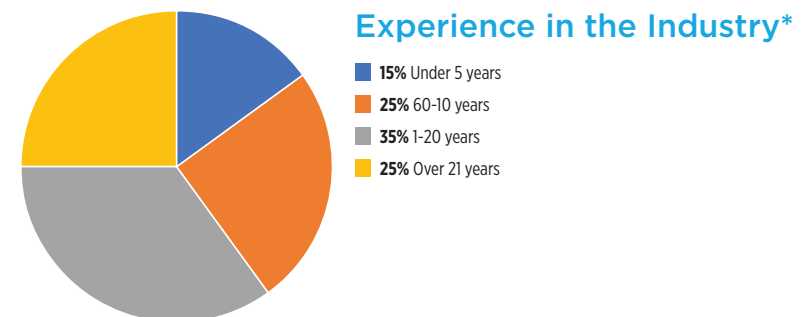
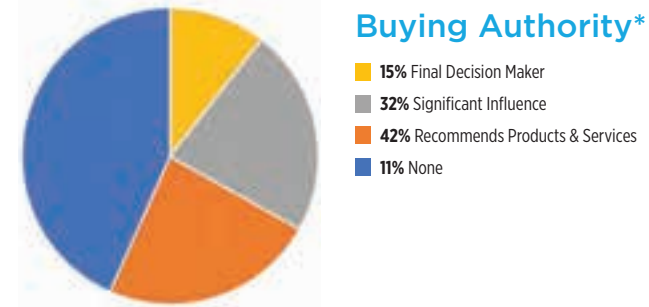
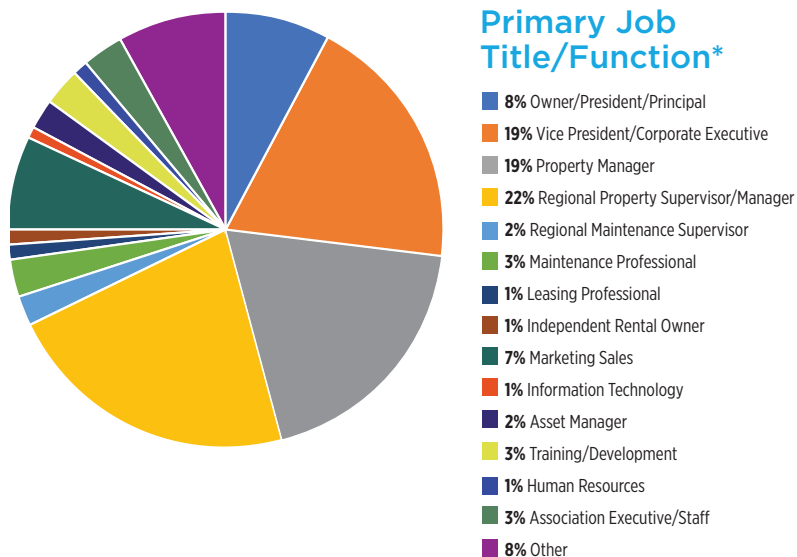
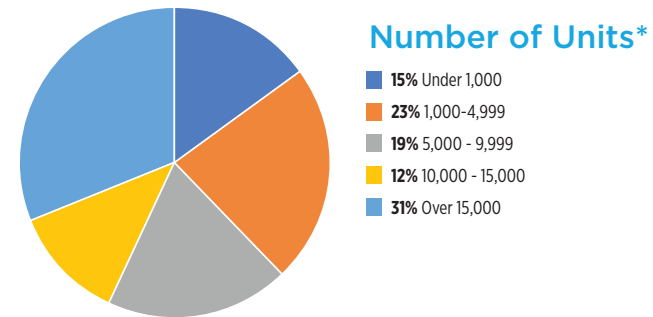
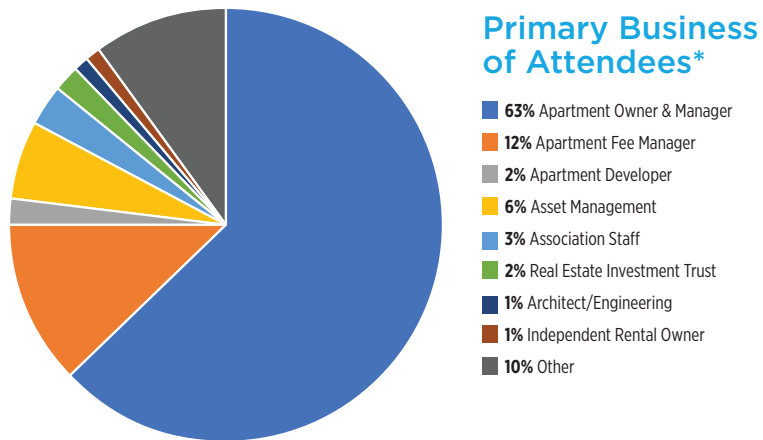


Event Specifics

APARTMENTALIZE

Powered by NAA

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.



*Source: 2019 NAA Registration Demographics



Attendee Location

APARTMENTALIZE

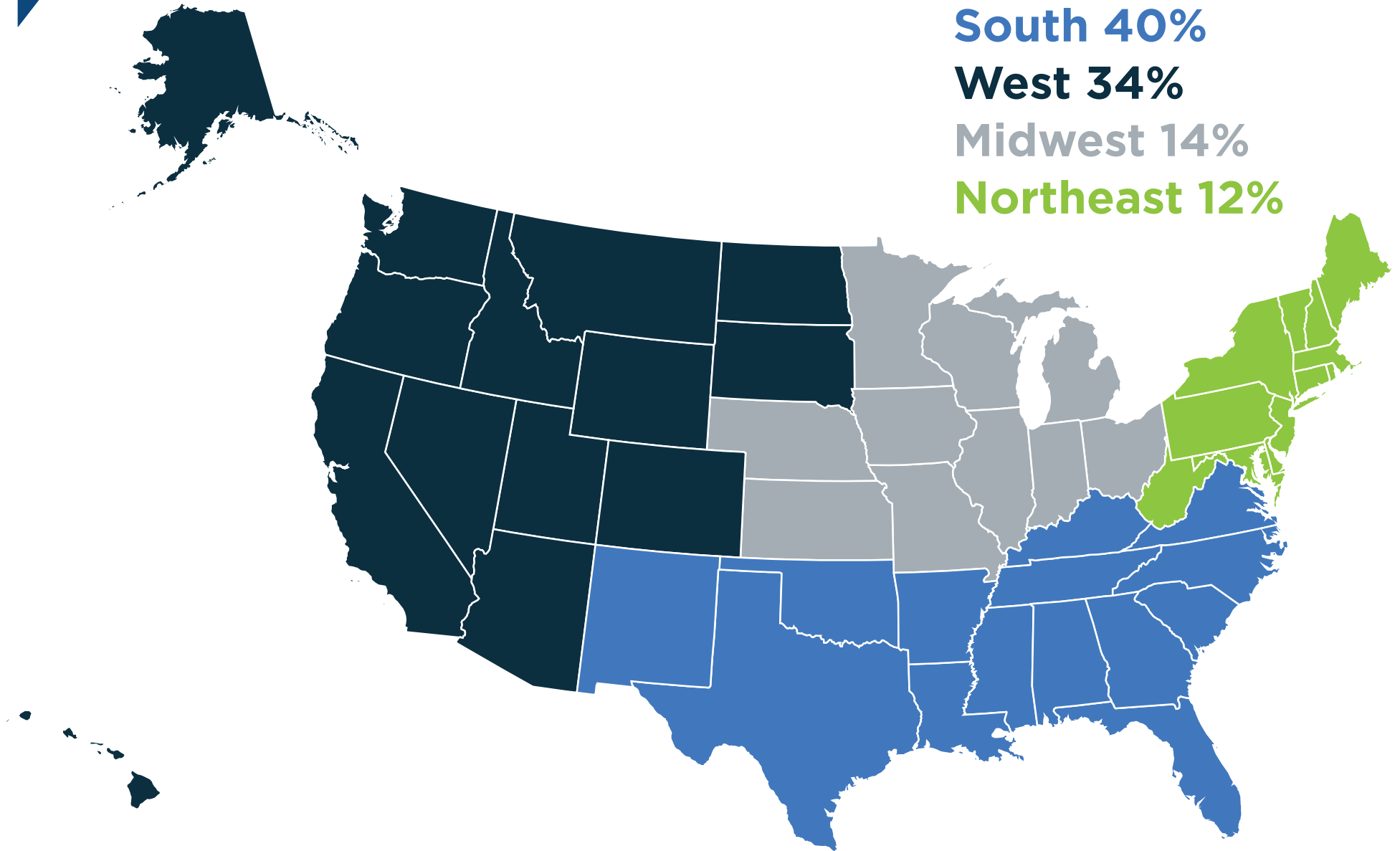
Powered by NAA

South 40%

West 34%

Midwest 14%

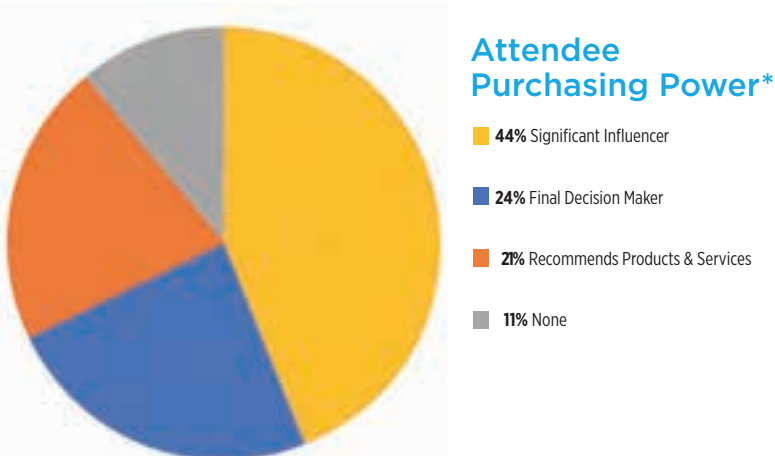
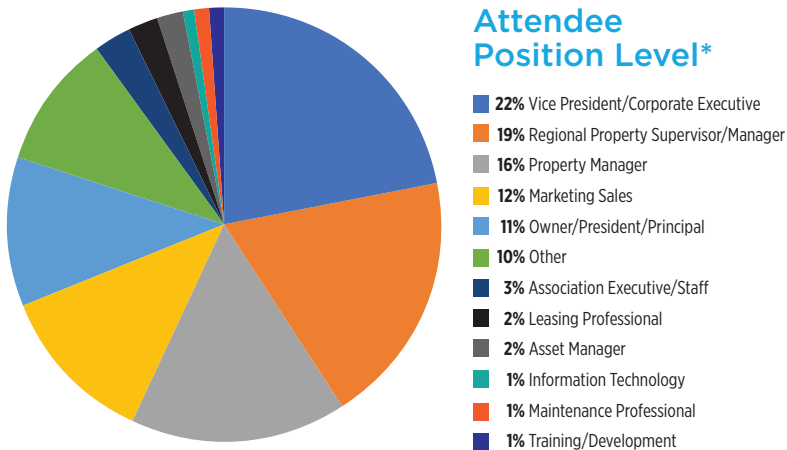
Northeast 12%



Average Attendee Cost in 2019: \$1,876 (4% decrease from 2018)

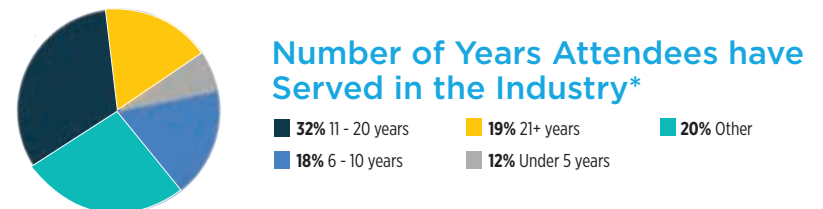
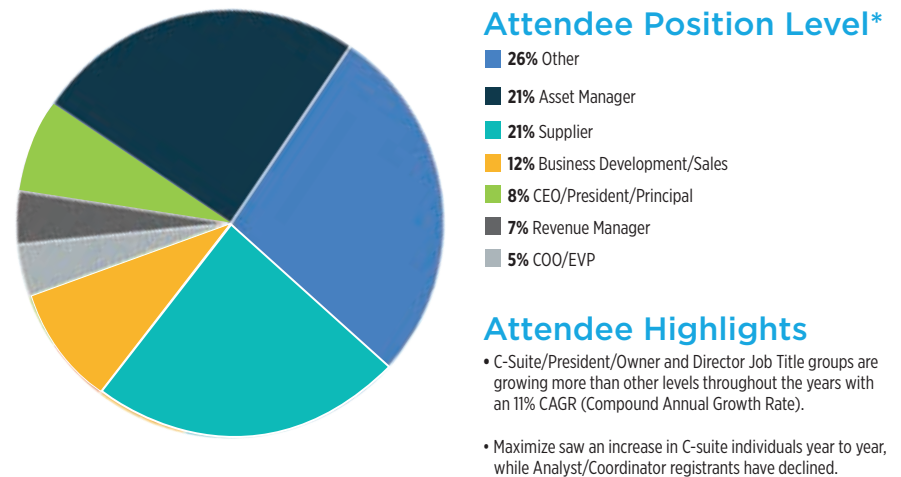
*Source: 2019 NAA Registration Demographics

Geared toward off-campus student housing owners, operators and property managers, CampusConnex is dedicated to attracting those involved in this growing market for abundant opportunities to learn and connect.



*Source: 2019 NAA Registration Demographics

The Maximize Conference is the apartment industry's sole event dedicated to increasing net operating income. Attendees focused on asset management and long-term value creation in multifamily housing portfolios will find networking opportunities with high level apartment industry professionals in a meeting scaled to provide top-notch learning experiences in an intimate resort setting.



*Source: 2018 NAA Registration Demographics.



Brand Awareness

- Partner Recognition at NAA Events

High visibility leads to better qualified prospects and ultimately sales conversions.

- Sponsored Platform

Partner will receive sole sponsorship of a customized platform that is designed by utilizing NAA resources and staff to provide thought leadership and industry expertise.

- Partner Video Aired at NAA Events

Your 60-second video aired during key moments at five NAA events and was viewed by nearly **7,600** industry professionals in search of solutions.

- Education Session at Apartmentalize

- NAA Income & Expenses Survey

A valuable budgeting tool with comprehensive operations data that is used by apartment industry professionals nationwide.

Our marketing of this benefit generated **6,830** email impressions by engaged professionals.

Strategic	Premier	Champion	Industry	Supporting
✓	✓	✓	✓	
✓				
✓				
✓				
✓				



Event Benefits

- Priority Sponsor Items and Booth/Networking Space Selection at NAA Events
- Priority Sponsor Items and Booth/Networking Space Selection at NAA Events
- Complimentary Sponsor Full Conference Registration Badges & Ribbons
- Event Sponsor Item Selection at Apartmentalize
An opportunity to select event sponsorship(s) from a list of items categorized by Marketing & Promotions, Networking and Signage/Branding
- VIP Apartmentalize Expo Access to Conference Attendees during Non-Trade Show Hours

Strategic	Premier	Champion	Industry	Supporting
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	
3x	2x	1x		
✓	✓	✓	✓	✓



Access to Industry Leaders

NAA counts among its members the upper echelons of the largest owners and managers in the country.

- **NAA Council**

The Strategic and Premier Partner representatives have unfettered access to the NAA leadership, learning what's on their minds, their views on how suppliers and management companies can strengthen their bonds, and other critical industry issues. The Strategic Partners will Co-Chair and set the agenda for the NAA Council Meeting.

- **Board of Directors Meetings and Receptions**

The NAA Board of Directors meet once a year at stand-alone meetings to discuss issues of importance to the industry. The Board also meets three times a year for receptions. Each meeting/reception gives sponsor representative(s) an opportunity to network with industry colleagues, board members and current and rising Committee Chairs.

- **NAA Executive Forum**

An opportunity for your company to network with key decision makers in the apartment housing industry through multiple regional forums and one national forum held in conjunction with Apartmentalize.

- **NSC Membership**

The National Suppliers Council is a prestigious network of suppliers within NAA consisting of the most trusted names and avid promoters of the apartment housing industry. They provide access to business opportunities, education and advocacy for its members.

Strategic	Premier	Champion	Industry	Supporting
✓	✓			
✓	✓	✓	Apartmentalize Only	
✓	✓			
✓	✓	✓	✓	✓

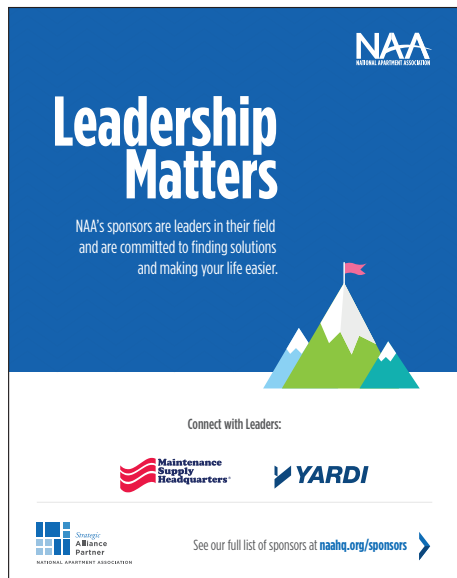


Recognition: Publications & Collateral

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

- Cover Ad Placements (12x/year) in *units* Magazine - Provided by Partner
- One 1/3 page ad (1x/year) in *units* Magazine - Provided by Partner
- Recognition Ads
Ads that run in *units* Magazine and conference publications promoting the program to NAA members
- Press Release Boilerplate

Strategic	Premier	Champion	Industry	Supporting
✓				✓
✓	✓	✓		
✓				



Strategic Alliance Partners
Print Advertisement



Premier Alliance Partners
Print Advertisement



Champion Alliance Partners
Print Advertisement



Recognition: Digital Advertising (As of 5/31/19)

NAA's concerted effort to drive traffic to its digital presence leaves advertisers positioned to leverage their online campaigns.

naahq.org



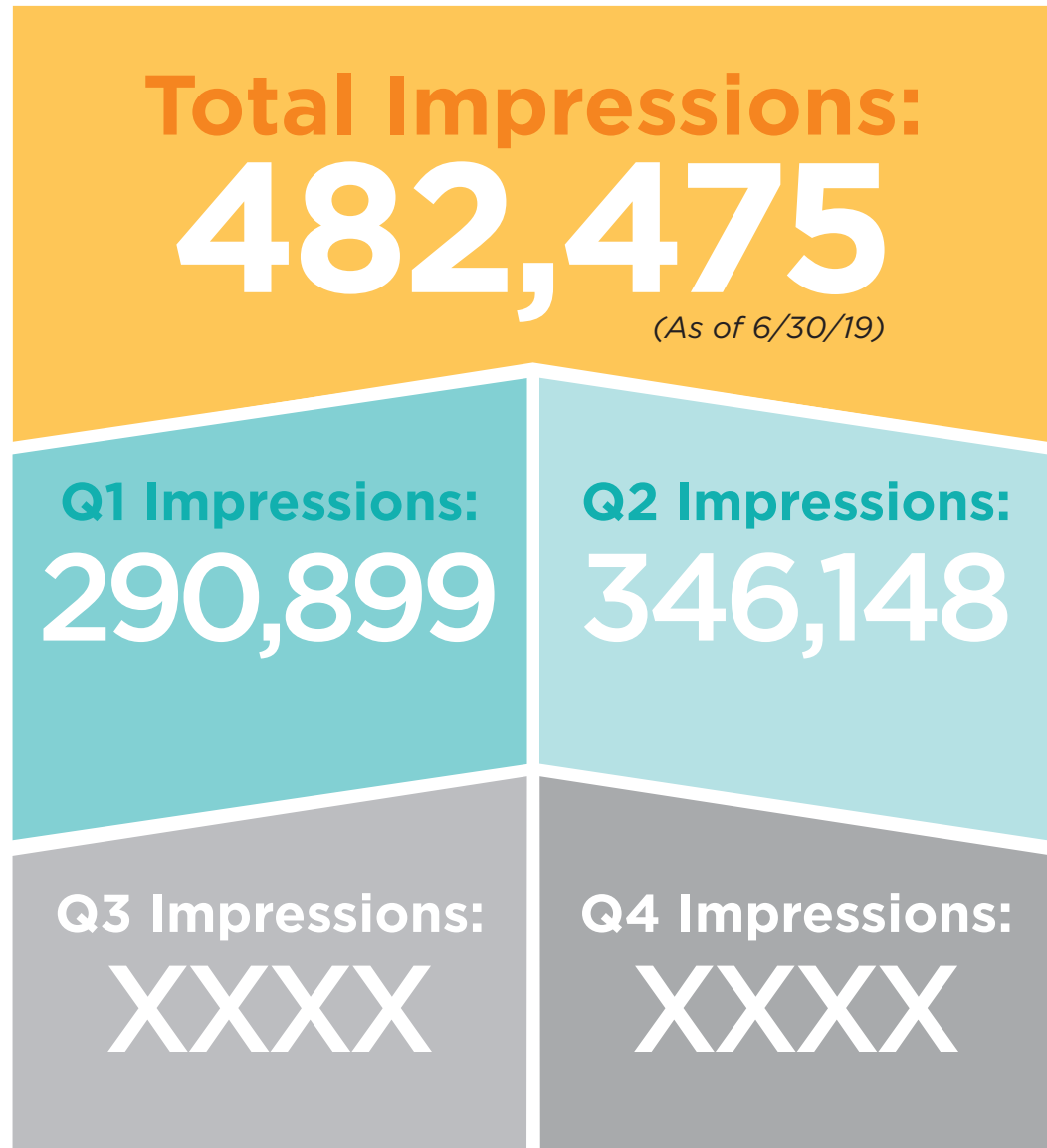
2019 Email Impressions

CampusConnex

Q1: **31,035** | Q2: No emails sent
Q3: N/A | Q4: N/A

Apartmentalize

Q1: **77,807** | Q2: **108,328**
Q3: N/A | Q4: N/A



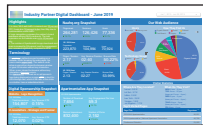


Recognition: Digital Advertising (continued)

- Partner Website Recognition on **naahq.org** and Conference/Meeting websites

Visitors searching for business intelligence regularly encounter your brand and messaging.

- Industry Partner Digital Dashboard



Showing the Partner's monthly digital performance on NAA channels as well as the organization's overall metrics.

- *Industry Insider* Monthly Partner Banner Recognition

Total Email Impressions (to date): **100,787** (As of 6/30/19)

- Exclusive Sponsored eNewsletter around Sponsored Platform/Topic - *Partner Perspectives*

- Editorial Feature in eNewsletter around Sponsored Platform/Topic - *The Industry Insider*

- Social Media Takeover (per year)

Host a takeover of Partner's choice on NAA's social channels (Facebook, Instagram, Twitter or LinkedIn). Partner will curate content for 24 hrs, establishing direct engagement with NAA members.

Strategic	Premier	Champion	Industry	Supporting
✓	✓	✓		
✓	✓	✓		
✓	✓			
1x				
2x	1x	1x		
2x	1x			



Servicing

NAA counts among its members the upper echelons of the largest owners and managers in the country.

- Regular Collaboration Meetings with NAA Team
- Investment Snapshot Fulfillment Report Showcasing Benefits Delivered
- Partner Summit
Summit to take place prior to Apartmentalize Exhibitor Summit - Training session that delivers value to the Partners that is focused around getting Partners engaged, selling NAA as a marketing tool and possibly coming up with ways to co-market with other Partners

NAA Partnership Program Contact:

Jasmin Robinson
jrobinson@naylor.com

Strategic	Premier	Champion	Industry	Supporting
Monthly	Monthly	Monthly	Quarterly	
✓	✓	✓	✓	✓
✓	✓	✓		

Upcoming Events & Locations



September 23-25, 2019 | Atlanta



November 5-9, 2019 | Greenville, SC



February 18-19, 2020 | New Orleans



March 10-11, 2020 | Washington, D.C.



June 17-19, 2020 | Boston

naahq.org/events