



## **2018 Maximize Customizable Toolkit – San Diego Apartment Association**

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 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 same link (<http://bit.ly/2oxV3TO>) and conference hashtag #MAX18.

Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the attached graphic for your use. 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 wanted to let you know that I'll be attending the [2018 Maximize Conference](#) from Oct. 1-3 at the [Omni La Costa Resort & Spa](#) outside San Diego! This is the industry's only conference dedicated to asset management and NOI; it's a real hidden gem! Given the intimate setting, this conference offers a great opportunity to hear from some of the industry's best minds as well as mix and mingle with top professionals.

Hopefully, you can join me at Maximize, but if you can't, feel forward to send this along to a colleague or contact who may be interested. Make sure to [register](#) by Friday, August 31 to take advantage of the advanced rate.

I look forward to sharing this experience with you.

Sincerely,

**[Name]**

**[Title]**

**[Organization]**



## **Social Posts**

### **Facebook:**

I'm headed to the #MAX18 conference in Carlsbad! It's the industry's only conference dedicated to NOI and asset management happening Oct. 1-3. It's also a great opportunity for networking. Hope to see you there! <http://bit.ly/2oxV3TO>

Join me at #MAX18 – the industry's only conference dedicated to NOI and asset management – in nearby Carlsbad from Oct. 1-3. It's the perfect opportunity to learn the last and emerging trends, as well as network with top professionals in the industry. See you in October! <http://bit.ly/2oxV3TO>

Want to boost your NOI? Then don't miss out on #MAX18 in Carlsbad from Oct. 1-3! It's the rental housing industry's sole conference dedicated to asset management and NOI. Network with high-level peers, hear from top speakers and gain actionable knowledge. Take your NOI to the MAX. <http://bit.ly/2oxV3TO>

### **Twitter:**

Join me at #MAX18 in Carlsbad from Oct. 1-3! It's the #apartment industry's only #conference on #NOI & #assetmanagement! Join me! <http://bit.ly/2oxV3TO>

I'm headed to #MAX18 in nearby Carlsbad, Oct. 1-3! It's the only conference dedicated to #NOI and #assetmanagement. Networking opportunities, education sessions + more. <http://bit.ly/2oxV3TO>

Boost your NOI at #MAX18 in Carlsbad from Oct. 1-3. #rentalhousing only conference for #assetmanagement and #NOI. Network with peers, hear from top speakers + more. Register your team today: <http://bit.ly/2oxV3TO>

### **LinkedIn:**

I'm headed to the [2018 Maximize Conference](#) in nearby Carlsbad! It's happening from Oct. 1-3 and is the industry's only conference dedicated to NOI and asset management. It's also a great opportunity for networking with top professionals. Hope to see you there! <http://bit.ly/2oxV3TO>

Join me at #MAX18 – the industry's only conference dedicated to NOI and asset management – in Carlsbad from Oct. 1-3. It's the perfect opportunity to learn the last and emerging trends, as well as network with top professionals in the industry. See you in October! <http://bit.ly/2oxV3TO>

Want to boost your NOI? Then don't miss out on #MAX18 in nearby Carlsbad from Oct. 1-3! It's the rental housing industry's sole conference dedicated to asset management and NOI. Network with high-level peers, hear from top speakers and gain actionable knowledge. Take your NOI to the MAX. <http://bit.ly/2oxV3TO>