2020 NAA Partnership Program

Investment Snapshot

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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
- Reach the right audience
- Amplify your message
- Utilize a diverse media mix
- Customize your program

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
- Premier
- Champion
- Industry
- Supporting

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 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?

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*Source: Federal Reserve Bank of St. Louis, June 2019

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

*Source: Freddie Mac, Profile of Today’s Renter, August 2018
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

<table>
<thead>
<tr>
<th>Unit Range</th>
<th>Company Count</th>
<th>Unit Range</th>
<th>Company Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 500</td>
<td>67,143</td>
<td>3,501 - 5,000</td>
<td>194</td>
</tr>
<tr>
<td>501 - 1,500</td>
<td>2,271</td>
<td>5,001+</td>
<td>144</td>
</tr>
<tr>
<td>1,501 - 3,500</td>
<td>440</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Membership Growth

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

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

Membership Professionals

<table>
<thead>
<tr>
<th>JOB TITLES</th>
<th>WHERE THEY WORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Manager</td>
<td>Property Management Firm</td>
</tr>
<tr>
<td>Owner/President/Principal</td>
<td>Owner Firm</td>
</tr>
<tr>
<td>Regional Supervisor/Manager</td>
<td>Independent Owner</td>
</tr>
<tr>
<td>VP/Corporate Executive</td>
<td>Developer/Builder</td>
</tr>
<tr>
<td>Leasing Professional</td>
<td>Restorer/Renovator</td>
</tr>
<tr>
<td>Maintenance Supervisor/Technician</td>
<td>Other</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE OF PROPERTIES THEY MANAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market-Rate Apartments</td>
</tr>
<tr>
<td>Garden Apartments</td>
</tr>
<tr>
<td>Luxury Apartments</td>
</tr>
<tr>
<td>Affordable Housing</td>
</tr>
<tr>
<td>High-Rise Apartments</td>
</tr>
<tr>
<td>Senior Housing</td>
</tr>
</tbody>
</table>
## 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.

<table>
<thead>
<tr>
<th>Event</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus Connex</strong></td>
<td><strong>480 Attendees</strong></td>
<td><strong>388 Attendees</strong></td>
<td><strong>386 Attendees</strong></td>
</tr>
<tr>
<td></td>
<td><em><em>144</em> Exhibiting Companies</em>*</td>
<td><em><em>102</em> Exhibiting Companies</em>*</td>
<td><strong>94 Exhibiting Companies</strong></td>
</tr>
<tr>
<td><strong>Advocate</strong></td>
<td><strong>816 Attendees</strong></td>
<td><strong>731 Attendees</strong></td>
<td><strong>738 Attendees</strong></td>
</tr>
<tr>
<td></td>
<td>(283 are Supplier Partners)</td>
<td>(200 are Supplier Partners)</td>
<td>(204 were Suppliers)</td>
</tr>
<tr>
<td><strong>Apartamentalize</strong></td>
<td><strong>5,521 Attendees</strong></td>
<td><strong>5,828 Attendees</strong></td>
<td><strong>6,520 Attendees</strong></td>
</tr>
<tr>
<td></td>
<td><strong>512 Exhibiting Companies</strong></td>
<td><strong>514 Exhibiting Companies</strong></td>
<td><strong>585 Exhibiting Companies</strong></td>
</tr>
<tr>
<td><strong>Maximize</strong></td>
<td><strong>371 Attendees</strong></td>
<td><strong>243 Attendees</strong></td>
<td><strong>XXX Attendees</strong></td>
</tr>
<tr>
<td></td>
<td><em><em>20</em> Exhibiting Companies</em>*</td>
<td><em><em>20</em> Exhibiting Companies</em>*</td>
<td><strong>XXX Exhibiting Companies</strong></td>
</tr>
<tr>
<td><strong>NAA</strong></td>
<td><strong>472 Attendees</strong></td>
<td><strong>411 Attendees</strong></td>
<td><strong>XXX Attendees</strong></td>
</tr>
</tbody>
</table>
Event Specifics

Apartamentalize 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

Primary Job Title/Function*
- 8% Owner/President/Principal
- 19% Vice President/Corporate Executive
- 10% 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

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

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% 1-20 years
- 25% Over 21 years

*Source: 2019 NAA Registration Demographics
Attendee Location

South 40%
West 34%
Midwest 14%
Northeast 12%

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

*Source: 2019 NAA Registration Demographics
Event Specifics

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.

Attendee Position Level*

- 22% Vice President/Corporate Executive
- 19% Regional Property Supervisor/Manager
- 16% Property Manager
- 12% Marketing Sales
- 11% Owner/President/Principal
- 10% Other
- 3% Association Executive/Staff
- 2% Leasing Professional
- 2% Asset Manager
- 1% Information Technology
- 1% Maintenance Professional
- 1% Training/Development

*Source: 2019 NAA Registration Demographics

Attendee Purchasing Power*

- 44% Significant Influencer
- 24% Final Decision Maker
- 21% Recommends Products & Services
- 11% None
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.
**Event Benefits**

- Priority Sponsor Items and Booth/Networking Space Selection at NAA Events

- Priority Hotel Room Block Access at Apartmentalize” for all levels

- 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 Apartamentalize Expo Access to Conference Attendees during Non-Trade Show Hours

<table>
<thead>
<tr>
<th></th>
<th>Strategic</th>
<th>Premier</th>
<th>Champion</th>
<th>Industry</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hotel Room</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Item Selection</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
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</tbody>
</table>
# 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.

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<tbody>
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<td>✓</td>
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<td>✓</td>
<td>✓</td>
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<td></td>
<td>Apartmentalize Only</td>
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<td>✓</td>
<td>✓</td>
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</table>
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**
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
62,069
Average unique monthly visitors

255,383
Average monthly page views

2:43
Average minutes on website

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

Total Impressions:
482,475
(As of 6/30/19)

Q1 Impressions:
290,899

Q2 Impressions:
346,148

Q3 Impressions:
XXXX

Q4 Impressions:
XXXX

Quick Stats
34,282
Daily circulation
14.6%
Average open rate
12%
Average CTR
**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***

- **Editoral 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.
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
  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
Upcoming Events & Locations

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