



2020 SUPPLIER PARTNER PROGRAM

*Leading customers to your business through
Sponsorship and Promotional opportunities.*

The Pennsylvania Apartment Association is the leading voice for apartment owners in Pennsylvania. Align your business directly with the multifamily industry by strategically partnering with PAA.

We offer a variety of partner programs for you to align your business with the apartment industry. Did you know that Pennsylvania represents over 250 thousand apartments? We know trending over the past 10 years, that folks are choosing to live in apartments rather than buy a home. According to the US Census Bureau, we know that a whopping 7.1 million new renter households emerged between 2009 – 2017. Now is the time for you to become a partner with the Pennsylvania Apartment Association!

We offer a variety of opportunities for you to partner with the PAA. We've taken the guesswork away so that you may select what best fits the needs of your company through sponsorships and advertisement. You may choose to select a bundle package or an a la 'cart menu. Space is limited for all sponsorships, so act fast!

Bundled Sponsorship Package Partners

We offer a variety of tiers of sponsorship which we call our Medal Sponsorships. Beginning with our Diamond or Platinum Medal Sponsors, these are bundled sponsorships which include State Events and a few strategic Regional Events within the bundled package. Our Gold Sponsor receives discounts to State Events and the choice to select a Regional Event or Education Class.

A la 'cart Sponsorship Package Partners

Our Silver, Bronze and Titanium Medal Sponsors have a financial commitment of being a sponsor for the Association while selecting from an a la 'cart menu. You may select and create what best fits your organization's needs. All Medal Sponsors will have branding as a Medal Sponsor and listed as a 'Preferred Supplier' on the PAA website.

Sponsorship Partner Packages

Diamond sponsorship gives your company more opportunities throughout the year to market your business to PAA members through a bundled package which includes FREE state and local event attendance, education class opportunity, highlighted presences in the PAA online Business Directory, digital presences with your company logo on the PAA website pages, information about your company sent to all members , and listed as an alliance partner with the Association. **\$15,000**

Platinum sponsorship brands your company throughout the entire year with PAA by offering perks with bundled state and local events, advertising, and priority consideration. This sponsorship showcases your company logo with all major state events, highlighted presences in the PAA online Business Directory, and as an alliance partner with the Association, your logo on the PAA website pages. **\$10,500**

Gold sponsor is bundled with great presence throughout the year which includes discounted tickets to our largest state events, digital presences and the opportunity to select an a la 'cart Region event or education class. **\$7,500**

Silver sponsorship is an a la 'cart sponsorship which offers your organization the ability to select local Region events or education sponsorships. By committing to be a Silver medal sponsor, your organization will receive silver medal status in our online Business Directory while giving you the choice to select sponsorship Regional programs. **\$5,500**

Bronze sponsors will commitment the dollar value of the sponsorship package while having the ability to select specific sponsorship items available for this level of medal sponsorship. The menu allows you to select which sponsorship education classes or local region event that fits best for your company. **\$3,500**

Titanium sponsorship aligns your organization as a supporter and partner with the PAA. This sponsorship commitment offers the ability to select one local region sponsorship. **\$1,200**

As an event sponsor, your company is associated with the entire event. This includes promoting the event to all members, website about the event, and the event registration. Each event has one exclusive Sponsor.

- **PAA Unification Kick-off Happy Hour** – Wednesday, March 25th 6-8pm, estimated attendees 350-400 people - Cost: \$4000
- **PAA Trade Show & Education Conference** – Thursday, March 26th – Approximate attendees 1400 Cost: \$7,000
- **Maintenance Mania** - \$5,000 – April 30th. Approximate attendees 350 attendees.
- **Regional Meeting at State Capitol Conference** - \$5,000
- **(2) Golf Outings** - \$6,000 [One in Pittsburgh area – Allegany Country Club and Philadelphia Cricket Club. Each golf outing to have its own title sponsor]
- **Best of Apartment Living Awards Event** - \$6,000 (2) Title Sponsorships – One in Philadelphia region and One is Central region.
- **Member Networking Regional Event Meeting** - \$5,000

State Events

Listed below are PAA State Events. Sponsorship for these events will be available two months prior to the event taking place for all members. As a Diamond or Platinum Medal Sponsor, the state events are included with the medal packages which include event tickets and company logo branding as a preferred supplier. The Gold Medal Package includes some of these events with discounted ticket pricing. As a Silver, Bronze and Titanium sponsor you may select from the Regional Events. On page 2 breakdowns the sponsorship pricing for each Medal Sponsor.

Trade Show & Education Conference

Valley Forge Convention & Casino Resort
Thursday, March 26th, 2020

This event is the largest attended event hosted by the Association and the largest multifamily trade show in the Northeast. The one-day show is held in King of Prussia, Pennsylvania and attracts every level apartment professional. The event is open to all PAA members and Non-members across the state who are apartment professional employees, executives and apartment owner/management companies. Approximate attendees to the one-day show is 1400 – 1500 people.

Maintenance Mania

PA Farm Show Complex & Expo Center
Thursday, April 30th, 2020

This event brings service technicians, Service Technician Supervisors, Property Managers, and apartment owners across the state to compete in an individual competition amongst their peers! The winner will have a chance to register & compete at the National Championship held at the annual National Apartment Association Conference, [Apartmentalize](#) which will take place in Boston! Attendees for the state Maintenance Mania event is approximately 200+ people which are supporters from the property to management company to cheer and support their maintenance employees competing in the competition!

State Capitol Conference

Harrisburg – Tuesday, May 5th & Wednesday, May 6th 2020

The State Conference is a two-day event in Harrisburg, Pennsylvania attended by apartment owners and staff. The event focuses on advocacy on behalf of the multifamily housing industry and building relationships with legislators. The

Conference includes meetings with legislators, PAC Fundraising Dinner, and PAA – State and Regional committee meetings. Approximately 150 apartment owners and committee members in attendance.

Best of Apartment Living & Awards Dinner

September & November 2020

The Best of Apartment Living is the 2nd largest event of the year and held in two different locations in the state. Sponsorship showcases your company branding throughout the state! Attendees for the event include every apartment professional. This includes; Leasing and Service Technicians, Property and Service Managers, Regional and Executives as well as Apartment Owners. The awards dinner is when the apartment communities learn their fate of who is the best of the best! Our Diamond and Platinum Sponsors will be recognized during the award ceremony of this event and receive tickets for the event. Gold Sponsors will receive tickets to the cocktail reception.

Golf Outing

Two Locations

Philadelphia Cricket – June 8th

Allegheny Country Club – October 5th

The golf outing attracts apartment owner and executives for a fun day of golf. This is the perfect event for our members to ask apartment owners and/or executives out for a day of golf! We have a variety of sponsorship opportunities which gives your business the unique exposure targeted directly to the apartment industries decision makers!

Diamond, Platinum & Gold Medal Sponsors

As you are our top-tier sponsor for the Association, you will be represented at each one of these events via your company logo, free and discounted tickets to

each of these events. You will have representation on the PAA website with branding your company as a partner with the PAA.

Regional Sponsorship

Listed below are events and education classes that take place in a particular region of Pennsylvania. You may target your business directly with the Association and the particular Region. The sponsorships listed below are available for Silver, Bronze and Titanium medal sponsors with an a la' cart menu. Diamond and Platinum Sponsors have both Regional and State items included with their bundle. Should you want another item listed below, you may select that sponsorship and add this to your sponsorship.

Regional Education

All education sponsors will be attached to all marketing material for a particular class, seminar or lunch. (1) session per sponsorship. You may distribute your company collateral material to attendees at the beginning of the class. You may discuss very briefly who and what your company is about. Your sponsorship includes having your company name listed on the registration page with a direct link to your website. Space is limited with courses. If any of the courses are of interest please select quickly before they are sold out!

Regional Events – These events are available as an a la 'cart option. Please refer to page 12 for details on these opportunities.

Business Exchange – Wednesday, January 29th

This event requires a reasonable registration fee. The fee goes directly to the PAA Political Action Committee [PAC] which are funds directly allocated to supporting apartment owners and multifamily industry initiatives. This is a 'reverse trade-show' format which provides exclusive selling opportunities; One-on-one meetings with executive-level decision-makers; An effective return on your marketing investment. This event will take place after a PAA Board Meeting which ensures PAA Board and Apartment owners will be in attendance.

Bus Tour – The Bus Tour was created to give members the opportunity to see apartment communities either newly renovated, built, or acquired by an apartment management company. The bus tours are available in the West and Central portion of the state.

Member Regional Meeting/Networking Events - Networking events located throughout the state for all members, some events may piggy-back a members Regional meeting.

- May Regional Meeting will be a traditional meeting and after the meeting will be a 'Techno' happy hour. The happy hour will feature companies that bring technology to the multifamily industry. If your company provides innovative technology for the multifamily industry, then this sponsorship is for you! Sponsors will have the opportunity to promote their newest product.
- Octoberfest Regional Networking & Team-building Event. This will be a fun atmosphere event with live music and of course Food & Beer trucks. Our PAA members may use the event as a great team-building event with lots of team activities!

Unification Happy Hour – Wednesday, March 25th – This is the official kick-off party for PAA becoming a state-wide Association. This will be a Happy Hour party with high-energy music and fun with all PAA members invited to attend.

STATE EVENTS

Trade Show & Education Conference – Thursday, March 26th, 2020

The one-day show is held in King of Prussia, Pennsylvania and attracts every level apartment professional. The event is open to all PAA members across the state and for every apartment employee. This is a member and non-member apartment owners and/or Realtors event.

Approximate attendees to the show 1500

Sponsorship items

- **Discussion Panel Sponsor** – \$500
- **Trade Show Floor Decal** - \$325 Company logo with directional to your exhibiting booth. (10) sponsorships available
- **Product Spotlight** - \$300 Showcase a new product or service in the 'product spotlight' area on showroom floor. Increase your visibility. Each company will have 20 minutes.
- **Tote Bag Sponsor** - \$525 Your logo on shows tote bag. (6) sponsorships
- **Exhibit floor Plan Map** – \$400 Have your company logo seen on the actual online map
- **TV Monitor Sponsor** - \$1500 Company logo highlighted on monitors throughout showroom floor
- **NEW Keystone State Cling Sign** - \$400 As the sponsor, your logo will be prominent on the 'welcome' sign for all attendees for the show
- **NEW PAC [Political Action Committee] Breakfast** - \$700 (4) Sponsorships. A private continental breakfast held in an area on the trade show floor to meet & greet our political state figures. As one of the sponsors, you will receive (2) tickets to attend the breakfast.
- **Lanyard Sponsor** - \$500 Sponsor to provide the lanyard
- **Lunch Sponsor** - \$300 Your company logo on sign placed on lunch buffet served on trade show floor
- **Education Class Sponsor** - \$325 Become a sponsor to one of our education classes
- **Trade Show APP Sponsorship** – \$400 Your company logo on shows APP

Best of Apartment Living Awards Dinner

The Best of Apartment Living Awards is our 2nd largest event of the year! Sponsorship allows your company branding throughout the state! Attendees for the event include every apartment professional. This includes; Leasing and Service technicians, Property and Service Managers, Regional and Executives as well as apartment owners. The apartment communities enter into a contest in various categories. This dinner is when the apartment communities learn who the best of the best is.

- **VIP Sponsor** - \$300 when you are a VIP sponsor, your company name will be showcased during the awards dinner event as a contributing sponsor and listed on the registration page as a sponsor!
- **Wine Sponsor** - \$400 Your company logo is printed as the 'label' on the wine bottle. Wine bottles are on each dinner table for self-serve. This sponsorship includes two tickets to the cocktail reception held prior to the dinner.
- **Centerpiece Sponsor** - \$500 [limited to (2) sponsors] Your company logo will be highlighted on the tables of the event.
- **Program Book** - \$275 Display Ad in program book. Business card size. Limited number of sponsors. \$500 Full-page Display Ad in program book – (4) sponsorships available
- **Cocktail Reception Sponsor** - \$2,800 (1) Sponsor - As the sponsor for the cocktail reception, your company will be listed in the program, TV monitor board in reception area [6 tv monitors group together as one image]. Your company logo printed on cocktail napkins during the reception, and company logo listed on the registration page for the event. Sponsorship includes (2) tickets to both cocktail reception and dinner.
- **GREEN Award** - \$1500 (1) Sponsor - As the GREEN initiative sponsor, your company name will be listed on the website registration page along with logo stating that you are the Sponsor for the Award Category. Your company name will be on the award and a member of your company may present the award during the program to the winner. (2) tickets to the cocktail reception and dinner.
- **Dinner Sponsor** - \$3,000 (4) Sponsors – As the Dinner Sponsor, your company logo will be listed in the program book, company name listed with a direct link to your company website on our registration page for the event, and your company logo listed as a Dinner sponsor on the jumbo screens in the event.

As a member of the PAA, you can make a difference in the legislative process for housing needs and concerns. The conference is a unique opportunity which allows you to meet one-on-one with your local political representatives in Harrisburg.

- **Capitol Conference** – luncheon \$1500 (2) Sponsors
- **Cocktail Reception Sponsor** - \$2,800 (1) Sponsor - As the sponsor for the cocktail reception, your company will be listed on registration page as the cocktail Sponsor. Sponsorship includes (2) tickets to cocktail reception.

Maintenance Mania – Thursday, April 30th

- **Food Sponsor** (8 Available) \$500
 - Recognition by Master of Ceremonies
 - Eat lunch with the Competitor
 - Signage with company name at food stations
 - FREE lunch for 2 company representatives
- **Game Sponsor** \$250
 - FREE lunch for 2 company representatives
 - Eats lunch with the competitors
 - Keeps score at the specific game they sponsored
 - Recognition on signage
- **Beverage Sponsor** - \$1500 (1) Sponsor. Your company logo will be listed as the Beverage Sponsor at the event and on the website event page.
- **Tool Bag Sponsor** - \$800 (1) Sponsors logo on tool bags given to all registered competitors.
- **Award Sponsor** - \$800 (1) Sponsor. As the award sponsor, your company logo will be listed for the event as the award sponsor and announced as the sponsor during the award ceremony at the conclusion of the event.

- **Booth Sponsor** – \$1000 Sponsorship (3) Booths will be available in the competition area for spectators and for competitors to visit. You will have the opportunity to decorate and manage the booth. (2) personnel will come with the booth.
- **Referee Shirt Sponsor** - Company name on the back of referee shirts, which will be worn by Maintenance Mania Ambassadors

Golf Sponsorships

Monday, June 8th Philadelphia Cricket

Monday, October 5th Alleghany Country Club

- **Libations Sponsor**- \$2500 (6) sponsorships per golf outing - As the sponsor, your company is featured on the registration page of the event with a direct link to your company website. Company logo printed on napkins of event.
- **Lunch Sponsor** - \$1000 (4) sponsorships per golf outing. (2) tickets to lunch and company listed as one of the sponsors in table tent card on tables.
- **Dinner Sponsor** - \$2,500 – (4) sponsorships - As the sponsor for the local events food, your company logo will be represented on registration for the local event as a sponsor as well as representation at the event with your logo listed as a food sponsor.
- **Event 'Swag' Sponsor** - \$1,800. Each golf outing will have the opportunity for giveaway items. This is your opportunity to have your logo presented on the swag bag for the event. (2) sponsorships available.
- **Golf Ball Sponsor** - \$500 (1) sponsor per golf outing. Your company will provide golf ball giveaways. 150 sleeves.
- **Golf T's** - \$300 (2) sponsors will provide golf 't's enough for 200
- **Putting Challenge Sponsor** - \$800. (4) Sponsorships your company is promoted as the 'Putting Challenge Sponsor'. This gives an opportunity for a golfer to win \$5000.

12

- **Game Hole Sponsor** - \$750. (4) sponsorships per course. Your company will manage a game on a particular hole. You have the opportunity to meet and greet golfers on the course while managing the game.
- **On Course Beverage Sponsor** - \$750. (2) sponsorships per course. You will have the ability to meet and greet golfers at the beverage station on course.
- **Golf Cart Sponsor** - \$1000 (1) sponsor – Your company logo on golf carts used for a particular course. Both Allegany and Philadelphia Cricket have courses that allow carts. Philadelphia Cricket does have one course that is used for the event that does not allow carts.
- **Award Sponsor** - \$600 (6) sponsors per outing. As the award sponsor for a golf outing, you will be listed on the event registration page as the award sponsor with a re-direct link to your company website.

Regional Event Sponsorships

Education Sponsorship

- **Lunch-N-Learn** – \$1000 Sponsorship. This program offers development and ‘hot topic’ subjects in the multifamily industry all set in a casual atmosphere. Lunch and Learn is held in three regions of the state.
- **Leasing 101** – \$800 Sponsorship. These Regional classes are designed for the leasing apartment professionals to developed their leasing skills. As the sponsor, your company name will be listed as the sponsor on the webpage.
- **Maintenance Workshops** – \$1000 Sponsorship. These workshops are designed to be hands-on or advance technician skills:
 - **HVAC Troubleshooting**
 - **Appliance Troubleshooting**
- **Property Management Workshop** - \$1000
 - **Innovative Industry Trends**
 - **Legal Update on Evictions**

- **Credential Certification Series** - \$1,500 for the certificate education series. The credential programs are designed by our National Chapter the National Apartment Association. to give apartment professionals the skill-set for NAA's education certificate programs include:
 - **Leasing** – [National Apartment Leasing Professional – NALP]
 - **Service Technician** – [Certificate for Apartment Maintenance Tech – CAMT]
 - **Apartment Manager** – [Certified Apartment Manager – CAM]
 - **Portfolio Manager** – Certified Apartment Portfolio Supervisor – CAPS]
- **Certification Class** – \$1200 Certified Pool Operator Certificate, EPA 608 Certification, Lead Dust Certification - \$700
- **Fair Housing** - \$1500 per session (1) course per Quarter. This course is designed for all apartment professionals so that each employee understands their legal responsibility.

Member Regional Meeting/Networking Events **May 'Techno' Happy Hour & Octoberfest**

- **Libations Sponsor** - \$1000 (2) Sponsors per meeting/event. PAA will have (2) member regional meetings/or events per year. The sponsors will have their company logo recognized on the event page for registration and listed as the *Libation Sponsor*.
- **Food Sponsor** - \$500 (8) Sponsors. Your company will be listed on the registration page as a food sponsor for the event. Your logo on the webpage will have a redirect to your company website.
- **Registration Sponsor** - \$1000 (2) Sponsors per Regional Member Meeting or Networking event. As the registration sponsor, you will have the ability to have (2) representatives work the registration desk and greet members arriving to event. Your company name will be listed as the Registration Sponsor at the event.
- **Techno Booth** - \$850 (6) Booths Available – This is a booth available for companies who provide product and or services in technology only for the apartment industry. You will receive an 8' table and two chairs. The booths will be set up where happy hour will be

held after the membership meeting. As a Techno Booth sponsor, you will receive (2) tickets which includes representatives for your booth. You will have a 10 x 10 area to decorate to the max! You will be listed on the registration website page with a re-direct to your company website.

Bus Tours

- **Bus Sponsor** - \$500 includes company logo displayed on all marketing material for the event, 2 tickets, briefly discuss your company's business on bus and your company name listed on registration page.
- **Beverage Sponsor** - \$500 includes your company logo on water bottles. Bottles are provided to all folks on bus tour, and your company name on the event page as a sponsor!
- **Snack Sponsor** - \$200 includes your company name listed as a sponsor on web registration page, public recognition during bus tour

Unification Kick-Off Happy Hour

- **Cocktail Sponsor** – \$1500 (1) Sponsor. As the cocktail sponsor, your company name will be listed on the webpage as the cocktail sponsor with a re-direct to your company website. Your company logo will be listed at the event as the cocktail sponsor on a rotating sponsor leaderboard. (4) tickets to the unification happy hour is included.
- **Swag Sponsor** - \$500 (4) Sponsors. As one of the *swag* sponsors, your company will be listed as one of the giveaway sponsors. You will provide to PAA point-of-sale giveaways.
- **Food Sponsor** - \$500 (8) Sponsor. As a food sponsor, your company will be listed on the webpage registration with a re-direct link to your company website. You will be listed at the event on a rotating leaderboard at the event.

Business Exchange
January 30th Blue Bell Country Club

- **Food Sponsor - \$500** (6) Sponsors – As a food sponsor, your company name will be listed on the event website page with a re-direct link to your company website. Your name will be listed on signage at event.
- **Bar Sponsor - \$500** (6) Sponsor. You will be listed on the website event page with a re-direct link to your company website.

Strategic Alliance Partner



Strategic Alliance Partner

Our Strategic Alliance Partner demonstrates the highest commitment to PAA and our industry. By becoming a Strategic Alliance Partner, you align your organization even more with the multifamily industry and specifically the Pennsylvania Apartment Association. Your contribution to the program allows PAA to achieve our goals as an Association.

To become a Strategic Alliance Partner and be featured on our website and throughout the year, commit to a Diamond, Platinum, Gold, Silver, Bronze or Titanium Sponsor. Become an Event Title, or A la 'cart sponsor with a value of \$6,000 Sponsorship and be listed in our on-line Business Directory as a Preferred Supplier. To be included as a 'Strategic Alliance Partner' you must be registered as a sponsor no later than December 15th 2019.

Increased Benefits

- A Supplier Partner must be in good standing with no invoices past 31-days.
- Sponsorship benefits must be used in the specific time period and are not rolled over in the following year.
- Artwork, (logo) is required in both PDF and JPEG/PNG formats and due no later than December 15th. All deadlines not met may result in the exclusion in signage, online advertising, etc.
- Your choice Sponsorship
- Free Article in Morning Memo
- Enhanced listing with Strategic Alliance Partner badge on our Online Membership Directory
- Social Media Post
- Company name and Weblink noted on PAA Website.



In addition, Strategic Alliance Partners may:

- Participate on one of PAA Committees; Education, Helping Hands, Government Affairs, Membership, Trade Show, or Awards. Your participation will include attending the committee meetings, sharing ideas and volunteering your time to help shape the PAA Association.
- You may offer a PAA Discount programs to PAA Members. (All offers subject to approval)

Digital Advertising

Digital

paahq.com

PAA website is your go to for everything you need to know to be up to date on our events, our education classes and what's happening in our industry. Advertising on-line is a cost effective, quick, and easy way to become visible in the multi-family industry.



Stats At A Glance:



6,026

Average unique monthly visitors



7,844

Average monthly page views



1:31

Average minutes on website



Rates & Specifications:

Ad Type	Ad Size	Flat Price
Home Page		
Top Leader Board	728 x 90	\$500 per month
Lower Leader Board	728 x 90	\$250 per month
Medium Rectangle	300 x 250	\$150 per month
Interior Pages*		
Top Leader Board	728 x 90	\$400 per month
Lower Leader Board	728 x 90	\$200 per month
Medium Rectangle	300 x 250	\$150 per month
Video Placement	N/A	\$150 per month

*Events, Education & Government Pages

PAAHQ's advertising price is sold on a 30 day flat rate with a 3 time rotation. There are opportunities to buy in bulk at a discounted rate.

Please send all inquiries to:

Erica Caceres
ecaceres@paahq.com
610-664-1800

Space: Two weeks prior

Artwork: Five business days prior

Format: JPEG or PNG; 40kb max.

Video: MP4 format

NAA Affiliate



PAA HQ is an Affiliate Member of the National Apartment Association which increases your digital presence in the multi-family industry across the nation.

National Apartment Association
4300 Wilson Blvd., Suite 400
Arlington, VA 22203
(703) 518-6141
Fax: (703) 248-9440
info@naahq.org



paahq.com

Events & Sponsorships

Valerie Crapeau

Vice President of Events & Sponsorship

vcrapeau@paa-east.com

Graphic Design

Erica Caceres

Manager of Membership Service & Marketing

ecaceres@paa-east.com

PAA East Headquarters

One Bala Plaza

Suite 515

Bala Cynwyd, PA 19004

All sponsorship opportunities are subject to change at the discretion of the association.