



2021 AANC PROSPECTUS

EDUCATION & LEGISLATIVE CONFERENCE
SPONSORSHIP & SIGNAGE

The Apartment Association of North Carolina is a statewide organization dedicated to supporting its members through meaningful advocacy, education, and services.

Founded in 1986, AANC is affiliated with the National Apartment Association (NAA) and comprised of seven local apartment associations in the major urban areas of the state; the comprised membership of those local affiliates represents more than 432,000 apartment homes in North Carolina. Members join AANC and NAA by joining the local affiliate in their area.

Our members represent all aspects of the multifamily housing industry in North Carolina: owners of apartment communities and management companies, management executives, regional managers, property managers, assistant managers, leasing agents, maintenance personnel, vendor suppliers, and other businesses throughout the state of North Carolina.

This is the official 2021 AANC Advertising & Sponsorship Prospectus including the annual Education & Legislative Conference sponsorship opportunities.

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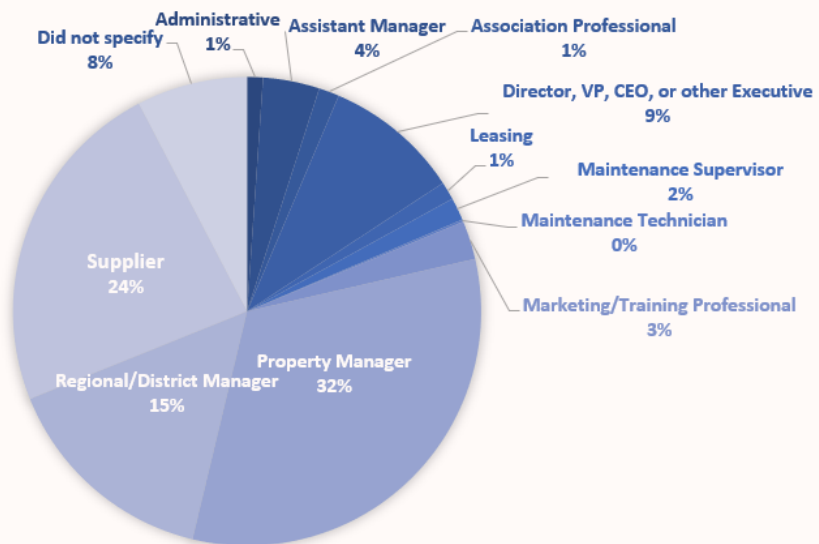


ILLUMINATE YOUR FUTURE

2021 AANC EDUCATION AND
LEGISLATIVE CONFERENCE

AANC’s Education & Legislative Conference is the annual gathering of our statewide membership to participate in a variety of educational sessions, networking with peers and sponsors, and advocating for important industry issues at the North Carolina Legislature. In 2019 we had over 600 registrants; this year’s conference is expecting more than 700 industry professionals.

2019 AANC EDUCATION & LEGISLATIVE CONFERENCE REGISTRANT DATA

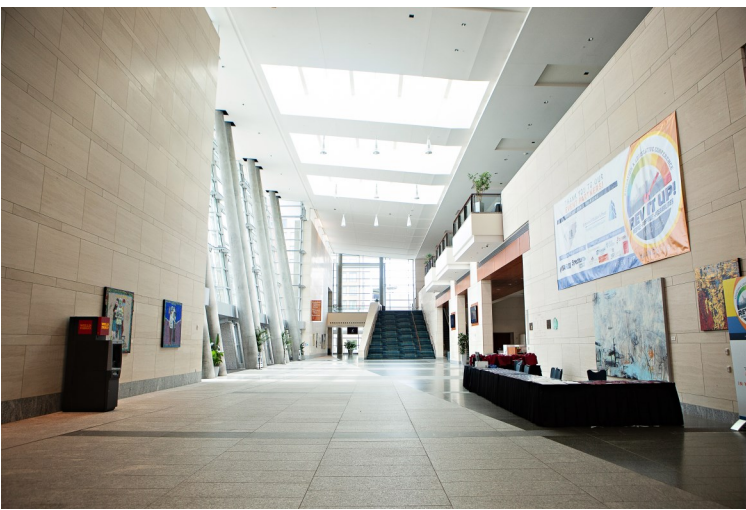


CONFERENCE VENUE

Raleigh Convention Center | 500 S. Salisbury Street, Raleigh, NC 27601



This modern, 500,000 square foot facility includes a soaring street-level lobby, an elegant ballroom, a massive exhibit hall as well as cutting edge tech amenities and award-winning culinary delights. The convention center is closely associated with the Downtown Amphitheater and Duke Energy Center for the Performing Arts, and just steps from the city's restaurants and hot spots. In 2011, the center earned the honor of "Most Creative Place to Host a Meeting" from ConventionSouth magazine. The venue is immediately across the three hotels, include the Marriott City Center.



The venue can also be accessed via the underground parking deck shared with the Marriott City Center. The AANC Conference will be utilizing the same halls as 2018 and 2019: the entire hallway on the Main/300 Level, with large General Sessions occurring on the upper/Ballroom level in Ballroom BC.

AANC Education & Legislative Conference Sponsorship & Signage Opportunities are available to any Supplier or Owner/Operator Member who is a member of at least one of the seven local North Carolina apartment associations.



KEY SPONSORSHIP LEVELS

Conference Sponsor (limit 2)

- **Investment: \$11,500**
- **Included Benefits**
 - **Tabletop Display**
 - Premier Display space for up to a 10' booth in Education Hallway.
 - Required visits by attendees for card-stamps to be eligible for one (1) single \$1500 Conference Grand Prize to be awarded in the name of Conference Sponsors at the Closing General Session (5/26)
 - **Signage & Branding at Event**
 - Premiere Company Logo placement at Registration/Welcome Area
 - Signage outside of General Session Ballroom
 - Company Logo included on sponsor sign at event
 - Premiere Company Logo placement at After Party
 - Company Logo included on attendee bag
 - Option to include 1 company provided promotional item in attendee bag
 - First right of refusal for purchase and placement of selected additional signage. 48-hour time limit; receive 10% discount on additional signage purchased during this 48-hour time-limit. See additional signage opportunities on page 20.
 - **Recognition at Event**
 - Recognition as Conference Sponsor at Opening Reception (5/24)
 - Recognition as Conference Sponsor at Opening Keynote (5/25), Recognition Lunch (5/25), After Party (5/25), and Closing General Session (5/26)
 - 3-minute company presentation immediately prior to Opening Keynote Speaker (5/25) or Closing Speaker (5/26) and introduction of said speaker. (Note: 1 company to have Opening and 1 company to have Closing; order chosen based on the order in which sponsors sign up)
 - **Conference Tickets**
 - Includes 7 complimentary tickets to all conference activities; option; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - Mobile App Push notification to be sent Tuesday, 5/25, inviting attendees to your booth
 - Option to provide 1 company/conference promo video (max 30 seconds) that will be shared on AANC website and social media
 - **Exclusive Sponsor Opportunity**
 - Exclusive AANC Board of Directors Meeting Sponsor (5/24); company logo included on board meeting packet and agenda
 - Option to include company provided material to be set at each Board of Directors seat (limited to 1 company provided flyer (no larger than 8.5"x11") **and** 1 company provided promotional item)
 - Exclusive Leadership Lunch Sponsor (5/24); company logo included on meal signage
 - Invite-only Leadership Lunch will include AANC Leadership Lyceum Participants, Committee/Council Chair & Vice Chairs, and AANC Board of Directors.
 - Opportunity to have 1 company representative attend lunch, in addition to any company representatives who may already be attending due to the Leadership Lyceum or AANC volunteer leadership role.
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Presidential Sponsor *(limit 2)*

- **Investment: \$5,700**
- **Included Benefits**
 - **Tabletop Display**
 - Preferred Display space for up to a 6' tabletop booth in Education Hallway. Option to select preferred location that was originally designated for other sponsor level (though must comply with 6' tabletop restriction)
 - Required visits by attendees for card-stamps to be eligible for one (1) single \$750 Conference Prize to be awarded in the name of Presidential Sponsors at the Closing General Session (5/26)
 - **Signage & Branding at Event**
 - Company Logo placement at Registration/Welcome Area
 - Signage outside of General Session Ballroom
 - Company Logo included on sponsor sign at event
 - Company Logo placement at After Party
 - Option to include 1 company provided promotional item in attendee bag
 - 10% discount on additional signage purchased during this 48-hour time-limit. See additional signage opportunities on page 20.
 - **Recognition at Event**
 - Recognition as Presidential Sponsor at Opening Keynote (5/25), Recognition Lunch (5/25), After Party (5/25), and Closing General Session (5/26)
 - 60-second company introduction and introduction of one breakout session speaker (order chosen based on sponsor level/sign-up order)
 - **Conference Tickets**
 - Includes 6 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Exclusive Sponsor Opportunity**
 - Exclusive Leadership Lunch Sponsor (5/24); company logo included on meal signage
 - Invite-only Leadership Lunch will include AANC Leadership Lyceum Participants, Committee/Council Chair & Vice Chairs, and AANC Board of Directors.
 - Opportunity to have 1 company representative attend lunch, in addition to any company representatives who may already be attending due to the Leadership Lyceum or AANC volunteer leadership role.
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Vice-Presidential Sponsor (limit 8)

- **Investment: \$3,400**
- **Included Benefits**
 - **Tabletop Display**
 - Preferred Display space for up to a 6' tabletop booth in Education Hallway. Option to select preferred location that was originally designated for other sponsor level (though must comply with 6' tabletop restriction)
 - Required visits by attendees for card-stamps to be eligible for two (2) \$500 Conference Prizes to be awarded in the name of Vice-Presidential Sponsors at the Closing General Session (5/26)
 - **Signage & Branding at Event**
 - Company Logo placement at Registration/Welcome Area
 - Signage outside of General Session Ballroom
 - Company Logo included on sponsor sign at event
 - Company Logo placement at After Party
 - Option to include 1 company provided promotional item in attendee bag
 - 5% discount on additional signage purchased during this 48-hour time-limit. See additional signage opportunities on page 20.
 - **Recognition at Event**
 - Recognition as Vice-Presidential Sponsor at Opening Keynote (5/25), Recognition Lunch (5/25), After Party (5/25), and Closing General Session (5/26)
 - 60-second company introduction and introduction of one breakout session speaker (order chosen based on sponsor level/sign-up order)
 - **Conference Tickets**
 - Includes 5 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Congressional Sponsor *(limit 10)*

- **Investment: \$2,100**
- **Included Benefits**
 - **Tabletop Display**
 - Preferred Display space for up to a 6' tabletop booth in Education Hallway. Option to select preferred location that was originally designated for other sponsor level (though must comply with 6' tabletop restriction)
 - Required visits by attendees for card-stamps to be eligible for two (2) \$250 Conference Prizes to be awarded in the name of Congressional Sponsors at the Closing General Session (5/22)
 - **Signage & Branding at Event**
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Congressional Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 4 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Photo Booth Sponsor *(limit 1)*

- **Investment: \$3,750**
- **Included Benefits**
 - **Turn-Key Photo Booth Station**
 - Located next to Registration/Welcome Area
 - **Signage & Branding at Event**
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Photo Booth Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 5 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Premium Recharge Lounge Sponsor (limit 1)

- **Investment: \$3,100**
- **Included Benefits**
 - **Recharge & Lounge Area – Conference Entrance/Education Hallway**
 - Your opportunity to cater to the 21st century technology demands of conference attendees and brand it for your attendees, many of whom will need areas to recharge and work on 5/25 and 5/26
 - Set-up prior to the Monday Meetings and Opening Reception for added exposure to attendees (5/24)
 - Sponsor provides lounge seating and tables for laptop, tablet, and phone use, and recharging stations/USB ports/additional electrical outlets for attendees
 - **Signage & Branding at Event**
 - Company Signage at Recharge Lounge Area
 - Company Logo included on sponsor sign at event
 - Option to purchase additional signage for glass panels (\$150 each)
 - Option to provide limited promotional materials to include in lounge area for attendees
 - **Recognition at Event**
 - Recognition as Premium Recharge Lounge Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 5 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

2nd Floor Recharge Lounge Sponsor *(limit 1)*

- **Investment: \$2,100**
- **Included Benefits**
 - **Recharge & Lounge Area – Ballroom Hallway**
 - Your opportunity to cater to the 21st century technology demands of conference attendees and brand it for your attendees, many of whom will need areas to recharge and work on 5/25 and 5/26
 - Sponsor provides lounge seating and tables for laptop, tablet, and phone use, and recharging stations/USB ports/additional electrical outlets for attendees
 - **Signage & Branding at Event**
 - Company Signage on Column at Recharge Lounge Area
 - Company Logo included on sponsor sign at event
 - Option to purchase additional signage for back wall (44.5" x 96") (\$300)
 - Option to provide limited promotional materials to include in lounge area for attendees
 - **Recognition at Event**
 - Recognition as 2nd Floor Recharge Lounge Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 4 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

WiFi Sponsor (limit 1)

- **Investment: \$5,250**
- **Included Benefits**
 - **WiFi**
 - Option to help create WiFi name and passcode that will be provided to all attendees
 - **Tabletop Display**
 - Tabletop display near registration/welcome area
 - **Signage & Branding at Event**
 - Company Logo included on sponsor sign at event
 - WiFi cards that will be available throughout conference venue with your company logo and WiFi name/password
 - Option to include 1 company provided promotional item in attendee bag
 - **Recognition at Event**
 - Recognition as WiFi Sponsor at Opening Keynote (5/25), Recognition Lunch (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 6 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

KEY SPONSORSHIP LEVELS

Name Badge Sponsor *(limit 1)*

- **Investment: \$4,200**
- **Included Benefits**
 - **Name Badge**
 - Company logo on attendee name badge; with ALL attendees using their name badge to gain entry into all conference events and sessions, your company will gain valuable recognition when each attendee becomes a walking advertisement for your company
 - **Tabletop Display**
 - Tabletop display near registration/welcome area
 - **Signage & Branding at Event**
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Name Badge Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 5 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided pre-conference: May 21 | Provided post-conference: June 4

Lanyard Sponsor *(limit 1)*

- **Investment: \$1,900**
- **Included Benefits**
 - **Lanyard**
 - Company name on attendee lanyard; with ALL attendees using their lanyard to wear their name badge, your company will gain valuable recognition when attendees become a walking advertisement for your company.
 - **Signage & Branding at Event**
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Lanyard Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Tickets**
 - Includes 2 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website

KEY SPONSORSHIP LEVELS

Break Service Sponsor *(limit 2)*

- **Investment: \$2,700**
- **Included Benefits**
 - **Signage & Branding at Event**
 - Signage at place of break service
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Break Service Sponsor at Opening Keynote (5/25) and Closing General Session (5/26)
 - **Conference Ticket**
 - Includes 3 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website
 - **Conference Attendee Registration List** (name/company/title/email)
 - Provided post-conference: June 4

Meal Sponsor *(limit 1 each)*

- **Tuesday Breakfast Investment: \$1,200**
- **Tuesday Lunch Investment: \$2,200**
- **Wednesday Breakfast Investment: \$1,200**
- **Wednesday Lunch Investment: \$1,750**
- **Included Benefits**
 - **Signage & Branding at Event**
 - Signage at place of meal service
 - Company Logo included on sponsor sign at event
 - **Recognition at Event**
 - Recognition as Meal Sponsor during time of meal announcements
 - **Conference Tickets**
 - Includes 2 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website

KEY SPONSORSHIP LEVELS

Patron Sponsor *(no limit)*

- **Investment: \$550**
- **Included Benefits**
 - **Signage & Branding at Event**
 - Company Name included on sponsor sign at event
 - **Conference Ticket**
 - Includes 1 complimentary tickets to all conference activities; any additional tickets will be at the rate of \$199
 - **Digital Advertising**
 - Company Name included on Conference Website with link to company website
 - Company Name included on Conference Mobile App with link to company website

KEY SPONSORSHIP LEVELS

Affiliate Sponsor (Paid Staff)

- **Investment: \$0.02/unit (based on unit count as of 12/31/19)**
- **Included Benefits**
 - **Signage & Branding at Event**
 - Affiliate logo on NC Affiliate Partner Bridge Banner
 - Option to include Affiliate Sponsor, Event or other Member information at registration desk
 - **Conference Ticket**
 - Complimentary registration for current President (when registered by 5/1/20)
 - Complimentary registration for Executive Director and 1 staff member (when registered by 5/1/20)
 - Discounted registration for staff: \$149 (when registered by 5/1/20)
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website

Affiliate Sponsor (Volunteer Staff)

- **Investment: \$0.02/unit (based on unit count as of 12/31/19)**
- **Included Benefits**
 - **Signage & Branding at Event**
 - Affiliate logo on NC Affiliate Partner Bridge Banner
 - Option to include Affiliate Sponsor, Event or other Member information at registration desk
 - **Conference Ticket**
 - Complimentary registration for current President (when registered by 5/1/20)
 - Discounted registration for 2 members: \$149 (when registered by 5/1/20)
 - **Digital Advertising**
 - Company Logo included on Conference Website with link to company website
 - Company Logo included on Conference Mobile App with link to company website

SIGNAGE OPPORTUNITIES

Get your company seen at the 2021 AANC Education & Legislative Conference. Your opportunity for added exposure throughout the conference venue!

Non-sponsoring supplier partners who are not purchasing registration to the conference have the opportunity to purchase signage beginning on or after 3/1/21 and must spend a minimum of \$400.

All prices include installation and removal. All graphics to be provided by purchaser and must comply with size, shape, and resolution requirements (page 21).

- **18'x10' Big Wall Banner (2 available)**
 - **Investment: \$2,000**
 - **Location Options**
 - Wall at far end of Educational Hallway
 - Wall at front end of Education Hallway
- **Elevator Signage (1 available per floor)**
 - **Investment: \$450**
 - **Company signage on elevator doors facing out (48"x82")**
- **Escalator Rail Signage (4 available)**
 - **Investment: \$500**
 - **Company logo/name on full-length of escalator rail (6"x30')**
- **Escalator Panel Signage (6 available)**
 - **Investment: \$300**
 - **Company signage on 30" (height) x 8' (sections) glass side panel**
- **Escalator Floor Graphic (2 available)**
 - **Investment: \$250**
 - **Company signage on 4'x4' floor graphic in front of bottom of escalator**
- **Bathroom Signage**
 - **Investment: \$75**
 - **Company signage on inside of bathroom (company select location based on availability)**

ADDITIONAL INFORMATION

Non-Sponsor Vendor Admission

In consideration of our valued Sponsors and their substantial investment in the Conference, we do not permit non-sponsoring vendors to purchase admission at our owner/operator attendee prices or to visit the Conference for free (“the Policy”). Any attempt to do so will result in strict enforcement of The Policy. Should you register online at the owner/operator rate, you will be notified and issued a refund or be assisted with transferring your registration to the Non-Sponsoring Vendor rate (note: any registrations after 5/1/21 will not be entitled to any refund).

The following rates are offered for Non-Sponsoring Vendors; registration will open in January 2021:

- Full Conference Registration (5/24/21 – 5/26/21)
 - \$429 – first company representative
 - \$309 – additional company representatives

Note for Lobby Day Participants Only: Non-Sponsoring Vendors are not required to pay any fees to participate in AANC visits to the North Carolina Legislature as part of Lobby Day. AANC appreciates your valuable support and always encourages you to participate in advocating for issues important to our members and to the rental industry. To participate in Lobby Day, please coordinate with your local apartment association and meet us directly at the Legislature. Admission only applies if a vendor attempts to enter the Raleigh Convention Center without a Conference Lanyard and Registered Name Badge.

Signage/Graphics Submission Guidelines

A company logo must be submitted by all sponsors at the time they secure a sponsorship. All graphics and logos should be submitted as an EPS or other high-resolution format. All graphics should be set to size. For exact dimensions of layout needed for any signage, please contact the AANC Office. Preferred file formats are Illustrator, InDesign, and PhotoShop. The ideal format is EPS and must be at least 300 DPI in resolution (images take from the Web and similar bitmap images are low resolutions and will not print properly). Convert all fonts to outlines and embed images and logos where possible. PDF files are acceptable, but please include the original graphic source file. Crop marks and bleeds (if any) must be present for proper guidance when printing. A color print of your artwork should always be included for our reference. We do not accept files created in Microsoft Word, Publisher, or Powerpoint. All graphics for signage must be submitted by Friday, April 10, 2021 – or else you will not have signage. By signing this agreement, you and your company agree that AANC is not liable or responsible for any errors in logo design or signage or similar indicia, especially if your company does not comply with the above requirements.

Sponsorship & Commitment Agreement & Guidelines

By signing the Commitment form on Page 24 of this Agreement (“the Form”), you and your company agree to the following terms: (i) you and your company have agreed to pay for the dues, advertising, sponsorships and/or signage noted on the Form; (ii) your sponsorship cannot be cancelled, is owed to AANC whether or not your company chooses to participate, and is non-refundable; (iii) if you submitted the Form to AANC before January 1, 2021, your sponsorship is due and payable on January 1, 2021 (and not before) and considered late if not paid by February 15, 2021 or within 30 days of invoice, whichever is later; (iv) if you fail to pay for the sponsorship by February 15, 2021 or within 30 days of invoice, whichever is later, you agree that your company shall be immediately liable to AANC for the full payment of the sponsorship plus reasonable attorney’s fees and court costs, even if you are denied admittance to the Conference and all your company logos are removed from all AANC-controlled websites and media; you and your company will be denied admittance to the Conference, and you and your company shall have no remedies of any kind against AANC; (v) if you agree to purchase additional signage, it must be paid immediately by credit card or, if you selected payment by invoice, you agree to pay for such signage within 30 days of invoice or April 1, 2021, whichever occurs first; (vi) AANC shall not be liable for any refunds, credits, or any compensation unless upon a showing of willful or gross negligence on the part of AANC or its staff in the providing of the services described herein; (vii) failure to pay any amount owed pursuant to the Form when due will result in your company not having signage, admittance to, or a reserved space at the Conference; (viii) all sponsorships are sold on a “first-come, paid-on-time, first-served” basis in terms of priority in selecting display and signage locations at the Conference, where all location assignments will be based on when (a) a signed commitment was actually received and (b) if it was paid on time; (ix) your company’s failure to pay when due permits AANC to assign locations in its sole discretion; and (x) AANC reserves the right to change all schedules, locations, and agenda items for the Conference at any time and for any reason in its discretion.