



# 2026 Exhibitor Prospectus

November 12, 2026 | Palmer Events Center



# Welcome

## Hello Exhibitors,

We look forward to having you join us at the 2026 Austin Apartment Association EXPO to be held on Thursday, November 12, 2026 at the Palmer Events Center in downtown Austin.

Please carefully review all the information included in this brochure. Booth space reservations are guaranteed only after AAA receives your payment.

In 2025, we welcomed over 1,000 registered onsite personnel, managers, maintenance technicians, and supervisors. The EXPO is well-attended, and looked forward to all year by our members!

We urge you to pay close attention to the EXPO schedule and allow sufficient time to be completely moved in to your booth no later than 3:00 pm on the day of the EXPO. Tear down and move-out of all booth materials must be completed by 11:00 pm on November 12, 2026. Please do not begin to dismantle your booth until the EXPO ends at 8:00 pm. A monetary penalty and/or exclusion from future EXPOs may be assessed to any vendor attempting to tear down early.

**Dana Bolz, CMP**

Senior Director of Events and Education

# Exhibitor Schedule

November 12, 2026

## Exhibitor Move-In

Wednesday, November 11, 2026

1:00 pm - 5:00 pm

Thursday, November 12, 2026

9:00 am - 3:00 pm

## Exhibitor Mix & Mingle

A chance to walk the EXPO floor and see exhibitor booths prior to the EXPO.

Thursday, November 12, 2026

3:00 pm - 3:45 pm

## EXPO Hours

Thursday, November 12, 2026

4:00 pm - 8:00 pm

## Exhibitor Dismantle & Move-Out

Complete or partial dismantling of booths prior to 8:00 pm on November 12th, 2026 is prohibited and could result in a fine and/or exclusion from future EXPOs. All displays must be removed from the exhibit space by 11:00 pm on Thursday, November 12, 2026.

Thursday, November 12, 2026

8:00 pm - 11:00 pm

## EXPO Questions?

Email Dana Bolz, CMP,  
Senior Director of Events  
and Education at  
dana@austinaptassoc.com

## Standard & Premium Booth Package

### Each 10 foot by 10 foot booth includes:

- 8 foot high back wall, draped
- 3 foot high side wall, draped
- Exhibitor ID sign
- One 6 foot table
- Two chairs
- Waste basket

## Booth Pricing

Listed rates are for AAA members. Non AAA members (including those TAA or NAA members who are not local affiliate members for the Austin Apartment Association) will be charged an additional \$375 premium per 10' x 10' booth space.

Booth Size	Standard	Premium
Single Booths (10'x10')	\$1,100	\$1,375
Double Booths (10'x20')	\$2,050	\$2,550

**Combo of One Premium & One Standard Booth = \$2,475**

Companies reserving booths after August 31, 2026, must include full payment with this contract.

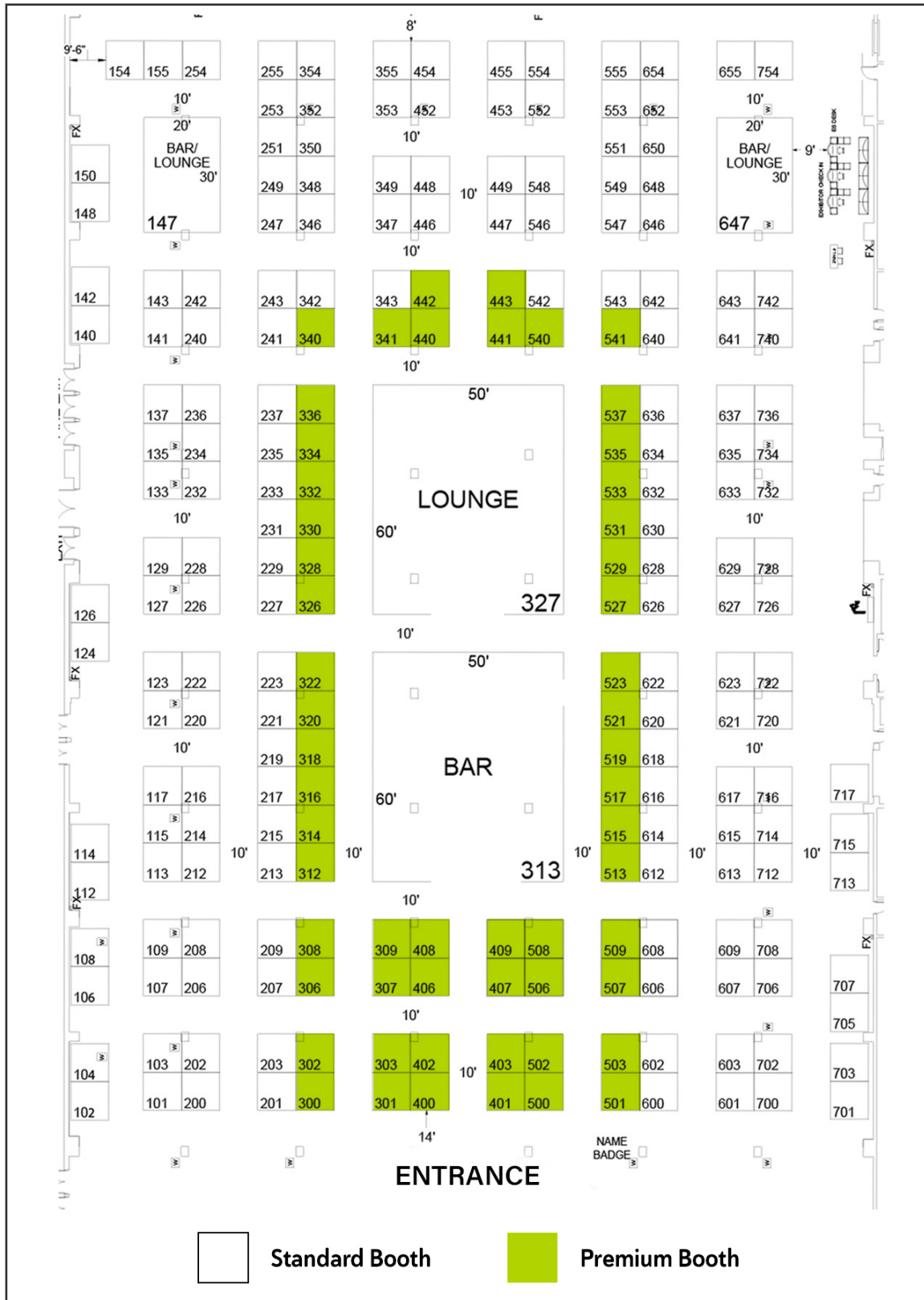
## Payment

The association accepts payment in the form of check, Visa, MasterCard or AMEX. Alternately, the association will bill your company, (AAA members only), and full payment will be due 30 days from billing date or by the date of the event, whichever is sooner. There is a credit card authorization form included in this prospectus. Please mail payment to Austin Apartment Association, 8620 Burnet Road, Suite 475, Austin, Texas, 78757.

## Booth Reservations

Online at [austinaptassoc.com/EXPO](http://austinaptassoc.com/EXPO) or complete the requested information on the enclosed exhibitor contract and return to AAA via mail or email (dana@austinaptassoc.com).

# EXPO Floorplan Diagram



# EXPO FAQs

## How Many People Attend the Show?

Exhibitors can expect traffic from over 1,000 attendees. This is your chance to reach decision makers in the apartment industry - over one thousand - all in one place!

Attendance at the AAA Expo is limited to Austin Apartment Association Industry Members and on-site personnel only. This includes:

- Property Owners
- Supervisors
- Managers
- Leasing Professionals
- Maintenance Technicians

## How Do I reserve my booth?

Booth Reservations can be made either online, via mail, or in person.

**Online** Visit [AustinAptAssoc.com](http://AustinAptAssoc.com)

**Mail** Send to Austin Apartment Association, 8620 Burnet Road, Suite 475, Austin TX 78757.

**In Person** Visit the Association office.

## How do I pay for my booth?

The association accepts payment in the form of check, money order, Visa, MasterCard or AMEX. Alternately, the association can bill your company, (this is available to AAA members only), and full payment will be due either 30 days from the billed date, or by August 31st, whichever is sooner.

## Who is the EXPO Decorator?

Freeman, 3323 I-H 35 North, Suite 120, San Antonio, Texas 78219. Freeman can be reached at 210-227-0341. Freeman will be emailing a complete kit of exhibit materials, electrical information and other pertinent information in September 2026.

## **What Equipment Do We Receive with Our Booth?**

You will be furnished a 10' x 10' piped and draped booth (8' high back wall and 3' high side drape) and an identification sign complete with exhibitor's name and booth number. Booth will include one 6' table, two chairs and waste basket.

## **Exhibitor Parking**

PLEASE NOTE: Parking passes are not included with your booth fee. Exhibitors may park in the service yard for \$12 until full. If the service yard lot is full, Exhibitors may park in the parking garage for \$12 per car.

## **When Do I Set Up My Booth?**

Exhibits may be set up on Wednesday, November 11, 2026 from 1:00 pm to 5:00 pm and Thursday, November 12 from 9:00 am to 3:00 pm. All exhibitors must be set-up by 3:00 pm. (SEE Rules & Regulations).

## **Can I Ship Items to the Venue?**

The Palmer Events Center does NOT accept shipments in advance. Send any advance shipments in accordance with information and shipping instructions received from Freeman.

## **When Do I Tear Down My Booth?**

Dismantling exhibits may commence after the show closes, and must be completely removed from the venue by 11pm the evening of the show.

Complete or partial dismantling of booths prior to the times noted in the Rules & Regulations is prohibited and could result in a fine and/or exclusion from future shows.

## **Exhibitor Staff/Check-In**

Every person connected with any exhibit must be registered and must obtain a proper badge to enter the exhibit hall.

During Exhibitor Move-In: There is a dedicated entrance during Exhibitor Move-In for staff for exhibiting companies. Exhibitors and their personnel must check in between the hours of 9:00 am to 3:00 pm on the day of the show, at the Exhibitor Services Desk. Pre-printed name badges for exhibitor personnel whose names are submitted by the deadline will be available for pick-up at the Exhibitor Services Desk.

## What is the Food/ Beverages Policy?

No food, beverage or alcohol may be brought into Palmer Events Center. Catering arrangements must be made through Levy Catering, caterer for the Austin Convention Center/Palmer Events Center. An “Authorized Request for Sample Food and/or Beverage Distribution” is enclosed in the Exhibitor kit.

Please mail the form directly to Palmer Events Center (address is included on form).

## What can I give away at my booth?

ALCOHOL MAY NOT BE given as a Door Prize if it is not PURCHASED THROUGH Levy Catering. Alcohol may NOT be used as a decorative prop in your booth if not purchased through Levy Catering. (See Rules & Regulations #10).

## What Are the Grand Prizes and When Are They Awarded?

Three grand prizes will be awarded to attendees prior to show closing (approximately at 7:55 pm). One cash prize will be given each to Maintenance, Management/Onsite and a Grand Prize winner. EXHIBITING COMPANIES ARE NOT ELIGIBLE TO WIN PRIZES.

## Can I Give Away a Door Prize Drawing?

Yes! AAA will draw your door prize drawing from the stage and announce the winner. Door Prize drawings must follow the Rules & Regulations #24.



# Maximize Your Presence

Position Your Organization, Increase Your Visibility

## Sponsorship Opportunities

Sponsorships, designed to fit any budget, are available. This is an opportunity to promote your company and get the most visibility for your money.

Contact Sabrina Miller at the Austin Apartment Association office at [sabrina@austinaptassoc.com](mailto:sabrina@austinaptassoc.com).



## Marketing Opportunities

A variety of effective marketing opportunities are designed to extend the impact of your EXPO presence. AAA offers advertising in our Summer issue of *Window* magazine - the issue used to promote our annual EXPO. Other opportunities include our weekly email newsletters, and association website advertising.

See details at [austinaptassoc.com/advertising](http://austinaptassoc.com/advertising).

# Purchase Your Booth For November 12th!

## Contract for AAA EXPO Exhibit Space

**2026 AUSTIN APARTMENT ASSOCIATION EXPO · PALMER EVENTS CENTER · November 12, 2026**

Call (512) 323-0990 for current booth availability.

1. Purchase booth(s) number(ed) \_\_\_\_\_ (1st choice) \_\_\_\_\_ (2nd choice) \_\_\_\_\_ (3rd choice) as listed on the booth layout for the 2026 AAA EXPO. This contract is subject to the Rules Governing EXPO which we, herewith, accept as part of same.

2. AAA Member rates for Single Booths (10'x10') are \$1,100 Standard/\$1,375 Premium; Double Booths (10'x20') are \$2,050 Standard/\$2,550 Premium. Combo of one premium and one standard booth is \$2,375. Non-AAA members (including those TAA or NAA members who are not local affiliate members for the Austin Apartment Association) will be charged an additional \$375 premium per 10' x 10' booth space.

3. We agree to pay the total sum of \$\_\_\_\_\_ for space rental. All booths are sized and priced as noted above. **Exhibiting companies must pay full amount within 30 days of invoice by AAA.** Companies reserving booths after August 31, 2026, must include full payment with this contract. Exhibitors who cancel booth space on or after August 31, 2026, will forfeit all booth fees.

#### 4. PARKING PASSES ARE NOT INCLUDED WITH YOUR BOOTH FEE

You may park for free in the service yard until the lot is full. You also may park in the parking garage for \$12 per car.

#### 5. UTILITIES NOT INCLUDED WITH YOUR BOOTH FEE

Special utilities are available through the Austin Convention Center at additional cost. Exhibitors must make their own arrangements for utilities. Palmer Events Center must be paid in advance for any utilities. Information on utilities will be included in the exhibitor packet, which will be provided in advance of the EXPO.

#### BOOTH SPACES ARE NOT RESERVED OR GUARANTEED WITHOUT A SIGNED CONTRACT

**RECEIVED BY AAA.** Exhibitors will not be allowed to move-in to the EXPO until outstanding balances are paid.

#### AAA SHOULD DIRECT ALL EXPO CORRESPONDENCE TO:

Exhibiting Company: \_\_\_\_\_

Describe service or product provided by exhibiting company: \_\_\_\_\_

Name of Contact Person (please print): \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature below stipulates acknowledgment and agreement to EXPO Rules as outlined in the exhibitor's prospectus. Additional rules governing this EXPO may be instituted by AAA at any time and enforced with proper notification.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**Email contract to [dana@austinaptassoc.com](mailto:dana@austinaptassoc.com)**

(For AAA use only) BOOTH #: \_\_\_\_\_

# Rules Governing EXPO

The following rules and provisions (numbered 1-24) are binding and a part of the contract between the exhibitor, exhibitor's employees and agents, and AAA. Any additions and amendments thereto that may be established or put into effect by AAA, and provided in writing to the exhibit firm, shall also become binding and a part of the contract.

## 1. Payment

If contract is not PAID IN FULL BY August 31, 2026, MONIES heretofore paid shall be retained by the Austin Apartment Association (AAA) as liquidated damages and the space shall ipso facto revert to AAA. Companies reserving booths after August 31, 2026, must include full payment with the application.

## 2. Hold Harmless and Liabilities

Exhibitor agrees to indemnify and hold harmless AAA, harmless by reason of any claim or liabilities imposed bylaw on account of a property damage or bodily injuries, including death, resulting there from, sustained or alleged to be sustained by any person or persons whether they be members of the public visiting the EXPO, employees of AAA, or other exhibitors, occurring at or connected with the preparation or presentation of the EXPO resulting from the sale or contributory negligence of exhibitor, its agents, employees or persons performing services for it, or resulting from any equipment, machinery or items displayed by exhibitor.

## 3. Insurance

The AAA will not be responsible for any injury that may arise to exhibitors or their employees or for loss or damage to exhibits by reason of fire, accident, theft or any other cause. IF INSURANCE IS DESIRED, IT MUST BE OBTAINED BY THE INDIVIDUAL EXHIBITOR.

## 4. Security

Neither the management for the AAA nor the facility assumes responsibility for damage to, loss or theft of property of the exhibitor, the exhibitor's agent, employees or invitees.

## 5. Character of Exhibits

The management reserves the right to decline any exhibit, exhibitor or proposed exhibit, which in its opinion is not suitable for the exhibition. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogs and all other items, which

affect the character of the exhibition. EXHIBITORS ONLY have the right to distribute catalogs, souvenirs, and all other matter within the exhibit facility. Non-exhibiting vendors WILL NOT be allowed on the EXPO floor. Marshals will be instructed to notify Association staff and/or security to have offending members REMOVED FROM THE CENTER.

## 6. Booth Standards

*Read carefully to avoid booth disqualification*

### a. Standard Booth

(One or more standard spaces in a straight line.) Height of displays may not exceed the height of the eight foot drape on the back of the booth space. Displays on the side must not exceed eight feet in height to a point five feet from the back drape. Displays must not exceed four feet in height from the front of the space to a depth of five feet.

### b. Perimeter Wall Booth

(Exhibit space located on the perimeter of the exhibit area. A perimeter booth backs to an outside wall of the exhibit facility rather than to another exhibit.) Height of the displays may not exceed 12 feet on the back of the space. Displays on the side must not exceed 12 feet in height to a point five feet from the back drape. Displays must not exceed four feet in height from the front of the space to a depth of five feet.

### c. End Cap Booth

(Back to back corner exhibit spaces that are combined to make one booth facing a cross aisle.) End Cap Booths have a back wall 20 feet wide. The center 10 feet of that back wall may contain a display eight feet high. The five feet on either side of that center portion are limited to displays four feet in height. Exhibitors in End Cap Booths must finish the back portions of their spaces so it will not be objectionable to the adjacent exhibitors. If this is not done by the exhibitor, AAA reserves the right to have such finishing done and bill the exhibitor for charges incurred.

### d. Island Booth

(A block of space with aisles or lounge

on all four sides.) Height of the displays may go up to a maximum of 16 feet. Written approval must be obtained from AAA at least 30 days prior to the EXPO for any display over 12 feet tall. Island booths will be placed on the perimeter aisle of the exhibit hall.



## 7. Service Provided

In exchange of payment in full for the booth(s) contracted by the exhibitor, AAA will provide the following for each booth: 10'x10' space, draped to height of 8' in back and 36" on either side; sign to identify exhibitor. Booth price includes one 6' table and two chairs. Any requests for additional tables and chairs will be charged to the exhibitor. All utility needs must be paid in advance to the City of Austin. A utilities order form will be issued by the decorating company.

## 8. Move-In

Exhibitor may begin move-in on Wednesday, November 11, 2026 between the hours of 1:00 pm and 5:00 pm which is strongly suggested. Exhibitors may move-in Thursday, November 12, 2026 between the hours of 9:00 am and 3:00 pm. **All booths must be completely moved in and set up by 3:00 pm on Thursday, November 12, 2026. No Exhibitor will be allowed to move-in after 3:00 pm.** NO REFUNDS will be given, and any payment yet to be received by AAA for booth costs will be required to be paid in full by August 31, 2026.

### 9. Move-Out

No exhibitor may completely or partially breakdown or move-out exhibitor booth before 8:00 pm on November 12, 2026. All exhibitors must be completely moved out by 11:00 pm on November 12, 2026. A FINE MAY BE ASSESSED TO ANYONE WHO BEGINS DISMANTLING BEFORE 8:00 PM AND/OR YOUR COMPANY MAY BE BARRED FROM PARTICIPATION IN FUTURE EXPOS. EXHIBITORS will NOT BE ALLOWED to leave the hall with ANY merchandise or exhibit material prior to 8:00 pm.



### 10. Food and Beverage

All food and beverage (alcohol or otherwise) MUST be purchased through the Levy Catering. A booth catering menu will be provided by the decorating company prior to the EXPO.

### 11. Confirmation of Booth Assignment

Booth assignments are confirmed upon receipt of a signed contract by AAA and written notification from AAA to company representative of actual booth assignment. Any concern regarding competitive or specific types of exhibitors should be communicated to AAA at the time the application for exhibit space made.

### 12. Cancellation By Exhibitor

Cancellation of booth space must be made in writing to AAA office by exhibitor. Cancellations must be received prior to August 31, 2026. Cancellations received after August 31, 2026 requires exhibitor to honor full contract booth amount - regardless of intent to exhibit. Dropped memberships will be considered a cancellation of exhibit booth space and no refund on monies will be offered.

### 13. Cancellation By AAA

AAA reserves the right in the event of acts of God, war, government regulation, disaster or other emergencies to cancel the EXPO upon reasonable notification. In such event, AAA shall be liable only for refund of monies collected from exhibitor and no more.

### 14. No Subletting

Exhibitors cannot assign, sublet or apportion the whole or any part of the exhibit space assigned by AAA, nor permit any other party to exhibit therein without the written consent of AAA.

### 15. Volume Control

AAA reserves the right to regulate the volume of any and all loudspeakers, radios, televisions, or musical instruments during exhibit hours.

### 16. Labor

Exhibitors hereto agree that labor used in erection of their exhibit shall not cause stoppage or injury to AAA in any way.

### 17. Booth Personnel & Literature

Exhibitors can distribute literature from booth(s), and staff the booth(s) with personnel of their choice, with a maximum of six (6) persons per 100 square feet of booth space permitted. Exhibitors are encouraged to make their displays educational and communicative. Distribution of literature, demonstrations, explanations, sales talks, negotiations and registrations of prospects are specifically allowed, as well as actual sales on the floor and taking of orders/sales for future delivery. Exhibitors are prohibited from soliciting customers in other exhibitor's booths.

### 18. Exhibitor Conduct

Exhibitors may not enter the booths of other exhibitors without invitation. Exhibitors must remain within their own exhibit space to distribute literature, product samples or other materials. The aisles may not be used for any product/service business solicitation purpose.

### 19. Exhibitor Giveaways

Exhibitor giveaways may only be distributed from within assigned booth area during EXPO hours. A monetary fine may be assessed to anyone breaching this rule. Cooperative marketing pieces shall be allowed, provided that any piece distributed

is represented within the EXPO by contracted exhibitors, and/or the supplier of a contracted exhibitor. Any piece which advertises/promotes a non-exhibiting member of the Association will be disallowed and deemed subletting of space and/or material distribution by a non-exhibiting vendor.

### 20. Adjust Booth Assignments

AAA reserves the right to adjust booth(s) assignments or floor plans to ensure even flow of traffic, and/or to increase/decrease number of exhibit spaces prior to the EXPO. In addition, in the event of a sellout of EXPO booths, AAA reserves the right to increase the number of booths in the floor plan.

### 21. Floor Marshals

The AAA Expo Chair(s) and Committee have the right to appoint Floor Marshals to enforce the rules and regulations enumerated in this contract.

22. AAA members owning more than one member company may purchase the equivalent of at least one 10'x10' booth per company.

### 23. Rule Changes

AAA reserves the right to make reasonable changes in the foregoing rules, exhibit hours and move-in/move-out arrangements so long as such changes have been approved by the AAA.

### 24. Exhibitor Door Prize

The following are rules and regulations for those exhibitors who want to participate in the door prize drawings.

a. Prize drawings will begin approximately 30 minutes prior to show closing (aka 7:30 pm), Exhibitors collect names, and select the winner. Exhibitors then must bring the name of your door prize winner to Exhibitor Services Desk no later than 7:15 pm in order to be announced.

b. All prize drawings will take place in the vendor booths. Vendors will be responsible for providing your own drawing boxes and forms. Registrants need not be present to win Exhibitor Door Prizes. EXHIBITOR or their Personnel are NOT ELIGIBLE TO WIN PRIZES. Winners present at the show will be instructed to pick up their prize

from the sponsoring exhibitor by the end of the show. For winners not present, it will be the responsibility of the exhibitor to contact the winner and deliver the prize following the event.

**c.** Exhibitors will be restricted to ONE PRIZE DRAWING announcement of a winner at the show. The prize should have a minimum value of \$50. Any other prizes must be posted and from individual booths and will not be announced from the Stage at the show.

### **25. Fire Regulations**

Exhibitors are responsible for the “Fire Exhibit Regulations for Assembly Occupancies” regulations. Read this carefully (document can be found in the Decorator’s Exhibitors Kit). Direct all questions regarding exhibit fire regulations to Palmer Events Center.

**26. All points not covered by these rules are subject to the decision of the EXPO Chairpersons and/or the AAA Senior Director of Events & Education.**

# Questions?

**Contact Dana Bolz,**  
CMP, Senior Director of Events and Education

**(512) 323-0990**  
**dana@austinaptassoc.com**