



AROUND
— THE —
World
BAY AREA APARTMENT ASSOCIATION
TRADE SHOW



BAAA, we'll take you places!

Tuesday, May 5, 2020
Show Hours: 4:00 - 8:00 pm

Florida State Fairgrounds • Entertainment Hall
4800 U.S. Highway 301 • Tampa, FL 33610





WHAT PEOPLE SAY ABOUT BAAA'S TRADE SHOW

"As a new member with the BAAA, the trade show is definitely on our list of must do's in the future. The well organized event provided access to each client persona - from the ambassador, to the judge, to the patriarch. The trade show provided a pipeline as well as the opportunity to provide client care!"

Jay Thompson, *Account Manager*
Grace Hill

"The Bay Area Apartment Association Trade Show was one of the best that I've attended. I always appreciate the opportunity to connect with current suppliers and meet new ones. It was fun to see fellow industry professionals. It's such an amazing network of great people. I can't wait to go back next year."

Soyini Hodge, *Regional Manager*
ResProp Management

"BAAA puts on a great trade show event that seems to get better each year! The tradeshow are a great opportunity to get fresh ideas and reminders you perhaps were not ready to capitalize on in the past but are now. It presents a forum for troubleshooting operating deficiencies and for networking with different vendors that offer services at a better price point or better service."

Stephanie Treto, LCAM, CPM, CAM, *Regional Director*
WRH Realty Services, Inc.

ADMISSION PRICES

- \$15 in advance
- \$20 at the door

Bring your team, buy in bulk, and SAVE!

- Buy 10+, pay \$12.50 each
- Buy 20+, pay \$10 each

Open to rental housing professionals 18+.

Tickets available for purchase (invoicing available) at baaahq.org/events/2020-trade-show.





PREMIER SPONSORSHIP LEVELS

WANT TO CHOOSE YOUR BOOTH EARLY?
Become a PREMIER SPONSOR! Get a CUSTOMIZED sponsorship!

Step 1: Choose your sponsorship level (Platinum \$3000, Gold \$2000, Silver \$1000)

Step 2: Get priority booth selection January 20 - 21 before it opens to the public on January 23. (Appointments taken in order sponsorships are secured - so don't wait!)

Step 3: During your appointment, select the sponsorship opportunities totaling your chosen level.

PREMIER PLATINUM \$3,000

- Priority selection of booth on Monday, January 20th
- Recognition on ad within the mobile conference app
- Platinum sponsor carpet decal in front of booth
- Live door-prize drawing from your booth
- Recognition on baaahq.org website home page
- Dedicated social media post
- Company logo displayed near exhibit hall entrance
- Recognition in weekly email (1200+)
- Inclusion in passport game card
- Booth location highlighted on exhibit hall floor plan

PREMIER GOLD \$2,000

- Priority selection of booth on Tuesday, January 21st
- Recognition on baaahq.org website home page
- Dedicated social media post
- Company logo displayed near exhibit hall entrance
- Recognition in weekly email (1200+)
- Inclusion in passport game card
- Booth location highlighted on exhibit hall floor plan

PREMIER SILVER \$1,000

- Priority selection of booth on Tuesday, January 21st
- Company logo displayed near exhibit hall entrance
- Recognition in weekly email (1200+)
- Inclusion in passport game card
- Booth location highlighted on exhibit hall floor plan



ENHANCE YOUR VISIBILITY

Purchase a la carte or bundle and become a Premier Sponsor (see page 3)!

Advertising & Promotional Items

- **\$175 (Limit first 30)** – Inclusion in passport game card. Attendees will visit your booth for needed stamp to win the grand prize.
- **\$750 (Limit 4)** – Color Company Logo on props/photos taken as attendees enter show.
- **\$850 (Limit 5)** – Grayscale Company Logo on bags given out as attendees enter show.
- **\$1000 (Limit 2)** – Color Company Logo on all attendee badges.
- **\$1750 (Limit 5)** – Exclusive sponsorship of our 360° bar in the middle of the show floor. Open to 4 non-competing companies. Includes floor decals, hanging signage and 15 drink tickets to distribute to clients.
- **\$150 Hospitality Sponsor** – Single sided 18x12 themed easel board graphic. Placement: At men's/ladies' restroom with basket of personal care items purchased by BAAA.



Signage

- **\$75** – Directional Signs; Placement: Entrance, Exits, Directional Walkways, Parking Area, APAC corner.
 - **\$150** – Color logo Floor Decal; Placement: 2x3 logo only decal placed at registration/concession.
 - **\$300** – Premier Color logo Floor Decal; Placement: Entrance of trade show floor. Professionally designed to theme of event.
 - **\$225** – Themed Entrance Door Panels with Color Logo; Placement: Entrance of Entertainment Hall.
 - **\$750 (Limit 4)** – XL Welcome Sign; Placement in Registration Area
 - **\$150** – 2x3 banner with booth #; Placement on upper level railing





IMPORTANT DATES

January 17, 2020: Deadline for Premier sponsorship signed commitment

January 20, 2020: Platinum sponsors select booths/opportunities in order of commitment

January 21, 2020: Gold & silver sponsors select booths/opportunities in order of commitment

January 23, 2020: Exhibit space selection begins for all other suppliers at 12 p.m. at baaahq.org/annual-tradeshow

May 5, 2020: BAAA Annual Trade Show 'AROUND THE WORLD'

BOOTH PRICES

TYPE	SIZE	PERSONNEL INCLUDED	PRICE
Table Top	4x2	3	\$650
Regular Booth	10x10	6	\$900
Double Booth	10x20	10	\$1,700
Super Booth	20x20	15	\$2,150

FAQ

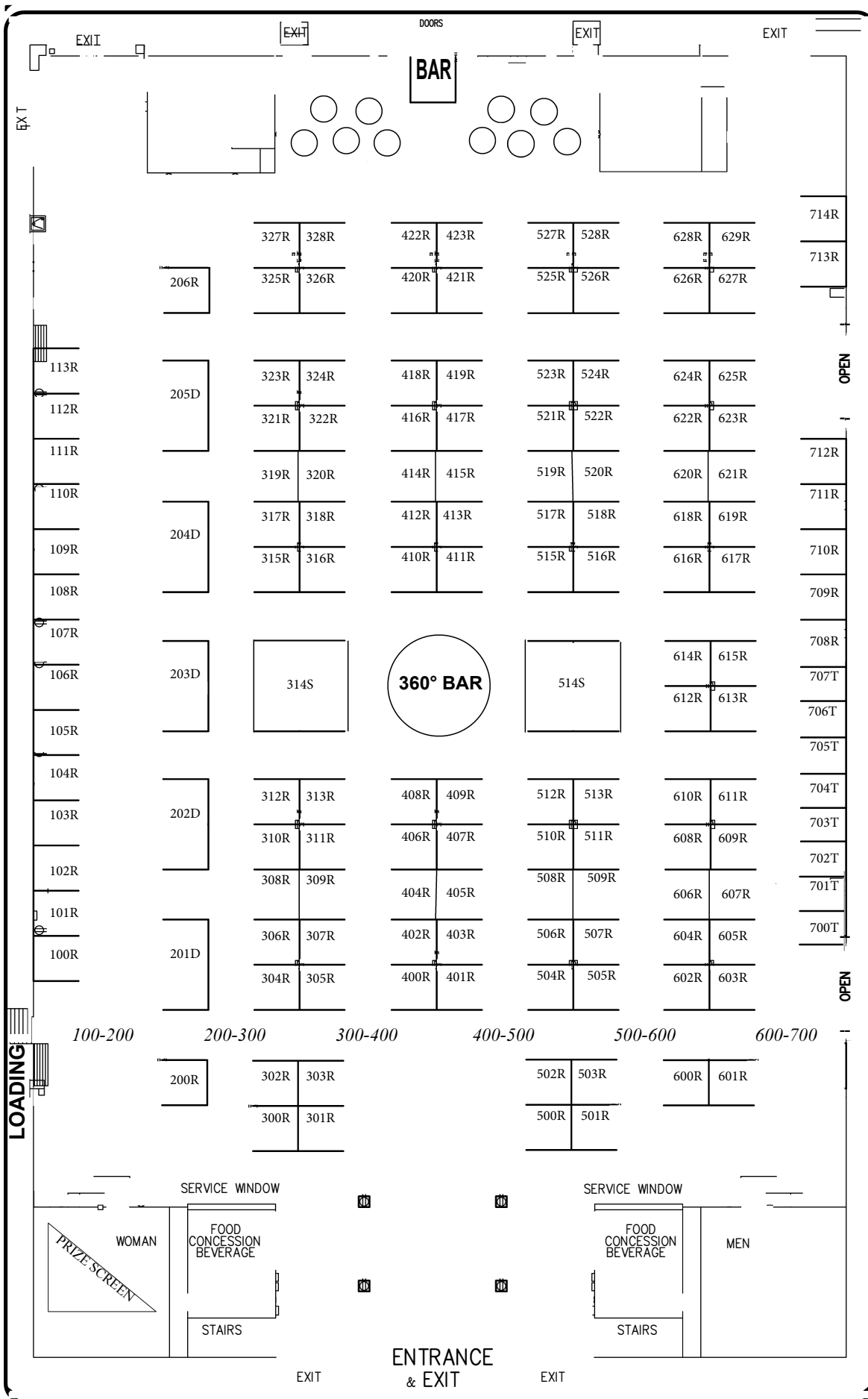
Can non-members exhibit? Yes. After paying the \$475.00 non-member exhibiting fee (It's \$472.50 to join as a Supplier member).

May we have more than the included number of personnel in our booth? Additional Exhibitor Personnel badges can be purchased for \$10.

How many attendees does this event attract? Approximately 600-800 rental housing professionals.

Can Suppliers attend the show if they are not exhibiting? No. All suppliers who attend must be exhibitors. Suppliers are not allowed to attend if their company does not have a booth at the show.







EVENT CONTACT:

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