



**MAKE YOUR
MARK**

PROSPECTUS

**FLORIDA APARTMENT ASSOCIATION
ANNUAL CONFERENCE & TRADE SHOW**

SEPTEMBER 30 - OCTOBER 2, 2020

The Diplomat Beach Resort, Hollywood, Fla.

FAAconference.com

THE EVENT

The 2020 FAA Annual Conference & Trade Show, September 30 – October 2, at the Diplomat Beach Resort in Hollywood, Florida, is the premier state conference for the apartment industry. More than 900 multifamily housing industry professionals interested in sales, marketing, recruitment and retention, maintenance, career development, leadership, customer service, technology, and more, will be inspired by nationally renowned keynote speakers and informative breakout sessions.

Attendees can expect to make great connections and share insights on relevant and current hot topics within the industry during the many networking opportunities. The FAA trade show, with more than 170 exhibit booths, offers attendees innovative solutions firsthand from more than 500 knowledgeable suppliers displaying products and services that will put attendees in a position to gain market share and grow their bottom line.



The Florida Apartment Association is a federation of associations representing and advocating the interests of the Florida multifamily rental housing industry.

Since 1971, the Florida Apartment Association has worked to ensure high property management standards and resident satisfaction and safety in Florida. Volunteer leaders from throughout the state meet three times per year to discuss issues and challenges facing the multifamily housing sector. The association at both the state and local levels also provides important social and career benefits for industry personnel. FAA represents the majority of apartment homes in Florida — more than 700,000.

Our members represent all facets of the multifamily housing industry: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, maintenance personnel, suppliers, and related business professionals throughout the state of Florida.

ATTENDEE COMPANIES

Abbey Residential Services Inc.
Adara Communities
Advenir Real Estate Management
AGPM LLC
Alisa Management
American Management Group
AMP Residential
Atlantic Housing
Atlantic Pacific Management
Avesta Communities
Balfour Beatty Communities
Bell Partners Inc.
Berkshire Management Group
BH Management
B&M Management
Bridge Real Estate Group
Cambridge Management Services Inc.
Camden
Carlisle Property Management
Carroll Management Group
Cherry Investments
Churchill Forge Properties
CKT Asset Management
Concord Management Limited
Contemporary Housing Alternatives of Florida Inc.
Continental Property Services Inc.
ContraVest Management Company
Cornerstone Group
Cortland Partners
CPM
Dalcour Companies

Eagle Property Capital
EBSCO Income Properties LLC
ECI Management
Emmer Management Corporation
Epoch Management
ESG Kullen LLC
Farrell Properties
FCI Residential Corporation
Fickling Management Services
Finlay Management Inc.
First Communities Management
Fischer Properties
Franklin Street Management Services
Frontstreet
Garden Communities Florida
GCI Residential
Goldelm
GoldOller Real Estate Investments
Greystar
Haley Residential
HG Property Management
Highmark Residential
Horizon Realty Management
Implicity Management Company
Inland Residential Real Estate Services LLC
Jenco Properties
JMG Realty Inc.
KGN Property Group
Laramar Group
Lincoln Property Company
Lynd

MAA
Mahaffey Apartment Company
Matrix Residential
McCormack Baron
Michaelson Real Estate Group LLC
Midwest Diversity
Mission Rentals LLC
Monument Real Estate Services
Morguard Management
Northland Investment Corporation
NRP Management
Oak Hill Group
Panama City Housing Authority
Park Partners Residential
Perimeter Realty Inc.
Pillow Homes
Pinellas County Housing Authority
Pinnacle
Pioneer Property Management
Preferred Residential Management
Premier Property Management
Preston Giuliano Capital Partners
PRG Real Estate Management
Priderock Capital Partners
Professional Realty Management Inc.
Progressive Management of America Inc.
Providence Management
QT Property Management
RAM Partners LLC
Residential Management
Richman Property Services Inc.

RKW Residential
Robbins Property Associates
Royal American Management Inc.
Sage Partners
San Miguel Management LP
Scully Company
Signature Management
Southern Affordable Services/Concord
South Oxford Management
The Altman Companies
The Bainbridge Companies
The Collier Companies
The Dinerstein Companies
The Habitat Company
The Klein Company
The Rockbridge Group
TPI (The Partnership Inc.)
United Property Management
Van Metre Companies
Vesteco Real Estate Management Services
Watkins Realty Services LLC
Waypoint Residential
Weller Management
Westdale Asset Management
Windsor Management Inc.
Wood Residential Services
Worthing Company
WRH Realty Services Inc.
Yes Management Services
Zen Luxury Living

REACH QUALIFIED PROSPECTS

LIKELIHOOD THAT ATTENDEES WILL DECIDE TO BUY PRODUCTS OR SERVICES AT THE TRADE SHOW

“ A lot of time and money goes into this so it’s a big deal. It’s a good way to get everyone together and have the opportunity to learn and network with other professionals. ”

18.2%

Definitely will make a decision to buy



51%

Probably will make a decision to buy



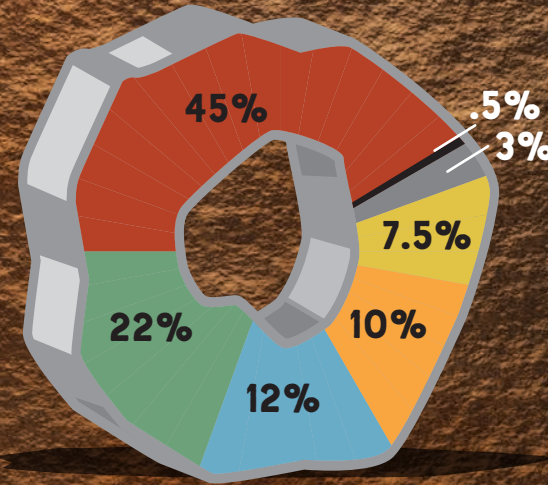
27%

No opinion/not sure



“ Overall it was my favorite conference out of the last 5 years. I felt like the education classes were a step up this year. Can’t wait for next year! ”

QUALIFIED PROSPECTS



- 45% - PROPERTY MANAGER
- 22% - REGIONAL SUPERVISOR/MANAGER (MULTI-SITE)
- 12% - CORPORATE STAFF
- 10% - MAINTENANCE PROFESSIONAL
- 7.5% - VICE PRESIDENT/CORPORATE EXECUTIVE
- 3% - OWNER/ PRESIDENT/ PRINCIPAL
- 0.5% - LEASING PROFESSIONAL

“ It’s definitely worth it for our company to attend. It’s our big event of the year so we always budget for it. ”

“ The little details and effort that the conference committee and the FAA staff put into this event are remarkable. Everything was thematic, in good taste, and it was a great time! ”



Receive these benefits in addition to your selected sponsorship opportunities (pages 12-23) totaling \$10,000 or more:

- Priority selection of booth locations and sponsorship opportunities
- Opportunity to maximize your presence in the exhibit hall with purchase of 20' by 20' island booth (exclusive to platinum and gold sponsors, limited availability)
- **New this year!** Opportunity to provide a hanging sign above your 20' x 20' island booth (maximum height of 25' from floor to top of sign; will incur additional costs)
- Company logo featured within the registration brochure
- Recognition at conference opening session
- Recognition on faahq.org website home page
- Recognition on faaconference.com
- Recognition on FAA social media
- Company logo displayed near exhibit hall entrance
- Company name highlighted in mobile conference app
- Acknowledgment in on-site program
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan

SPONSORSHIP LEVELS



Receive these benefits in addition to your selected sponsorship opportunities (pages 12-23) totaling \$7,500 or more:

- Priority selection of booth locations and sponsorship opportunities (after platinum sponsors)
- Opportunity to maximize your presence in the exhibit hall with purchase of 20' by 20' island booth (exclusive to platinum and gold sponsors, limited availability)
- **New this year!** Opportunity to provide a hanging sign above your 20' x 20' island booth (maximum height of 25' from floor to top of sign; will incur additional costs)
- Recognition on faaconference.com
- Recognition on FAA social media
- Company logo displayed near exhibit hall entrance
- Company name highlighted in mobile conference app
- Acknowledgment in on-site program
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan

IMPORTANT DATES TO NOTE



Receive these benefits in addition to your selected sponsorship opportunities (pages 12-23) totaling \$5,000 or more:

- Priority selection of booth locations and sponsorship opportunities (after gold sponsors)
- Company name listed near exhibit hall entrance
- Recognition on faaconference.com
- Company name highlighted in mobile conference app
- Acknowledgment in on-site program
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan

- **September 23, 2019:** Sponsorship Opportunities and Exhibitor Prospectus available on the FAA website
- **January 31, 2020:** Deadline for Platinum/Gold/Silver level sponsorship signed commitment and deposit
- **February 10, 2020:** Platinum sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time
- **February 14, 2020:** Gold sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time
- **February 19, 2020:** Silver sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time
- **March 17, 2020:** Exhibit space selection begins for all 2019 exhibitors. An invitation to exhibit with a link to FAA's online booth selection system will be sent to your 2019 primary contact at 9 a.m. Eastern Time.
- **March 24, 2020:** Exhibit space selection begins for all other suppliers at 9 a.m. Eastern Time at www.faaHQ.org/exhibit
- **September 30 – October 2, 2020:** FAA Annual Conference & Trade Show, Diplomat Beach Resort



SPONSORSHIP OPPORTUNITIES

EDUCATION AND EVENTS

\$15,000 – Opening Session

Capture the attention of the largest gathering of conference attendees at one time with your brand and message at the high-energy kickoff of the conference.

- Five- to 10-minute presentation about your company from the stage (may include promotional video)
- Opportunity for placement of company-provided collateral/giveaways (quantity 900)
- Opportunity to introduce keynote speaker
- Recognition of sponsorship on meter board sign
- Recognition in on-site program and mobile conference app
- Additional benefits (to be determined after keynote speakers are selected) may include: 25 books authored by speaker, to be given to attendees of your choice

SOLD

SOLD

\$5,000 – Closing Celebration

As attendees mix and mingle in a lively social setting, the spotlight shines on your company as part of the celebration, which recognizes the association's volunteers throughout the state.

- Five- to 10-minute presentation about your company from the stage (may include promotional video)
- Opportunity to announce FAA's 2020 conference location
- Recognition of sponsorship on meter board sign
- Recognition in on-site program and mobile conference app

\$7,500 – PAC to the '80s: A Totally Awesome APAC Celebration

Be a part of APAC's biggest night: Position your brand by sponsoring this totally tubular APAC fundraiser. More than 500 attendees will be donning their leg warmers and teasing their hair as they party at The Landing like it's 1985!

- Logo displayed on all promotional event materials
- Recognition at opening general session
- Logo in registration brochure (if purchased by April 1)
- Logo featured on entranceway step-and-repeat
- Opportunity to address attendees/present video at event venue
- Private VIP lounge space (with private bar) within the venue exclusively for your guests

SOLD





\$5,000 - The Masters Sessions

Promote your brand to the industry's best and brightest at this exclusive roundtable discussion attended by C-level executives and other multifamily business leaders.

- Company logo on invitation
- Three to five minutes to speak about your company and/or product
- Opportunity to network with attendees during refreshment break
- Opportunity to provide collateral to be placed on tables (plan for 30)
- Company recognition on sign
- Recognition in on-site program and mobile conference app

SOLD

\$2,500 - Education Session

By sponsoring one of 10 sessions, you position your company as a leader, innovator, and supporter of education. Target the professionals who will be your best prospects by choosing the session(s) most relevant to your brand.

- Three to five minutes to speak about your company and/or product
- Introduction of speaker
- Recognition of sponsorship on meter board sign
- Recognition in on-site program and mobile conference app

\$2,500 - Board of Directors Meeting

Connect and engage with the association's volunteer leaders.

- Three to five minutes to speak about your company and/or product
- Opportunity to provide marketing materials/giveaways for every seat (plan for 35)
- Recognition on the agenda
- Signage at the meeting recognizing your company as the sponsor
- Recognition in on-site program and mobile conference app

SOLD

\$2,500 - Legislative Platform Meeting

Connect and engage with the volunteer leaders and members with an interest in legislative issues.

- Three to five minutes to speak about your company and/or product
- Opportunity to provide marketing materials/giveaways for every seat (plan for 70)
- Recognition on the agenda
- Signage at the meeting recognizing your company as the sponsor

SOLD





STATIONS AND LOCATIONS

\$2,500 Guests' In-Room Wi-Fi

Attendees staying at the Diplomat Beach Resort will receive complimentary premium wireless internet access.

- Company logo on the info card (business-card size) that will be handed to all guests at check-in
- Ability to create the custom password (must be all lowercase, no spaces, 15-character limit)

\$2,500 - Opening Session Raffle Sponsor

Attendees of the Opening Session will feel extra lucky with your raffle ticket that will include your company logo for a chance to win \$500.

\$15,000 - Sponsorship Lounge (two available)

Secure an exclusive area of the venue adjacent to the attendee registration and general session entrance to use throughout the conference (not limited to exhibit hall times).

- Continue the conversation outside the trade show hall, display your brand longer, and have more space outside of your booth. (All representatives working the lounge must be registered for the conference.)
- Lounge dimensions are 10 feet by 10 feet.

\$5,000 - Cell Phone Charging Kiosk

Win the appreciation of conference attendees by sponsoring this hub for complimentary power packs so they can charge their phones on the go.

- Win your branding around the exterior of the kiosk.
- Display up to six digital advertisements on the 27-inch touch screen.

\$2,500 - Thursday Afternoon Refreshment Break

Attendees will re-energize with an afternoon snack and awareness of your brand.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the break recognizing you as the sponsor
- Recognition in on-site program and mobile conference app

\$2,500 - Friday Afternoon Refreshment Break

Attendees will re-energize with an afternoon snack and awareness of your brand.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the break recognizing you as the sponsor
- Recognition in on-site program and mobile conference app

\$2,500 - Thursday Morning Networking Continental Breakfast

Attendees start the day right by waking up to your sponsored breakfast.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the breakfast recognizing you as the sponsor
- Recognition in on-site program and mobile conference app



SIGNAGE

\$20,000 - Overhead Pedestrian Bridge (Both Sides)

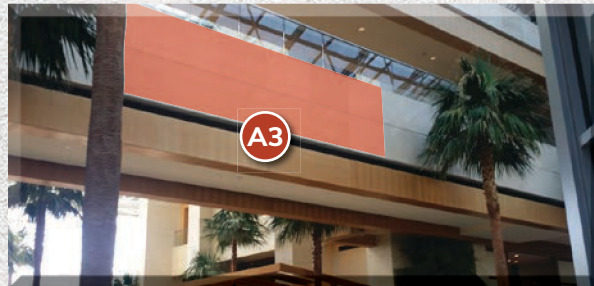
Your traffic-stopping message and brand towering over Florida State Road A1A will welcome conference attendees and get the attention of every car that passes by traveling north or south.

- This pedestrian bridge connects the hotel to the self-parking garage and the Diplomat Landings.



\$7,500 - Hotel Lobby Entrance Banner (A3)

As attendees walk into the hotel lobby, grab their attention with this placement of your brand messaging.



\$5,000 - Lobby Level Elevator Bank Entrance (one available, A5 in the north tower)

As attendees approach the elevator bank on the lobby level, they will see your brand messaging.



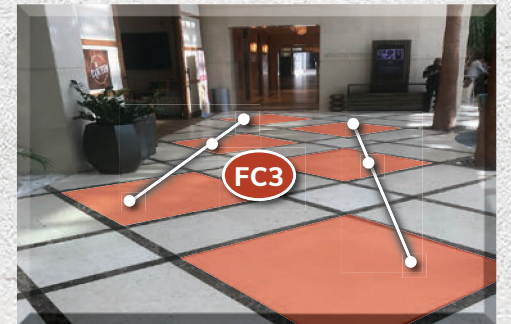
\$5,000 - Hotel Lobby Entrance Large Diamond Decal (FC1)

Be the first and last message on all hotel guests' minds as you take front and center positioning within the hotel with your company's messaging.



\$5,000 - Six Diamond Square Decals (located in hotel lobby area leading to the south tower (FC3))

Make your company's message pop out from below attendees' feet as they go through this high traffic area



\$5,000 - Four Diamond Floor Decals (located in the south tower walkway between the elevators and meeting space on the lobby level (FC5))

Capture attendees' attention with your branding throughout this busy hallway.





\$5,000 - Lobby Level Elevator Bank Mirror (A6 in the north tower)

Your branded message will be viewed by attendees as they wait for their elevator.



\$5,000 - Lobby Level Walkway to Meeting Space (two available: A11 Beach Side and A11 Street Side. Price is per side)

Turn attendees' heads as they traverse this high-traffic hallway to enter the conference meeting space.



\$7,500 - Six Elevator Doors (three locations available: A7 lobby level north, A7 meeting space level north)

Capture the attention of attendees with your marketing message when they head back to their sleeping rooms.



\$5,000 - Lobby Level Walkway Entrance Heading into Meeting Space (A12)

SOLD
Your message will greet attendees as they enter the conference meeting space through this hallway.





\$5,000 - Lobby Level Walkway Entrance Leaving the Meeting Space and Heading into Main Hotel (A13)

SOLD
Place your brand on attendees' minds as they leave the meeting space and head back to the hotel.



\$7,500 - Lobby Level Escalators to Second-Level Meeting Space (A14)

SOLD
Get attention from attendees as they ascend from the lobby level to the second level meeting space, where registration, general sessions, and breakout sessions will be located.



\$7,500 - Second-Level Escalators to Third-Level Exhibit Hall (A17)

SOLD
Get attention from attendees as they ascend from registration, general sessions, and breakout sessions, to the third-level trade show.

\$5,000 - Second-Level Walkway to Meeting Space (A15 Beach Side)

SOLD
Turn attendees' heads as they take in the beach view while traversing this high-traffic hallway to enter the conference meeting space.



\$5,000 - Second-Level Walkway to Meeting Space (A15 Street Side)

Turn attendees' heads as they take in the view of State Road A1A while traversing this high-traffic hallway to enter the conference meeting space.

\$10,000 - Meeting Space Second-Level Glass Balcony (A16)

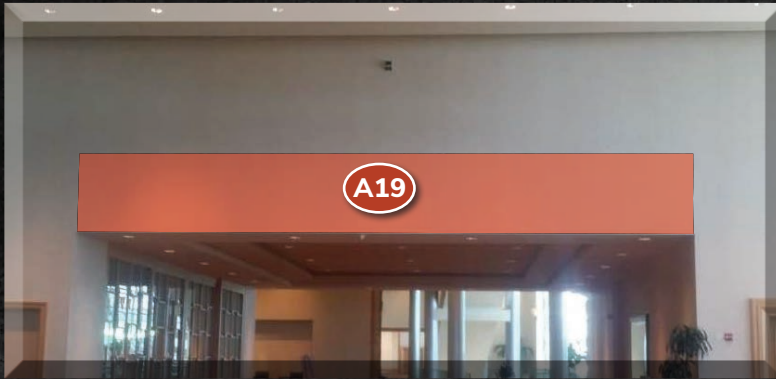
SOLD
Your branding will stand out as attendees head to registration, general sessions, and breakout sessions, on this horizontal glass balcony that gets 360-degree exposure in the center of the second level.





\$5,000 – General Session Adjacent Banner (A19)

Continue to inspire attendees as they leave the general session ballroom and pass under your brand's marketing message.



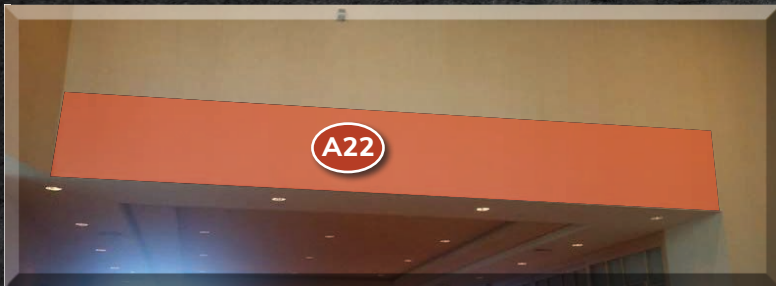
\$5,000 – Breakout Session Entrance Banner (A24)

SOLD
Wow attendees with your branding as they make their way to breakout education sessions.



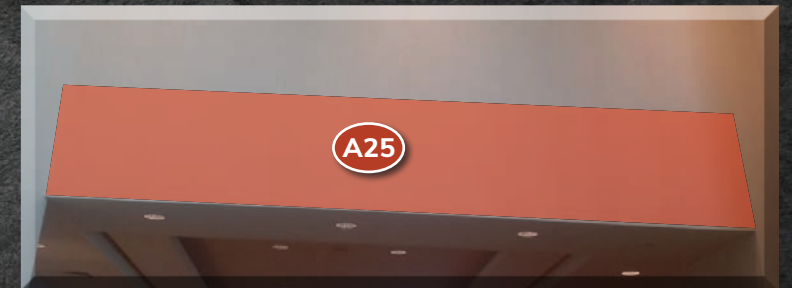
\$5,000 – General Session/Registration Entrance Banner (A22)

SOLD
Greet attendees with your messaging as they arrive to the busy level of the meeting space.



\$5,000 – Second-Level Escalator-Adjacent Banner (A25)

SOLD
Grab attendees' attention with your messaging as they move from the second level to another level of the meeting space.





\$5,000 - Third-Level Exhibit Hall Escalator-Adjacent Banner — Arrival (A35)

Greet attendees with your messaging as they arrive to the exhibit hall level.

SOLD



\$10,000 - Exhibit Hall Third-Level Glass Balcony (A37)

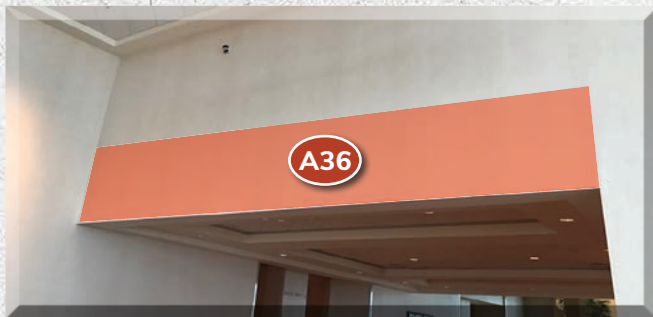
In the center of the third level in front of the exhibit hall, your branding will stand out on this horizontal glass balcony that gets 360-degree exposure.

SOLD



\$5,000 - Third-Level Exhibit Hall Entrance-Adjacent Banner (A36)

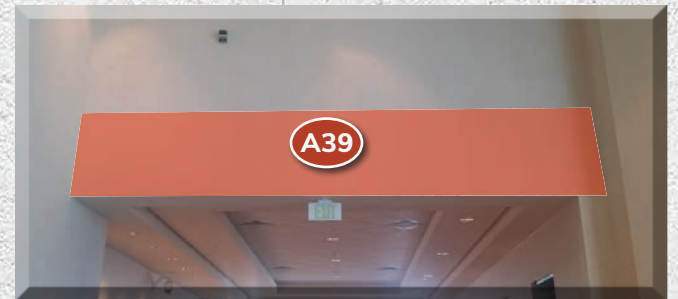
Grab attendees' attention with your messaging right outside the entrance to the exhibit hall.



\$5,000 - Third-Level Exhibit Hall Entrance Adjacent Banner — Departure (A39)

Drive your message home with this branding message as attendees leave the exhibit hall level.

SOLD





\$2,500 – Registration Kiosk Screen Sponsorship

Your company logo will be included as part of the welcome messaging on all registration touch screen kiosks.

SOLD

\$5,000 – Exhibit Hall Aisle Signs (not pictured)

Fill the exhibit hall ballroom with your company's logo, placing it on every double-sided aisle sign and maximizing your brand's visibility.

SOLD

- Aisle signs hung above the booths in the ballroom portion of the exhibit hall

\$2,500 – “Follow Me” Carpet Decals on Trade Show Floor (two available: not pictured)

Guide exhibit hall attendees' footsteps right to your booth.

SOLD

Two directional carpet decals with your company logo and booth number

ADVERTISING AND PROMOTIONAL ITEMS

\$10,000 – Conference Bag

Attendees will be carrying around your logo front and center on their conference bags visible throughout the whole conference.

SOLD

\$5,000 – Mobile App

Sponsoring the conference mobile app puts your brand right at attendees' fingertips. This virtual organizer gives attendees the opportunity to map out their time at the event, while allowing you to market your brand. Before attendees even step foot on-site to receive their programs, they'll be exposed to your messaging through:

SOLD

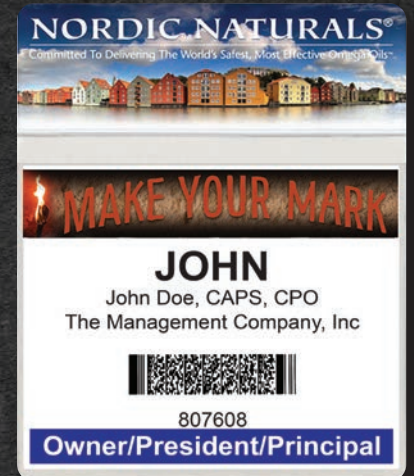
- Brand exposure within app store when the free app is downloaded
- Your company logo on secondary splash screen (when app is opened or refreshed)
- Your company logo as the exclusive watermark on the “my schedule” feature
- Banner ad on home screen, which when clicked takes attendees to full ad on landing page
- Multimedia video message on your exhibitor listing
- Highlighted row in exhibitor directory

\$7,500 – Conference Badge Holder Full Color Imprint Banner Advertisement

At the top of all attendee badge holders is your marketing message (see sample at right), which will be highly visible as attendees display their badges to gain entrance into every event.

SOLD

- Your company artwork printed on the top of badge holder





\$7,500 - Conference Lanyard

With attendees wearing lanyards around their necks to hold their badges, your company will gain valuable recognition when each attendee becomes a walking advertisement for your company.

- One color imprint of your company logo on attendee lanyards

\$7,500 - Guest Room Key Card

Make an early impression when attendees check into the Diplomat Beach Resort. Create your own custom design to highlight your message, brand, and booth number to attendees staying at the host hotel.

- Your custom created message on guest room keys for the Diplomat Beach Resort

\$5,000 - Thursday In-Room Delivery

Extend your marketing reach by having your promotional item and/or literature delivered directly to the rooms of all FAA attendees staying at the host hotel.

\$2,500 - Guest Room Door Hanger

Position your brand on this dual-purpose resource, which includes the conference schedule at-a-glance.

- Company logo on do-not-disturb door hanger

\$5,000 - Friday In-Room Delivery

Extend your marketing reach by having your promotional item and/or literature delivered directly to the rooms of all FAA attendees staying at the host hotel.

\$2,500 - Custom-Printed Magazine Belly Band for Wednesday In-Room Delivery

Now your brand can jump off the page before attendees have opened their copy of Multifamily Florida magazine.

Your logo on a belly band on every issue of the magazine delivered to attendee guest rooms at the host hotel

\$2,500 - Conference Bag Insert

Get your company's name in front of attendees from the very start with a promotional item in every attendee's conference bag.

- Opportunity to provide item to be placed in attendee conference bags (plan for 900 items)

\$2,500 - Online Survey

Keep your company's brand and messaging top-of-mind as attendees reflect on their conference experience.

- Opportunity to provide two custom questions
- Results of completed survey
- Redirect of all survey respondents to your website upon survey completion

\$2,500 - Social Media Photos

After the conference, be a part of the lasting memories through event photographs shared on Facebook by FAA.

- Company logo on all images shared on FAA Facebook page after the conference (does not include APAC event photos)

\$2,500 - Alert Text

Have something to promote? Send a text message (must be approved by FAA) directly to attendees through the conference mobile app.

\$2,500 - Know-Before-You-Go Email

When FAA sends an email message to all pre-registered attendees just before the event, capture attendees' attention with your marketing message.

- Opportunity to provide a two minute video (must be approved by FAA) to be embedded within the Constant Contact email
- Opportunity to showcase your company logo, promote your booth number, and invite attendees to stop by.

ON SITE PROGRAM ADVERTISING

Color full page \$900

Color half page \$600

Special Positions

Center spread \$1,500

Inside front cover (IFC) \$1,200

Inside back cover (IBC) \$1,200

Outside back cover (BC) \$1,500

Advertising does not count toward medal-level sponsorship minimums (Pages 8-10).

Ad Sizes

Full-page 8.5" x 11"

Half-page 8.5" x 5.5"

Center spread 17" x 11"

Artwork Submission Guidelines

All ads should be submitted in digital format. Ads should be set to size with .25 bleed (if any) included. Preferred file (software) format is Acrobat PDF. Illustrator, InDesign, and Photoshop are acceptable with native files & fonts included. Convert fonts to outlines and embed images where possible. Our graphics department is Mac-based, so format is critical when the artwork is created on a Windows platform computer.

All ad components, such as artwork and fonts, must be included. All artwork components must be at least 300 dpi (images taken from the web and bitmap images are low resolution and will not print properly).

Crop marks and bleeds (if any) must be present. A color print of the ad artwork should always be included.

We cannot accept files created in MS Word, Publisher, or PowerPoint.

MOBILE APP ADVERTISING

Banner Ad and Landing Page

\$1,500

Email Ralph@faahq.org for details. Design assistance available at additional cost.

Rotating Banner Ad

640W x 110H pixels
.jpg or .png format 300 dpi

Full-Screen Landing Page

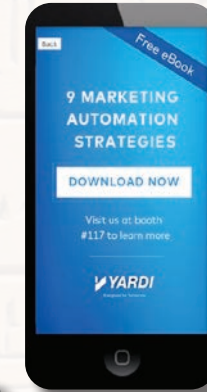
320W x 418H pixels
640W x 1008H pixels
1536W x 1920H pixels
1408W x 1408H pixels
.jpg or .png format 300 dpi

Multimedia Package

\$2,000

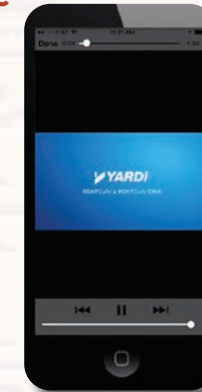


Banner Ad
Banner ads rotate at the top of the app dashboard page, and click through to a full-screen app landing page.



Landing Page

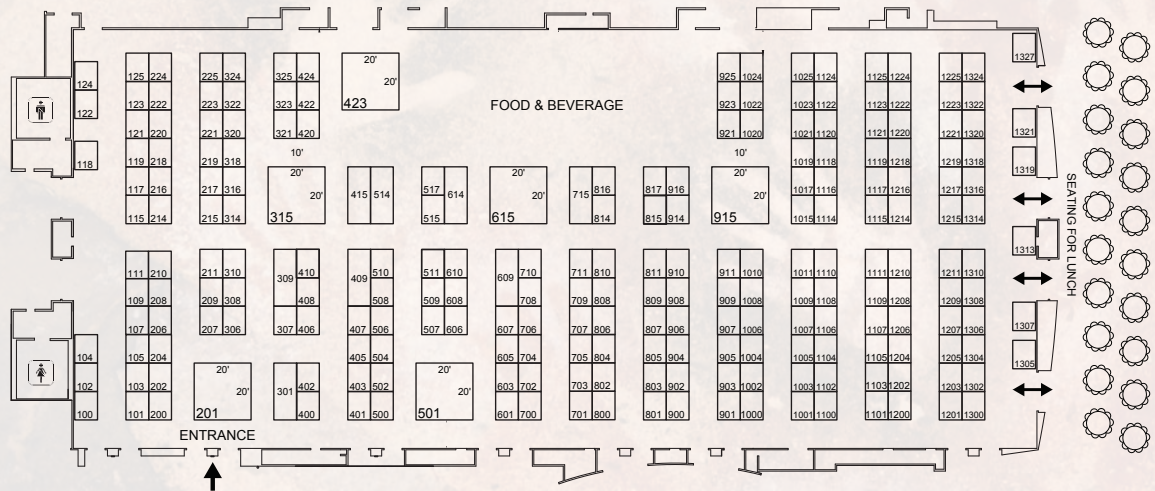
Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided web page URL.



Multimedia

Multimedia package includes a banner ad and landing page with your video downloadable from your exhibit profile or landing page.

2020 EXHIBIT BOOTH PRICING



8' X 10'
\$1,600

8' X 20'
\$3,200

20' X 20'
\$6,400

The floor plan (subject to change) allows for 206 8' x 10' booth spaces (which may be combined to accommodate 8' x 20' booths) and 10 20' x 20' booths*. It is imperative that suppliers who are interested in exhibiting in the 2020 FAA Trade Show pay close attention to the dates and deadlines listed on Page 38.

*All 20' X 20' island booths are exclusive to supporters of the conference at the Platinum (\$10,000 spend, not including booth fee) or Gold (\$7,500 spend, not including booth fee) sponsorship levels.

YOUR INVESTMENT INCLUDES:

- Access to more than 800 decision-makers: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, and maintenance directors.
- Seven and a half exhibit hours, scheduled not to conflict with educational sessions.
- Diverse educational sessions designed to appeal to multifamily housing professionals at all levels.
- Thursday and Friday luncheons in the exhibit hall.
- Closing Celebration Dinner.
- Pre-registration attendee list available electronically four weeks before the conference.
- Full post-conference attendee list after the event.
- Each 8' x 10' exhibit space will receive two complimentary booth representative registrations. Additional pre-registered booth representative registrations will be \$275, and booth representatives registered on-site will be charged \$325.

Note: Supporters of the conference at the Platinum (\$10,000 spend, not including booth fee), Gold (\$7,500 spend, not including booth fee) and Silver (\$5,000 spend, not including booth fee) sponsorship levels are given exclusive opportunity to reserve their booths prior to the exhibit space selection date for 2019 exhibitors.

LEAD RETRIEVAL

Lead retrieval is available in your choice of two formats. Access this dynamic suite of lead retrieval and attendee management tools either through a mobile app or handheld device.

BC600 Hand-Held Device

Advance purchase: \$200

On-site purchase: \$250

KLEERLeads Mobile

Advance purchase: \$150

On-site purchase: \$200

The versatile app enables trade show exhibitors to capture, qualify, and follow up on leads or surveys directly from their smartphones or tablets, and then securely access this data in real time from any location.

With KlearLeads Mobile, it's easy to add custom qualifiers such as "ready to purchase" or "follow up in two months" as well as personalized freeform notes. Exhibitors can even attach the prospect's photo, business card, or other information to use during follow-up.

Not only can exhibitors capture leads on the trade show floor, they can also use their mobile devices to capture leads anywhere they encounter attendees, such as at hotels, social functions, and more.

To learn more about both options available, visit: www.faahq.org/leadretrieval

SCHEDULE AT A GLANCE

WEDNESDAY, SEPTEMBER 30

10 a.m. - 7 p.m. Exhibitor Set-up & Registration

9 - 10 a.m. Florida Suppliers Council Meeting

10 a.m. - noon Board of Directors Meeting

Noon - 3 p.m. Legislative Platform Meeting

4 - 6 p.m. Open Afternoon for Supplier Events

7 - 10 p.m. PAC to the '80s — A Totally Awesome APAC Celebration
(ticketed event)

10 p.m. Open Evening for Supplier Events

THURSDAY, OCTOBER 1

8 - 11 a.m. Exhibitor Set-up & Registration

11 a.m. - 3 p.m. Trade Show Grand Opening and Luncheon
(lunch available 11:30 a.m. - 1 p.m.)

6 p.m. Open Evening for Supplier Events

FRIDAY, OCTOBER 2

9:30 a.m. - 1 p.m. Trade Show Breakfast and Luncheon

(Breakfast available 9:30 - 10:30 a.m.) (Lunch available 11 a.m. - 12:30 p.m.)

1:05 - 8 p.m. Exhibitor Tear-Down

5 - 6:30 p.m. Open Evening for Supplier Events

6:30 - 7 p.m. Cocktail Reception

7 - 10 p.m. Closing Celebration Dinner

*Schedule subject to change

IMPORTANT DATES TO NOTE

SEPTEMBER 23, 2019:

Sponsorship Opportunities and Exhibitor Prospectus available on the FAA website

JANUARY 31, 2020:

Deadline for Platinum/Gold/Silver level sponsorship signed commitment and deposit

FEBRUARY 10, 2020:

Platinum sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time

FEBRUARY 14, 2020:

Gold sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time

FEBRUARY 19, 2020:

Silver sponsors lottery; web-based meeting to select opportunities/booths at 2 p.m. Eastern Time

MARCH 17, 2020:

Exhibit space selection begins for all 2019 exhibitors. An invitation to exhibit with a link to FAA's online booth selection system will be sent to your 2019 primary contact at 9 a.m. Eastern Time.

MARCH 24, 2020:

Exhibit space selection begins for all other suppliers at 9 a.m. Eastern Time at www.faahq.org/exhibit

SEPTEMBER 30 - OCTOBER 2, 2020:

FAA Annual Conference & Trade Show, Diplomat Beach Resort

2020 FLORIDA APARTMENT ASSOCIATION ANNUAL CONFERENCE & TRADE SHOW

SPONSORSHIP COMMITMENT LETTER: Scan and email completed form to ralph@faahq.org or mail to Florida Apartment Association, 105 East Robinson Street, Suite 301, Orlando, FL 32801

Your company will be invoiced for a nonrefundable deposit of 50% of your commitment level. Deposit must be paid before commitment deadline of January 31, 2020. Balance must be paid by February 28, 2020, or your deposit and sponsorship opportunities will be forfeited. FAA may, at its sole discretion, require payment of 100% of your commitment level in order to reserve your sponsorship opportunities.

Please note: Sponsorship at Platinum, Gold, or Silver levels includes priority selection of sponsorship opportunities and of booth space.

MY COMPANY AGREES TO SPONSOR THE 2020 FAA ANNUAL CONFERENCE & TRADE SHOW AT THE LEVEL SELECTED BELOW.

- PLATINUM SPONSORSHIP** (minimum of \$10,000 spend, not including booth fee)
- GOLD SPONSORSHIP** (minimum of \$7,500 spend, not including booth fee)
- SILVER SPONSORSHIP** (minimum of \$5,000 spend, not including booth fee)

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Authorized signature _____ Date _____

Printed name of authorized person _____

Printed title of authorized person _____

FAA STAFF USE ONLY Date/Time Received: _____

GAIN EXPOSURE THROUGHOUT THE YEAR WITH ADDITIONAL SPONSORSHIP OPPORTUNITIES:

- **FAA Board of Directors Meeting, May 8**
- **Leadership Lyceum Luncheons or Dinner, May 7, and August 20**

Visit www.faahq.org/sponsorships for more information.

Email Ralph@faahq.org for details.