



Back in Orbit

Thursday, May 7th

MBAAA Conference and Expo

Renaissance Mobile Riverview Plaza Hotel

prospectus

May 7 2026

Renaissance Mobile
Riverview Plaza

64 S Water St.
Mobile, AL 36602



MOBILE BAY AREA APARTMENT ASSOCIATION
ANNUAL CONFERENCE & TRADE SHOW
THURSDAY, MAY 7TH

Mobile Bay Area Apartment Association, Powered by MBAAA, May 7th at The Renaissance Mobile Riverview Plaza Hotel, in Mobile, AL is the premier local conference for the apartment industry and hundreds of multifamily housing professionals eager to stay abreast of trends in legal matters, social media and marketing, recruitment and retention, efficiency, technology, and more. Locally acclaimed speakers and informative breakout sessions inspire attendees, fostering connections and facilitating discussions on pertinent industry topics. The MBAAA trade show, features exhibit booths and provides firsthand access to innovative solutions from countless experienced suppliers, empowering attendees to enhance their bottom line.

MBAAA CONFERENCE PROSPECTUS

Keynote



Cam Marston

Expert on Workplace and Marketplace Trends,
acclaimed author, columnist, lecturer, and
podcast host

CAM MARSTON is an author, talk show host, and top-rated keynote speaker on the trends shaping the workplace and marketplace. His presentations are informative, engaging, humorous, and full of concrete research that is tailored to his audience. Cam enlivens the data with anecdotes, tales from the real business world, attention-grabbing visuals, and quips that make the messages and actionable strategies memorable. In addition to being entertained, the audience walks away with practical solutions to put into immediate effect once back at the office.

Trusted by brands you know



Johnson & Johnson



WINNEBAGO

Our Speakers



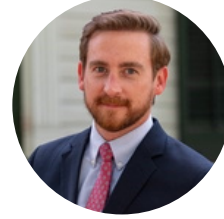
Cam Marston

Multifamily Consultant &
Inspiration Specialist
CAPS, CAM, CALP



Toby Jorgensen

Co Star
Senior Director-Market
Analytics



Taft Hughes

Legal Counsel MBAAA
Attorney at Law-
Lee & Hughes, LLC



Mollie Nyman

Marketing Manager
Stoa Group



Mark LePard

Chadwell Supply



Whitney Briones

Account Executive
Real Floors
CAM CAS CAPS

Conference Agenda

**THURSDAY
MAY 7TH**

Registration + Coffee

JOIN YOUR TEAM AND PEERS FOR NETWORKING

9:00am

Conference Kick-off

THE MOBILE BAY AREA APARTMENT ASSOCIATION WELCOMES YOU BACK!

9:30-10:45am

Keynote- Cam Marston

FOR THE FIRST TIME IN HISTORY, FIVE GENERATIONS—MATURES, BOOMERS, GEN X, MILLENNIALS, AND GEN Z—ARE WORKING TOGETHER IN THE SAME WORKPLACE. BECAUSE THESE GROUPS OFTEN HAVE DIFFERENT VALUES AND VIEWS ABOUT HOW WORK SHOULD BE DONE, CONFLICTS CAN ARISE. THIS CAN LEAD TO HIGH TURNOVER, LOW ENGAGEMENT, AND FRUSTRATION AMONG MANAGERS WHO STRUGGLE TO UNDERSTAND THESE DIFFERENCES. LEARNING HOW TO RECOGNIZE AND MANAGE GENERATIONAL DIFFERENCES IS ESSENTIAL FOR LONG-TERM SUCCESS. IT IS ONE OF THE MOST IMPORTANT SKILLS ORGANIZATIONS SHOULD EXPECT FROM THEIR LEADERS.

**Session 1
11:00-12:00pm**

*Legal Session
Taft Hughes*

STAY AHEAD OF THE EVER-CHANGING LEGAL REQUIREMENTS IN THE MULTIFAMILY INDUSTRY BY ATTENDING OUR EXCLUSIVE LEGAL PANEL. EXPERIENCED ATTORNEYS WILL DISCUSS CRITICAL REGULATIONS, HIGHLIGHT NEW AND EVOLVING LEGAL TRENDS, AND PROVIDE PRACTICAL STRATEGIES TO HELP YOU CONFIDENTLY NAVIGATE COMPLEX COMPLIANCE ISSUES. COVERING TOPICS FROM LEASE STRUCTURES TO FAIR HOUSING REGULATIONS, THIS SESSION WILL GIVE YOU THE TOOLS AND INSIGHTS NEEDED TO REDUCE LIABILITY AND PROTECT YOUR MULTIFAMILY ASSETS.

Conference Agenda

Executive Roundtable
Toby Jorgensen & Whitney Briones

JOIN INDUSTRY LEADERS FOR AN EXECUTIVE ROUNDTABLE FOCUSED ON THE LATEST MULTIFAMILY MARKET TRENDS, ECONOMIC SHIFTS, AND INVESTMENT INSIGHTS. THIS DISCUSSION WILL EXPLORE CURRENT CHALLENGES, EMERGING OPPORTUNITIES, AND STRATEGIC PERSPECTIVES SHAPING THE FUTURE OF THE INDUSTRY.

12:00-1:45pm
Orbital Lunch

LUNCH IS A MIDDAY BREAK WHERE PROFESSIONALS ENJOY A MEAL, RELAX BRIEFLY, AND REGAIN ENERGY FOR THE REMAINDER OF THE WORKDAY.

Session 2
1:45-2:45pm

Customer Service
Mollie Nyman

THIS SEMINAR INTRODUCES KEY CONCEPTS IN CUSTOMER SERVICE AND MODERN MARKETING TRENDS, FOCUSING ON EFFECTIVE COMMUNICATION, CUSTOMER SATISFACTION, AND STRATEGIES FOR ENGAGING TODAY'S CONSUMERS.

Maintenance
Chadwell Supply
1:45-4:00pm

THIS CHADWELL TRAINING CLASS PROVIDES A HANDS-ON INTRODUCTION TO A2L REFRIGERANTS AND THE APPLIANCES DESIGNED TO USE THEM. PARTICIPANTS WILL LEARN ABOUT SAFE HANDLING PRACTICES, SYSTEM COMPONENTS, AND KEY DIFFERENCES BETWEEN TRADITIONAL REFRIGERANTS AND A2L SYSTEMS WHILE GAINING PRACTICAL EXPERIENCE WORKING WITH A2L-COMPATIBLE EQUIPMENT.

Conference Agenda

Break
2:45-3:15pm

Dance Break/Coffee Station:
Annie Wilson-Turn Up Dance Fitness

A SHORT DANCE BREAK IS INCLUDED IN THE DAY TO ENCOURAGE MOVEMENT, BOOST ENERGY, AND CREATE A FUN, ENGAGING ATMOSPHERE FOR PARTICIPANTS BEFORE CONTINUING WITH THE NEXT ACTIVITY.

3:15-5:00
Closing Session-Cam Marston

TODAY'S WORKPLACE AND MARKETPLACE ARE BEING SHAPED BY MANY OVERLAPPING TRENDS, INCLUDING WORKFORCE TURNOVER, MENTAL HEALTH AWARENESS, DIVERSITY AND INCLUSION DEBATES, SUPPLY CHAIN DISRUPTIONS, UNCERTAINTY AROUND AI, POLITICAL DIVISIONS, AND ECONOMIC PRESSURES SUCH AS INFLATION AND STOCK MARKET FLUCTUATIONS. THROUGH INSIGHTS GAINED FROM MORE THAN 300 INTERVIEWS ON HIS RADIO SHOW AND PODCAST WHAT'S WORKING WITH CAM MARSTON, CAM SHARES KEY LESSONS, BEST PRACTICES, AND RESEARCH TO HELP LEADERS BETTER UNDERSTAND THESE CHANGES. HIS PRESENTATION HIGHLIGHTS THE MOST IMPORTANT TRENDS AFFECTING ORGANIZATIONS TODAY AND PROVIDES PRACTICAL GUIDANCE TO HELP PROFESSIONALS PREPARE FOR AND RESPOND TO THE CHALLENGES SHAPING THEIR INDUSTRIES.

Pre-Launch Party
4:00-4:45pm

GATHER AND ENJOY DRINKS AND GOOD CONVERSATIONS WITH YOUR FAVORITE SUPPLIER PARTNERS.

Astro Expo
4:45-6:15pm

JOIN THE EXPO AND HAVE A DRINK ON US!

Cosmic Groove After Party
6:15-8:00pm

STEP INTO A NIGHT OF STELLAR BEATS AND INTERSTELLAR VIBES. DANCE, MINGLE, AND LET THE MUSIC TAKE YOU ON A JOURNEY THROUGH A UNIVERSE OF SOUND, ENERGY, AND FUN. PERFECT FOR UNWINDING, CONNECTING, AND ORBITING INTO THE GROOVE OF THE EVENING.

Booth Levels

<p><i>PREMIUM BOOTH</i></p> <hr/>	<p>\$550 - Sold Out</p> <p>8'x10' Includes 4 Attendees to Expo & After Party, 2 Drink Tickets</p> <hr/>
<p><i>SINGLE BOOTH</i></p>	<p>\$450</p> <p>8'x10' Includes 4 Attendees to Expo & After Party, 2 Drink Tickets</p>

Sponsorships



Owners Roundtable Sponsorship

\$1,200

- Opportunity to speak for 3-5 minutes and give out swag
- Social Media Shoutout
- Three available



Book Sponsorship

\$1,000

- Promotional bookmark included with logo
- Social Media Shoutout
- One available



Lanyard Sponsorship - Sold Out

\$1,750

- Company logo on lanyard given to all conference attendees.
- Social Media Shoutout
- One available



After Party Entertainment Sponsorship - Sold Out

\$650

- Signage at After Party Entrance
- Social Media Shoutout & Speaker Spotlight
- Two available



Headshots Sponsorship

\$1,000

- Signage at headshot booth
- Social Media Shoutout
- One available

Sponsorships



After Party Bar Sponsorship

\$400

- Signage at After Party bar
- Cups with company logos to be given out at After Party
- Social Media Shoutout
- Four available



Pre-Launch Party Bar Sponsorship -Sold Out

\$300

- Signage at bar
- Napkins with company logos to be given during party
- Social Media Shoutout
- Four available



Keynote Sponsorship -Sold Out

\$650

- Signage at entrance of classroom
- Social Media Shoutout
- Introduction of speaker & swag giveaway
- One available

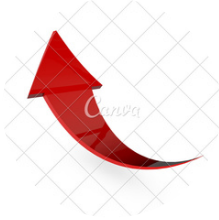


After Party Photobooth Sponsorship

\$1,200

- Sign by photobooth
- Logo printed on picture
- Social Media Shoutout
- Two available

Sponsorships



Floor Sticker Decals Sponsorship

\$150

- Signage on floor- Arrow with Logo
- Social Media Shoutout
- Ten available



Parking Sponsorship

\$500

- Signage in parking deck
- Two available



After Party DJ Sponsorship

\$400

- Company logo on signage by DJ, Shoutout by DJ
- Social Media Shoutout
- Two available



Attendee Lunch Sponsorship

\$500

- Signage at attendee lunch area
- 2 lunch tickets
- Social Media Shoutout
- Four available



After Party Food Sponsorship

\$500

- Signage by food area
- Social Media Shoutout
- Four available



Bathroom Sponsorship

\$150

- Signage on mirror with company logo + Social Media Shoutout
- Option to fill bathroom with needed items (mouthwash, floss..)
- Two available

Sponsorships



Charging Station Sponsorship

\$200

- Signage by charging area
- Social Media Shoutout
- Two available



Coffee Sponsorship

\$300

- Signage in coffee area
- Social Media Shoutout
- Coffee sleeve with company logo
- Two available



Maintenance Classroom Sponsorship -Sold Out

\$475

- Signage in front of classroom
- Opportunity to speak for 2-3 min prior to session
- Option to leave swag for attendees + Social Media Shoutout
- One available



Leasing Classroom Sponsorship

\$450

- Signage in front of classroom + Social Media Shoutout
- Opportunity to speak for 2-3 min prior to session
- Option to leave swag for attendees
- Three available



Break Sponsorship

\$300

- Signage in break area between sessions
- Dance with Annie
- Four available

Sponsorships



Decor Sponsorship

\$1,000

- Signage with logo
- Social Media Shoutout
- One available

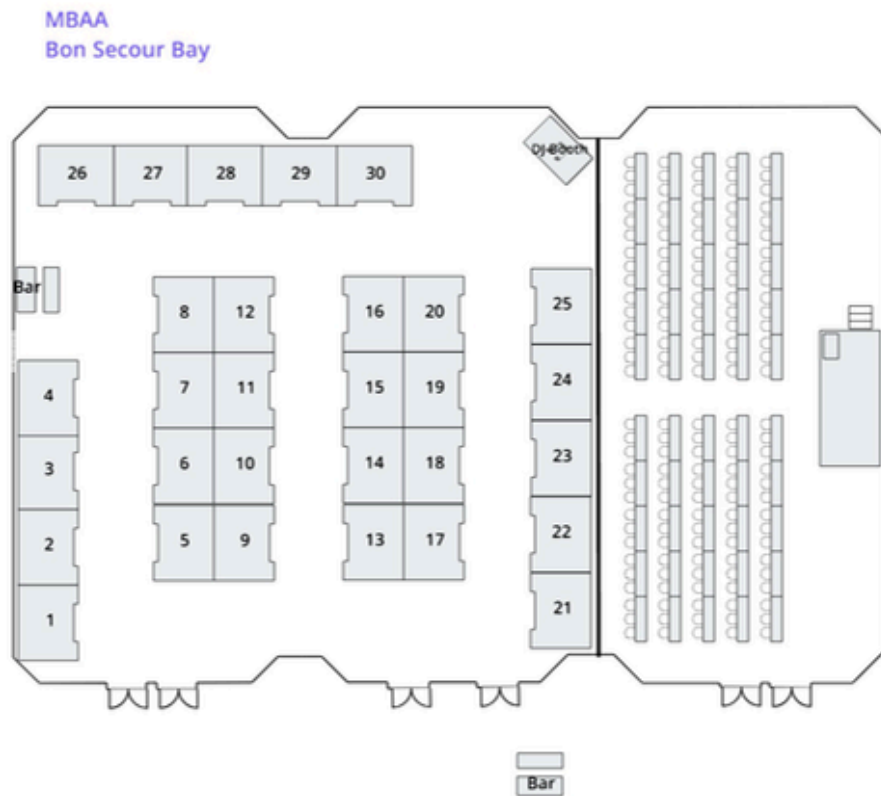
Extras and Add Ons

Drink Tickets: \$12

Additional supplier booth/after party ticket: \$20

Conference Shirts: \$20

Booth Map



The floor plan allows for 8' x 10' booth spaces (which may be combined to make double booths).