



2026 NJAA Conference & Expo Sponsorships

GOLD SPONSORS

NJAA Board Leadership Summit Sponsorship

(1 Available)

\$10,000

Kick off the 2026 NJAA Conference & Expo as the Presenting Sponsor of the NJAA Board Leadership Summit—an invitation-only retreat for NJAA's Board of Directors and executive leadership. This exclusive sponsorship positions your company at the forefront of NJAA's most influential gathering, offering unmatched visibility and direct access to top decision-makers from New Jersey's leading owner and management companies.

- Naming Rights: Recognition in the official event title—Powered by [Sponsor Name]: The 2026 NJAA Board Leadership Summit—featured across event materials, email communications, signage, and digital content.
- Welcome Remarks: Opportunity for a senior executive to deliver opening remarks at the summit.
- Exclusive Access: Three representatives invited to attend this invitation-only retreat for high-level networking with NJAA Board members.

Keynote Speaker

(1 Available)

\$6,000

Take center stage at one of the most anticipated moments of the Conference.

- Prominent signage at Keynote Address on Wednesday.
- Introduction of Keynote Speaker and an opportunity to provide information about your company (maximum of three (3) minutes of speaking time) in front of over 1,000 NJAA members.
- Photo opportunities with keynote speaker (based on speaker's availability).
- Company name or logo* on signage at the Diamond, Keynote & Signature Sponsor Dinner.
- Promotional materials distributed on the seats at keynote presentation – optional.

Grand Prize Giveaway

(1 Available)

\$5,500

Your company will present a lucky winner from an Owner member company with a check for \$5,000.00!!

- Prominent signage at the conference including a showcase area in the center of the expo floor, adjacent to the NJAA Booth, for the \$5,000 giveaway.
- Drawing will close the expo floor on Wednesday, May 20th at the conclusion of the cocktail reception.
- Tickets with company name distributed to Owner Member attendees. Winner MUST be present to win.
- Separate advertisement in AIM pre-conference issue (print deadline March 12th) to promote the door prize. Winner will be featured in the post-conference issue of AIM.
- Additional online marketing promoting sponsors via social media.

Kosher Food Station

(2 Available)

\$5,000

Ensure all attendees have access to quality Kosher food options, with your company's logo featured prominently alongside this valuable service.

- Sponsorship provides attendees of the Wednesday Lunch on the Expo Floor with Kosher food options.
- Sponsorship provides attendees of the Wednesday After Hours Party with Kosher food options.
- Company name or logo* on signage at the Kosher Food stations.

Signature Sponsor

(4 Available)

\$4,000

Be recognized as a key partner in the success of the NJAA Conference & Expo with a unique opportunity to showcase your company's leadership role in the industry.

- Prominently recognized with your Company logo* at every major conference function.
- Logo on entrance unit or escalator graphics leading into conference at the Atlantic City Convention Center.
- Company logo* on signage at the Diamond, Keynote & Signature Sponsor Reception.
- All of your company attendees with full registrations will have admittance to the Diamond, Keynote & Signature Sponsors Reception with NJAA owner members. The Diamond Reception is an invite only VIP reception

Badge Lanyard

(1 Available)

\$4,000

Leave a lasting impression by placing your company's logo on the badge lanyards worn by all attendees throughout the Conference. This high-visibility sponsorship ensures your brand is constantly in view from the start to the end of the event.

- Company logo on badge lanyard distributed to all registered attendees.

Welcome Reception

(5 Available)

\$3,500

Create a memorable experience at one of the most important social events of the Conference.

- Logo carved into an Ice Sculpture and/or placed on all desserts at the reception.
- Admittance tickets printed with your company name for the Welcome Reception.
- Company logo* on Cocktail napkins to be distributed at the Welcome Reception (deadline April 3rd.)
- Prominent signage at the Welcome Reception with company name or logo*.

SILVER SPONSORS

AC After Dark Entrance LED

(3 Available)

\$3,000

Put your company's logo in lights to be seen by NJAA attendees and everyone in the casino!

- Showcase your brand at one of the most visible locations of the conference with logo placement on the Event Center entrance wall during the AC After Dark Party. Positioned at the main escalator entrance, your logo will be seen by attendees as they arrive and depart throughout the night.
- A premium branding opportunity that delivers maximum exposure at the heart of the conference experience.

Education Lunch (Tuesday)

(3 Available)

\$2,750

Connect with owner-member attendees during the exclusive lunch for participants of the Tuesday bootcamps. This sponsorship provides a prime opportunity to engage with key decision-makers in a relaxed, networking-focused environment.

- Be recognized on signage in the lunch area, highlighting your support to all bootcamp attendees.
- Option to set up a table with company swag outside the lunch showcase area, providing additional visibility and engagement opportunities.
- Engage directly with attendees enjoying the exclusive owner member lunch.

Luggage Concierge (Tuesday)

(1 Available)

\$2,500

Provide a convenient, stress-free experience for Tuesday bootcamp attendees by sponsoring the luggage hold service. This practical amenity allows participants to fully focus on their bootcamp sessions without worrying about their belongings.

- Staffed luggage service that checks, stores, and retrieves bags for education attendees.
- Branded luggage tags used for all checked items.
- Sponsor recognition on signage at the concierge area.
- Optional acknowledgment in conference materials or onsite announcements.

Education Bootcamp (Tuesday)

(3 Available)

\$2,500

Sponsor the Tuesday educational sessions and leave a lasting impression while showcasing your company's commitment to education in the multifamily industry.

- Sponsorship offers exposure to attendees of our 3-hour Tuesday education bootcamps designed for owner member participants.
- Opportunity to distribute company literature or swag inside the chosen educational offering at each attendee's place during the session.
- Company name or logo* featured on session signage.
- A company representative may introduce the instructor and speak for three minutes about their organization.
- Available sessions include Financial Bootcamp (for managers), Leasing Bootcamp, and Maintenance Bootcamp. Sponsors may select their preferred session based on the order of sponsorship purchase.

Education Coffee Break (Wednesday)

(1 Available)

\$2,000

As the Coffee Break Sponsor, your company will:

- Be recognized on signage at the coffee break area, highlighting your support to all attendees.
- Provide attendees with coffee, beverages, and grab-and-go items, ensuring they stay fueled and refreshed.
- Receive acknowledgment in conference materials as the sponsor of this essential session.
- Create a positive, memorable connection with attendees while fueling their day with the boost they need!

AC After Dark Entertainment

(8 Available)

\$1,750

Be the name behind the ultimate Wednesday night celebration! This high-energy party wraps up the conference with live music, games, networking, and non-stop fun! As the Entertainment Sponsor, your company will:

- Be featured on prominent signage throughout the event, ensuring maximum visibility.
- Provide attendees with an unforgettable evening of entertainment, including live music, games, networking, and celebration.
- Showcase your brand while delivering the excitement and energy that makes this party the highlight of the conference!

AC After Dark Diamond Sponsorship

(6 Available)

\$1,500

This sponsorship offers prominent brand visibility through a custom gobo projection of your company logo displayed on the event wall throughout the AC After Dark Party!

- Your strategically placed and illuminated company logo a polished, upscale visual that enhances the event atmosphere while ensuring consistent exposure to attendees.
- This sponsorship keeps your company front and center during the event experience.

BRONZE SPONSORS

Photo Booth

(4 Available)

\$1,250

Capture the night's excitement with your logo on every photo strip—attendees will take home a keepsake of your brand—and the great memories you helped create around one of the most popular attractions of the evening.

- High visibility branding of your company logo printed on photo strips handed out to attendees at event.
- Positive brand association with a popular attendee attraction.
- Prominent signage including your company name or logo* displayed at Photo Booth.
- Post-event exposure through photo sharing and event recap materials.
- Ideal sponsorship for creating memorable, shareable moments.

Educational Program (Wednesday)

(7 Available)

\$1,150

Empower learning and position your brand as a champion of professional development. Imagine your team introducing an expert speaker to a room filled with engaged attendees – it's a priceless moment to connect your name with knowledge and growth.

- Company name or logo* printed in the Program Schedule in AIM pre-conference issue (print deadline March 12th).
- Company name or logo* displayed on signage at all education sessions.
- Opportunity to introduce the speaker of your choice at one of the classes.

Wi-Fi Lounge

(3 Available)

\$1,000

Support connectivity for all attendees by sponsoring the Wi-Fi Lounge, as attendees rely on this hub throughout the event.

- Sponsor Wi-Fi access in our lounge area outside of Hall A for everyone's business needs.
- Company name or logo to be on splash page when logging onto the internet.
- Prominent signage around the heavily trafficked lounge area.

"Follow Me" Expo Floor Decal

(3 Available)

\$900

Lead the way to your booth with eye-catching floor decals that make your brand impossible to miss. These vibrant decals will direct attendees right to your space, driving foot traffic and ensuring your booth stands out among hundreds.

- Company logo* with booth number on a (4'x4') Expo Floor decal.
- Strategically placed in high traffic areas directing attendees right to your booth.

Networking Lunch on the Tradeshow Floor

(4 Available)

\$750

Make your mark during one of the most important networking moments of the conference — attendees will remember your support as they connect over a delicious meal.

- Company name or logo* on signage at Wednesday's heavily attended networking lunch buffet on the Expo Floor.
- Direct brand association with a high-traffic networking opportunity.
- Verbal acknowledgment during the tradeshow floor hours.
- Recognition in pre-event promotions and post-event communications.

Expo Floor Cocktail Reception**

(12 Available)

\$750

Be the toast of the Expo, making your brand synonymous with celebration as attendees gather at the cocktail stations near your booth to connect and unwind. This is a golden opportunity to network in a relaxed, welcoming setting.

- Company name or logo* on promotional materials given to attendees for the Expo Floor Closing Cocktail Reception on Wednesday, May 20th.
- Cocktail station adjacent to your booth – as approved by fire marshal and show manager (booth selections are coordinated with NJAA Events Team).

Breakfast (Wednesday)

(3 Available)

\$500

Fuel the day's activities and ensure your company is the first name attendees see in the morning, setting the tone for a productive and successful day ahead.

- Company logo prominently displayed on signage recognizing your company as a Breakfast Buffet Sponsor.
- High-visibility branding at the buffet and dining area.
- Opportunity to place branded materials on breakfast tables.
- Enhanced visibility while attendees gather, connect, and engage.
- Inclusion in pre-event promotions and post-event recap materials.

**Logo must be provided as PDF or EPS file in color with a 200 x 200-pixel dimension. No other formats can be accepted.*

Sponsors will be listed on the NJAA Conference & Expo website and shared on social media.

***Exhibitor Only*