

APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

EXHIBITOR GUIDE



3.21.24



Hello Exhibitors!

Welcome to APARTogether 2024 - the area's largest rental housing industry show! We appreciate your participation and recognize the important role our exhibitors play in ensuring a successful event.

Please use this guide to prepare your team for the show and pay special attention to sponsorship, advertising, and booth services order deadlines.

Thank you to our title sponsor!



SCHEDULE

TUESDAY, MARCH 19

EXHIBIT SETUP

NOON - 6:00PM

WEDNESDAY, MARCH 20

EXHIBIT SETUP

8:00AM - 5:00PM

PSC MEETING

10:00AM - 11:00AM

BUSINESS EXCHANGE

11:00AM - 3:30PM

PSC HAPPY HOUR

4:00PM - 6:00PM

THURSDAY, MARCH 21

EXHIBIT SETUP

7:30 - 9:30AM

EDUCATION SESSIONS

9:15AM - 3:30PM

TRADE SHOW OPEN

10:00AM - 4:00PM

EXHIBIT BREAKDOWN

4:00PM - 6:00PM

An additional day of setup has been added so suppliers participating in PSC events and Business Exchange and will have plenty of time for trade show booth setup.



BOOTH INFORMATION

Once a trade show booth has been secured, the booth administrator will receive an email invitation from '**Map Dynamics**'. The invitation will have a link to access your specific booth. Please check spam or junk folders - if the administrator has not received the invite, please contact Beth at bweachter@paahq.com

10'x10' booth space includes: one (1) 6' skirted table, two chairs and wastebasket

Each exhibitor receives complimentary registrations for four (4) booth representatives (*lunch included*). Additional attendees will be charged \$100 each.

IMPORTANT! All booth attendees must pre-register and acquire a badge to enter the show.

MARCH 14 - DEADLINE to register all booth personnel

After MARCH 14 - any booth representatives may do so onsite during exhibit setup and throughout the show.

Pre-show BADGE PICK UP - MARCH 20 (*day before the show*)

NOON—5pm. Onsite self-print option available. *Badges can also be printed the day of show.*

Administrators: use your trade show link to access company booth to add representative names, upload links, logos, etc.,



**BADGE REQUIRED
FOR TRADE SHOW
FLOOR ENTRY**

SHOW SERVICES

• Utilities - Electric, Water, Hardwired Internet

- Electric/other utilities required?
 - Complete the [order form](#) and send directly to VFC.
- Need enhanced internet or audio/visual items?
 - Click [here](#) to order through EventNow.
- Complimentary WiFi provided on show floor.

• Supplies

- Need items for your booth?
 - Access the [General Exposition Services \(GES\) kit](#)
 - <https://www.generalexposition.com/online-servicekit.php>
 - Password - **PAA24**
 - You will be prompted to login to your existing account or you can create a new account if none exists.

• Shipping / Receiving

Access the General Exposition Services (GES) kit (per instructions above) for additional detail.

Advance Warehouse Shipping Address:

- **Name of Exhibiting Company**
- **Booth Number**
- **Pennsylvania Apartment Association**
- **General Exposition Services**
- **205 Windsor Rd | Limerick Business Center**
- **Pottstown, PA 19464**



Warehouse Discount Deadline: Friday, March 8, 2024

Last Date to Arrive at Warehouse: Tuesday, March 12, 2024

Receiving Hours: Mon - Fri 8:30 - 11:45 AM / 12:30 - 4:30 PM

SHIP DIRECTLY TO THE WAREHOUSE!
VFC will not accept deliveries prior to the show.

SHOW SERVICES

- **Shipping / Receiving (during setup time)**

Items being delivered during setup times must use the 'tunnel' entrance located in the rear of the VFC convention building. There is only one way in and out for deliveries. Please make sure drivers understand logistics.

- **Lead Capture**

Capture leads by scanning the QR code on an attendee's badge. Qualify leads with a survey; edit lead contact information; take notes; and more.

[Order through CONEXSYS](#)

- **Parking**

VFC provides free valet parking.

ELEVATE YOUR BRAND



Join in the fun this year as we 'ELEVATE' APARTogether 2024 by looking into the future of artificial intelligence (AI). Accessorize your booth in various ways to promote AI, robotics, and ways in which attendees can 'ELEVATE' with your brand.

Get creative! Prize(s) awarded for best booth and more!

SOCIAL MEDIA

Social media is a great way for us to send messages to our members in a quick effective way. If you are not following us yet, please visit the pages below and add us as your friend! Don't forget to like and share to help us spread the word.



- Facebook: 1PAAHQ
- Instagram: the_paa_hq
- Twitter: PAA_HQ
- YouTube: PAA HQ
- LinkedIn: Pennsylvania Apartment Association

#APARTTogether and **#PAATRADESHOW** are the official hashtags for the 2024 show! Add **#APARTTogether** and **#PAATRADESHOW** to your posts to be featured in our social media stream.

click on the appropriate image and download to include our logo in your post



HOTEL ACCOMMODATIONS



Reservations can be made [HERE](#) or by calling Valley Forge Casino Resort **610-354-8118** mention code **PAAA24C** to receive the PAA rate.



Casino Hotel Tower Room Rates:

Classic Two Queens: \$159 | Classic One King: \$159

Deadline for discount rates: February 23, 2024

VFC | 1160 FIRST AVENUE | KING OF PRUSSIA, PA 19406



SPONSORSHIP OPPORTUNITIES

ELEVATE your BRAND ... become a show sponsor!

Title Sponsor: SOLD

Logo present on all marketing materials as the Show Sponsor. Logo present in the magazine, Keystone Multifamily Living, as a Title Sponsor. Free Exhibit Booth.

Lanyard Sponsor: SOLD

Logo printed on lanyards provided by PAA. Color scheme to be determined.

APARTogether Map and Itinerary Sponsor: \$3500 (1 Available)

Logo prominently displayed on the map, and exhibitor list to be distributed to all attendees at the trade show. Estimated printed copies 2800.

Bar Sponsor: \$550 (2 Available)

2 - 4 PM HAPPY HOUR ON SHOWROOM FLOOR. The bar will be closed for the closing session from 3-3:30pm.

Lunch Seating Sponsor: \$500 (8 Available)

Your company name listed as one of the lunch sponsors on buffet signage. High-top table and 2 chairs added to your booth. This is an opportunity for folks to sit, have lunch, and discuss your product and services.

Education Session Sponsor: \$350 (4 Available)

5 Educational Sessions: Your logo presented in the room as the education sponsor. Minute presentation about your company and speaker introduction. Signage outside of classroom featuring your logo next to the classroom entrance. Ability to distribute company swag.

'Elevating Conversations' Sponsor: \$300 (2 Available)

2 Elevating Conversations sponsorships available, 1/2 hour time slots as scheduled on the Trade Show Floor at the presenter stage. Your LOGO with session speaker on all signage at the event and online on the registration page for attendees. Opportunity to introduce speaker.

Floor Directional Decals: \$350 (4 Available)

(4) Sponsorships available. Your company logo and booth number included on a directional graphic.

Featured Exhibitor LOGO on Show Welcome Page: \$250 (10 Available)

As an exhibitor at the show, your LOGO will be displayed on the Event Page at the time Attendee Registration opens for APARTogether.

POP-UP Alert on the PAA Home Page: \$250 (25 available)

Five exhibitors will be showcased each day one week before the show. The Pop-up Alert will have the company name and booth number displayed.

Push Notifications During APARTogether: \$150 (7 Available)

Send a message to all of the attendees the day of the show with a custom message.

CUSTOMIZED EVENT SPONSOR PACKAGE: Have a customized sponsorship idea? We'd love to hear about it! contact Beth (bweachter@paahq.com) to discuss opportunities.

contact bweachter@paahq.com to secure a sponsorship today!

EDUCATION / TRADE SHOW AGENDA

LA=leasing agents | MT=maintenance team | PM=property managers

8:00AM

- Attendee Registration Open

9:15AM - 10:00AM (CEC credit)

- (LA) Elevating Leasing Processes to Enhance Resident Experiences
- (MT) Streamlining the 'MakeReady' Process
- (PM) Empowering Revenue Performance

10:00AM - 4:00PM

- Trade Show Floor Open for Business!

10:15AM - 11:00AM (CEC credit)

- (LA) Are there Downsides to AI?
- (MT) Enhancing Efficiency COP Maintenance
- (PM) Data-Driven Excellence: Optimizing Decision-Making and Capital Deployment

11:00AM

- AI Photo Booth Open

11:30AM - NOON

- Elevating Conversations #1

12:00PM - 1:00PM

- Grab -n- Go Lunch (free) ... Trade Show Floor

1:30PM - 2:00PM -

- Elevating Conversations #2

2:00PM - 2:45PM (CEC credit)

- (LA) Advancing Marketing Proficiency
- (MT) *Instilling a Proactive Maintenance Mindset*
- (PM) AI and Fair Housing Laws

2:00PM - 4:00PM

- Happy Hour ...



3:00PM - 3:30PM

- State of the Industry ... Trade Show Presenter Stage

3:30PM - 4:00PM

- Announce Prize Winners ... exhibitor opportunity to announce attendee winners and prizes

KEEP YOUR BOOTH OPEN FOR BUSINESS!

Many attendees arrive late in the afternoon to visit the show floor. Please note, booth items/dollies/carts are not permitted in the registration area before 4:00PM.

We appreciate your cooperation.

TIMELINE / DUE DATES



February 23 **Hotel Room Reservation Deadline**



February 27 **Electric Order Discount Deadline**



March 6 **Lead Capture Discount Deadline**



March 8 **GES Order Discount Deadline**
Sponsorship Selection Deadline



March 10 **Final Booth Payment Due**



March 12 **Deadline for Shipped Items rec'd at**
GES Warehouse



March 15 **All Booth Representative Names Due**



March 19 **Booth Setup NOON - 6:00PM**



March 20 **Booth Setup 8AM - 5:00PM**
Badge Pickup NOON - 5:00PM



March 21 **Booth Set up by 9:00AM**
Booth Breakdown 4:00-7:00PM