

THE PENNSYLVANIA APARTMENT ASSOCIATION GUIDE

2024's Member Guide to Communication,
Education, Sponsorships and Promotions



PAA's guide of how to lead customers to your business through sponsorship, educational and promotional opportunities.

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PAA's mission is to serve the Pennsylvania apartment industry as the trusted, preeminent resource for all stakeholders and partners through advocacy, education and collaboration.



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HOW TO USE THIS GUIDE

Questions: info@paahq.com

You are invited to check out 2024's exciting lineup of events and sponsorship opportunities available exclusively to PAA members. As you plan and budget for your annual investment in PAA programs and events, this guide provides comprehensive information to help you shape your investment and year with PAA!

PAA provides a home-field advantage to all stakeholders to elevate the multifamily industry. Align your business directly with us by strategically partnering to take advantage of your membership. Representing over 300 Management Companies with more than 2,500 apartment communities and 275,000+ units in the state, the PAA is Pennsylvania's trusted voice of the multifamily industry.

Eight signature events will commence throughout the Commonwealth in 2024. You will also find local networking opportunities, advocacy initiatives, educational offerings, and Helping Hands events that raise money for PAA charities. Use this guide as a resource for all your planning needs in 2024. From sponsorships to digital advertising, there are options to help you grow your brand awareness with the PAA.

Learn in detail about each sponsorship package on the following pages. Some opportunities are only offered until December 15th. In addition, prices are subject to change after the deadline. [The date for registering your company as a Medal Sponsor is December 15th, 2023 for bundled programs in 2024.](#)



NAA Apartmentalize 2023
Atlanta, GA



Business Exchange Panel
Discussion
Pittsburgh, PA

UPDATE YOUR MEMBER PORTAL BY LOGGING IN

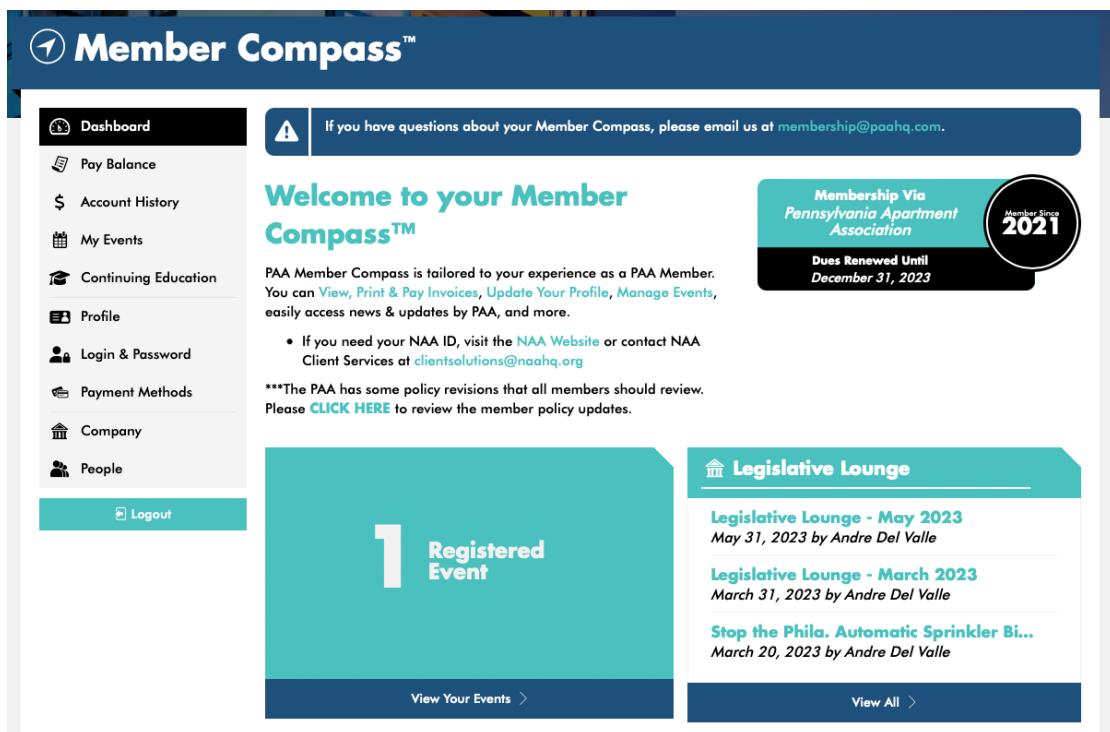
Questions? Email us at: info@paahq.com

As a member of PAA you have the ability to login to the website and click your name on the top right hand corner to be taken to your individual/company portal as seen below



Please note that you must be administrator on the account to make corporate changes. If you are unsure of your login status, please email PAA at info@paahq.com.

You can make updates from your portal for employee team member changes. You can also add properties and remove properties from your membership portfolio. After logging into your member portal you will navigate using the left side menu to make the necessary changes. Simply choose the Company tab to update the Management Company profile information or choose the People tab to update employee information.



Member Compass™

Dashboard

- Pay Balance
- Account History
- My Events
- Continuing Education
- Profile
- Login & Password
- Payment Methods
- Company
- People

Logout

If you have questions about your Member Compass, please email us at membership@paahq.com.

Welcome to your Member Compass™

PAA Member Compass is tailored to your experience as a PAA Member. You can [View](#), [Print & Pay Invoices](#), [Update Your Profile](#), [Manage Events](#), easily access news & updates by PAA, and more.

- If you need your NAA ID, visit the [NAA Website](#) or contact NAA Client Services at clientsolutions@naahq.org

***The PAA has some policy revisions that all members should review. Please [CLICK HERE](#) to review the member policy updates.

Membership Via Pennsylvania Apartment Association

Member Since 2021

Dues Renewed Until December 31, 2023

Legislative Lounge

Legislative Lounge - May 2023
May 31, 2023 by Andre Del Valle

Legislative Lounge - March 2023
March 31, 2023 by Andre Del Valle

Stop the Phila. Automatic Sprinkler Bi...
March 20, 2023 by Andre Del Valle

1 Registered Event

[View Your Events >](#)

[View All >](#)

UPDATE YOUR MEMBER PORTAL BY LOGGING IN

Questions? Email us at: info@paahq.com

Please note you can add several links, logos, and social handles to your member pages, making information easy to find.

Management Companies

ADMIN ALERT This section is visible to admin users only

i Content regions on this page are the default for this directory setup. Changes will be applied to all Management Companies pages that are not already customized.

+ Link users directly to these search results: <https://www.paahq.com/management-companies?SearchText=aion>

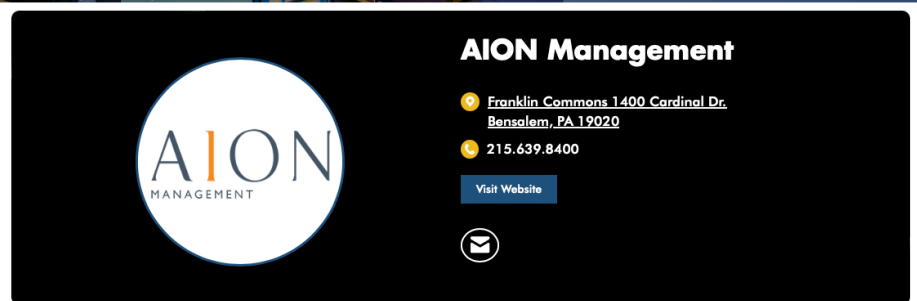
Search Filters > Clear Filters Category List



AION Management
Franklin Commons 1400 Cardinal Dr.
Bensalem, PA 19020

PAA PENNSYLVANIA
Management Company

An arrow points from the AION logo in this thumbnail to the larger profile view on the right.



AION Management

AION MANAGEMENT

Franklin Commons 1400 Cardinal Dr.
Bensalem, PA 19020

215.639.8400

Visit Website

Envelope icon

Each management company will have a section of their profile page that provides detailed information. The category listing is also displayed on each page with a address and phone number.

Related Members

- 1869 West**
Pittsburgh, Pennsylvania
- AP Greenspring LLC**
Bensalem, PA
- Aston Pointe**
Aston, Pennsylvania
- Bethlehem Townhomes**
Bethlehem, PA



PAA PENNSYLVANIA
APARTMENT ASSOCIATION
Management Company

Category Listing
Property Management Company

UPDATE YOUR MEMBER PORTAL BY COMPLETING THE PAA FORM

Questions? Email us at: info@paahq.com

Although it is always best to update your information in real time, we understand how busy you are and we want to provide another option to help you update your PAA Membership.

Scan the QR code below to get redirected to the PAA Membership Update Form. This form will allow for up to 5 new employees or team members to be added. This form will also allow for 5 new properties to be added or submit a excel spreadsheet with all of your 2023 changes.

PAA will process all requests as they are received. The goal would be to have your account updated prior to 2024 membership billing.



MEMBERSHIP DUES

Thank you for supporting the PAA!

Type of Membership	Annual Amount
Property Management Company	\$450
0-5,000 Units is \$2.25 per unit	\$2.15 per unit
5,001 Units and Above is \$1.20 per unit	\$1.10 per unit
Supplier Partner	\$625

*All Membership dues must be received by January 1st, 2024 and the following January 1st every year thereafter.

*All invoices are considered past due after 60 days and will be charged a 5% late fee.

*Dues billing cannot be split between properties and will be sent to the Headquarter Management office as listed on all applications.

*All questions pertaining to Membership can be directed to membership@paahq.com.

As a member of the PAA you are automatically a member of the National Apartment Association. Start your association journey and join now!

For more information on PAA benefits, please visit www.paahq.com, or scan the QR code to learn more.



POLITICAL ACTION COMMITTEE

Thank you for supporting the PAA!

If you are in rental housing in Pennsylvania, you are in politics. From fair housing policies to rent control, automatic sprinkler retrofits to short-term rental regulations, the members of the PA Senate and House, members of City Councils, and local municipal representatives play a huge role in shaping the policy and economic climate for the rental multifamily housing industry.

PAA PAC is the bi-partisan political action committee that helps supports candidates and our allies within government who understand the needs and concerns of the rental multifamily housing industry.

PAA is prohibited from using general account funds such as membership dues or other revenue to contribute to federal elections. That means PAA PAC, by pooling the individual contributions of members, is the only vehicle through which we and our members may collectively participate in the political process. PAA PAC may only accept personal contributions from members.

Any funds collected are disbursed directly to the campaign of a candidate or incumbent elected official. This donation is heavily regulated and monitored by the Federal Election Commission (FEC).

DONATE NOW with personal funds only via credit card using the below QR code or at <https://raz.mobi/PAAPAC>

If donating by personal check, please fill in all of the following information including name, company, company address, job title, home address (cannot be company address or P.O. Box) with city/state/zip, email address and telephone number.



Mail to: PAA PAC
One Bala Plaza, Suite 515
Bala Cynwyd, PA 19004

Diamond PAC Advocate: \$10,000+ (Includes four tickets to Chairs PAC Reception)
Platinum PAC Advocate: \$7,500 - \$9,999 (Includes three tickets to Chairs PAC Reception)
Gold PAC Advocate: \$5,000 - \$7,499 (Includes two tickets to Chairs PAC Reception)
Silver PAC Advocate: \$2,500 - \$4,999 (Includes one ticket to Chairs PAC Reception)
Supporter of the PAC: \$250 - \$2,499

All PAC Donors will be acknowledged in the PAA Annual Report and Website



Contributions to PAA PAC are not tax deductible for federal income tax purposes. Contributions to PAA PAC are for political purposes. All contributions to PAA PAC are voluntary. You may refuse to contribute without reprisal.

State law requires political committees to report the name, address, occupation, and name of employer for each individual who contributions aggregate more than \$250 in a calendar year.

****Due to Federal Campaign Finance Laws Corporate donations are prohibited****

2024 EVENTS CALENDAR

Please note: Dates are subject to change

JANUARY

- Regional Advisory Council Events
- Education Credential Courses

FEBRUARY

- Regional Advisory Council Events
- Education Credential Courses

MARCH

- Keystone Awards Call to Entry (March 11th)
- PSC Panel Discussion & Happy Hour (March 20th)
- Philadelphia Business Exchange (March 20th)
- APARTogether Philadelphia (March 21)

APRIL

MAY

- PAA Advocacy Day
- PAA VIP Reception Dinner
- Amazing Race (May 16)

JUNE

- Philadelphia Golf Outing (June 3)
- Apartmentalize in Philadelphia (June 18-20)

JULY

- Pittsburgh Golf Outing (July 15)

AUGUST

SEPTEMBER

- Keystone Award Galas -Statewide (September 12, 19, and 26)

OCTOBER

- PSC Panel Discussion & Happy Hour (October 9)
- Pittsburgh Business Exchange (October 9)
- APARTogether Pittsburgh (October 10)

NOVEMBER

- Cocktails and Cornhole (November 7)

DECEMBER

- Annual Meeting, Holiday Gathering, & Award Winners Dinner (December 5)

Visit www.paahq.com/events for more information!

BUSINESS EXCHANGE PHILADELPHIA

March 20, 2024
Valley Forge Casino Resort
King of Prussia, PA

What is this event?

- PAA is turning the tables and allowing our vendors to market their services and products directly to management company decision-makers. At PAA's reverse trade show, suppliers can connect with buyers (management companies) as opposed to the other way around.

Who Should Attend?

- Management Companies looking to identify new suppliers, services, and technologies that can lower costs and help increase ROI. Build new relationships with suppliers that can solve problems, provide information, reduce the time to prepare budgets and quotes, and troubleshoot problems.
- Suppliers seeking to develop and strengthen a new and/or existing business, network, and increase market awareness of new products and services.

Supplier Member Cost to Attend is \$500. Due to this being a PAC event, payment must be made by personal check, credit card or through a Limited Partnership.

Title Sponsorship - \$2,500 (1 Available)

As a title sponsor your company name/logo and video message will be featured on our PAA SWAG table through a QR Code. Also, your company name/logo will be displayed on all PAA marketing materials pre-event and on the PAA website for registration, with a redirect link to your main homepage.

Cocktail Sponsor - \$750 (2 Available)

This sponsorship will supply our members with the first hour of cocktails during our reception. Your company name and logo will be listed as the cocktail sponsor in the bar area.

Surprise Drawing Sponsor - \$250 (8 Available)

With eight surprise drawing sponsorships available for Business Exchange. Your company will have the opportunity to provide SWAG as prizes for participants. (Each item should be valued at \$25 or more)



APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

March 21, 2024

Valley Forge Casino Resort

King of Prussia, PA

What is this Event:

- APARTogether is the largest Rental Housing Industry Trade Show and Education Conference in the Northeast, attracting over 200 exhibitors with 1,800 annual attendees. APARTogether has grown to be a one-stop shop for industry professionals to gather together to discover the newest trends, attend education workshops, and learn from energetic multifamily professional speakers. As an exhibitor at the show, present your products and services to the perfect audience while creating valuable relationships and building your brand. As an attendee, you are given access to the latest technologies with special pricing and a snapshot of the state of the industry. APARTogether is on March 21, 2024, at the Valley Forge Casino and Resort in King of Prussia, PA. The Trade Show floor will open at 10AM, and education sessions kick off the day at 9AM.
- NEW! This year we have all inclusive pricing for your exhibitor booths!

Who Should Attend?

- Property Owners and Management Company Leaders
- Site Teams
- Industry Suppliers (Booth Exhibitors ONLY)
- Students

Property Management Professionals and Executives are FREE to attend.

Suppliers wishing to obtain an Exhibitor Booth, see the pricing below:

Booth Type	Member Pricing	Non-Member Pricing
Tabletop (New Member or First Time Exhibitor ONLY)	\$1,000	N/A
Standard (10x10)	\$1,600	\$2,300
Standard Plus (10X20)	\$3,800	\$4,500
Premium (10X10)	\$1,800	\$2,500
Corner (10X10)	\$2,000	\$2,700
Quad (20X20)	\$6,100	\$6,800

APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

SPONSORSHIPS

March 21, 2024

Valley Forge Casino Resort

King of Prussia, PA

Title Sponsor: \$10,000

- Logo present on all marketing materials as the Show Sponsor. Logo present in the magazine, Keystone Multifamily Living as a Title Sponsor. The title sponsorship also includes a FREE APARTTogether Booth and APARTTogether Closing Speaker Sponsor.

Lanyard Sponsor: \$5,000

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

APARTTogether Map and Itinerary Sponsor: \$3,500

- Logo prominently displayed on both sides of the insert in the magazine, distribution to 4,000 members in the state as a printed publication. 200 ADDITIONAL copies will be available during the show.

Bar Sponsor: \$550 (4 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 (6 Available)

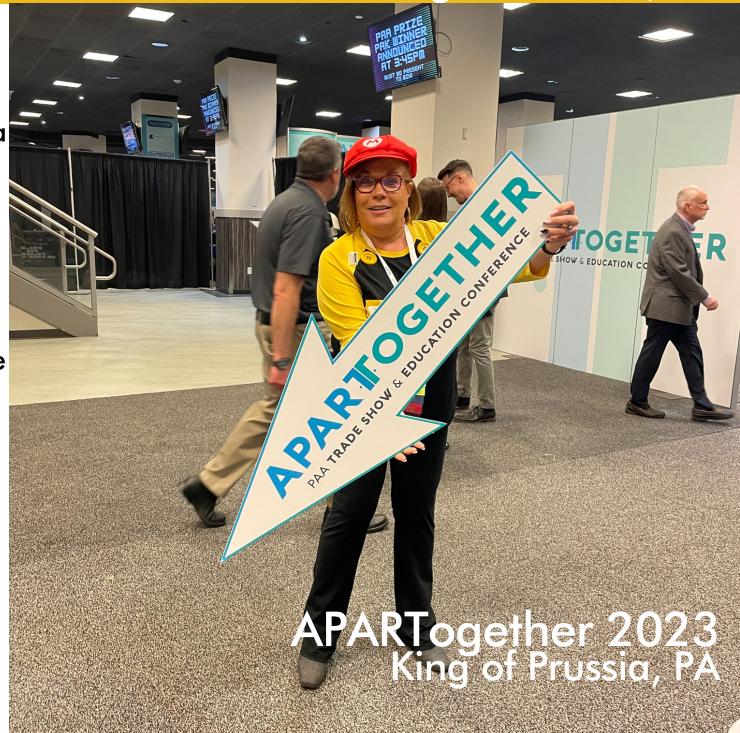
- Your company name listed as one of the lunch sponsors on buffet signage. High-top table and 2 chairs added to your booth. This is an opportunity for participants to sit, have lunch, and discuss your product and services.

Education Room Sponsor: \$350 (7 Available)

- 9 Educational Sessions: Your logo presented in the room as the education sponsor. A one-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.

Floor Directional Decals: \$350 (8 Available)

- Your company logo with a directional arrow and booth number.



KEYSTONE AWARDS CALL TO ENTRY COMMUNITY COMPETITION

March 11 - April 30, 2024

Registration online

What is this Event:

- The PAA Keystone Awards (previously Best of Apartment Living Awards) is a friendly competition among apartment communities and management companies in a variety of categories. The competition is based on the style and age of communities in the state. A third-party firm will judge your community. All results will be tabulated, and winners will be announced at the 'PAA Keystone Awards Celebration'. Each region of the state will have a competition and awards program. In most categories, the property will be 'mystery shopped' which simply means you will not know who the judge will be or when they are coming. The judge will pretend they are seeking an apartment and rate the community according to the categories entered in the contest. PAA created our awards program as a training tool for our Management Companies and site teams.

Who Should Register:

- PAA management company members are encouraged to participate!



Trilogy Award Package

\$625/entry

The Trilogy Award Package allows a property management company or property to register for all three community categories in one form.

LEASING EXCELLENCE - Communities will be judged specifically on how well the property leases apartments. Judging includes reviewing the property's website, response to leasing questions via the internet, and an in-person tour. The judge will review every aspect of the leasing process. This is a 'mystery shop'.

MAINTENANCE EXCELLENCE - Communities will be judged specifically on how well the property maintains apartments. Judging includes a site visit to the property with a review of the maintenance shop. The judge will review every aspect of maintaining the property. A shop will be scheduled with the property.

OVERALL EXCELLENCE - Communities will be judged specifically on how well the property scores overall. Judging includes reviewing the property's website, response to leasing questions via the internet, and an in-person tour. The judge will review every aspect of the leasing process. Evaluations for the Leasing Excellence and Overall Excellence Categories will take place May 15th through the end of August 2024. All Maintenance Excellence shops will start as of May 30th through August 31st, 2024. The top three highest scores win based on size, price, type, and community age.

Management Company of the Year

\$100/entry

To be considered for this award, the management company must enter this category and the Leasing, Excellence, Maintenance Excellence and Overall Excellence. ONE entry per management company. The Management Company who has the highest average score wins Management Company of the Year across the state.

A la Carte Community Entries:

Leasing Excellence*

\$325/entry

Maintenance Excellence*

\$175/entry

Overall Excellence*

\$125/entry

*see individual descriptions under Trilogy Award Package



KEYSTONE AWARDS CALL TO ENTRY INDIVIDUAL AWARDS

March 11 - April 30, 2024
Registration online

Regional, Assistant, and Property Managers of the Year - \$125
To enter these categories, the Property Manager's community **MUST** be entered in Leasing, Maintenance, and Overall Excellence categories. The candidate is required to complete a questionnaire and submit a video. There will be a Regional Property Manager, Property Manager, and Assistant Property winner for each region.

Leasing Professional of the Year - \$125
To enter this category, Leasing Professional's community **MUST** be entered in both Leasing and Community Overall Excellence categories. The Leasing Excellence judging is based upon the candidate's property performance, leasing statistics, customer service philosophy, and credentials. The candidate is required to complete a questionnaire and submit a video. There will be a Leasing Professional winner for each region.

Maintenance Professional of the Year - \$125
To enter this category, the Maintenance Professional's community **MUST** be entered in both Maintenance and Community Overall Excellence categories. The Maintenance Excellence judging is based upon the property's overall service, production schedule, service request completions, expenses, and preventative maintenance programs. The candidate is required to complete a questionnaire and submit a video. There will be a Maintenance Professional winner for each region.

Rookie of the Year - \$125
This award is given to a **NEW** employee at the apartment community who has been there for 3 – 9 months and is new to the industry! The rookie should be nominated by their immediate supervisor (Property or Lead Service Technician). The nominating party is required to complete a questionnaire and video as to why this person deserves to be Rookie of the Year. There will be a Rookie of the Year winner for each region.



Keystone Awards
Philadelphia, PA

***All apartment communities who enter all three categories; Leasing, Maintenance, and Overall Excellence will automatically be entered to compete for Top 10 Best of Living! The 10 communities with the highest average scores will be announced.



PAA ADVOCACY DAY and EXECUTIVE FORUM

May 6-7, 2024
The Hilton Hotel/PA State
Capitol
Harrisburg, PA

What is this Event:

The PAA Advocacy Day is an incredible opportunity for all members of the Pennsylvania Apartment Association to work directly with the elected officials who represent their municipality, property, or sit on those committees that impact our industry. This is an opportunity for members to speak directly with those officials and their staff to discuss the challenges or successes of programs and legislation from around the Commonwealth that have impacted our industry. Whether you are in Philadelphia, Pittsburgh, or operate in any municipality in between, PAA Advocacy Day ensures that your voice is heard by your elected officials.

Attendees can plan on committee meetings and executive education sessions pertaining to lobbying, grass roots efforts, storytelling training, financial planning, acquisitions, executive round tables, and much more. This year's meeting will occur at the Hilton Hotel in downtown Harrisburg just a few short blocks from the Pennsylvania State Capitol.

Who Should Attend:

All Members! Whether you are a supplier, property, manager, or an owner who has been impacted by any policies whether they have been local, state, or federal policies should attend to voice their concerns, suggestions, or praises. This is an opportunity to network with elected officials while sharing your stories of how these policies have impacted you and promoting cross collaboration in the future.

PAA Advocacy Day is FREE to all members to attend. (Travel and hotel accommodations are not provided.)

Cocktail Reception Sponsorship \$2,500 (2 available)

- The cocktail sponsor will provide an hour of fine spirits for members and legislators before the Advocacy Day VIP Dinner. Logo recognition on event signage and all digital marketing collateral.

VIP Dinner Sponsor \$2,500 (4 available)

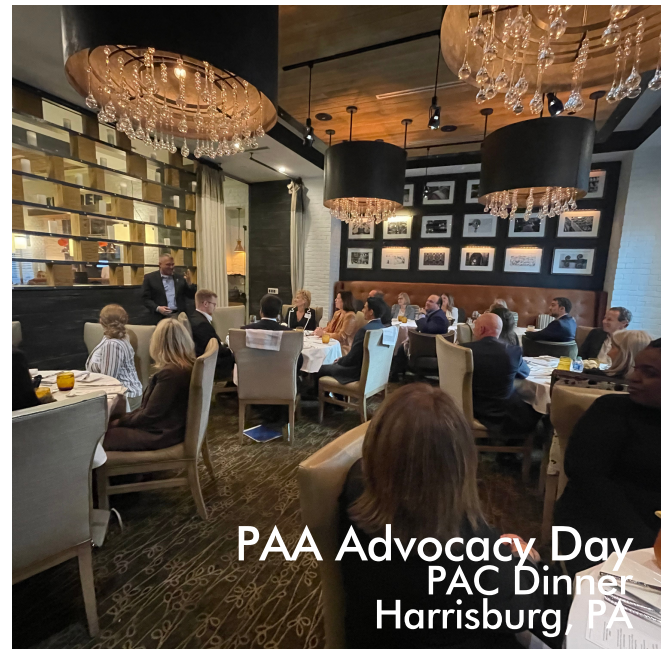
- The VIP Dinner Sponsor will provide a space for members to gather for a dinner with selected law makers. Logo recognition on event signage and all digital marketing collateral.

Breakfast Sponsor \$1,000 (2 available)

- The breakfast sponsor will provide attendees with their morning meal before a busy day of legislative visits. Logo recognition on event signage and all digital marketing collateral.



PAA Advocacy Day
Panel Discussion
Harrisburg, PA



PAA Advocacy Day
PAC Dinner
Harrisburg, PA

AMAZING RACE PHILADELPHIA

May 16, 2024

Historic Chester County Courthouse
West Chester, PA

What is this Event:

This fun event combines team building challenges and great networking. Register your Property Management team of 3 - 6 people or select from one of our many Supplier Partner Sponsorship opportunities today!

Who Should Attend:

Any member of PAA or non-member who wants to "race" for a cause should attend this event.

Noon – 3:00pm: Register, network, and pre-game on the steps of the Historic Chester County Courthouse.

3:00 – 6:00pm: Race throughout a 2 – 3 block area where almost 50 challenge tables and fun games await your team.

6:00pm: After Party with awards, prizes, food & beverages, more networking, and fun for all!

All proceeds will benefit the PAA President's charity of choice in 2024.

Rain or Shine Event!



Amazing Race
West Chester, PA



Amazing Race
West Chester, PA

PHILADELPHIA CRICKET CLUB GOLF OUTING

June 3, 2024

Philadelphia Cricket Club
Flourtown, PA

What is the Event:

- This is one of our most popular PAA events and it sells out quickly! The outing gives our members the opportunity to play golf at one of the nation's oldest country clubs that has hosted the 2015 PGA Professional National Championship and the 2016 Constellation SENIOR PLAYERS Championship. The event allows members to network and gain exposure with top industry leaders.

Who Should Attend:

- Suppliers should attend and host Owners, Property Management Company Executives and Property Site Teams.
- Owners, Property Management Company Executives should attend to network with other industry leaders.

Player Costs:

Foursome - \$2,000

Individual Golfer - \$500

Dinner Only - \$125



PHILADELPHIA CRICKET CLUB

GOLF OUTING

SPONSORSHIPS

June 3, 2024
Philadelphia Cricket Club
Flourtown, PA

Title Master Sponsorship - \$5,000 (1 Available)

- Your company will be featured as the Master Title Golf Outing sponsor at the event registration and on ALL PAA golf marketing materials. The PAA website will display your logo with a link to your company's website. Two players will be permitted to play golf & attend the cocktail and dinner portion of the event.

Golf Cart Name Decal Sponsor, Militia Hill - \$1,500 (1 Available)

- Your company logo will be on decals on all 72 golf carts! .

Trophy Sponsor - \$1,500 (1 Available)

- Your company logo will be on display at the Awards table throughout the event and your company representative(s) will help distribute all awards! Two complimentary registrations for lunch, reception and dinner are included.

Game Hole Sponsorships - \$1,500 per sponsorship, per hole (12 Available)

- As a game hole sponsor, you will be sending two members of your team to supervise the game hole where your logo will also be on display. One table with linen are included. This is a great way to network with all golfers and experience one of the great golf centers in the United States! Game hole sponsorships are as follows:

- Game Hole Sponsor, Militia Hill Hole numbers one through eighteen (Cart course)
- Game Hole Sponsor, Wissahickon Hole numbers one through eighteen (Walking course)

Refreshment Sponsorships - \$1,000 per sponsorship, per hole (2 Available)

- This is a great opportunity for two members of your team to greet golfers, provide them with some needed refreshment, and have your company logo displayed on either the Militia Hill or Wissahickon course. One table with linen are included. Game hole sponsorships are as follows:

- Refreshment Station Sponsor, Militia Hill (Cart course)
- Refreshment Station Sponsor, Wissahickon Course (Walking course)

Dinner Sponsor - \$750 (4 Available)

- Your company logo will be on display at the buffet and all tables, plus you'll receive two complimentary registrations to the reception and dinner.

Putting Green Sponsor - \$750 (2 Available)

- Your company logo will be prominently displayed on the Putting Green where your representative can greet all golfers! One complimentary registration to lunch, reception, and dinner is included.

Cocktail Sponsor - \$500 (4 Available)

- Your company logo will be on signage at the bar, and you will receive one complimentary registration for the reception and dinner.

SWAG Sponsor - \$400 (4 Available)

- Have one member of your team join us for registration and lunch to provide our golfers with your memorable company SWAG! (Each item should value approximately \$25 or more)

Lunch Sponsor - \$250 (6 Available)

- Your company logo will be on display at the lunch buffet and on all tables. You will receive one complimentary registration to the luncheon.

Golf Award Sponsor - \$250 (2 Available)

- Your company logo will be on one of the individual golfers' challenge winners and you will be mentioned during the awards ceremony!

DIAMOND RUN GOLF OUTING

July 15, 2024
Diamond Run Golf Club
Sewickley, PA

What is the Event:

- The outing gives our members the opportunity to play golf in the rolling hills of Sewickley. Diamond Run Golf Club is the ultimate golfer's haven with an 18-hole course designed by Gary Player, located in a quiet and serene natural setting. The event allows members to network and gain exposure from top industry leaders.

Who Should Attend:

- Suppliers should attend and host Owners, Property Management Company Executives and Property Site Teams.
- Owners, Property Management Company Executives should attend to network with other industry leaders.

Player Costs:

Foursome - \$1,600

Individual Golfer - \$400

Dinner Only - \$100



DIAMOND RUN GOLF OUTING SPONSORSHIP

July 15, 2024
Diamond Run Golf Club
Sewickley, PA

Title Master Sponsorship - \$3,000 (1 Available)

- Your company will be featured as the Title Master Golf Outing sponsor at the event registration and on ALL PAA golf marketing materials. The PAA website will display your logo with a link to your company's website. Two players will be permitted to play golf & attend the cocktail and dinner portion of the event.

Golf Cart Name Decal Sponsor - \$1,000 (1 Available)

- Your company logo will be on decals on all 72 golf carts! Logo must be submitted to PAA. Date TBD.

Game Hole Sponsorships - \$750 (7 Available)

- As a game hole sponsor, you will be sending two members of your team to supervise the game hole where your logo will also be on display. . Table with linen and two chairs will be provided

Refreshment Sponsorships - \$500 (2 Available)

- This is a great opportunity for two members of your team to greet golfers, provide them with some needed refreshment, and have your company logo displayed on the course. Refreshment sponsors are encouraged to bring enough beverages to share with all golfers. Table with linen and two chairs will be provided

Cigar Sponsorships - \$400 (1 Available)

- Send two members of your team (and your own cigars) to greet golfers at one of our most popular holes!

Putting Green Sponsor - \$750 (2 Available)

- Your company logo will be prominently displayed on the Putting Green where your representative can greet all golfers! One complimentary registration to lunch, reception, and dinner is included.

Dinner Sponsor - \$500 (6 Available)

- Your company logo will be on display at the buffet and all tables, plus you'll receive two complimentary registrations to the reception and dinner.

Cocktail Sponsor - \$500 (2 Available)

- Your company logo will be on signage at the bar, and you will receive one complimentary registration for the reception and dinner.

SWAG Sponsor - \$400 (6 Available)

- Have one member of your team join us for registration and lunch to provide our golfers with your memorable company SWAG! (Each item should be valued at \$25 or more)

Golf Ball Sponsor - \$350 (1 Available)

- PAA provides the golfers - you provide the golf balls!!! One company representative joins us for registration and lunch to distribute golf balls to all players.

Lunch Sponsor - \$250 (4 Available)

- Your company logo will be on display at the lunch buffet and on all tables. You will receive one complimentary registration to the luncheon.

Golf Award Sponsor - \$250 (8 Available)

- Your company logo will be on one of the individual golfers' challenge winners and you will be mentioned during the awards ceremony!

KEYSTONE AWARDS GALAS

September 2024

Pittsburgh, Harrisburg and Philadelphia

What is this Event:

- PAA's premier event, the Keystone Awards Gala, showcases the winners and highest scoring communities in Pennsylvania! The Keystone Awards Gala hosts a cocktail reception, awards program, entertainment to honor the registrations and winners. Get dressed in your finest and join us for an elegant evening where you are the guests of honors.
- There are three award galas throughout the state, Pittsburgh, Harrisburg, and Philadelphia areas.
- As a review here are the individual awards we will announce at the event:
 - Management Company of the Year
 - Regional Property Manager of the Year
 - Property Manager of the Year
 - Assistant Manager of the Year
 - Leasing Professional of the Year
 - Service Technician of the Year
 - Rookie of the Year
- As a review the Community awards are:
 - Leasing Excellence
 - Maintenance Excellence
 - Overall Excellence



Keystone Awards
Hershey, PA

Who Should Attend:

- Everyone who entered their property to be judged.
- Supporters of the teams that entered the PAA Keystone Awards
- Suppliers who have sponsored the event as noted in the Sponsorship Details
- Property Teams who were entered in the PAA Keystone Awards
- Individuals who were entered in the PAA Keystone Awards

This is a member ONLY event.

- Members may attend a rate of \$165 per person
- Sponsorships include ticket(s) to the cocktail reception and/or dinner based on package details.



KEYSTONE AWARDS GALA PITTSBURGH SPONSORSHIPS

September 2024
TBD
Pittsburgh, PA

Cocktail Welcome Reception Sponsor- \$350 (4 available)

- Cocktail Reception begins at 5pm with passed hors d'oeuvres, bar signage, program/website logo recognition and 2 Award Gala Ceremony tickets are included.

Selfie Station-\$400 (3 available)

- Fully automated and user-friendly station where attendees have fun making a memento together. Photos, boomerangs and GIFs can be taken and shared via email and/or text message. Great opportunity for company branding. Includes 2 Award Gala Ceremony Tickets.

VIP Award Lounge Sponsor-\$650 (1 available)

- Sponsor the 2023 Keystone Award VIP Award Lounge for exclusive photos and fun! Have your name displayed in lights in the VIP Lounge. Your company name and logo will be displayed on the registration page and on all e-mail blasts going to members. Great place to have a conversation with the winners while assisting with award distribution. Includes 2 Awards Gala Tickets.

Entertainment Sponsor-\$500 (2 available \$500)

- Features emcee and DJ verbal recognition throughout the evening, program/website logo recognition and 2 Award Gala Ceremony Tickets.

Keystone Celebration Sponsor-\$300 (8 available)

- Shake a tail feather! Following the award ceremony, celebrate the accomplishments of this year's winners and nominees with hors d'oeuvres, cocktails, music, and dancing. Be one of the keystone celebration sponsors for this event and have your company name and logo displayed on the registration page and on the big screen at the party.

Individual Award Presenter-\$500 (5 available)

- Emcee will make a brief statement about sponsor company and welcome company representative to the stage to present award. Representative will announce winner and present award (includes 1 Award Gala Ceremony tickets). Also, includes program/website recognition. PAA will assign your award category.

Swag Bag Sponsor-\$100 (12 available)

- Sponsor provide items for swag bags provided to all attendees upon departure.



KEYSTONE AWARDS GALA HARRISBURG SPONSORSHIPS

September 2024
The Star Barn
Elizabethtown, PA

Cocktail Welcome Reception Sponsor - \$1,500 (1 available)

- Cocktail Reception begins at 5PM with passed hors d'oeuvres, bar signage, program/website logo recognition and 2 Award Gala Ceremony tickets are included.

Selfie Station - \$1,200 (1 available)

- Fully automated and user-friendly station where attendees have fun making a memento together. Photos, boomerangs and GIFs can be taken and shared via email and/or text message. Great opportunity for company branding. Includes 2 Award Gala Ceremony Tickets..

VIP Award Lounge Sponsor - \$750 (1 available)

- Sponsor the 2023 Keystone Award VIP Award Lounge for exclusive photos and fun! Have your name displayed in lights in the VIP Lounge. Your company name and logo will be displayed on the registration page and on all e-mail blasts going to members. Great place to have a conversation with the winners while assisting with award distribution. Includes 2 Awards Gala Tickets.

Entertainment Sponsor - \$750 (2 available)

- Features emcee and DJ verbal recognition throughout the evening, program/website logo recognition and 2 Award Gala Ceremony Tickets

Keystone Celebration Sponsor - \$500 (6 available)

- Shake a tail feather! Following the award ceremony, celebrate the accomplishments of this year's winners and nominees with hors d'oeuvres, cocktails, music, and dancing. Be one of the keystone celebration sponsors for this event and have your company name and logo displayed on the registration page and on the big screen at the party.

Individual Award Presenter-\$500 (5 available)

- Emcee will make a brief statement about sponsor company and welcome company representative to the stage to present award. Representative will announce winner and present award (includes 1 Award Gala Ceremony tickets). Also, includes program/website recognition. PAA will assign your award category.

Swag Bag Sponsor-\$100 (12 available)

- Sponsor provide items for swag bags provided to all attendees upon departure.



KEYSTONE AWARDS GALA PHILADELPHIA SPONSORSHIPS

September 2024
The Fillmore
Philadelphia, PA

VIP Lounge Sponsor- \$3,500 (2 sponsorships available)

- After the awards are presented a VIP Lounge will be available for our winners with a step and repeat for photo opportunities. Signage will be present and 2 tickets are included. The sponsors can enter the VIP Lounge to greet and mingle with the winners. Bags will be provided by PAA to all winners and the sponsor will donate the items for the bag. The donated item should compliment an awards show theme.

Private Box 8 Pack Tickets- \$3,000 (12 Private Boxes Available)

- Host a private box and invite your attendees to watch the awards show with you. Bottle service is available in the box spaces only during the awards show. 8 tickets are included. You are the host and this is your space to entertain. No outside food or drink is allowed.

360 Degree Photo Booth Sponsor- Cost \$2,000 (1 sponsorship available)

- Have a little fun as the sponsor of the 360 Degree Photo Booth at the Keystone Celebration after the awards are announced. Signage and photo props can be created for this sponsorship displaying your company name. 2 seats included with this sponsorship.

Welcome Entertainment Sponsor- \$1,500 (1 sponsorship available)

- What's Included: After you walk the red carpet greet attendees and catch a vibe at the DJ booth and a shout out the sponsored company. All attendees will enter this space before proceeding to the welcome cocktail hour. Signage provided and 2 tickets included.

Award Entertainment Sponsor- \$1,500 (1 sponsorship available)

- Sponsor the music that will be played during the awards ceremony and at the Keystone Celebration after the awards. Signage provided and 1 tickets included. Your logo will be displayed during the awards presentation.

Individual Award Presenter- \$1,000 (2 sponsorships available)

- What's included: Emcee will make a brief statement about sponsor company and welcome the award presenter sponsor to the stage. Sponsor will announce winner and present award. Also, includes program/website recognition. Featured awards include: Regional, Assistant and Property Manager of the Year, Maintenance Professional of the Year, Leasing Professional of the Year, and Rookie of the Year. Ticket to the event is included.



Cocktail Welcome Party Sponsor- \$1,000 (6 Sponsorships Available)

- Kick off the celebration with the cocktail welcome party with drinks and music. One ticket included in this sponsorship with a total of 6 Cocktail Welcome Party Sponsorships available. Signage will be displayed and your company will be represented during the awards show.

Mirror Photobooth Sponsor- \$1,000 (4 Sponsorships Available)

- Sponsor the Mirror Photobooth located at the Welcome Cocktail Party, company name will be printed on each picture with a digital send option, signage at the event, 4 sponsorships available with 1 ticket to the event.

Keystone Celebration Sponsor- \$500 (10 Sponsorships available)

- Dance the night away at the celebration party as the Keystone Celebration sponsor. Celebrate with winners and attendees at the party of the year. Signage will be displayed and 1 ticket is included.

BUSINESS EXCHANGE PITTSBURGH

October 9, 2024
Location TBD
Pittsburgh, PA

What is this event?

- PAA is turning the tables and allowing our vendors to market their services and products directly to management company decision-makers. At PAA's reverse trade show, suppliers can connect with buyers (management companies) as opposed to the other way around.

Who Should Attend?

- Management Companies looking to identify new suppliers, services, and technologies that can lower costs and help increase ROI. Build new relationships with suppliers that can solve problems, provide information, reduce the time to prepare budgets and quotes, and troubleshoot problems.
- Suppliers seeking to develop and strengthen a new and/or existing business, network, and increase market awareness of new products and services.

Supplier Member Cost to Attend is \$500. Due to this being a PAC event, payment must be made by personal check, credit card or through a Limited Partnership.

Title Sponsorship - \$1,500 (1 Available)

As a title sponsor your company name/logo and video message will be featured on our PAA SWAG table through a QR Code. Also, your company name/logo will be displayed on all PAA marketing materials pre-event and on the PAA website for registration, with a redirect link to your main homepage.

Cocktail Sponsor - \$500 (2 Available)

This sponsorship will supply our members with the first hour of cocktails during our reception. Your company name and logo will be listed as the cocktail sponsor in the bar area.

Surprise Drawing Sponsor - \$250 (8 Available)

With eight surprise drawing sponsorships available for Business Exchange your company will have the opportunity to provide SWAG as prizes for participants. (Each item should be valued at \$25 or more)



Business Exchange
Pittsburgh, PA



Business Exchange
Pittsburgh, PA

APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

October 10, 2024

Location TBD

Pittsburgh, PA

What is this Event:

- APARTogether, the largest Rental Housing Industry Trade Show and Education Conference in the Northeast, is coming to Pittsburgh as a satellite event. APARTogether has grown to be a one-stop shop for industry professionals to gather together and see the newest trends, education workshops, and energetic multifamily professional speakers. As an exhibitor at the show, you are presenting your products and services to the perfect audience while creating valuable relationships and building your brand. As an attendee at the show, you are given access to the latest technologies with special pricing and a snapshot of the state of the industry.

Who Should Attend?

- Property Owners and Management Company Leaders
- Site Teams
- Industry Suppliers (Booth Exhibitors ONLY)
- Students

Property Management Professionals and Executives are FREE to attend.

Suppliers wishing to obtain an Exhibitor Booth should contact us at info@paaHQ.com.

Title Sponsor: \$3,000

Logo present on all marketing materials as the Show Sponsor. Logo present in Keystone Multifamily Living as a Title Sponsor. The title sponsor also includes A Free APARTogether Booth.

Lanyard Sponsor: \$1,000

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

Bar Sponsor: \$550 (4 Available)

Bar Sponsorship will cover the open bar period on the show floor as scheduled during the event.

Lunch Seating Sponsor: \$500 (6 Available)

Your company name listed as one of the lunch sponsors on buffet signage. Lunch will be provided for FREE to all attendees.

Education Room Sponsor: \$350 (4 Available)

Your logo presented in the room as the education sponsor. A one-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.

LANCASTER COUNTRY CLUB GOLF OUTING

October 21, 2024
Lancaster Country Club
Lancaster, PA

What is the Event:

The outing gives our members the opportunity to play golf at the exclusive Lancaster Country Club (LCC). At LCC, the Flynn course is one of America's best courses, ranked among Golf Magazine's Top 100 Classic Design Courses. As host of the attendance record-breaking U.S. Women's Open Championship in 2015, the entire world took notice of what a spectacular golf experience Lancaster Country Club provides. LCC will be the host of the 2024 U.S. Women's Open Championship.

Who Should Attend:

- Suppliers should attend and host Owners, Property Management Company Executives and Property Site Teams.
- Owners, Property Management Company Executives should attend to network with other industry leaders.

Player Costs:

Foursome - \$1500

Individual Golfer - \$375

Reception/Dinner Only - \$110



LANCASTER COUNTRY CLUB

GOLF OUTING

SPONSORSHIPS

October 14, 2024
Lancaster Country Club
Lancaster, PA

Title Master Sponsorship - \$3,000 (1 Available)

Your company will be featured as the Title Master Golf Outing sponsor at the event registration and on ALL PAA golf marketing materials. The PAA website will display your logo with a link to your company's website. Two players will be permitted to play golf & attend the cocktail and dinner portion of the event.

Golf Cart Name Decal Sponsor - \$1,000 (1 Available)

Your company logo decal will be displayed on all golf carts. Sponsor provide vinyl decals and swag item(s) for all carts.

Game Hole Sponsorships - \$855 (7 Available)

As a game hole sponsor, you will be sending two members of your team to supervise the game hole where your logo will also be on display. One table with linen included.

Refreshment Sponsorships - \$855 (2 Available)

This is a great opportunity for two members of your team to greet golfers, provide them with some needed refreshment, and have your company logo displayed on the course. Refreshment sponsors are encouraged to bring enough beverages to share with all golfers. One table with linen included.

Cocktail Reception/Dinner Sponsor - \$500 (6 Available)

Logo recognition on event signage and all digital marketing collateral. Includes one complimentary registration for the reception and dinner.

Registration / SWAG Sponsor - \$350 (2 Available)

Have one member of your team join us for registration and lunch to provide our golfers with your memorable company SWAG!

(Each item should be valued at \$25 or more)

Lunch Sponsor - \$250 (4 Available)

Logo recognition on event signage and all digital marketing collateral. Includes one complimentary registration for the luncheon.

Golf Prize Sponsor - \$250 (8 Available) Logo recognition on event signage and all digital marketing collateral. Opportunity to provide a prize and announce winners during dinner announcements.

COCKTAILS & CORNHOLE

November 7, 2024
The Fuge
Warminster, PA

What is this Event:

- The PAA Helping Hands Committee hosts this annual fundraiser for our charity ProjectHOME. Join us as we host this fun filled cornhole tournament and cocktail networking reception.
 - Meet with colleagues and clients at dinner or buy them a drink with our Bar Sponsorship.
 - Score a meeting with a decision maker by bidding on our VIP Auction!
 - Bring your luck and win one of our premium raffle prizes!
 - Enjoy a full night of networking, friendly competition, and team building, all while supporting the rally to end homelessness with Project HOME!

What is the VIP Auction:

- Helping Hands, together with PAA, present face to face meetings with a key decision makers. PAA Members place bids (donation dollars) to secure time with a PAA decision maker member. Meetings will be held before March 31, 2024. Proceeds will benefit ProjectHOME.
- The auction will commence virtually and continue at the annual Cocktails and Cornhole for a Cause on November 7, 2024 at The Fuge in Warminster.

Cornhole Teams are \$125 per team.
Happy Hour ONLY is \$45 per person.

A charity will be chosen by the PAA incoming President.



 Alex Stefanelli COO of Westover Companies	 Alon Stefanelli COO of Westover Companies	 Andrew Holloway Asset Manager of Madison Apartment Group	 Angie Cramp Marketing AION Management	 Anne-Marie Niklaus COO of Berger Rental Communities	 Anne-Marie Niklaus COO of Berger Rental Communities	 April Sample Vice President of Property Management at The Kamson Corporation	 Becky Reeves Vice President of Hankin Apartments	
 Becky Reeves Vice President of Hankin Apartments	 Brian Kroker Vice President of Lindy Communities	 Brian Miller Marketing at Berger Rental Communities	 Brian Miller Marketing at Berger Rental Communities	 Brian Paule COO of The Galman Group	 Christine Murray Senior Vice President of Madison Apartment Group	 Christine O'Toole Marketing at Odin Properties	 Connor Woodward CEO at Woodward Properties, Inc.	
 Connor Woodward CEO at Woodward Properties, Inc.	 David DeAugustine COO of Ingerman	 David DeAugustine COO of Ingerman	 David Friedman Owner of Friedman Realty Group	 Dawn Ewing Regional Manager at Korman Residential Properties	 Dena Hendry Marketing at Hilton Realty Company	 Jane Ashwood Vice President of Asset Management at Toll Brothers Apartment Living	 Jane Ashwood Vice President of Asset Management at Toll Brothers Apartment Living	
 Jessica Scully President of Scully Company	 Jessica Scully President of Scully Company	 Josh Klein President of Bristol Gardens, Inc.	 Katrina McNamara Vice President of Operations at Viking Residential	 Lisa Delgado Vice President of Boyd Wilson	 Lisa Delgado Vice President of Boyd Wilson	 Mary French Vice President of Ingerman	 Mary French Vice President of Ingerman	
 Melissa Ferko Project Manager at Berger Rental Communities	 Nancy Mateleska Vice President of BEI Investments	 Nancy Mateleska Vice President of BEI Investments	 Robin Flagler President of AION Management	 Robin Flagler President of AION Management	 Ronda Layo Senior Regional Manager at Jefferson Apartment Group	 Ronda Layo Senior Regional Manager at Jefferson Apartment Group	 Scott Machlovitz Director of Residential Property at Hilton Realty Company	
 Sue Yukenavitch COO of Westover Companies	 Tammi Horowitz Associate Director of Residential Properties at Hilton Realty Group	 Veda Williams Regional Property Manager at the Klein Company						<h1>VIP AUCTION</h1>

Cocktails AND CORNHOLE



MEDAL SPONSOR RECEPTION, ANNUAL MEETING, & HOLIDAY GATHERING

December 5, 2024
Philadelphia

What is this Event:

- The PAA hosts one annual meeting per year to inform our members of the work we have completed and what is on the horizon for 2024. At the annual meeting we elect the PAA Board and new officers. The PAA has combined our annual meeting and holiday gatherings for 2024.
- The PAA Regional Advisory Councils will help plan the location of the holiday gatherings in each area.

Who Should Attend:

- Any member of the PAA

Event Ticket \$45 per person

Member ONLY Event

Hosting Sponsor - \$3,000 (1 Available Per Location)

Hors d'oeuvres Sponsor - \$2,500 (2 Available Per Location)

Cocktail Sponsor - \$1,500 (3 Available Per Location)




**ANNUAL
MEETING**

PAA EDUCATION: NAA CREDENTIAL COURSE PROGRAM

There has never been a better time to consider a career in Residential Property Management (RPM). It is a growing industry that brings with it increased need for talented, creative, and passionate individuals to lead and support the profession. Whatever path you choose, PAA Education has the resources and connections to help you navigate the process.

Credential Program Overview

Credential programs build proficiency and support professionalism in specific areas of apartment housing management. Earning a credential demonstrates your commitment to your career and gives you valuable insights and real-world skills you can use on the job. Credentials also validate your knowledge and skills, enhance your credibility, boost your confidence and earn you respect among clients and peers. Credentials are earned after completion of coursework and experience requirements are met. Browse the credentials available below to find the one you want to earn.

The following credentials are offered:

Certified Apartment Leasing Professional (CALP) (Formerly NALP)

Certified Apartment Manager (CAM)

Certificate for Apartment Maintenance Technicians (CAMT)

Certified Apartment Portfolio Supervisor (CAPS)

Certified Apartment Supplier (CAS)

Independent Rental Owner Professional (IROP) - (online only)



March 2024
June 2024
September 2024
November 2024

CALP 

**CERTIFIED APARTMENT
LEASING PROFESSIONAL®**

CAS 

**CERTIFIED APARTMENT
SUPPLIER®**

Feb 2024
April 2024
Oct 2024

Feb 2024
April 2024
Oct 2024

CAM 

**CERTIFIED APARTMENT
MANAGER®**

CAPS 

**CERTIFIED APARTMENT
PORTFOLIO SUPERVISOR®**

June 2024

March 2024
May 2024
Sept. 2024
Nov. 2024

CAMT 

**CERTIFIED APARTMENT
MAINTENANCE TECHNICIAN®**

IROP

**The Independent Rental
Owner Professional Course**

Online Only

PAA EDUCATION: NAA CREDENTIAL COURSE PROGRAM DESCRIPTIONS

This program is recommended for maintenance technicians, porters, housekeepers, and other technical service personnel who are interested in advancing their career by earning a nationally recognized certificate. NAAEI has developed the Certificate for Apartment Maintenance Technicians training curriculum and the subsequent exam to help apartment maintenance professionals obtain better knowledge of their roles and responsibilities and to prepare them to obtain the CAMT. The main purpose of CAMT is to prepare participants to effectively maintain, preserve, and enhance the physical assets of the property safely and efficiently, consistent with the objectives of property ownership and in compliance with federal, state, and local law. The CAMT curriculum is based on the Skill Standards and ultimately prepares participants for the CAMT exam as well as for fulfilling their role in the field. The Skill Standards guide the participants toward the CAMT's intended learning objectives.

CAMT

**CERTIFIED APARTMENT
MAINTENANCE TECHNICIAN®**

**March, May, September,
and November**

CAM

**CERTIFIED APARTMENT
MANAGER®**

**February, April,
and October**

The CAM Certified Apartment Manager course will help you earn your CAM credential allowing you to demonstrate that you have the knowledge and ability to manage an apartment community and achieve the owner's investment goals. The CAM credential positions you well for career opportunities and advancement. This program is recommended for community managers and experienced assistant managers and others in property management who are interested in advancing their career by earning a nationally recognized certificate.

PAA EDUCATION: NAA CREDENTIAL COURSE PROGRAM DESCRIPTIONS

Formerly known as NALP, this program asks participants to think about the leasing process from both the prospective resident's and the current resident's point of view. This helps conceptualize the idea that everything they learn is important when building a successful leasing relationship. Leasing professionals learn professionalism, teamwork, relevant laws, effective sales processes, virtual leasing and market analysis, all with the goal of developing the skills they need to successfully bring in and retain residents. Engaging videos and lively discussions help to bring the key points to life. This program is recommended for leasing professionals and others in property management who are interested in advancing their career by earning a nationally recognized certificate.



CERTIFIED APARTMENT
LEASING PROFESSIONAL®

**March, June, September,
and November**



CERTIFIED APARTMENT
SUPPLIER®

**February, April,
and October**

The CAS Supplier Success course is designed to offer an overview of the apartment industry and recommends ways that suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. It has been written by successful apartment industry suppliers with years of professional experience.



PAA EDUCATION: NAA CREDENTIAL COURSE PROGRAM DESCRIPTIONS

The Certified Apartment Portfolio Supervisor (CAPS) credential takes you to the next level in property management. It fast-tracks your career advancement and your corresponding earning potential.

CAPS 

CERTIFIED APARTMENT
PORTFOLIO SUPERVISOR[®]

June

**IROP**

**The Independent Rental
Owner Professional Course**

The Independent Rental Owner Professional (IROP) credential program is for rental owners who personally hold and manage an apartment property or properties. Independent owners can benefit from training in budget management, tax planning, preventative maintenance, energy efficiency and rental unit preparation as well as qualifying and retaining residents.

**Online ONLY through
Visto**

PAA EDUCATION: NAA CREDENTIAL COURSE PROGRAM PRICING

Upon completion of registration for education class/activity and payment, candidates for all programs will receive confirmation by email. Fees paid cover your right to participate in the specific education course as prescribed, educational materials required and opportunity to take exam (if required).

Please note class pricing is subject to change.

Course	In-Person Member	In-Person Member with 5+ Person Discount*	In-Person Non-Member	In-Person Non-Member with 5+ Person Discount*
CALP Full Course	\$675	\$655	\$825	\$805
CAM Full Course	\$1,150	\$1,130	\$1,525	\$1,505
CAMT Full Course	\$1,125	\$1,105	\$1,575	\$1,555
CAPS Full Course	\$1,525	\$1,505	\$1,935	\$1,915
CAS Full Course	\$825	\$805	\$1,065	\$1,045

*5+ person discount is awarded when 5 or more individuals in one course are members of the same property management company or group.

**Class pricing and dates are subject to change.



PAA EDUCATION: NAA CREDENTIAL COURSE CONTINUING EDUCATION CREDITS

A Continuing Education Credit (CEC) is one contact hour or 50 minutes of education programming or instruction (breaks and meals excluded). Please note credential training and corporate in-house training do not meet the approved criteria. CECs submitted for your credential renewal may date back no more than 12-months before your renewal date. The same CECs for renewal may be used for multiple credentials.

2024 CONTINUING EDUCATION CREDITS

NAA Credential Course	Annual CEC's Required	Minimum Number of In-Network CEC's Required
CAM	8	5
CAPS	8	5
CALP	5	3
CAS	5	3
AIME	5	3

PAA EDUCATION: ADDITIONAL COURSES, WEBINARS & OTHER PROGRAM PRICING

Course	In-Person Member	In-Person Member with 5+ Person Discount*	In-Person Non-Member	In-Person Non-Member with 5+ Person Discount*
Suppliers Success	\$115	N/A	\$160	N/A
Fair Housing (3 Hour Course)	\$175	N/A	\$200	N/A
1 Hour Course/Webinar	\$55	N/A	\$70	N/A
2 Hour Course/Webinar	\$65	N/A	\$90	N/A
3 Hour Course/Webinar	\$75	N/A	\$100	N/A
4 Hour Course/Webinar	\$85	N/A	\$110	N/A

**Class pricing and dates are subject to change.



PAA SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS:

WEBINAR SUPPORT: \$500 per event

- Multiple webinar sessions offered annually
- Company branded with promotional material as a sponsor

ROUND TABLE DISCUSSIONS: \$1000 per event

- Company branded with promotional material as a sponsor
- Opportunity to welcome the students and introduce the instructor with a brief company overview.
- Breakfast or lunch provided depending on the session time.

FAIR HOUSING SEMINAR: \$1,500

- Multiple class sessions offered annually
- Company branded with promotional material as a sponsor
- Opportunity to welcome the students and introduce the instructor with a brief company overview.
- Morning or lunch light refreshments provided
- Opportunity to provide swag to attendees

STATEWIDE CREDENTIAL CERTIFICATION SERIES: \$2,000

- Company branded with promotional material as a sponsor
- Morning or lunch light refreshments provided
- Opportunity to provide swag to attendees
- 30 second video to be shown during the classes provided in the credential course (Up to 3 videos may be provided.)
 - Credential Courses: CALP, CAMT, CAM/CAS, CAPS

FYI FRIDAY WEBINAR: \$2,500 per event

- Exclusive to PAA Supplier Partners ONLY, suppliers can showcase their goods and services.
- Company branded with promotional material as a sponsor
- Opportunity for a 30-minute webinar presentation
- Multiple dates available.



PAA Advocacy Day
Harrisburg, PA



PSC Happy Hour
Philadelphia, PA

PAA ADDITIONAL EDUCATION OPPORTUNITIES

OTHER EDUCATIONAL OPPORTUNITIES:

FYI FRIDAYS: Opportunities for supplier partners to showcase their services to interested association members. Sponsorship required.

MULTIFAMILY INSIDERS (MFI) WEBINAR SERIES: Presents topical Wednesday Webinars

TOPICAL THURSDAY WEBINAR SERIES: Opportunities for association members to present topical webinars on subjects of importance to the day-to-day operations. Topics and/or presenters must be approved by the Education Committee.

DEI LUNCH N' LEARN: DEI committee presentations of topics relevant to specific concerns and/or educational opportunities for the greater good of the association.

eLEARNING LIBRARY: Development of eLearning library of topical, specialty and reference videos available to association membership via web-based delivery options. Many of our non-credential and signature educational events will be video taped and stored in the eLearning library.



Keystone Awards
Philadelphia, PA



AFFINITY PARTNER PROGRAM

Member discounts and savings

#PAAPARTNER

The PAA Affinity Program* was designed to create a business partnership with the Pennsylvania Apartment Association (PAA) and our Supplier Members to offer exclusive services, rates or discounts to our membership base. Ideally, an affinity program builds a relationship that benefits PAA members while driving revenue for the supplier member and the PAA. Supplier Partners support the PAA by offering services tailored to the multifamily industry in the state of Pennsylvania. If you are a PAA supplier member and are interested becoming an Affinity Partner, please email info@paaHQ.com. The goal of the PAA Affinity Program is to create worthwhile benefits to the PAA membership while increasing brand awareness, services, and additional income for suppliers partnering with the Pennsylvania Apartment Association. It is important to note that the programs offerings relate to our business.

Here are a few suggestions regarding offerings for our industry:

- Discounts on supplies or services
- New business discount
- Free training
- Money back for product purchasing
- Free service for new subscribers
- Discount cards
- Product price matching

Affinity Marketing Program

- Two email blasts to PAA membership
- Social Media Promotions
- Individual Webpages about services & products
- 90 Second Update Content Interview



TenantReports.com
TENANT SCREENING SERVICES



MEDAL SPONSORS HIGHEST LEVEL OF SPONSORSHIP



PAA at Apartmentalize
Atlanta, GA

What is the PAA Medal Sponsorship Program:

- PAA Medal Sponsorships are the highest level of support for the association. Members can choose from 5 distinctive all-inclusive packages to make planning and budgeting easy for 2024. Packages are developed to include PAA Signature events along with digital marketing that is sure to get your brand noticed.

Who Should Secure a Medal Sponsorship:

- Suppliers who are looking to sponsor multiple events and gain industry exposure.
- Suppliers who are looking to expand their business from one region to another.
- Suppliers who have multiple offices located throughout the state.
- Suppliers who want to save money with an annual investment.

Please review the following pages to see which sponsorship is right for you.



Maintenance Mania
Harrisburg, PA



MEDAL SPONSORSHIPS

Continued

KEYSTONE SPONSOR \$36,000

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 2 social media posts
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 4 Tickets to each Keystone Awards Gala (Total of 8 tickets to Pittsburgh and Harrisburg)
- Private box at Keystone Awards Philadelphia (8 tickets)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 3 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 2 eblasts to the PAA members
- Company Banner ad on the Member Engagement Update with link
- APARTogether Title Sponsor-Philadelphia
- FREE Quad booth at APARTogether Philadelphia
- Golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month
- APARTogether Push Notification during show
- APARTogether Pop-up Alert (1 week before)
- Member Spotlight Video for one month
- 2 pop-up alerts
- 2 textbox messages per year
- Board page banner ad with link for one month
- Back page ad in the Annual Report

DIAMOND SPONSOR \$15,500

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 2 Tickets to each Keystone Awards Gala (Total of 6 tickets)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 3 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 1 eblast to the PAA members
- Company Banner ad on the Member Engagement Update with link
- Choice of FREE 10X10 APARTogether trade show booth or golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month
- APARTogether Push Notification during show
- APARTogether Pop-up Alert (1 week before)
- Member Spotlight Video for one month

MEDAL SPONSORSHIPS

Continued

PLATINUM SPONSOR \$12,500

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 1 eblast to the PAA members
- Company Banner ad on the Member Engagement Update with link
- Choice of FREE 10X10 APARTogether trade show booth or golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month

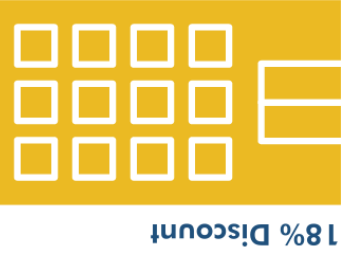
GOLD SPONSOR \$7,500

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Pop-up Banner to be displayed at Signature Events
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Committee Page Banner ad for one month with link to webpage.

SILVER SPONSOR \$5,500

- Membership dues included
- Online Directory Enhancement
- Property Listing Directory Banner Ad
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Pop-up Banner to be displayed at Signature Events
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 1 ticket to the PAA Board Cocktail Reception (1 per year)

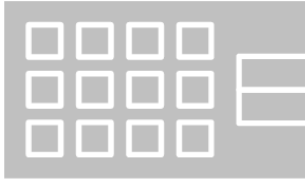




18% Discount

Gold \$7,500

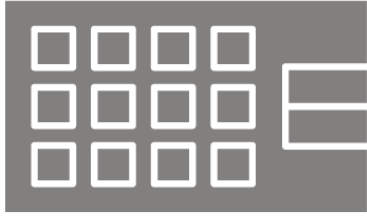
- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- PAA Pop-up Banner to be displayed at Signature Events
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Committee Page Banner ad for one month with link to webpage.



15% Discount

Silver \$5,500

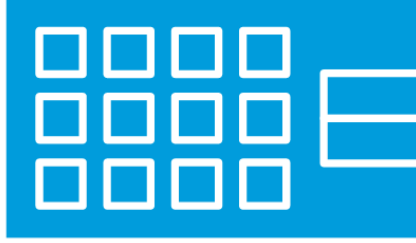
- Membership dues included
- Online Directory Enhancement
- Property Listing Directory Banner Ad
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Pop-up Banner to be displayed at Signature Events
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 1 ticket to the PAA Board Cocktail Reception (1 per year)



20% Discount

Platinum \$12,500

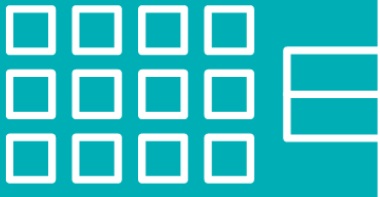
- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 1 Ticket to the Keystone Awards Gala (1 location to be selected)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 1 eblast to the PAA members
- Company Banner ad on the Member Engagement Update with link
- Choice of FREE 10X10 APART Together trade show booth or golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month



22% Discount

Diamond \$15,500

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 1 social media post
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 2 Tickets to each Keystone Awards Gala (Total of 6 tickets)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 3 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 1 eblast to the PAA members
- Company Banner ad on the Member Engagement Update with link
- Choice of FREE 10X10 APART Together trade show booth or golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month
- APART Together Push Notification during show
- APART Together Pop-up Alert (1 week before)
- Member Spotlight Video for one month.



25% Discount

Keystone \$36,000

- Membership dues included
- Online Directory Enhancement
- Enhanced Website Listing, (Choosing two identified categories)
- Property Listing Directory Banner Ad
- 2 social media posts
- 1 ticket for an individual golfer at a PAA Golf Outing (1 location to be selected)
- Property Listings with Emails
- 4 Tickets to each Keystone Awards Gala (Total of 8 tickets to Pittsburgh and Harrisburg)
- Private box at Keystone Awards Philadelphia (8 tickets)
- PAA Home Page Scrolling Banner Advertisement
- PAA Pop-up Banner to be displayed at each event and on screen as applicable
- 3 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 tickets to the Annual Meeting
- Banner ad at the footer of the PAA home page.
- 2 eblasts to the PAA members
- Company Banner ad on the Member Engagement Update with link
- APART Together Title Sponsor-Philadelphia
- FREE Quad booth at APART Together Philadelphia
- Golf foursome (Choice of location)
- Hole Sponsorship at PAA Golf Outing (Choice of location)
- Blog post for 1 month
- APART Together Push Notification during show
- APART Together Pop-up Alert (1 week before)
- Member Spotlight Video for one month
- 2 pop-up alerts
- 2 textbox messages per year
- Board page banner ad with link for one month
- Back page ad in the Annual Report

MARKETING OPPORTUNITIES

Major industry exposure with PAA

PAA Website - www.paahq.com

SUPPLIER SPOTLIGHT: \$500

- 30 Day ad 100x100 image of your choice, copy 100 words, and redirect link on PAA's main events page
- Limited Slots Available!

WEBSITE FOOTER SPONSOR: \$500

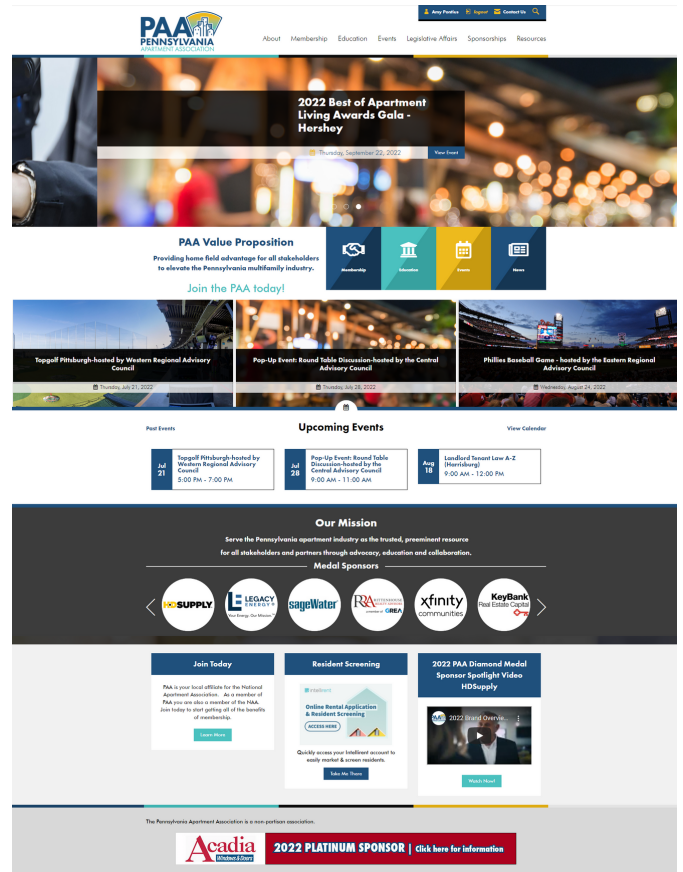
- 30 Day rotating 728 x90 digital advertisement with redirect link
- Display on the bottom of each page of the website
- Limited Slots Available!

CATEGORY LEADER SPONSOR: \$500 (per category)

- 30 Day rotating 728 x90 digital advertisement with redirect link
- Display on the top of each category listing of the directory as chosen by the sponsor (excludes Apartment Communities)
- Limited Slots Available!

ONE TIME POP UP ALERT*: \$100-\$300

- Each alert will be 7 days (Sunday - Saturday) on PAA homepage
- \$100= 100 words
- \$200= 100 words plus image
- \$300= 100 words plus image plus redirect link
- Limited Slots Available!



PAAHQ's marketing department will work with each sponsor for scheduling purposes and materials needed to have a successful campaign. Please send all inquiries to info@paahq.com or call 610-664-1800.

MARKETING OPPORTUNITIES

Major industry exposure with PAA

PAA Website - www.paahq.com

ANNUAL REPORT:

- Increase brand awareness by utilizing the PAA Annual Report:
 - Front cover page advertisement: \$5,000
 - Back cover page advertisement: \$3,500
 - Full single page advertisement: \$1,000
 - Half page advertisement: \$500
 - Quarter page advertisement: \$250

PAA APP DURING APARTTogether: \$300

- 30 Day digital advertisement with redirect link on PAA App during APARTTogether registration.
- Choice of either Philadelphia or Pittsburgh event

PAA WEBSITE POP-UP ALERT THE WEEK OF APARTTogether (PHL or PIT): \$250

- Will be displayed at the bottom left hand corner of the PAA Homepage directing site visitors to visit your booth.
- Maximum of 5 per day.

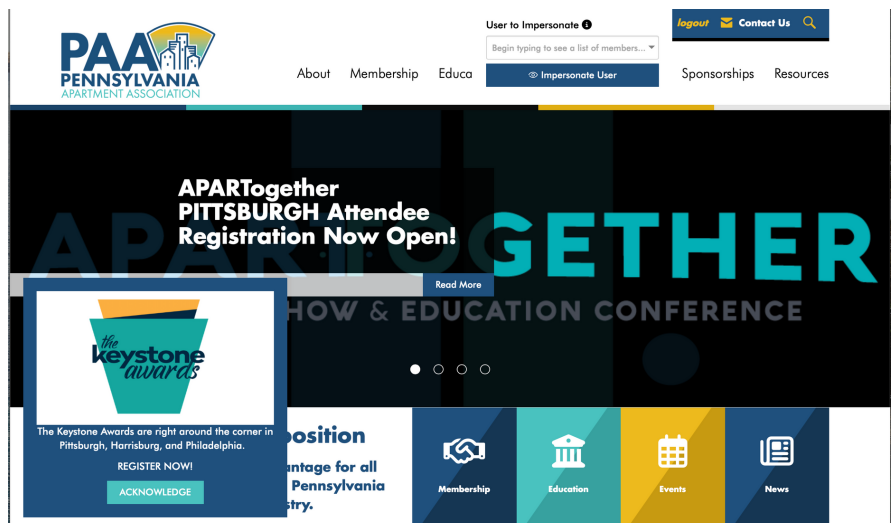
2023 Annual Report



Prepared by
The PAA Team and ALN Data



For questions or concerns regarding PAA's Marketing opportunities, please contact Chris Kent, PAA's Director of Marketing and Communications at ckent@paahq.com



ENHANCED EMAIL EXPERIENCE

Member Engagement Updates & E-Blasts

Member Engagement Update

MEMBER ENGAGEMENT LEADERBOARD: \$300

- One digital banner ad (728x90) with link on top of the monthly Member Engagement Update.
- Limited Slots Available!

ARTICLE CONTENT IN MEMBER ENGAGEMENT UPDATE: \$450

- One digital 1000x1000 advertisement with redirect link
- 50-100 characters copy content with redirect button
- Limited Slots Available!

WEBSITE BLOG POST: \$750

- 600-1,000 word article highlighting your company and its topic of choice.

Email Campaign Marketing

CUSTOM E-BLAST TO ALL MEMBERSHIP:

- Logo 1800x1800
- Image 650 X 250
- Copy Content 200-300 suggested words
- Redirect Link (up to 3)
- Subject line and Pre-header copy
- Limited Slots Available!

TARGETED AREA:

Single Email to Targeted Area \$200 per email
Three Emails to Targeted Area \$525 per bundle
ENTIRE MEMBERSHIP:

Single Email to Membership List \$375 per email
Three Emails to Membership List \$1,025 per bundle



SOCIAL MEDIA MARKETING

Social Media Posts

SOCIAL MEDIA SAVVY: \$1,500

- Posts four times a year on all platforms (Facebook, LinkedIn, Instagram and X/Twitter)
- One image for all posts resized accordingly based on social platform
- One redirect link and up to 10 hashtags
- Individual social platform posting available (Email ckent@paaHQ.com for more information)

PAA Social Media Platforms:

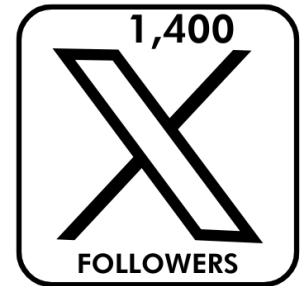
FaceBook: 1PAAHQ

LinkedIN: Pennsylvania Apartment Association

X/Twitter: PAA_HQ

Instagram: the_paa_hq





YouTube: PAA HQ



EVENT METRICS

Attendee numbers, event engagement and more

For 2024 planning and budgeting purposes, please see the estimated event attendance and targeted audience for all PAA signature events.

Event	Targeted Audience	Number of Attendees
<p>Education Courses</p>	<p>Managers, Leasing Agents, Maintenance Technicians</p>	<p>250 People took a class in 2023</p>
 <p>Business Exchange</p>	<p>Property Management Company Executives/Decision Makers and Supplier Partners</p>	<p>33 Management Companies (90 Executives) & 160 Supplier Partners</p>
 <p>APARTOGETHER PAA TRADE SHOW & EDUCATION CONFERENCE</p>	<p>Property Management Company Executives/Decision Makers, Property Teams, Students and Supplier Partners</p>	<p>Combined APARTOGETHER Shows 250 Exhibitor Booths with over 2,700 Attendees</p>
 <p>Keystone Awards Call for Entry</p>	<p>Property Management Companies and the Properties they operate</p>	<p>1,200 Entries Statewide</p>
 <p>PAA Golf Outing</p>	<p>Property Management Companies and the Properties they operate, and Supplier Partners</p>	<p>3 locations, with over 500 members</p>

PAA COMMITTEES & REGIONAL ADVISORY COUNCILS

Diversity, Equity & Inclusion: The DE&I Committee coordinates activities related to increasing the overall diversity of PAA's membership, and to ensure PAA is an inclusive organization with programming to meet the needs of our diverse stakeholder community. This is a high-engaging committee, seeking members to contribute content, be comfortable with uncomfortable conversations, and looking to increase awareness and advocacy of DE&I within our member companies.

Staff Liaisons: Carol Christner and Chris Kent

Education: We welcome anyone who works as a trainer or education director/coordinator or anyone who routinely seeks or develops educational programs for staff members, such as human resource personnel. The committee meets three times per year to determine education needs of PAA membership, and plan educational programs and partnerships.

Staff Liaison: Roger Dickson

Events: This committee will help in the planning and coordination, sponsorship recruitment, and marketing of PAA events. Subcommittees will be formed for APARTogether: Trade Show and Education Conference, Maintenance Mania, and other events as needed.

Staff Liaisons: Beth Weachter and Cierra Lewis

Helping Hands: This is a very active, "hands" on committee. Committee members will develop, implement, and support new and existing community programs. The committee is asked to aide in fundraising efforts at various events. The committee will be asked to plan and execute several legacy programs as well as new ones regionally.

Staff Liaisons: Ashley Porrini and Chris Kent

Legislative: Committee members follow legislative issues in order to recommend policies and actions for the Association and assist in lobbying efforts where needed. The Committee makes recommendations regarding appropriate PAC expenditures. Committee members are also contacted via email for their thoughts and comments on issues as the need arises. Members are strongly encouraged to attend the annual NAA Advocate conference in March and the PAA Statewide Conference in May. The committee meets six times a year.

Staff Liaison: Andre Del Valle

Membership Committee: This committee plays an important role in PAA's ongoing efforts to enhance the overall member experience. This committee will evaluate member benefits and resources so the Association can best serve the members. They will also serve as a connection between PAA headquarters and the general membership.

Staff Liaison: Amy Pontius

Western, Central and Eastern Regional Advisory Councils

Regional Advisory Councils Staff Liaisons:

- Eastern: Carol Christner
- Central: Roger Dickson
- Western: Amy Pontius

If you are interested in learning more about the Advisory Councils, please email info@paahq.com.

THE PENNSYLVANIA SUPPLIER COUNCIL (PSC)

The PSC is a group of multifamily industry supplier members who work with Property Management Companies in the state of PA to provide goods and services. The PAA works with the PSC to promote their services in the industry. As a supplier member of PAA you are automatically a member of the PSC. To obtain a seat on the PSC Council you must apply annual to get elected. There are 25 seats on the council and you must be a supplier to obtain a seat. The goal of the council too is to provide education to rental housing suppliers and be a resource for members. The PSC has a mentor program and welcomes all new members of the PAA.

Each year the PSC has a number of positions available including:

Executive Board:

Chairman:
Vice Chair-Membership
Vice Chair-Education:
Past Chairman:

PSC Members at Large:

Supports Chairman & Vice Chair
Supports the Chair Elect
Supports Vice Chair- Membership
Supports Vice Chair- Education
Supports Secretary

PSC Committee Liasons:

Legislative
Membership
Sub-Committee Chair APARTogether
Sub-Committee Chair Business Exchange
Sub-Committee Chair Keystone Awards
Education:
PAC
Diversity, Equity and Inclusion
Helping Hands
NAA/NSC

PSC Regional Liasons:

East Region
Central Region
West Region
PAA



The PSC meets twice annually in person:

- APARTogether Philadelphia
- APARTogether Pittsburgh
 - Other meetings occur virtually

PAA BOARD OF DIRECTORS

Leading the PAA!



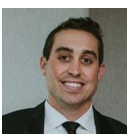
Jonathan Morgan
President, Morgan Properties
PAA BOARD PRESIDENT



Donna Colbert
Senior Vice President of Operations, The Klein Company
PAA BOARD VICE PRESIDENT



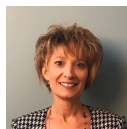
Alex Stefanelli
CEO, Westover Companies
PAA BOARD TREASURER



Connor Woodward
CEO, Woodward Properties, Inc.
PAA BOARD SECRETARY



George Cowden
Vice President of Operations, Multi-Housing Depot
PSC CHAIR



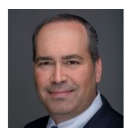
Lisa Delgado
Vice President, Boyd Wilson
DIRECTOR



Charlene Delia
Regional Sales Director, Western Pest Services
DIRECTOR



Robin Flagler
President, AION Management
DIRECTOR



Andrew Goldberg
Owner & President, RestoreCore
DIRECTOR



Dan Berger
CEO, Berger Rental Communities
PAA IMMEDIATE PAST PRESIDENT



Sam M. Goldstein
CFO, The Galman Group
DIRECTOR



Michael Hankin
COO, Hankin Apartments
DIRECTOR



Linda Hart
CFO, Scully Company
DIRECTOR



Tonaus John
COO, DBC Real Estate Management, LLC
DIRECTOR



Brad Mowbray
Senior VP & Managing Director, Residential Division, High Real Estate Group
DIRECTOR



Anne-Marie Niklaus
COO, Berger Rental Communities
DIRECTOR



April Sample
Vice President of Property Management, The Kamson
DIRECTOR



James Smith
CFO, Campus Apartments, LLC/ University City Associates
DIRECTOR



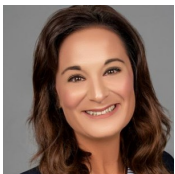
Jason Tribue
Regional Vice President, Beacon Communities LLC
DIRECTOR

PAA STAFF

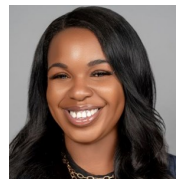
We are here for you!
www.paahq.com



Carol Christner
Chief Executive Officer
cchristner@paahq.com



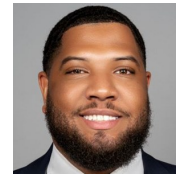
Amy Pontius
Executive Vice President
apontius@paahq.com



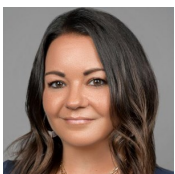
Cierra Lewis
Member Engagement Manager
clewis@paahq.com



Andre Del Valle
Vice President, Government Affairs
adelvalle@paahq.com



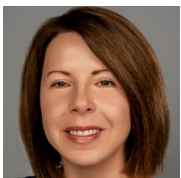
Christopher Kent
Director of Marketing and Communications
ckent@paahq.com



Ashley Porrini
Director of Operations
aporcini@paahq.com



Rickie Zanone
Business Development Specialist
rzanone@paahq.com



Beth Weachter
Senior Director of Member Engagement
bweachter@paahq.com



Roger Dickson
Vice President, Education
rdickson@paahq.com

PAA Corporate Headquarters
One Bala Plaza, Suite 515
Bala Cynwyd, PA, 19004

Phone: 610-664-1800
General email: info@paahq.com

DISCLAIMER:

The PAA has provided this guide for member planning in 2024.
Prices, locations, and dates are subject to change.

2023 YEAR IN REVIEW



membership



Education



- 12 Online Education Courses
- 12 NAA Designation Courses
- 3 Fairhousing Courses
- +500 Students

- 26 New Management Companies
- 139 New Properties
- 16,367 New Apartment Homes
- 73 New Suppliers

over 300
volunteers

APART TOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

Largest Multifamily Trade Show and Education Conference in the Northeast. Two Locations in Philadelphia and Pittsburgh. Combined Attendance of over 2700 people with combined booth sales of 250+



SIGNATURE EVENTS



BUSINESS EXCHANGE
REVERSE TRADE SHOW

- 3 Courses
- +500 Participants
- 2 Locations
- 33 Management Companies
- +150 Supplier Partners



the keystone awards

- Over 1000 Entries
- 3 Galas
- +1500 Gala Attendees

Rock the River

Three cities. One day. One PAA.

+600 attendees from across the state to celebrate PAA.