



Providing Home Field Advantage For
All Stakeholders To Elevate The
Pennsylvania Multifamily Industry!

2023 Medal Sponsorships, Events, Education & Digital Marketing Guide

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

Woodward All Stars at the Amazing Race West Chester, PA



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PAA's Mission: 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 this year'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 homefield advantage to all stakeholders to elevate the multifamily industry. Align your business directly with the us by strategically partnering to make the most of your membership. Representing over 300 Management Companies with more than 2,700 apartment communities and 270,000+ units in the state, the PAA is the trusted voice of the multifamily industry.

Eight signature events will be held throughout the Commonwealth in 2023. You will also find local networking opportunities, advocacy initiatives, educational offerings and Helping Hands events which raise money for PAA charities. Use this guide as a resource for all your planning needs in 2023. From sponsorships to digital advertising there is an option to help you grow your brand awareness with the PAA

Learn in detail about each sponsorship package on the following pages. Some of the opportunities are only offered until December 15th. In addition, prices are subject to change after the deadline.

The cut-off date for registering your company as a Medal Sponsor is December 15th, 2022 for bundled programs in 2023.



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	\$600

****Pending Board Approval**

*All Membership dues must be recieved by January 1st, 2023 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!

2023 CALENDAR AT A GLANCE

Dates are subject to change

JANUARY

18 Philadelphia
Business Exchange

FEBRUARY

9 Pittsburgh Business
Exchange

MARCH

8 Keystone Awards
Call to Entry
23 APARTogether

APRIL

27 Maintenance
Mania

MAY

18 Amazing Race
8 & 9 PAA Advocacy
Day & Executive
Forum

JUNE

5 Philadelphia Golf
Outing
19 Pittsburgh Golf
Outing

JULY

AUGUST

SEPTEMBER

14, 21, & 28 Keystone
Award Galas -
Statewide

OCTOBER

12 APARTogether -
Pittsburgh

NOVEMBER

8 & 9 Career Fair &
Designation Graduation
14 Cocktails and
Cornhole

DECEMBER

5 Annual Meeting,
Holiday Gathering, &
Award Winners
Dinner

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

BUSINESS EXCHANGE PHILADELPHIA

#PAABEX



January 18th, 2023
Franklin Commons
Phoenixville, 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)



NEW

BUSINESS EXCHANGE PITTSBURGH

#PAABEX



February 9, 2023

NOVA Place

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)



KEYSTONE AWARDS - CALL TO ENTRY- COMMUNITY COMPETITION

#PAAKeystoneAwards

March 9, 2023 - April 30, 2022

Registration online

What is this Event:

- The PAA Keystone Awards (previously Best of Apartment Living Awards) are 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 are announced at the 'PAA Keystone Awards Dinner'. 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. The PAA created our awards program as a training tool for our Management Companies and site teams.



Who Should Register:

- If you are a management company member at the PAA, you should enter your property for these awards.

Leasing, Marketing & Website Engagement Excellence \$300/entry

Your community 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, telephone skills, and an in-person tour. The judge will review every aspect of the leasing process. This is a 'mystery shop'. Evaluations for this category will take place from May 2nd through August 31st. The top three highest scores based upon apartment units and property age win!

Community Overall Excellence \$100/entry

The community will be judged on overall appearance and amenities. This is a 'mystery shop' with evaluations taking place between Memorial Day through August 14th. The top three highest scores based upon the apartment units and age of the property win!

Maintenance Excellence \$150/entry

This category is specific to the apartment community's overall level of care. Judging includes a scheduled tour of the apartment community, a vacant-ready apartment, care of the amenities, common area, and maintenance programs. Judges will call the community with a scheduled appointment to tour. The tours will be scheduled from May 26th - June 30th. Top three highest scores based upon apartment units and age of property win!

Management Company of the Year \$75/entry

To be considered for this award, the management company must enter this category and the Leasing, Marketing and Website Engagement, 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.



KEYSTONE AWARDS - CALL TO ENTRY- INDIVIDUAL COMPETITION

#PAAKeystoneAwards

March 9, 2023 - April 30, 2022

Registration online

Property Manager of the Year - \$75

To enter this category, the Property Manager's community MUST be entered in Leasing, Maintenance, and Overall categories. The property manager must submit a video and answer specific questions. There will be a Regional Property Manager winner for the Central, East, and West parts of the state. The highest scoring individual wins Property Manager of the Year.

Lead Service Technician of the Year - \$75

To enter this category, the Lead Service Technician community MUST be entered in both Maintenance and Community Overall Excellence categories. The Lead Service judging is based upon the property's overall service, production schedule, service request completions, expenses, and preventative maintenance programs. The Lead Service Technician must submit a video. There will be a Lead Service Technician winner for each region and an overall winner for the state.

Rookie of the Year - \$75

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 will need to complete the registration for the rookie nominee and submit a video as to why this person deserves to be Rookie of the Year. One winner per region in the state.

Diversity, Equity, and Inclusion Award - \$75

The DEI Award will measure your involvement as a leader promoting and educating your teams about diversity, equity and inclusion.

Green Initiative Award - \$75

This category is based upon an apartment community's green initiatives. The Green Award is presented to one community in a region and considers all forms of sustainability occurring at the apartment community. This includes but is not limited to electrical, gas, water, and power for the community.



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



APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

March 23, 2023

#APARTOGETHER

Valley Forge Casino Resort
King of Prussia, PA

What is this Event:

- APARTogether is the largest Multifamily Trade Show and Education Conference in the Northeast, attracting over 180 exhibitors with 1,500 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 23rd, 2023, 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 Plus (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

#APARTOGETHER

March 23, 2023

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 APARTogether Booth and APARTogether Closing Speaker Sponsor.

Lanyard Sponsor: \$5,000

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

APARTogether Map and Itinery 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.



MAINTENANCE MANIA

#MaintenanceMania

April 27, 2023

The PA Farm Show and Expo Center
Harrisburg, PA

What is this Event:

- Maintenance Mania® is a national program offered by the NAA and presenting sponsor HD Supply, where maintenance service technicians compete against each other in various skill-based games. The competitors compete individually based upon speed and fulfilling the game challenge. If the score is one of the highest across the other apartment association affiliate scores, the National Apartment Association will fly all individuals with the best time to compete Nationally at the Apartmentalize event where the NAA will host the National competition!
- Competitors are required to build a race car prior to the start of the event to qualify for the National Championship. The race car must be built out of maintenance supplies and meet all specifications on the NAA website.

Who Should Attend:

- Suppliers should attend as a sponsor or judge of the competition games
- Maintenance Technicians should attend as a competitor
- Owners, Executives and Site Teams should attend to show your support of your star maintenance technicians and cheer them on as they compete for the winning title.

Competitors \$75 (Includes Lunch)

Spectators \$55 (Includes Lunch)

MAINTENANCE MANIA!



MAINTENANCE MANIA SPONSORSHIPS

#MaintenanceMania

April 27, 2023
The PA Farm Show and Expo Center
Harrisburg, PA

Prize Money Sponsorship - \$3,000 (1 Available)

This is an exclusive Maintenance Mania Sponsorship with only one available. Competitors will receive a cash prize for their efforts the day of the event. As a sponsor, you will be announced as the prize sponsor at the award ceremony. You will present the prize money to the winners at the end of the event. Four Free Spectator Tickets included.

Race Car Sponsorship - \$1,000 (1 Available)

This is an exclusive sponsorship to be part of the derby car races at Maintenance Mania. Only one is available. This sponsorship includes two FREE lunch tickets and the ability to eat with the competitors. Two judge shirts will be provided, and two company representatives may be present at the game location to help score the game.

Specialty Drink Sponsor - \$1,000 (1 Available)

There is only one Maintenance Mania Specialty Drink and one sponsorship available. You will work with the PAA team to design and name the specialty drink for the event. Your company LOGO will be displayed at the bar as the specialty drink sponsor for the event. Two Free Spectator Tickets included.

Beer Sponsor - \$1,000 (1 Available)

One beer sponsorship is available for Maintenance Mania. Your name will be listed as the beer sponsor at the bar area. Two Free Spectator Tickets included.

Wine Sponsor - \$1,000 (1 Available)

One wine sponsorship is available for Maintenance Mania. Your name will be listed as the wine sponsor at the bar area. Two Free Spectator Tickets included.

Lunch Sponsor - \$750 (10 Available)

There are ten (10) sponsorships available as a Lunch Sponsor at the Maintenance Mania Event. Signage with Company Names at the lunch stations and on all the lunch tables. This sponsorship includes two Free Lunch Tickets to the event and the ability to eat lunch with the competitors.

Multifamily Trivia Sponsor - \$600 (1 Available)

This is an exclusive sponsorship for Maintenance Mania and only one is available. As a Trivia Sponsor, you will work with a PAA Team Member to pose multifamily trivia questions to the group during the competition. You will announce the question and answer and distribute gift cards to winner. PAA will purchase the gift cards to award as prizes for the event.

Judge Sponsorship - \$500 (12 Available)

There are 6 games scheduled for the Maintenance Mania Competition. Judges are needed at each game station. Each Maintenance Mania Game will need two people for judging purposes. The company game sponsors can have a maximum of two company representatives per game. Each company sponsor will receive two FREE lunch tickets and the ability to eat lunch with the competitors. The Game judges will be responsible to judge the individual sponsored game and the People's Choice Award.

Appetizer/Event Snack Sponsor - \$250 (4 Available)

There are two sponsorships available for the Spectator Afternoon Snack at the Maintenance Mania Event. Signage with Company Names at the Snack Station. Two Free Spectator included.

TENNIS AND PICKLEBALL OUTING

#PAATENNIS

NEW

Spring 2023

Philadelphia Cricket Club
Plymouth Meeting, PA

What is this Event:

- PAA is hosting a tennis and pickleball outing for our members who enjoy a little time on the court. Get your racquets ready for a day of fun at the Philadelphia Cricket Club.

Who Should Attend:

- Anyone who enjoys Tennis or Pickleball and would like to network with PAA members.

Member Rate: \$250 per player

Non-Member Rate: \$400 per player

Morning Mimosa Sponsorship - \$500 (1 Available)

Your name will be listed as the Morning Mimosa sponsor at the bar area.

Snack Sponsorship - \$350 (2 Available)

Your company logo will be displayed at the snack station available at either the tennis or pickleball court

T-Shirt Sponsorship- \$350 (8 Available)

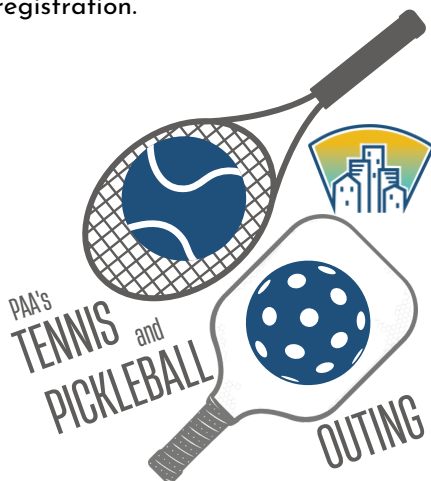
Your company logo will be displayed on a PAA t-shirt.

Tennis Court Sponsorship - \$250 (1 Per Court)

Your company logo will be on display at the tennis courts. PAA encourages sponsors to provide SWAG for the Sponsor SWAG table, located at registration.

Pickleball Court Sponsorship - \$250 (1 Per Court)

Your company logo will be on display at the pickleball courts. PAA encourage sponsors to provide SWAG for the Sponsor SWAG table, located at registration.



AMAZING RACE PHILADELPHIA

#PAAAmazingRace

#PAAHELPINGHANDS

#PAACHARITY

May 18, 2023

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

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

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

All proceeds will benefit the Dan Berger/PAA fund for ProjectHOME!

Rain or Shine Event!



HOUSING | OPPORTUNITIES | MEDICAL | EDUCATION

ADVOCACY DAY & EXECUTIVE FORUM

#PAAAdvocacyDay

May 8-9, 2023

The Hilton Hotel and PA Capitol
Harrisburg, PA

What is this Event:

The PAA Advocate Day (previously Capitol Conference) 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 Advocate Day ensures that you are at the table and not on the menu by making sure 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 Advocate 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. A sign showing your support will be displayed at the location and listed on our website.

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

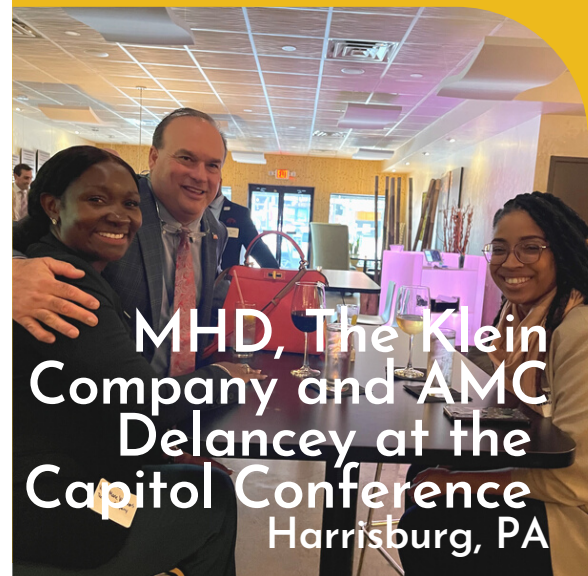
The VIP Dinner Sponsor will provide a space for members to gather for a dinner with selected law makers. A sign showing your support will be displayed at the location and listed on our website.

Executive Forum Sessions:

- Sessions will be announced before the conference with speaker and instructor information.
- Topics to be included financial summit, acquisitions, and executive round tables.



PAA Board Members at the Capitol Conference Harrisburg, PA



MHD, The Klein Company and AMC Delancey at the Capitol Conference Harrisburg, PA

PHILADELPHIA CRICKET CLUB GOLF OUTING #PAAGOLF

June 5, 2023
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



GOLF OUTING PHILADELPHIA SPONSORSHIPS

continued

#PAAGOLF

June 5, 2023

Philadelphia Cricket Club

Flourtown, PA

Title Master Sponsorship - \$5,000 (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 play golf & attend the cocktail and dinner portion of the event and receive two shirts for the event. Additionally, you will be announcing the winner golfers.

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

Your company logo will be on decals on all 72 golf carts! Logo must be submitted to PAA by (Date to be announced). Two golf shirts will be provided.

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- \$1,000 (7 Available)

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

- Game Hole Sponsor, Militia Hill Hole #3 (Cart course)
- Game Hole Sponsor, Militia Hill Hole #11 (Cart course)
- Game Hole Sponsor, Wissahickon Hole #3 (Walking course)
- Game Hole Sponsor, Wissahickon Hole #4 (Walking course)
- Game Hole Sponsor, Wissahickon Hole #6 (Walking course)
- Game Hole Sponsor, Wissahickon Hole #10 (Walking course)
- Game Hole Sponsor, Wissahickon Hole #13 (Walking course)

Refreshment Sponsorships - \$900 (2 Available per course)

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. Refreshment sponsors are encouraged to bring enough beverages to share with all golfers. Two golf shirts and one table with linen are included. Game hole sponsorships are as follows:

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



GOLF OUTING PHILADELPHIA

SPONSORSHIPS

continued

#PAAGOLF

June 5, 2023
Philadelphia Cricket Club
Flourtown, PA

Cigar Sponsorships - \$750 (1 Available per course)

Send two members of your team (and your own cigars) to greet golfers at one of our most popular holes!
Two golf shirts along with one table with linen will be provided.

Cigar Sponsor, Militia Hill Hole #2
Cigar Sponsor, Wissahickon Hole #1

Dinner Sponsor - \$750 (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.

Putting Green Sponsor - \$750 (3 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 (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 value approximately \$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!



DIAMOND RUN GOLF OUTING

#PAAGOLF

NEW

June 19, 2023

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



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 and two shirts for 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.
Two golf shirts will be provided.

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. Two golf shirts and one table with linen are included.

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. Two golf shirts and one table with linen are included.

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!
Two golf shirts along with one table with linen will be provided.

GOLF OUTING PITTSBURGH SPONSORSHIPS

#PAAGOLF

NEW

June 19, 2023

Diamond Run Golf Club

Sewickley, PA

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 GALA RECEPTIONS

#PAAKeystoneAwards

September 2023

Pittsburgh, Harrisburg, & 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 and dinner 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:
 - Leasing/Marketing/Web Engagement, Maintenance, and Overall Excellence
 - Management Company of the Year
 - Property Manager of the Year
 - Service Technician of the Year
 - Rookie of the Year
 - DEI Award
 - Green Initiative Award

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 \$125 per person
- Non-sponsor member suppliers may purchase tickets to the cocktail reception only, at a rate of \$150 (first ticket) and \$175 (2nd ticket) (*limit 2 tickets*).
- Sponsorships include ticket(s) to the cocktail reception and/or dinner based on package details.



KEYSTONE AWARDS GALA RECEPTION PITTSBURGH SPONSORSHIPS #PAAKeystoneAwards

September 14, 2023
Hotel Monaco
Pittsburgh, PA

Cocktail Reception Sponsor (1 available), \$2,500

Features signature drink, customized cocktail napkins, passed hors d'oeuvres, bar signage, program/website logo recognition.

Entertainment Sponsor (2 available), \$1,500

Features emcee and DJ recognition throughout the evening, program/website logo recognition.

Video Sponsor (1 available) - \$1,000

PAA's post-event highlight video (YouTube published and sent to 4,000+ multi-family contacts), program/website/video recognition. Includes 2 cocktail reception tickets.

Centerpiece/Table Sponsor with Personalized Message (4 available), \$1,000

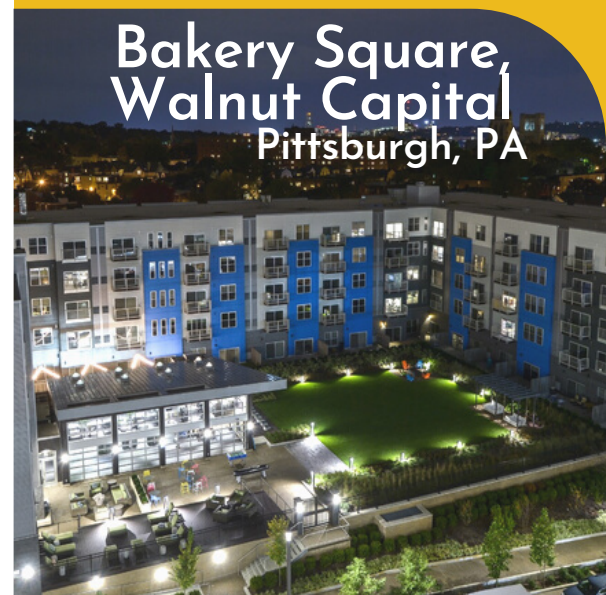
Features name/logo and video message QR code on table, program/website logo recognition.

Dinner Sponsor (4 available), \$750

Features company logo on large screen during dinner, program/website logo recognition.

Individual Award Presenter (5 available - 1 for each category), \$500

Emcee will make a brief statement about sponsor company and introduce the sponsoring company representative. Company representative to announce the winner and present award on stage, program/website logo recognition. Featured awards: Property Manager of the Year, Lead Service Technician of the Year, Rookie of the Year, Diversity, Equity, and Inclusion, and Green Initiatives.



KEYSTONE AWARDS GALA RECEPTION HERSHEY SPONSORSHIPS #PAAKeystoneAwards

September 21, 2023
AACA Car Museum
Hershey, PA

Cocktail Reception Sponsor (1 available), \$2,500

Features signature drink, customized cocktail napkins, passed hors d'oeuvres, bar signage, program/website logo recognition.

Entertainment Sponsor (2 available), \$1,500

Features emcee and DJ recognition throughout the evening, program/website logo recognition.

Video Sponsor (1 available) - \$1,000

PAA's post-event highlight video (YouTube published and sent to 4,000+ multi-family contacts), program/website/video recognition. Includes 2 cocktail reception tickets.

Centerpiece/Table Sponsor with Personalized Message (4 available), \$1,000

Features name/logo and video message QR code on table, program/website logo recognition.

Dinner Sponsor (4 available), \$750

Features company logo on large screen during dinner, program/website logo recognition.

Individual Award Presenter (5 available - 1 for each category), \$500

Emcee will make a brief statement about sponsor company and introduce the sponsoring company representative. Company representative to announce the winner and present award on stage, program/website logo recognition. Featured awards: Property Manager of the Year, Lead Service Technician of the Year, Rookie of the Year, Diversity, Equity, and Inclusion, and Green Initiatives.



Wedgewood Hills, Morgan Properties Harrisburg, PA



KEYSTONE AWARDS GALA RECEPTION PHILADELPHIA SPONSORSHIPS

#PAAKeystoneAwards

September 28, 2023

The Drexelbrook Catering &
Event Center

Drexel Hill, PA

Cocktail Reception Sponsor (1 available), \$3,500

Features signature drink, customized cocktail napkins, passed hors d'oeuvres, bar signage, program/website logo recognition.

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

Features emcee and DJ recognition throughout the evening, program/website logo recognition.

Video Sponsor (1 available) - \$2,500

PAA's post-event highlight video (YouTube published and sent to 4,000+ multi-family contacts), program/website/video recognition. Includes 2 cocktail reception tickets.

Centerpiece/Table Sponsor with Personalized Message (4 available), \$1,500

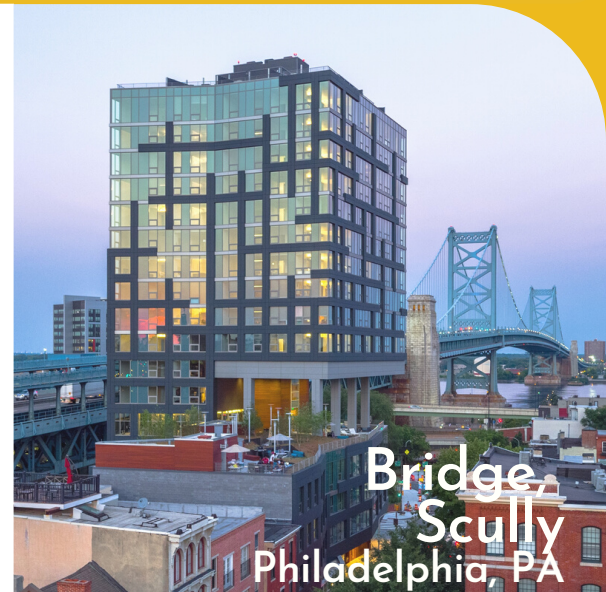
Features name/logo and video message QR code on table, program/website logo recognition.

Dinner Sponsor (4 available), \$1,500

Features company logo on large screen during dinner, program/website logo recognition.

Individual Award Presenter (5 available - 1 for each category), \$1,000

Emcee will make a brief statement about sponsor company and introduce the sponsoring company representative. Company representative to announce the winner and present award on stage, program/website logo recognition. Featured awards: Property Manager of the Year, Lead Service Technician of the Year, Rookie of the Year, Diversity, Equity, and Inclusion, and Green Initiatives.



BridgeScully
Philadelphia, PA



2116 Chestnut,
Greystar
Philadelphia, PA

APARTOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE

#APARTOGETHER

FALL 2023
Pittsburgh, PA

What is this Event:

- APARTogether, the largest Multifamily 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 and APARTogether Keynote Speaker Sponsor.

Lanyard Sponsor: \$1,000

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

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 (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.

CAREER FAIR & EDUCATION DAY

#PAACAREERS

NEW

November 9, 2023
The Phoenixville Foundry
Phoenixville, PA

What is this Event:

- PAA has prepared a day of training for non-industry parties who are ready for a career change. PAA will provide education sessions during the day to help potential candidates learn about the multi-family industry. After a morning filled with FREE education, PAA Members can set up a tabletop at the PAA Career Fair to host open interviews for the newly trained candidates. This day will allow our members to hire staff that are ready to kick-off the new year with a new career.

Who Should Attend?

- Property Executives
- Property Human Resources
- Site-Teams looking to hire new candidates
- Industry Suppliers
- Students

This is a **FREE** event available to PAA members and **NON-members**.

Continuing Education Credits:

CECs are provided to assist professionals in maintaining their license for all NAAEI credentials that require annual review and are required to maintain AIME membership. Additional courses are available for other credential requirements.



PSC Meeting
Philadelphia, PA



COCKTAILS & CORNHOLE

#PAACANDC

#PAAHELPINGHANDS

#PAACHARITY

November 14, 2023

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, 2023. Proceeds will benefit ProjectHOME.
- The auction will commence virtually and continue at the annual Cocktails and Cornhole for a Cause on November 14, 2023 at The Fuge in Warminster.

Cornhole Teams are \$125 per team.

Happy Hour ONLY is \$45 per person.

 Alex Stefanelli CIO of Westover Companies	 Alex Stefanelli CIO 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 Kamsun Corporation	 Becky Reeves Vice President of Hilton Apartments
 Becky Reeves Vice President of Hilton 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 Tall Brothers Apartment Living	 Jane Ashwood Vice President of Asset Management at Tall 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 BET Investments	 Nancy Mateleska Vice President of BET 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 Machovitz Director of Residential Property at Hilton Realty Company
 Sore Yuenavitch COO of Westover Companies	 Tammi Horowitz Associate Director of Residential Properties at Hilton Realty Group	 Veda Williams Regional Property Manager at the Klein Company	 				



Cocktails
AND
CORNHOLE



Bar Sponsor \$350 (7 Available)
Napkin Sponsor \$300 (1 Available)
Cornhole Board Sponsor \$300 (6 Available)
Buffet Sponsor \$250 (6 Available)
Donut Sponsor \$250 (2 Available)
Cocktails and Cornhole Winner Medal Sponsor \$250 (1 Available)

NEW

ANNUAL MEETING and HOLIDAY GATHERING

#PAAAnnualMeeting

December 5, 2023
Philadelphia/Harrisburg/Pittsburgh

- 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 2023.
 - The PAA Regional Advisory Councils will help plan the location of the holiday gatherings in each area and a remote meeting will be held for all members to participate.

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)



PAA Team, Nationwide
Energy Partners, Boyd
Wilson & Cohen, Seglias
Pallas, Greenhall and
Furman PC
Harrisburg, PA



PAA Eastern Regional
Advisory Council
Philadelphia, PA

EDUCATION

PAA Credential Course Program

#PAACREDENTIALS

Credential Program Overview

Credential programs build proficiency and support professionalism in specific areas of apartment housing management. Each course undergoes annual review so the material remains accurate and timely. Credentials are earned after completion of coursework and experience requirements are met.

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)



February 2023
May 2023
June 2023
September 2023
November 2023



Jan/Feb 2023
April 2023
Oct/Nov 2023

Jan/Feb 2023
April 2023
Oct/Nov 2023



June 2023

Feb/Mar 2023
May/June 2023
Sept/Oct 2023



Online Only

EDUCATION

PAA Credential Course Program Pricing

#PAACREDENTIALS

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	\$550	\$530	\$775	\$755
CAM Full Course	\$1,015	\$995	\$1,445	\$1,425
CAMT Full Course	\$950	\$930	\$1,490	\$1,470
CAPS Full Course	\$1,445	\$1,425	\$1,845	\$1,825
CAS Full Course	\$735	\$715	\$1,015	\$995

*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.

Continuing Education Credits:

CECs are provided to assist professionals in maintaining their license for all NAAEI credentials that require annual review and are required to maintain AIME membership. Additional courses are available for other credential requirements.



EDUCATION

PAA Additional Courses, Webinars and Other Program Pricing

#PAAEDUCATION

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	\$135	N/A	\$180	N/A
Fair Housing (3 Hour Course)	\$120	N/A	\$130	N/A
1 Hour Course/Webinar	\$40	N/A	\$55	N/A
2 Hour Course/Webinar	\$75	N/A	\$105	N/A
3 Hour Course/Webinar	\$110	N/A	\$155	N/A
4 Hour Course/Webinar	\$145	N/A	\$205	N/A
Financial Boot Camp	\$150	N/A	\$175	N/A
Managers Roundtable Lunch	FREE	N/A	\$35	N/A
Maintenance Roundtable Lunch	FREE	N/A	\$35	N/A

**Class pricing and dates are subject to change.

EDUCATION SPONSORSHIPS

Increase your professional exposure

#PAAEDUCATION

FAIR HOUSING SEMINAR: \$1,500

- Multiple class sessions offered annually
- Company branded with promotional material as a sponsor
- 15 second commercial before class begins

ROUND TABLE DISCUSSIONS: \$1,000

- Lunch provided by the sponsor and brought to the class location (In addition to Sponsor Amount)
- Multiple class options:
 - Financial Boot Camp
 - The Eviction Process
 - Maintenance Everyday
 - Emergency Management for Multifamily Communities

CREDENTIAL CERTIFICATION SERIES: \$1,000

- Company branded with promotional material as a sponsor
- 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



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



xfinity
communities

MEDAL SPONSORS

Highest level of sponsorship

#PAASPONSORS



PAA at Apartmentalize
San Diego, CA



Westover Companies, Connor
Strong, Rittenhouse Realty &
Woodward Properties at the
Capitol Conference
Harrisburg, PA

What is the PAA Medal Sponsorship Program:

- PAA Medal Sponsorships are the highest level of support for the association. Members can choose from 6 distinctive all-inclusive packages to make planning and budgeting easy for 2023. Packages are developed to include PAA Signature events along with digital marketing that is sure to get your brand noticed. New to the medal sponsorship program for 2023 is the Bronze Sponsorship, exclusive to Property Management Companies. This is another way to increase involvement with the PAA Members and Team.

Who Should Secure a Medal Sponsorship:

- Suppliers who are looking to sponsor multiple events and gain industry exposure.
- Property Management Companies who want to take the next level in association involvement.

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



MEDAL SPONSORS continued

Highest level of sponsorship

#PAASPONSORS

DIAMOND PREMIER SPONSOR: \$35,000

(1 Available)

- Membership Dues included
- Enhanced Website Listing, choosing two identified categories
- Online Directory Enhancement
- Member Spotlight Video on the PAA Webpage
- 2 pop-up alerts on PAA website home page with up to 300 characters and one image
- Banner ad at the footer of the PAA website home page with link
- PAA Home Page Scrolling Advertisement Banner
- 4 Eblasts to PAA members about your business
- Property Listing Directory
- Featured Article in *Keystone Multifamily Living* regarding the company and PAA
- 4 posts on social media about your company and involvement in the multifamily industry
- Keystone Awards Title Sponsor for all three locations
- 4 Cocktail Reception Tickets to each Keystone Award Gala Location
- 4 Dinner Tickets to each Keystone Award Gala Location
- 1 (30 second) commercial to be played at the Keystone Award Gala Locations
- APARTTogether QUAD booth
- APARTTogether Trade Show Map Insert in *Keystone Multifamily Living Magazine*
- APARTTogether Education Session Sponsor
- Philadelphia Cricket Club Golf Foursome
- Diamond Run Golf Foursome
- 4 Textbox messages, 1 per quarter
- 2 tickets to the PAA Annual Meeting
- 4 tickets to the PAA Board Cocktail Reception (1 per year)
- Company Banner ad on the Member Engagement Update with link
- PAA Pop-up Banner to be displayed at each signature event and screen presence as applicable

DIAMOND SPONSOR: \$15,500

- Membership Dues included
- Enhanced Website Listing, choosing two identified categories
 - Online Directory Enhancement
- Member Spotlight Video on the PAA Webpage
- 1 pop-up alerts on PAA website home page with up to 300 characters and one image
- Banner ad at the footer of the PAA website home page with link
- PAA Home Page Scrolling Advertisement Banner
- 2 Eblasts to PAA members about your business
- 2 posts on social media about your company and involvement in the multi-family industry
- Property Listing Directory
- Choice of Free 10x10 APARTTogether Booth or Golf Foursome (Choice of location)
- APARTTogether Education Session Sponsor
- 2 tickets to the Keystone Awards Cocktail Reception and Dinner (1 location to be selected)
- 2 Textbox messages per year.
- 2 tickets to the PAA Annual Meeting
- 3 tickets to the PAA Board Cocktail Reception (1 per year)
- Company Banner ad on the Member Engagement Update with link
- Excel Property Listings with Email Addresses
- Keystone Multifamily Living Magazine Featured Article
- PAA Pop-up Banner to be displayed at each signature event and screen presence as applicable

MEDAL SPONSORS continued

Highest level of sponsorship

PLATINUM SPONSOR \$12,500

- Membership Dues included
- Enhanced Website Listing, choosing two identified categories
- Online Directory Enhancement
- Banner ad at the footer of the PAA website home page with link
- PAA Home Page Scrolling Advertisement Banner
- 1 Eblast to PAA members about your business
- 1 post on social media about your company and involvement in the multi-family industry
- Property Listing Directory
- Company Banner ad on the Member Engagement Update with link
- 2 tickets to the Keystone Awards Cocktail Reception and Dinner (1 location to be selected)
- Choice of Free 10x10 Trade show booth or Golf Foursome (Choice of 1 Location)
- APARTTogether Education Room Sponsor (1 Location to be Selected)
- Property Listing with all emails
- 2 tickets to the PAA Board Cocktail Reception (1 per year)
- 2 Tickets to the Annual Meeting
- PAA Pop-up Banner to be displayed at each signature event and screen presence as applicable
- Keystone Multifamily Living Magazine Multi-Supplier Featured Story

GOLD SPONSOR \$7,500

- Membership Dues included
- Online Directory Enhancement
- 1 post on social media about your company and involvement in the multi-family industry
- Property Listing with all emails
- 4 Tickets to the Keystone Awards Cocktail Reception
- 20% discount on two tickets to the Golf Outing Cocktails Reception and Dinner
- APARTTogether Education Room Sponsor (1 Location to be Selected)
- 2 Ticket to the PAA Board Cocktail Reception (1 per year)
- Keystone Multifamily Living Magazine Multi-Supplier Featured Story
- 2 Tickets to the Annual Meeting
- PAA Pop-up Banner to be displayed at each signature event and screen presence as applicable



MEDAL SPONSORS continued

Highest level of sponsorship

SILVER SPONSOR \$5,500

- Membership Dues included
- Online Directory Enhancement
- Property Listing with all emails
- 2 Tickets to the Keystone Awards Cocktail Reception and Dinner (1 Location to be Selected)
- 2 Tickets to the Annual Meeting
- 1 Ticket to the PAA Board Cocktail Reception (1 per year)
- 20% discount on two tickets to the Golf Outing Cocktails Reception and Dinner
- Maintenance Mania Judge Sponsor
- Keystone Multifamily Living Magazine Multi-Supplier Featured Story
- PAA Pop-up Banner to be displayed at each signature event and screen presence as applicable



BRONZE SPONSOR \$2,500

- Base Rate Membership Dues included (This does not include per unit dues)
- Online Directory Enhancement
- 5% discount on 10 Property entries for the Keystone Awards
- 1 FREE credential course



Bronze \$2,500

- Base Rate
- Membership Dues included
- Online Directory
- Enhancement
- 5% Discount on 10 Property entries for the Keystone Awards
- 1 Credential Course

Silver \$5,500

- Membership dues included
 - Online Directory Enhancement
 - Property Listings with Emails
 - 2 Tickets to the Keystone Awards Cocktail Reception
 - PAA Pop-up Banner to be displayed at Signature Events
 - 2 Tickets to the Annual Meeting
 - 1 ticket to the PAA Board Cocktail Reception
- SILVER PACKAGE ONLY:**
- 20% discount on 2 Tickets to the Golf Outing Cocktail Reception and Dinner
 - Maintenance Mania Judge Sponsor
 - Keystone Multifamily Living Magazine Multi-Supplier Featured Story

Gold \$7,500

Everything included in the Silver package, plus:

- 1 post on social media about company and involvement in the multifamily industry.
 - 1 additional ticket to the PAA Board Cocktail Reception
 - APARTogether Education Room Sponsor (1 Location)
- GOLD PACKAGE ONLY:**
- 20% discount on 2 Tickets to the Golf Outing Cocktail Reception and Dinner
 - Maintenance Mania Judge Sponsor
 - Keystone Multifamily Living Magazine Multi-Supplier Featured Story
 - 2 additional tickets to the Keystone Awards Reception

Platinum \$12,500

Everything included in Gold package, plus:

- Enhanced website listing choosing two identified categories
- Banner ad at the footer of the PAA website home page with link
- PAA HomePage Scrolling Advertisement Banner
- 1 Elast to PAA members
- Company Banner ad on the Member Engagement Update
- Choice of FREE 10x10 APARTogether booth or Golf Foursome

PLATINUM PACKAGE ONLY:

- Keystone Multifamily Living Magazine Multi-Supplier Featured Story

Diamond \$15,500

Everything included in the Platinum package, plus:

- Member Spotlight Video on the home page with email blast
- 1 pop-up alert on PAA website home page with up to 300 characters and one image
- 1 additional elast to PAA members
- 1 additional post on social media about your company
- 2 Textbox messages per year
- 1 additional ticket to the PAA Board Cocktail Reception
- Keystone Multifamily Living Magazine Feature Story-Company Specific

Diamond Premier \$35,000

Everything included in the Diamond package, plus:

- 1 additional pop-up alerts on PAA website home page with up to 300 characters and one image
- 2 additional elast to PAA members
- 2 additional posts on social media about your company
- Keystone Awards Title Sponsor
- 4 Cocktail Reception Tickets to each Keystone Award Gala Location
- 4 Dinner Tickets to each Keystone Award Gala Location
- 1 (30 second) commercial to be played at the Keystone Award Gala Locations
- APARTogether QUAD booth
- APARTogether Trade Show Map
- InPart in Keystone Multifamily Living Magazine
- Philadelphia Cricket Club Golf Foursome
- Diamond Run Golf Foursome
- 2 additional textbox messages, 1 per quarter
- 1 additional ticket to the PAA Board Cocktail Reception (1 per year)

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: \$300

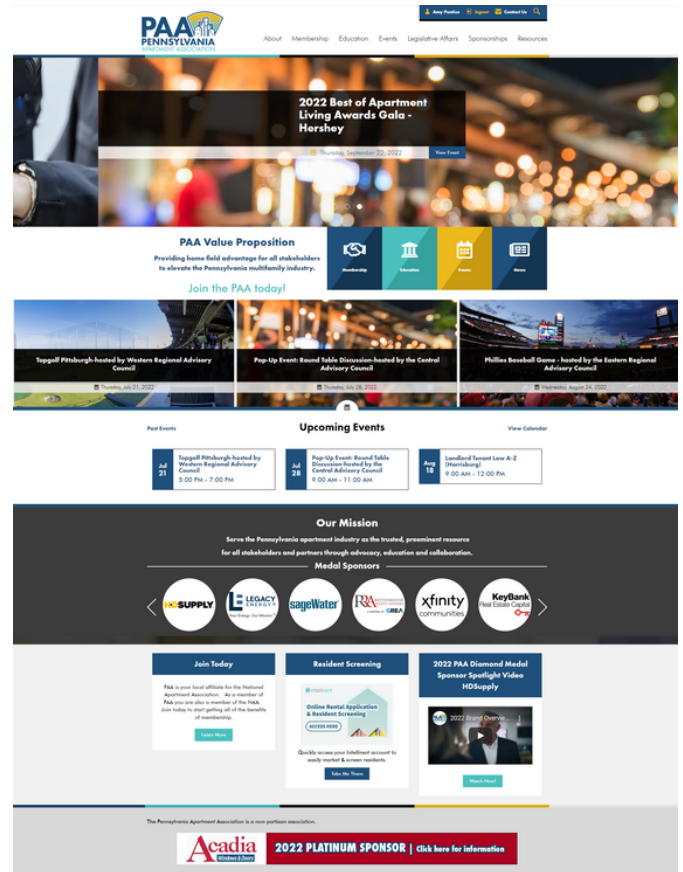
- 30 Day rotating 728 x90 digital advertisement with redirect link
- Display on the bottom of each page of the website
- Limited Slots Available!

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.

ONLINE AND PRINT ADVERTISING

Get noticed in *Keystone Multifamily Living*

Naylor

Advertise and Reach:

- The apartment industry contributes **\$3.4 trillion** annually.
- Nearly **954,100** apartment residents in the state of Pennsylvania contribute **\$63.9 billion** to the local economy each year.
- PAA represents over **300** management companies with over **2,700** apartment communities and over **270,000** apartment homes in the state.
- PAA is the only NAA affiliate in the state of Pennsylvania.

KEYSTONE
MULTIFAMILY
LIVING

The Official Voice of the
Pennsylvania Apartment Association

www.paahq.com

The screenshot shows the PAA website with a navigation bar including 'Home', 'Print', 'Online', 'Packages', and 'Contact'. A large banner image of the Pittsburgh skyline is at the top. Below it, text reads: 'By advertising with PAA, you cover the entire state of Pennsylvania for one rate!'. The 'Advertise and Reach:' section lists statistics: 'The apartment industry contributes \$3.4 trillion annually', 'Nearly 954,100 apartment residents in the state of Pennsylvania contribute \$63.9 billion to the local economy each year', 'PAA represents over 300 management companies with over 2,700 apartment communities and over 270,000 apartment homes in the state', and 'PAA is the only NAA affiliate in the state of Pennsylvania'. The 'About PAA' section mentions the merger of PAA, PAA West, PAA Central, and PAA East into one state association. The 'Membership:' section states: 'If you are interested in becoming a PAA member, please visit PAA's site here.' Below this, two large figures are displayed: '270,000 Apartment Homes Represented' and '\$63.9B Contributed to the local economy'. The 'Opportunities Available in Print and Online' section lists 'Keystone Multifamily Living', 'PAA Website', and 'Audience Extension'. Each has a 'View Rates' button. At the bottom, a call to action says: 'Optimize your reach in Pennsylvania's apartment industry. Contact your Naylor representative to reserve your space today!'. A footer contains contact information for Troy Gainer at tgainer@naylor.com and phone number 770-810-6988.

Website:

Position	Price
2nd Website Footer Sponsor-ROS-12 Months	\$2,000
Half Skyscraper Sub Pages-12 Months	\$1,400
Supplier category Sponsor Leaderboard-12 Months	\$1,200

ONLINE AND PRINT ADVERTISING

Get noticed in *Keystone Multifamily Living*

Naylor

Programmatic

Position	Price
Go Package - 12 Months	\$800
Pro-Package - 12 Months	\$1,500
Pro+ Package - 12 Months	\$2,100



ONLINE AND PRINT ADVERTISING

Get noticed in *Keystone Multifamily Living*

Naylor

Magazine

Position	Price	4X's a Year Price
DPS Front Cover	\$3,289.50	\$2,959.50
Full Page Full Color	\$1,879.50	\$1,689.50
Full Page Black & White	\$1,409.50	\$1,269.50
2/3 Page Black & White	\$1,199.50	\$1,079.50
2/3 Page Full Color	\$1,599.50	\$1,439.50
1/2 Page Full Color	\$1,239.50	\$1,119.50
1/2 Page Island Full Color	\$1,409.50	\$1,269.50
1/2 Page Black & White	\$929.50	\$839.50
1/2 Page Island Black & White	\$1,059.50	\$949.50
1/3 Page Black & White	\$699.50	\$629.50
1/3 Page Full Color	\$939.50	\$849.50

Position	Price	4X's a Year Price
1/4 Page Full Color	\$749.50	\$669.50
1/4 Page Black & White	\$559.50	\$499.50
1/6 Page Black & White	\$419.50	\$379.50
1/6 Page Full Color	\$559.50	\$499.50
1/8 Page Full Color	\$469.50	\$419.50
1/8 Page Black & White	\$349.50	309.50



Acadia Windows & Doors
"We're Serious About Quality"

Celebrating 75 Years of Excellence

Established in 1947, Acadia Windows & Doors is a premier manufacturer and installer of windows, doors and entrance systems for the Multi-Family housing industry.

At Acadia, we offer "one-stop-shop" services. Our team designs, engineers, manufactures, schedules, delivers, installs, and warranties all of our products to create a streamlined, worry-free experience for our Multi-Family partners. Acadia is also a full-service exterior renovation company.

Contact Us

If you have any questions regarding our products or services, please contact us via email or telephone, and we will get back to you as soon as possible. We look forward to hearing from you.

850 Todds Lane • Baltimore, MD 21237 | info@acadialawindows.com | 410.780.9600

ONLINE AND PRINT ADVERTISING

Get noticed in *Keystone Multifamily Living*

Naylor

Digital Magazine

Position	Price
Digital Magazine Leaderboard (Top)- Package A	\$1,150
Digital Magazine-Sponsored Content	\$1,140
Digital Magazine-Rectangle- Package B	\$1,010
Digital Magazine-HTML5 Ad	\$850
Digital Magazine-Video	\$760
Digital Magazine-Mobile Banner (Top TOC)	\$670
Digital Magazine-Full Page Insert	\$630
Digital Magazine-Large Insert	\$580
Digital Magazine-Medium Insert	\$540
Digital Magazine-Mobile Banner (2nd TOC)	\$490

Position	Price
Digital Magazine-Full Page Outsert	\$450
Digital Magazine-Large Outsert	\$400
Digital Magazine-Medium Outsert	\$310
Outsert-1 Page/2 Surface	\$1,799.50
Outsert-2 Page/4 Surface	\$2,199.50
Outsert-Postcard	\$1,799.50
Belly Band	\$3,022.51

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MULTIFAMILY
LIVING
www.paahq.com

ENHANCED EMAIL EXPERIENCE

Member Engagement Update, First Mondays & 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!

MEMBER ENGAGEMENT FOOTER: \$150

- One digital banner ad (728x90) with redirect link on footer 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!

First Monday Education Update

FIRST MONDAY LEADERBOARD: \$300

- One digital 728x90 advertisement with redirect link on top of weekly Monday Scholar
- Limited Slots Available!

FIRST MONDAY FOOTER: \$150

- One digital 728x90 advertisement with redirect link on footer of weekly Monday Scholar
- Limited Slots Available!

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 \$175 per email
Three Emails to Targeted Area \$500 per bundle
ENTIRE MEMBERSHIP:

Single Email to Membership List \$350 per email

Three Emails to Membership List \$1,000 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 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 (Call 610.664.1800 for pricing)

PAA Social Media Platforms:

FaceBook: IPAAHQ

LinkedIN: Pennsylvania Apartment Association

Twitter: PAA_HQ

Instagram: the_paa_hq

YouTube: PAA HQ



EVENT METRICS

Attendee numbers, event engagement and more

For 2023 planning and budgeting purposes, please see the estimated event attendance and targeted audience for all PAA signature events.

Event	Targeted Audience	Number of Attendees
Education Courses	Managers, Leasing Agents, Maintenance Technicians	238 People took a class in 2022
Business Exchange	Property Management Company Executives/Decision Makers and Supplier Partners	15 Management Companies (45 Executives) & 101 Supplier Partners
APARTTogether	Property Management Company Executives/Decision Makers, Property Teams, Students and Supplier Partners	185 Exhibitor Booths with over 1900 Attendees
Best of Apartment Living Awards Call for Entry	Property Management Companies and the Properties they operate	978 Entries Statewide
Maintenance Mania	Property Management Companies and the Properties they operate, Maintenance Technicians and Site Teams	RECORD NUMBER 300 Attendees



PAA Committees and Regional Advisory Councils

#PAACommittees #PAACouncils

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 Liaison: Carol Christner

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 Liaison: Beth Weachter

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 to put towards programs. The committee will be asked to plan and execute several legacy programs as well as new ones regionally.

Staff Liaison: Ashley Porrini

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

Advisory councils have been set up at each of our locations in the state to help PAA implement local education and events. Each advisory council is made up of members who meet regularly. The local advisory councils are a great way to get involved and start the process of potentially becoming a PAA Board Member.

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

Regional Advisory Councils Staff Liaisons:

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

The Pennsylvania Supplier Council (PSC)

#PAAPSC #PAASUPPLIERS #PAAPARTNERS

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.

2023 PSC Executive Board:

Chairman: George Cowden, Multihousing Depot
gcowden@multihousingdepot.com

Vice Chair - Membership: Ellen Thompson, Respage
ellen@resultsrepeat.com

Vice Chair - Education: Heather Kamasa, Acadia Windows
hkamasa@acadiawindows.com

Secretary - PAC: Andy Winston, Mohawk
andy_winston@mohawkind.com

Past Chairman: Andrew Goldberg, RestoreCore
andrew.goldberg@restorecore.com



2023 PSC Members at Large:

Supports Chairman & Vice Chair: Moneque Horsey, Maintenance Heroes
moneque@maintenanceheroes.com

Supports the Chair Elect - Mentorship: Charlene Delia, Western Pest
cdelia@westernpest.com

Supports Vice Chair - Membership: Chuck Colletti, Armina Stone
ccolletti@arminastone.com

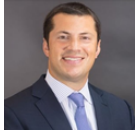
Supports Vice Chair - Education: Jim Huckleberry, Multihousing Depot
jimh@multihousingdepot.com

Supports Secretary: Sharrod Parker, Miller Insurance
sparker@millersinsurance.com

Each year the PSC hosts the Executive Panel Discussion and Training Program: Selling to the Industry. This event will be \$75 per person and features between 4-6 Property Management Executives. The discussion focuses on industry questions often asked by industry suppliers. Plan for this event in early fall of 2023.

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 TRESURER



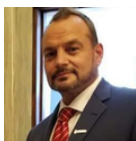
Connor Woodward
CEO, Woodward Properties, Inc.
PAA BOARD SECRETARY



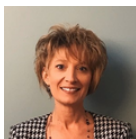
George Cowden
Vice President of Operations,
Multi-fousing Depot
PSC CHAIR



S. Michael Cohen
President, RP Management
DIRECTOR



Chuck Colletti
Business Development Manager,
Armina Stone
DIRECTOR



Lisa Delgado
Vice President, Boyd Wilson
DIRECTOR



Robin Flagler
President, AION Management
DIRECTOR



Andrew Goldberg
Owner & President, RestoreCore
DIRECTOR



Sam M. Goldstein
CFO, The Galman Group
DIRECTOR



Linda Hart
CFO, Scully Company
DIRECTOR



Anne-Marie Niklaus
COO, Berger Rental Communities
DIRECTOR



April Sample
Vice President of Property
Management, The Kamson
Corporation
DIRECTOR



Jason Tribue
Regional Vice President,
Beacon Communities LLC
DIRECTOR



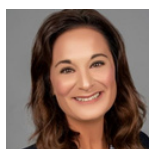
Dan Berger
CEO, Berger Rental Communities
PAA IMMEDIATE PAST PRESIDENT

PAA STAFF

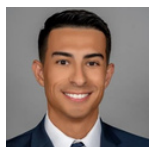
We are here for you!



Carol Christner
Chief Executive Officer
cchristner@paahq.com



Amy Pontius
Executive Vice President
apontius@paahq.com



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



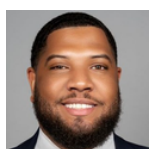
Ashley Porrini
Director of Operations
aporrini@paahq.com



Beth Weachter
Director of Member Engagement
bweachter@paahq.com



Cierra Lewis
Member Engagement Coordinator
clewis@paahq.com



Christopher Kent
Marketing Manager
ckent@paahq.com



Roger Dickson
Vice President, Education
rdickson@paahq.com

Disclaimer: The PAA has provided this guide for member planning in 2023. Prices, locations and dates are subject to change.

General Email:
info@paahq.com
membership@paahq.com

PAA Corporate Office Address:
One Bala Plaza, Suite 515
Bala Cynwyd, PA 19004
610-664-1800

PAA Website:
www.paahq.com