

APART TOGETHER

PAA TRADE SHOW & EDUCATION CONFERENCE



2023 EXHIBITOR



GAMĒ ON



Welcome to APARTogether 2023 - the area's largest multifamily industry show! We appreciate your participation and recognize the important role our exhibitors play in ensuring a successful event. Please use this guide to prepare yourself for the show and pay special attention to deadlines for sponsorships, advertising, and ordering booth services.



PORTICO COLLECTION

MENU

WEDNESDAY, MARCH 22

EXHIBIT SETUP

NOON - 6:00PM

PSC HAPPY HOUR

5:00PM - 7:00PM

THURSDAY, MARCH 23

EXHIBIT SETUP

7:30 - 9:30AM

EDUCATION SESSIONS

9:15AM - 3:30PM

TRADE SHOW OPEN

10:00AM - 4:00PM

EXHIBIT BREAKDOWN

4:00 - 7:00PM

GAME ON . . . TIME TO LEVEL UP



Join in the fun this year as we celebrate video games and gamers. Level up your booth with video game characters and accessories. Get creative! Prize(s) awarded for best booth and more!





BOOTH ZONE

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

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

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

MARCH 16 - DEADLINE to register all booth personnel

After MARCH 16 - anyone not registered may do so onsite during exhibit setup and throughout the show. (*credit card payment required*).

BADGE PICK UP - MARCH 22 (*day before the show*)
NOON—5pm. Onsite self-print option available.

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



**BADGE REQUIRED
FOR TRADE SHOW
FLOOR ENTRY**



SHOW SERVICE ZONE

• Utilities - Electric, Water, Hardwired Internet

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

• Supplies

- Need items for your booth?
 - Access the [General Exposition Services \(GES\) kit](#)
 - <https://www.generalexposition.com/online-servicekit.php>
 - Password - **PAA23**
 - You will be prompted to login to your existing account or you can create a new account if none exists.

• Shipping / Receiving

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

Advance Warehouse Shipping Address:

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



Warehouse Discount Deadline: Friday, March 10, 2023

Last Date to Arrive at Warehouse: Wednesday, March 22, 2023

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

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

SHOW SERVICE ZONE

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

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

- **Lead Capture**

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

[Order through CONEXSYS](#)

- **Parking**

VFC provides free valet parking.



Plan to participate in Prize Pak-Palooza! PAA's new attendee engagement activity where attendees seek out and scan hidden QR codes at exhibit booths for a chance to win PAA's Prize PAK.

Exhibitors also have the opportunity to contribute a prize to the PAK!

Sample items include:

Oculus Meta Quest (provided by PAA), video gaming chair (provided by BMS CAT), video games, board games, lottery tickets, company coupons and discounts, sports teams tickets, box seats, event tickets, movie tickets, ski passes, company logo'd/branded items, gift cards, etc.,

[**GET MY QR CODE**](#)

SOCIAL MEDIA

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



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

#APARTogether and **#PAATRADESHOW** are the official hashtags for the 2023 show! Add **#APARTogether** and **#PAATRADESHOW** to your posts to be featured in our social media stream. Also download and include the [APARTogether exhibitor logo](#).



HOTEL ACCOMMODATIONS



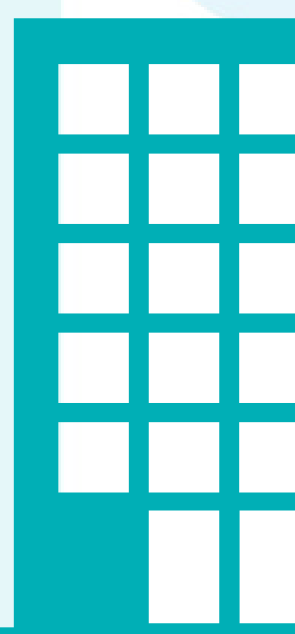
Reservations can be made by calling Valley Forge Casino Resort **610-354-8118** mention code **PAAC23C** to receive the PAA rate.

Casino Hotel Tower Room Rates:

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

Deadline for discount rates: March 1

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



SPONSORSHIP OPPORTUNITIES

LEVEL UP and become a show sponsor!

TITLE SPONSOR: \$7500 (SOLD)

LOGO PRESENT ON ALL MARKETING MATERIALS AS THE SHOW SPONSOR. LOGO PRESENT IN THE MAGAZINE, KEYSTONE MULTIFAMILY LIVING AS A TITLE SPONSOR. FREE APARTOGETHER BOOTH. APARTOGETHER KEYNOTE SPEAKER SPONSOR.

TRADE SHOW MAP AND ITINERY SPONSOR: \$3500 (SOLD)

LOGO PROMINENTLY DISPLAYED ON BOTH SIDES OF THE INSERT IN THE MAGAZINE, DISTRIBUTION TO 4000 MEMBERS IN THE STATE AS A PRINTED PUBLICATION. 200 ADDITIONAL COPIES WILL BE PRESENT WITH THIS INFORMATION AT THE TRADE SHOW.

NEW! MONITOR SPONSOR: \$1500

SPONSOR ADVERTISING AND LOGO BROADCAST ON TV MONITORS THROUGHOUT THE TRADESHOW FLOOR FOR ENTIRE EVENT.

NEW! PHOTO BOOTH: \$1500

MIRROR PHOTO BOOTH TAKES PHOTO BOOTH FUN TO A WHOLE NEW LEVEL! COMPANY BRANDING INCLUDED ON PHOTO FRAMES, ACCESSORIES, AND PROPS.

LANYARD SPONSOR: \$4500

LOGO PRINTED ON LANYARDS PROVIDED BY PAA. COLOR SCHEME TO BE DETERMINED.

APARTOGETHER PHOTO BACKDROP: \$1000

STEP AND REPEAT BANNER AT SHOW ENTRANCE: \$1000 (1 AVAILABLE)
BACKDROP PROVIDED BY PAA. PROPS FOR PHOTO LOCATION PROVIDED BY THE SPONSORING COMPANY WITH LOGO GEAR. THE THEME IS HOLLYWOOD.

CLOSING SPEAKER SESSION SPONSOR: SOLD

THE TRADE SHOW WILL END THE DAY WITH A STATE OF THE INDUSTRY CLOSING SESSION ON THE TRADE SHOW FLOOR, TITLED, STATE OF THE INDUSTRY. LOGO PRESENT ON STAGE AND ABILITY TO INTRODUCE THE SPEAKER.

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 FOLKS TO SIT, HAVE LUNCH, AND DISCUSS YOUR PRODUCT AND SERVICES.

EDUCATION ROOM SPONSOR:\$350

9 EDUCATIONAL SESSIONS: YOUR LOGO PRESENTED IN THE ROOM AS THE EDUCATION SPONSOR. MINUTE PRESENTATION ABOUT YOUR COMPANY AND SPEAKER INTRODUCTION. SIGNAGE OUTSIDE OF CLASSROOM FEATURING YOUR LOGO NEXT TO THE CLASSROOM ENTRANCE. ABILITY TO DISTRIBUTE COMPANY SWAG.

FLOOR DIRECTIONAL DECALS: \$350 (8 AVAILABLE)

(8) SPONSORSHIPS AVAILABLE. YOUR COMPANY LOGO WITH A DIRECTIONAL ARROW AND BOOTH NUMBER.

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

AGENDA

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

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

- (LA) Leadership Pathways - Moving Forward ... *Chiccorra Connor*
- (MT) Completing Property Maintenance Reports with Ease ... *Ryan McCord*
- (PM) Daily DE&I Habits Leading to Inclusivity and Equity with your Teams ... *Ishea Shepard*

10:00AM - 4:00PM

- Trade Show Floor Open for Business!

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

- (LA) Level-up: Legalities of Leasing ... *Steve Williams and Jenel Marraccini*
- (MT) Streamlining SOP Maintenance Processes ... *Brian Paul*
- (PM) Levelling Up: Communication Strategies for Maximum Impact ... *Nicole Loser*

11:00AM

- PAC Arcade Opens

11:30AM - NOON

- Around the Water Cooler - Maintenance Hot Topics ... *Julie Murphy (facilitator)*

12:00PM - 1:00PM

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

12:30PM

- T-Shirt Bar Open

1:30PM - 2:00PM -

Around the Water Cooler - Breathe Deep - Art of De-escalating and Problem Solving

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

- (LA) Road Blocks to Evictions ... *Steve Williams and Jenel Marraccini*
- (MT) Simplifying the Insurance Claim Process ... *Julie Murphy*
- (PM) Microaggressions - A Barrier to Leadership ... *Monica Frazier*

2:00PM - 4:00PM

- Happy Hour ... *Trade Show Floor Libation Zone*



3:00PM - 3:30PM

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

3:30PM - 4:00PM

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

KEEP YOUR BOOTH OPEN FOR BUSINESS!

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

We appreciate your cooperation.

TIMELINE / DUE DATES



March 1

Hotel Room Reservation Deadline



March 2

Electric Order Discount Deadline



March 10

Final Booth Payment Due



March 10

GES Order Discount Deadline



March 12

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



March 14

**Sponsorship Selection Deadline
Lead Capture Discount Deadline**



March 16

All Booth Representative Names Due



March 22

**Booth Setup NOON - 6:00PM
Badge Pickup NOON - 5:00PM**



March 23

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

GAME OVER

Questions? contact Beth
bweachter@paahq.com