

FLORIDA APARTMENT ASSOCIATION

ANNUAL
CONFERENCE
& TRADE SHOW

SEPTEMBER 28-30, 2022

THE DIPLOMAT BEACH RESORT • HOLLYWOOD, FL

PROSPECTUS



FAAconference.com

FLORIDA APARTMENT ASSOCIATION

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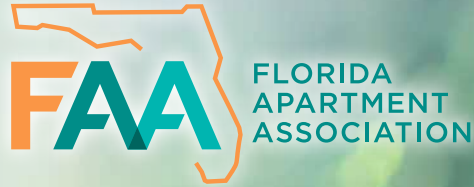
THE DIPLOMAT BEACH RESORT • HOLLYWOOD, FL



The 2022 FAA Annual Conference & Trade Show, September 28-30, at the Diplomat Beach Resort in Hollywood, Florida, is the premier state conference for the apartment industry. More than 1,000 multifamily housing industry professionals interested in sales, marketing, recruitment and retention, maintenance, career development, leadership, customer service, technology, and more, will be inspired by nationally renowned keynote speakers and informative breakout sessions.

Attendees can expect to make great connections and share insights on relevant and current hot topics within the industry during the many networking opportunities. The FAA trade show, with 223 exhibit booths, offers attendees innovative solutions firsthand from more than 500 knowledgeable suppliers displaying products and services that will put attendees in a position to gain market share and grow their bottom line.

The Florida Apartment Association is a federation of associations representing and advocating the interests of the Florida multifamily rental housing industry.



Since 1971, the Florida Apartment Association has worked to ensure high property management standards and resident satisfaction and safety in Florida. Volunteer leaders from throughout the state meet three times per year to discuss issues and challenges facing the multifamily housing sector. The association at both the state and local levels also provides important social and career benefits for industry personnel. FAA represents the majority of apartment homes in Florida — more than 880,000.

Our members represent all facets of the multifamily housing industry: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, maintenance personnel, suppliers, and related business professionals throughout the state of Florida.



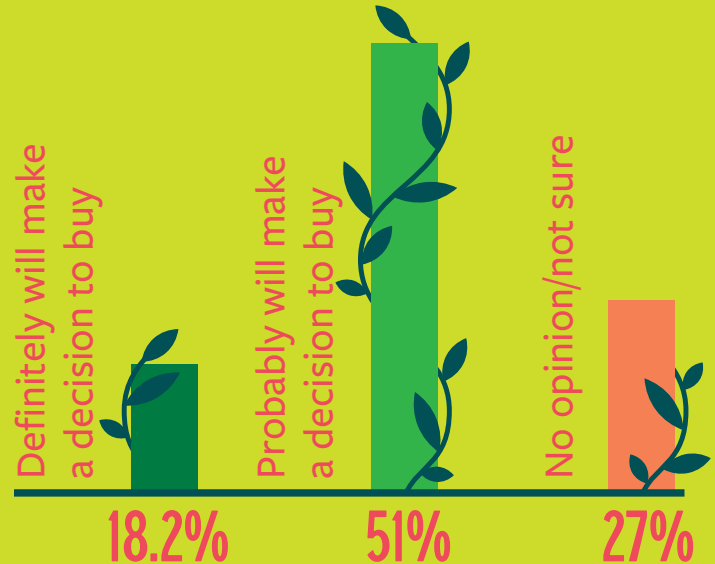
ATTENDEE COMPANIES

Abbey Residential Services Inc.
Adara Communities
Advenir Real Estate Management
AGPM LLC
Alisa Management
American Management Group
AMP Residential
Atlantic Housing
Atlantic Pacific Management
Avesta Communities
Balfour Beatty Communities
Bell Partners Inc.
Berkshire Management Group
BH Management
B&M Management
Bozzuto
Bridge Real Estate Group
Castle Residential
Cambridge Management Services Inc.
Camden
Carroll Management Group
Cherry Investments
Churchill Forge Properties
CKT Asset Management
Concord Management Limited
Contemporary Housing Alternatives of Florida Inc.
Continental Property Services Inc.
ContraVest Management Company
Cornerstone Group
Cortland Partners
CPM
Cushman & Wakefield
Dalcor Companies
Dominium
Eagle Property Capital
EBSCO Income Properties LLC
ECI Management
Emmer Management Corporation
Epoch Management
ESG Kullen LLC
Farrell Properties
FCI Residential Corporation
Fickling Management Services
First Communities Management
Fischer Properties
Fort Family Investments
Franklin Street Management Services
Frontstreet
Garden Communities Florida
GCI Residential
Goldelm
GoldOller Real Estate Investments
Greystar
Greystone
Haley Residential
HG Property Management
Highmark Residential
Horizon Realty Management
Implicit Management Company
Incore Residential
Inland Residential Real Estate Services LLC
Jenco Properties
JMG Realty Inc.
KGN Property Group

Laramar Group
Lincoln Property Company
Lynd
MAA
Mahaffey Apartment Company
McCormack Baron
Meadow Wood Property Company
Michaelson Real Estate Group LLC
Midwest Diversity
Milhaus Management
Mission Rentals LLC
Monument Real Estate Services
Morguard Management
Northland Investment Corporation
NRP Management
Oak Hill Group
Panama City Housing Authority
Park Partners Residential
Pinellas County Housing Authority
Pioneer Property Management
Preferred Residential Management
Premier Property Management
Preston Giuliano Capital Partners
PRG Real Estate Management
Priderock Capital Partners
Professional Realty Management Inc.
Progressive Management of America Inc.
Providence Management
QT Property Management
Rangewater Real Estate
RAM Partners LLC
Residential Management
Richman Property Services Inc.
RKW Residential
Robbins Property Associates
Royal American Management Inc.
Sage Partners
San Miguel Management LP
Scully Company
Signature Management
South Oxford Management
The Altman Companies
The Bainbridge Companies
The Collier Companies
The Dinerstein Companies
The Habitat Company
The Klein Company
The Rockbridge Group
TIG Management
TM Realty
TPI (The Partnership Inc.)
United Property Management
Van Metre Companies
Vesteco Real Estate Management Services
Watkins Realty Services LLC
Waypoint Residential
Weller Management
Wendover Housing Partners
Westdale Asset Management
Windsor Management Inc.
Wood Residential Services
Worthing Company
WRH Realty Services Inc.
Yes Management Services
Zen Luxury Living

REACH QUALIFIED PROSPECTS

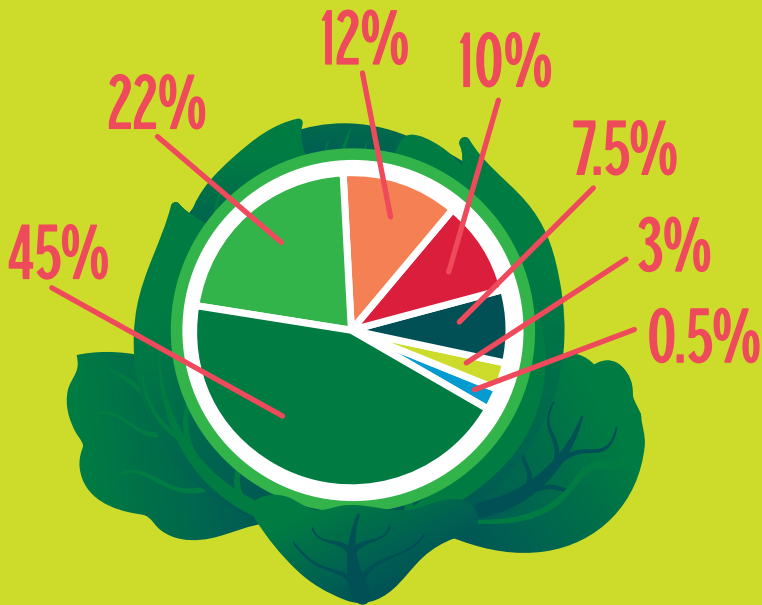
LIKELIHOOD THAT ATTENDEES WILL DECIDE TO BUY PRODUCTS OR SERVICES AT THE TRADE SHOW



It's definitely worth it for our company to attend. It's our big event of the year so we always budget for it.

A lot of time and money goes into this so it's a big deal. It's a good way to get everyone together and have the opportunity to learn and network with other professionals.

QUALIFIED PROSPECTS



45%-PROPERTY MANAGER

22%-REGIONAL SUPERVISOR/
MANAGER (MULTI-SITE)

12%-CORPORATE STAFF

10%-MAINTENANCE PROFESSIONAL

7.5%-VICE PRESIDENT/CORPORATE EXECUTIVE

3%-OWNER/ PRESIDENT/ PRINCIPAL

0.5%-LEASING PROFESSIONAL

🌿 The little details and effort that the conference committee and the FAA staff put into this event is remarkable. Everything was thematic, in good taste, and it was a great time! 🌿

🌿 Overall it was my favorite conference out of the last five years. I felt like the education classes were a step up this year. Can't wait for next year! 🌿



SPONSORSHIP LEVELS

RECEIVE THESE BENEFITS IN ADDITION TO YOUR SELECTED SPONSORSHIP OPPORTUNITIES (PAGES 11-32) TOTALING \$10,000 OR MORE:

- Priority selection of booth locations and sponsorship opportunities
- Opportunity to maximize your presence in the exhibit hall with purchase of 20' by 20' island booth (exclusive to platinum and gold sponsors, limited availability)
- Opportunity to provide a hanging sign above your 20' x 20' island booth (maximum height of 25' from floor to top of sign, whether the sign is suspended from above or supported from below; rigging fee not included in sponsorship)
- Company logo featured within the registration brochure
- Recognition at conference opening session
- Recognition on faahq.org homepage
- Recognition on FAAconference.com
- Recognition on FAA social media
- Company logo displayed near exhibit hall entrance
- Company name highlighted in mobile conference app
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan





RECEIVE THESE BENEFITS IN ADDITION TO
YOUR SELECTED SPONSORSHIP OPPORTUNITIES
(PAGES 11-32) TOTALING \$7,500 OR MORE:

- Priority selection of booth locations and sponsorship opportunities (after platinum sponsors)
- Opportunity to maximize your presence in the exhibit hall with purchase of 20' by 20' island booth (exclusive to platinum and gold sponsors, limited availability)
- Opportunity to provide a hanging sign above your 20' x 20' island booth (maximum height of 25' from floor to top of sign, whether the sign is suspended from above or supported from below; rigging fee not included in sponsorship)
- Recognition on faahq.org homepage
- Recognition on FAAconference.com
- Recognition on FAA social media
- Company logo displayed near exhibit hall entrance
- Company name highlighted in mobile conference app
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan





RECEIVE THESE BENEFITS IN ADDITION TO
YOUR SELECTED SPONSORSHIP OPPORTUNITIES
(PAGES 11-32) TOTALING \$5,000 OR MORE:

- Priority selection of booth locations and sponsorship opportunities (after gold sponsors)
- Company name listed near exhibit hall entrance
- Recognition on FAAconference.com
- Company name highlighted in mobile conference app
- Recognition in *Multifamily Florida* magazine
- Booth location highlighted on exhibit hall floor plan



SPONSORSHIP OPPORTUNITIES

EDUCATION AND EVENTS

\$15,000 – Opening Session

Capture the attention of the largest gathering of conference attendees at one time with your brand and message at the high-energy kickoff of the conference.

- Five- to 10-minute presentation about your company from the stage (may include promotional video)
- Opportunity for placement of company-provided collateral/giveaways (quantity 900)
- Opportunity to introduce keynote speaker
- Recognition of sponsorship on entrance unit
- Recognition in mobile conference app
- 30 reserved VIP seats by the stage for your team and registered attendees of your choice
- Additional benefits (to be determined after keynote speaker is selected)
may include: 25 books authored by the speaker, to be given to attendees of your choice.

\$7,500 – APAC All Hands on Deck Yacht Party (one of two available)

Come aboard and be a part of APAC's biggest night. Position your brand by sponsoring this extraordinary APAC celebration, where 500 attendees will enjoy food, drinks, and music, as well as a cruise on the Intracoastal Waterway.

- Five complimentary tickets to the event
- Logo displayed on all promotional event materials
- Recognition at opening general session
- Logo featured on sail-away step-and-repeat photo opportunity as attendees board the yacht
- Opportunity to share a looping video (no audio) on all TV screens on board
- Logo in registration brochure (if purchased by April 1)
- Logo on hand-held directional signs



\$5,000 - APAC Major Contributors Reception

Mix and mingle with some of FAA's most engaged members: major investors in the FAA Apartment Political Action Committee.

- Three to five minutes to speak about your company and/or product
 - Opportunity to provide marketing materials/giveaways for each attendee
 - Signage at the event recognizing you as the sponsor
 - Recognition on invitation to this exclusive event
-

\$7,500 - Closing Celebration Dinner

As attendees network in a lively social setting, the spotlight shines on your company as part of the celebration, which recognizes the association's volunteers throughout the state.

- Three to five minutes to speak about your company and/or product (may include promotional video)
 - VIP table for your registered guests near the stage
 - Opportunity to announce FAA's 2023 conference location
 - Company logo on dinner menus
 - Recognition of sponsorship on entrance unit
 - Recognition in mobile conference app
-

\$5,000 - The Masters Session

Promote your brand to the industry's best and brightest at this exclusive roundtable discussion attended by C-level executives and other multifamily business leaders.

- Three to five minutes to speak about your company and/or product
- Opportunity to provide collateral to be placed on tables (plan for 30)
- Company recognition on sign
- Recognition in mobile conference app

\$2,500 – Education Session

Position your company as a leader, innovator, and supporter of education. Target the professionals who will be your best prospects by choosing the session(s) most relevant to your brand.

- Three to five minutes to speak about your company and/or product
 - Introduction of speaker
 - Recognition of sponsorship on signage
 - Recognition in mobile conference app
-

\$2,500 – Board of Directors Meeting

Connect and engage with the association’s volunteer leaders.

- Three to five minutes to speak about your company and/or product
 - Opportunity to provide marketing materials/giveaways for every seat (plan for 35)
 - Recognition on the agenda
 - Signage at the meeting recognizing your company as the sponsor
 - Recognition in mobile conference app
-

\$2,500 – Legislative Platform Meeting

Connect and engage with the volunteer leaders and members with an interest in legislative issues.

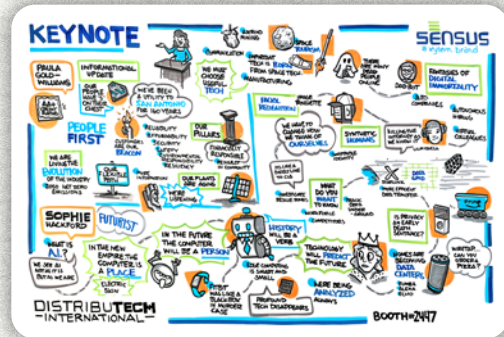
- Three to five minutes to speak about your company and/or product
- Opportunity to provide marketing materials/giveaways for every seat (plan for 70)
- Recognition on the agenda
- Signage at the meeting recognizing your company as the sponsor
- Recognition in mobile conference app

STATIONS AND LOCATIONS

\$5,000 – Opening Session Graphic Recording

Grab the attention of attendees during the Opening Session as a live sketch artist captures the highlights in real time. This larger-than-life mural will include big ideas shared from our general session keynote speaker and FAA's State of the Association address, as well as a section for your company logo, website, contact information, and a custom illustration spotlighting your company's products and services.

- After the Opening Session the mural will be displayed in a high-traffic common area throughout the conference
- This one-of-a-kind post-session wrap-up will be shared via social media to reach an even wider audience
- At the end of the conference, the mural will be yours to keep (sponsor will be responsible for transporting)



\$5,000 – Guests' In-Room Wi-Fi

Attendees staying at the Diplomat Beach Resort will benefit from your gift of complimentary premium wireless internet access in their sleeping rooms.

- Company logo on the info card (business-card size) that will be handed to all guests at check-in
- Ability to create the custom password (must be all lowercase, no spaces, 15-character limit)

\$2,500 – Opening Session Raffle Sponsor

Attendees of the Opening Session will feel extra lucky with a raffle ticket that will include your company logo for a chance to win \$500.

\$5,000 – Publishing Bin

Attendees will see your eye-catching branding and marketing message in this high-traffic area when they stop to grab copies of the past year's publications and the newest issue hot off the press.

- Your advertisement featured on both end caps of the FAA *Multifamily Florida* magazine publications bin
- Opportunity to brand two panels on each end cap (four total); each panel is 18 3/8 inches by 21 inches



\$5,000 – Thursday Morning Networking Continental Breakfast

Attendees start the day right by waking up to your sponsored breakfast.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the breakfast recognizing you as the sponsor
- Recognition in mobile conference app

\$5,000 – Thursday Afternoon Refreshment Break

Attendees will re-energize with an afternoon snack and awareness of your brand.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the break recognizing you as the sponsor
- Recognition in mobile conference app

\$5,000 – Friday Afternoon Refreshment Break

Catch attendees' attention with your brand when they pause for an afternoon snack.

- Opportunity to provide collateral on all highboy cocktail tables
- Signage at the break recognizing you as the sponsor
- Recognition in mobile conference app

\$5,000 - Elixir Bar (Non-Alcoholic)

Attendees can cure what ails them or simply kick-start their Friday morning mojo

- Opportunity to provide collateral on all highboy cocktail tables
 - Signage at the break recognizing you as the sponsor
 - Recognition in mobile conference app
-

\$2,500 - Oceanside Yoga | Friday Morning*

Attendees will calm their minds and stretch muscles while enjoying a beautiful South Florida sunrise during this professionally guided yoga session.

- Opportunity to provide marketing materials/giveaways for every participant (plan for 30)
 - Signage at the session recognizing you as the sponsor
 - Recognition in the mobile conference app
-

\$2,500 - Oceanside Guided Meditation | Friday Morning*

Attendees will enjoy a zen-like experience and find inner peace during this professionally guided meditation session.

- Opportunity to provide marketing materials/giveaways for every participant (plan for 30)
- Signage at the session recognizing you as the sponsor
- Recognition in the mobile conference app

****Meditation and yoga sessions will run concurrently on Friday morning.***

SIGNAGE

\$25,000 – Overhead Pedestrian Bridge (Both Sides)

Your traffic-stopping message and brand towering over Florida State Road A1A will welcome conference attendees and get the attention of every car traveling north or south on one of South Florida's busiest thoroughfares.

- This pedestrian bridge connects the hotel to the self-parking garage and the Diplomat Landings



SOLD

\$10,000 – Hotel Lobby Entrance Banner (A3)

As attendees walk into the hotel lobby, grab their attention with this placement of your brand messaging.



\$5,000 – Lobby Level Elevator Bank Entrance (one of two available, A5 in the north tower and A8 in the south tower)
As attendees approach the elevator bank on the lobby level, they will see your brand messaging.



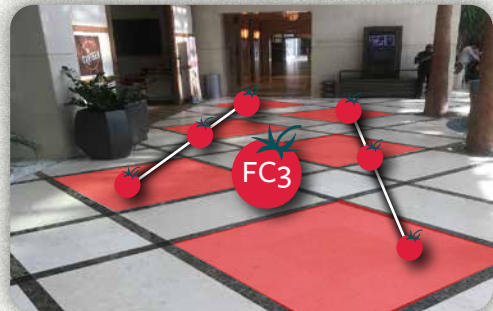
\$7,500 - Hotel Lobby Entrance Large Diamond Decal (FC1)

Be the first and last message on all hotel guests' minds as you take front and center positioning within the hotel with your company's messaging.



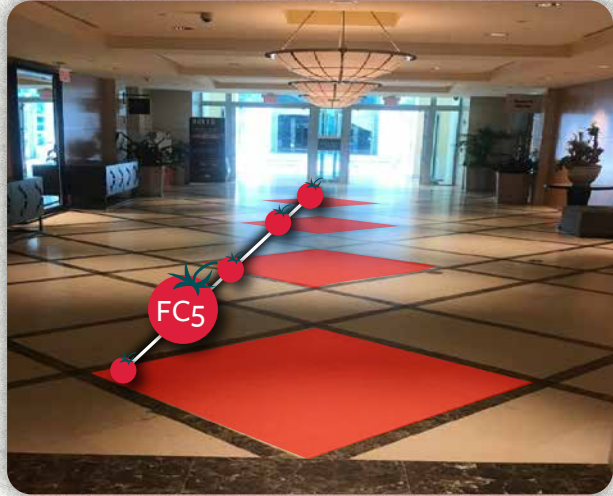
\$5,000 - Six Diamond Square Decals (located in hotel lobby area leading to the south tower) (FC3)

Make your company's message pop out from below attendees' feet as they go through this high-traffic area.



SOLD

\$5,000 - Four Diamond Floor Decals (located in the south tower walkway between the elevators and meeting space on the lobby level (FC5))
Capture attendees' attention with your branding throughout this busy hallway.



SOLD

\$5,000 - Lobby Level Elevator Bank Mirror (A6 in the north tower)
Your branded message will be viewed by attendees as they wait for their elevator.



\$5,000 - Six Elevator Doors (four locations available: A7 lobby level north, A9 lobby level south, A7 meeting space level north, A9 meeting space level south. Price is per set of six doors.)
Capture the attention of attendees with your marketing message when they head back to their sleeping rooms.



\$5,000 - Lobby Level Walkway Entrance Leaving the Meeting Space and Heading into Main Hotel (A13)
Keep your brand on attendees' minds as they leave the meeting space and head back to the hotel.



\$5,000 – Lobby Level Walkway to Meeting Space (two available: A11 Beach Side and A11 Street Side. Price is per side.)

Turn attendees' heads as they traverse this high-traffic hallway to enter the conference meeting space.



SOLD
\$5,000 – Lobby Level Walkway Entrance Heading into Meeting Space (A12)

Your message will greet attendees as they enter the conference meeting space through this hallway.



\$5,000 – Second-Level Walkway Leaving the Meeting Space and Heading into Main Hotel (A10)

Keep your brand on attendees' minds as they leave the meeting space and head back to the hotel.



\$7,500 – Second-Level Walkway to Meeting Space (A15 Beach Side)

Turn attendees' heads as they take in the beach view while traversing this high-traffic hallway to enter the conference meeting space.



\$7,500 – Second-Level Walkway to Meeting Space (A15 Street Side)

Turn attendees' heads as they take in the view of State Road A1A while traversing this high-traffic hallway to enter the conference meeting space.



SOLD
\$10,000 – Lobby Level Escalators to Second-Level Meeting Space (A14)

Get attention from attendees as they ascend from the lobby level to the second level meeting space, where registration, general sessions, and breakout sessions will be located.



SOLD
\$10,000 – Second-Level Escalators to Third-Level Exhibit Hall (A17)

Get attention from attendees as they ascend from registration, general sessions, and breakout sessions to the third-level trade show.

SOLD
**\$12,500 – Meeting
Space Second-Level
Glass Balcony (A16)**

Your branding will stand out as attendees head to registration, general sessions, and breakout sessions, on this horizontal glass balcony that gets 360-degree exposure in the center of the second level.



SOLD
**\$5,000 – General
Session Adjacent
Banner (A19)**

Continue to inspire attendees as they leave the general session ballroom and pass under your brand's marketing message.



SOLD
**\$7,500 – General Session/
Registration Entrance
Banner (A22)**

Greet attendees with your
messaging as they arrive to this
busy level of the meeting space.



SOLD
**\$7,500 – Breakout Session
Entrance Banner (A24)**

Wow attendees with your branding
as they make their way to breakout
education sessions.



SOLD
\$5,000 – Second-Level Escalator-Adjacent Banner (A25)

Grab attendees' attention with your messaging as they move from the second level to another level of the meeting space.



SOLD
\$7,500 – Third-Level Exhibit Hall Escalator-Adjacent Banner — Arrival (A35)

Greet attendees with your messaging as they arrive to the exhibit hall level.



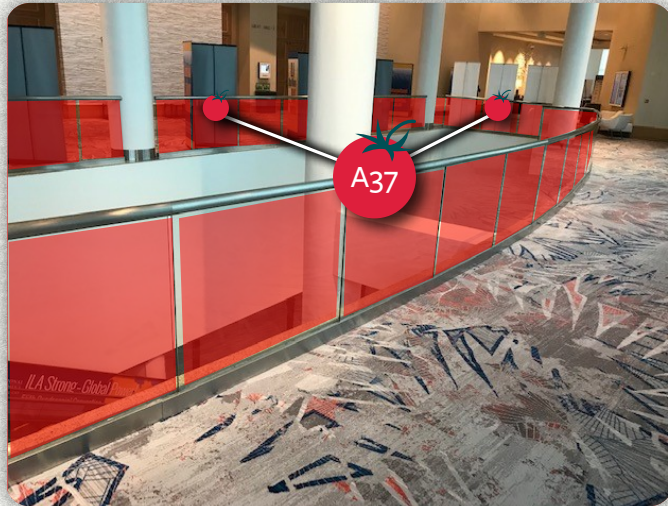
SOLD
\$5,000 – Third-Level Exhibit Hall Entrance-Adjacent Banner (A36)

Grab attendees' attention with your messaging right outside the entrance to the exhibit hall.



SOLD
\$12,500 – Exhibit Hall Third-Level Glass Balcony (A37)

In the center of the third level in front of the exhibit hall, your branding will stand out on this horizontal glass balcony that gets 360-degree exposure.



\$5,000 – Third-Level Exhibit Hall Entrance-Adjacent Banner — Departure (A39)

Drive your message home with this branding message as attendees leave the exhibit hall level.



\$5,000 - FAA Volunteer of the Year Awards

Position your brand during this annual ceremony recognizing the best volunteer members from across the state.

- Three to five minutes to speak about your company and/or product from the general session stage at the celebration dinner before the awards ceremony
- Opportunity to introduce the conference co-chairs, who will present the Volunteer of the Year awards
- Recognition within the Volunteers of the Year awards program available within the mobile conference app
- Recognition on the Volunteers of the Year award wall including your company logo and website



\$5,000 – Registration Kiosk Screen Sponsorship

Your company logo will be included as part of the welcome messaging on all registration touch-screen kiosks.

\$5,000 – Exhibit Hall Aisle Signs (not pictured)

Fill the exhibit hall ballroom with your company’s logo, placing it on every double-sided aisle sign and maximizing your brand’s visibility.

- A total of eight double-sided aisle signs hung above the booths in the ballroom portion of the exhibit hall
-

SOLO \$2,500 – “Follow Me” Carpet Decals on Trade Show Floor (none available; not pictured)

Guide exhibit hall attendees’ footsteps right to your booth.

- Two directional carpet decals with your company logo and booth number
-

SOLO \$7,500 - FAA Leadership Lyceum Graduation

Position your company as a key supporter of the multifamily industry’s emerging leaders during this annual graduation ceremony of FAA’s Leadership Lyceum students.

- Three to five minutes to speak about your company and/or product from the general session stage at the celebration dinner before the graduation
- Opportunity to introduce the lyceum co-chairs, who will present the graduates with their certificates and pins
- Recognition on the Leadership Lyceum graduates wall, including your company logo and website (See image of the Volunteer of the Year Award wall on Page 27 for example.)

ADVERTISING AND PROMOTIONAL ITEMS

\$12,500 – Conference Bag

Attendees will be carrying around your logo front and center on their conference bags visible throughout the whole conference.

- Company logo on conference bag

\$10,000 – Mobile App

FAA is going green, and the mobile conference app will be the only hands-on source for attendee information, taking the place of a printed conference on-site program.

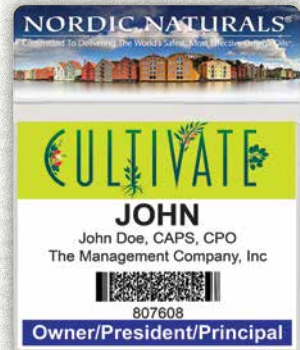
Attendees will use the app to review the conference schedule, speaker bios and session descriptions, the map of the meeting space, and more.

- Brand exposure within app store when the free app is downloaded
- Your **branded splash screen** appearing for 3.5 seconds when app launches
- **Sticky banner** ad displayed on the main screen and stationary during scrolling; when clicked takes attendees to a full-screen landing page, which can lead to a multimedia video message or to a specific URL
- **Sub-page banner ad** displayed on specific pages within the app and linked to a URL
- Logo as icon in main screen navigation menu linked to your website (must be a simple logo icon 100 pixels wide x 100 pixels high, with text below up to 12 characters)

\$10,000 – Conference Badge Holder Full Color Imprint Banner Advertisement

At the top of all attendee badge holders is your marketing message (see sample at right), which will be highly visible as attendees display their badges to gain entrance into every event.

- Your company artwork printed on the top of badge holder. Art size: 4 3/8 inches wide by 1 1/2 inches high, not including the required 0.125 inch bleed



SOLD

\$10,000 – Conference Lanyard

With attendees wearing lanyards around their necks to hold their badges, your company will gain valuable recognition when each attendee becomes a walking advertisement for your company.

- One color imprint of your company logo on attendee lanyards
-

SOLD

\$10,000 – Guest Room Key Card

Make an early impression when attendees check into the Diplomat Beach Resort. Create your own custom design to highlight your message, brand, and booth number to attendees staying at the host hotel.

- Your custom created message on guest room keys for the Diplomat Beach Resort
-

\$5,000 – Wednesday In-Room Delivery

Reach all FAA attendees staying at the host hotel by having your promotional item and/or literature delivered directly to their rooms.

\$5,000 – Thursday In-Room Delivery

Extend your marketing reach by having your promotional item and/or literature delivered directly to the rooms of all FAA attendees staying at the host hotel.

\$5,000 – Friday In-Room Delivery

Reach all FAA attendees staying at the host hotel by having your promotional item and/or literature delivered directly to their rooms.

\$5,000 – Social Media Photos

After the conference, be a part of the lasting memories through event photographs shared on Facebook by FAA.

- Company logo on all images shared on FAA Facebook page after the conference (does not include APAC event photos)
-

\$2,500 – Guest Room Door Hanger

Position your brand on this helpful resource which serves as a conference schedule at-a-glance to keep attendees on track.

- Company logo and website on door hanger

\$2,500 – Custom-Printed Magazine Belly Band for Wednesday In-Room Delivery

Now your brand can jump off the page before attendees have opened their copy of *Multifamily Florida* magazine.

- Your message and design on a belly band on every issue of the magazine delivered to attendee guest rooms at the host hotel

\$2,500 – Conference Bag Insert

Get your company's name in front of attendees from the very start with a promotional item in every attendee's conference bag.

- Opportunity to provide item to be placed in attendee conference bags

\$2,500 – Online Survey

Keep your company's brand and messaging top-of-mind as attendees reflect on their conference experience.

- Opportunity to provide two custom questions
- Results of completed survey
- Redirect of all survey respondents to your website upon survey completion

\$2,500 – Alert Text (none available)

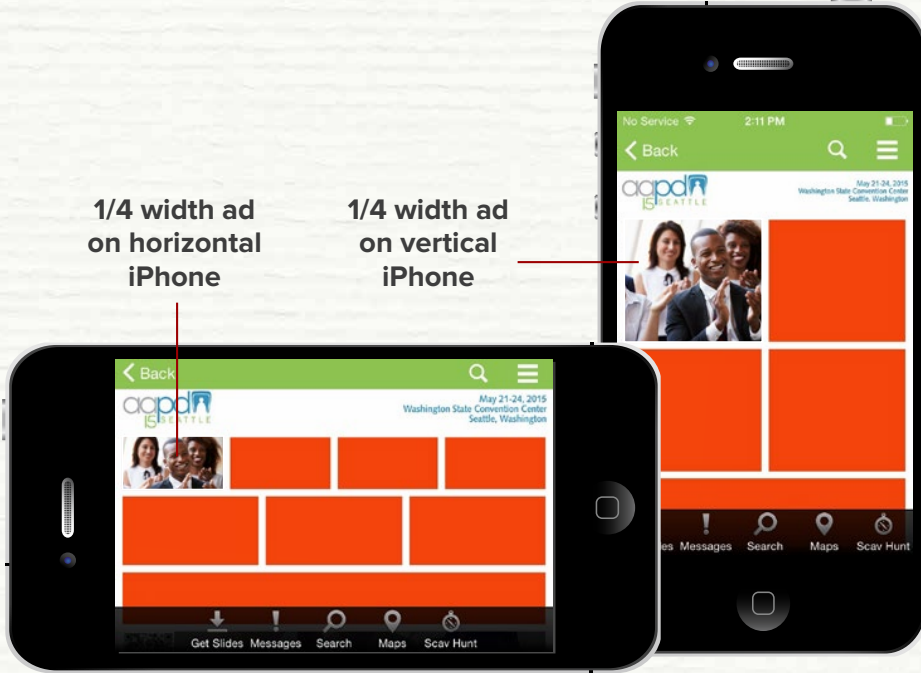
Have something to promote? Send a text message directly to attendees through the conference mobile app. (Message must be approved by FAA.)

\$2,500 - Know-Before-You-Go Email

When FAA sends an email message to all pre-registered attendees just before the event, capture attendees' attention with your marketing message.

- Opportunity to provide a two-minute video to be embedded within the Constant Contact email (Video must be approved by FAA.)
- Opportunity to showcase your company logo, promote your booth number, and invite attendees to stop by

MOBILE APP ADVERTISING



1/4 width ad
on horizontal
iPhone

1/4 width ad
on vertical
iPhone

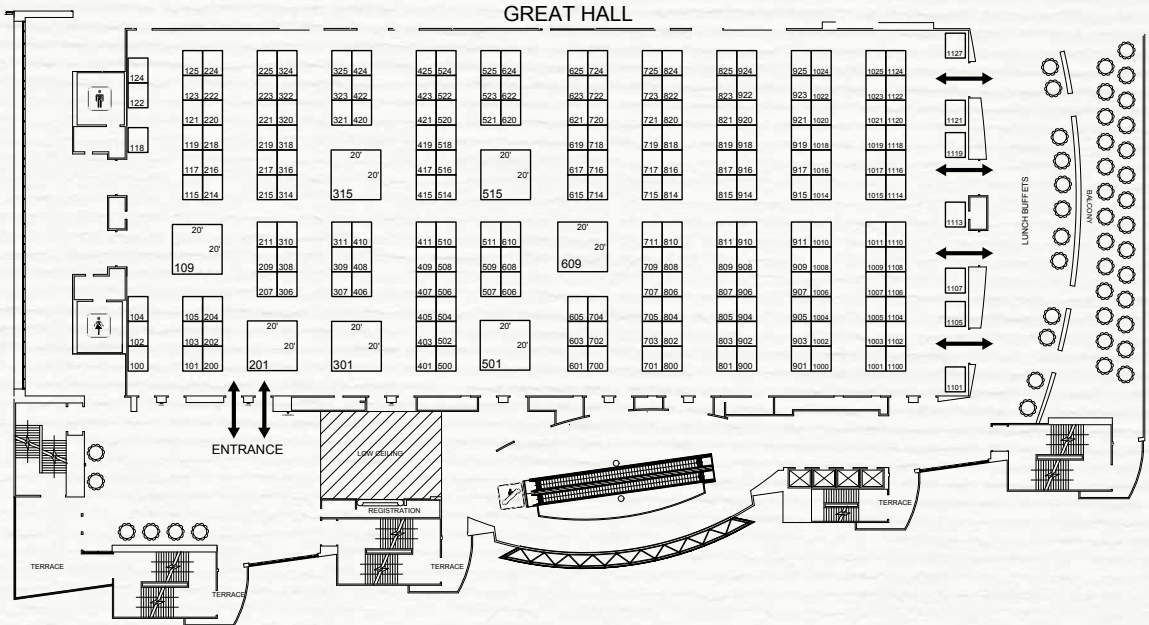
\$2,000 - Rotating Main Screen Tile Ad (two available)

Your ad will rotate on the app's main screen dashboard page and click through to a full-screen landing page with details about your products, services, specials, or promotions. Buttons can lead users to your provided web page URL and/or video.

Design assistance available at additional cost.

***Mobile app advertising is separate from sponsorship opportunities and does not count towards medal-level sponsorship.**

2022 EXHIBIT BOOTH PRICING



8' X 10'
\$1,800

8' X 20'
\$3,600

20' X 20'
\$7,200

The floor plan allows for **211** 8'x10' booth spaces (which may be combined to accommodate 8' x 20' booths) and **seven** 20' x 20' island booths. It is imperative that suppliers who are interested in exhibiting in the 2022 FAA Trade Show pay close attention to the dates and deadlines listed on Page 38.

All 20' X 20' island booths are exclusive to supporters of the conference at the Platinum (\$10,000 spend, not including booth fee) or Gold (\$7,500 spend, not including booth fee) sponsorship levels.

YOUR INVESTMENT INCLUDES:

- Access to more than 1,000 decision-makers: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, and maintenance directors.
- Six exhibit hours, scheduled not to conflict with educational sessions.
- Diverse educational sessions designed to appeal to multifamily housing professionals at all levels.
- Thursday and Friday luncheons in the exhibit hall.
- Closing Celebration Dinner.
- Pre-registration attendee list available electronically four weeks before the conference.
- Full post-conference attendee list after the event.
- Each 8' x 10' exhibit space will receive two complimentary booth representative registrations. Additional pre-registered booth representative registrations will be \$325, and booth representatives registered on-site will be charged \$375.

Note: Supporters of the conference at the Platinum (\$10,000 spend, not including booth fee), Gold (\$7,500 spend, not including booth fee) and Silver (\$5,000 spend, not including booth fee) sponsorship levels are given exclusive opportunity to reserve their booths prior to the exhibit space selection date for 2021 exhibitors.

LEAD RETRIEVAL

Lead retrieval is available in your choice of two formats. Access this dynamic suite of lead retrieval and attendee management tools either through a mobile app or handheld device.

BC600 HAND-HELD DEVICE

Advance purchase: \$200

On-site purchase: \$250

A lightweight, battery-powered portable reader with monochrome LCD display and thumbwheel navigation operates for a full show on a single charge. Features include qualifiers, automatic data upload, and web access to your leads.



KLEERLEADS MOBILE

Advance purchase: \$150

On-site purchase: \$200

The versatile app enables trade show exhibitors to capture, qualify, and follow up on leads or surveys directly from their smartphones or tablets, and then securely access this data in real time from any location.

With KlearLeads Mobile, it's easy to add custom qualifiers such as “ready to purchase” or “follow up in two months” as well as personalized freeform notes. Exhibitors can even attach the prospect's photo, business card, or other information to use during follow-up.

Not only can exhibitors capture leads on the trade show floor, they can also use their mobile devices to capture leads anywhere they encounter attendees, such as at hotels, social functions, and more.

These items will be available after August 1, 2022.

SCHEDULE AT A GLANCE

WEDNESDAY, SEPTEMBER 28

10 a.m. – 7 p.m.	Exhibitor Set-up & Registration
9 – 10 a.m.	Florida Suppliers Council Meeting
10 a.m. – noon	Board of Directors Meeting
Noon – 3 p.m.	Legislative Platform Meeting
4 – 6 p.m.	Open for Supplier Events
7 – 10 p.m.	APAC All Hands on Deck Yacht Party (ticketed event)
10 p.m.	Open for Supplier Events



THURSDAY, SEPTEMBER 29

8 – 11 a.m.	Exhibitor Set-up & Registration
11 a.m. – 3 p.m.	Trade Show Grand Opening & Luncheon (lunch available 11:30 a.m. – 1 p.m.)
6 p.m.	Open Evening for Supplier Events

FRIDAY, SEPTEMBER 30

11 a.m. – 1 p.m.	Trade Show & Luncheon (lunch available 11 a.m. – 12:30 p.m.)
1:05 – 8 p.m.	Exhibitor Tear-Down
5 – 6:30 p.m.	Open Evening for Supplier Events
6:30 – 7 p.m.	Cocktail Reception
7 – 10 p.m.	Closing Celebration Dinner
10 p.m.	Open for Supplier Events

*Schedule subject to change



IMPORTANT DATES TO NOTE

MONDAY, AUGUST 30, 2021

Sponsorship Opportunities and Exhibitor Prospectus available on faahq.org

FRIDAY, FEBRUARY 4, 2022

Deadline for Platinum/Gold/Silver level sponsorship signed commitment and deposit

WEDNESDAY, FEBRUARY 9, 2022

Platinum sponsors lottery; web-based meeting to select opportunities/booths

TUESDAY, FEBRUARY 15, 2022

Gold sponsors lottery; web-based meeting to select opportunities/booths

FRIDAY, FEBRUARY 18, 2022

Silver sponsors lottery; web-based meeting to select opportunities/booths

WEDNESDAY, MARCH 2, 2022

Exhibit space selection begins for all 2021 exhibitors. A private invitation to exhibit with a link to FAA's online booth selection system will be sent to your 2021 primary contact at 9 a.m. Eastern Time.

THURSDAY, MARCH 17, 2022

Exhibit space selection begins for all other suppliers at 9 a.m. Eastern Time at FAAconference.com/exhibit

SEPTEMBER 28-30, 2022

FAA Annual Conference & Trade Show, Diplomat Beach Resort



2022 FLORIDA APARTMENT ASSOCIATION ANNUAL CONFERENCE & TRADE SHOW

Sponsorship Commitment Letter: Scan and email completed form to Ralph@faahq.org or mail to Florida Apartment Association, 200 East Robinson Street, Suite 900, Orlando, FL 32801

Your company will be invoiced for a nonrefundable deposit of 50% of your commitment level. Deposit must be paid before commitment deadline of Friday, February 4, 2022. Balance must be paid by Wednesday, February 23, 2022, or your deposit and sponsorship opportunities will be forfeited. FAA may, at its sole discretion, require payment of 100% of your commitment level in order to reserve your sponsorship opportunities. FAA reserves the right to make changes (including pricing) to any items within this prospectus.

Please note: Sponsorship at platinum, gold, or silver levels includes priority selection of sponsorship opportunities and of booth space.

My company agrees to sponsor the 2022 FAA Annual Conference & Trade Show at the level selected below.

- Platinum Sponsorship** (minimum of \$10,000 spend, not including booth fee)
- Gold Sponsorship** (minimum of \$7,500 spend, not including booth fee)
- Silver Sponsorship** (minimum of \$5,000 spend, not including booth fee)

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Authorized signature

Date

Printed name of authorized person

Printed title of authorized person

FAA Staff Use Only Date/Time Received: _____

REACH ADDITIONAL PROSPECTS WITH MORE 2022 SPONSORSHIP OPPORTUNITIES.

- **FAA Board of Directors Meeting May 5, 2022**
- **Leadership Lyceum Luncheons May 4 and August 12, 2022**

For more information, visit:

faahq.org/sponsorships

faahq.org/mediakit

FAAconference.com

Email Ralph@faahq.org for details.