

CONFERENCE SPONSORSHIP



Indiana Apartment
Association™

Partnering
With

**Apartment
guide**[®]
Apartmentguide.com

THE PERFECT COMBINATION

Midwest Multifamily Exposition & Education Conference November 17 – 18, 2009 • Indiana Convention Center

This two-day multifamily conference and trade show is the largest of its kind in the Midwest with more than 1,500 attendees. In addition to an exposition that draws more than 150 vendors, the conference hosts an opening session with a keynote speaker and 12 breakout sessions. The President's Awards Dinner, with over 800 attendees is the perfect ending to this conference featuring the glamorous Prodigy Awards and Awards of Excellence winners.

As a conference sponsor, you are supporting the multifamily housing industry and gaining direct access to hundreds of influential decision makers.

SPONSORSHIP LEVELS

All Convention Sponsors Receive:

- Company name in *INsites*, circulation of 4,000. Will appear every month up to convention
- Company name and logo in the convention registration brochure (4/30 deadline)
- Company name and logo in the onsite convention program
- Sponsorship plaque
- Sponsor signage at your booth
- Opportunity to include a promotional flyer into each attendee bag
- Company name listed on committee shirts
- Recognition from the stage at President's Dinner
- Logo on banner in trade show
- Logo on banners in foyer of convention center
- Opportunity to participate in the "Sponsor Spotlight" section of *INsites*

2009 SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSORSHIP

President's Awards Program • \$10,000 Each
Your choice of sponsoring one of the following events:
Cocktail Reception, Dinner, Dessert

This level of recognition at the conference provides you with premium branding and recognition from start to finish. Becoming a President's Awards Program Sponsor brings your company to the forefront of every attendee's convention experience, ensuring that you are remembered long after the event for your strong support.

- ✦ Company name and logo on all convention confirmations
- ✦ Company name on admission ticket to event
- ✦ Sponsor listing in dinner program
- ✦ Company name and logo prominently displayed during the dinner
- ✦ Complimentary table of ten at dinner
- ✦ Full page ad in onsite convention program
- ✦ 20 second commercial spot during dinner
- ✦ Sponsor a seminar (one each day), logo on seminar signage
- ✦ Hospitality break sponsor
- ✦ Logo on table number signs (dinner, dessert sponsors)
- ✦ Sponsor the Board Luncheon during the Conference (includes attending and signage)
- ✦ Dessert on the Trade Show Floor (one day)
- ✦ 5 – 10 minute themed sponsor recognition during the opening session
- ✦ Company name on lanyards
- ✦ Sponsor the concession stands (both days)
- ✦ Company name on cocktail napkins (cocktail reception sponsor only)
- ✦ Coupon book for attendees (exclusive to sponsors only)
- ✦ Company logo will be prominently displayed in Barrett Center and IAA Conference Room
- ✦ Company logo on Floor at entrance of Marriott Hotel Downtown (gobo lights)
- ✦ 20 second commercial during all EdOps and designation classes throughout the year
- ✦ Company logo and email address on attendee bags
- ✦ Logo on all powerpoint presentation slides during dinner

Begin enjoying the fantastic sponsorship opportunities today!
Complete the following and return to: Indiana Apartment Association
Fax: 317-816-8911, No later than Friday, January 30, 2009

YES, SIGN ME UP TODAY FOR THE \$10,000 CONVENTION SPONSORSHIP LEVEL!

PLEASE CHECK ONE: COCKTAIL RECEPTION DINNER DESSERT

NAME: _____

COMPANY NAME: _____

DATE: _____

PHONE NUMBER: _____

(Upon signing, this will serve as your sponsorship confirmation. An invoice will be sent to you once IAA has received this form – installment payment plan is available. Please contact IAA at 317-816-8900 for more information)

2009 SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSORSHIP

Prodigy Awards/Awards of Excellence • \$7,500 Each *Your choice of sponsoring the Prodigy Awards or Awards of Excellence*

Your company will receive recognition for its support of the Indiana Apartment Association. Show your company's strengths through these targeted sponsorships and be remembered long after the event.

- Company name and logo printed on email and fax correspondence
- full page ad in onsite convention program
- Sponsor listing in dinner program
- Logo displayed on presentation screens during Awards Presentations
- Reserved table for ten at dinner, five complimentary dinner tickets
- 20 second commercial spot during dinner
- Sponsor a seminar – one day only; logo on seminar signage
- Hospitality Break sponsor
- 5 – 10 minute themed sponsor recognition at the opening session
- Coupon book for attendees (exclusive to sponsors only)
- Logo will be prominently displayed in Barrett Center and IAA Conference Room
- Website Blue Book Listing Upgrade

Also Included:

- Prodigy: Company name and logo on all brochures and binders
- Awards of Excellence: Company name and logo on brochure entry forms

Be the Premier Prodigy and Awards of Excellence Sponsor!
Complete the following and return to: Indiana Apartment Association
Fax: 317-816-8911, No later than Friday, January 30, 2009

YES, SIGN ME UP TODAY FOR THE \$7,500 CONVENTION SPONSORSHIP LEVEL!

PLEASE CHECK ONE: ___ PRODIGY ___ AWARDS OF EXCELLENCE

NAME: _____

COMPANY NAME: _____

DATE: _____

PHONE NUMBER: _____

(Upon signing, this will serve as your sponsorship confirmation. An invoice will be sent to you once IAA has received this form – installment payment plan is available. Please contact IAA at 317-816-8900 for more information)

2009 SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSORSHIP

Opening Session, 1st day lunch, 2nd day lunch • \$5,000

ALL SPONSORS RECEIVE

- *Coupon Book for attendees (exclusive to sponsors)*
- *Sponsor a seminar, one day only, logo on seminar signage*
- *Hospitality Break with signage*
- *Website Blue book membership directory upgrade*
- *Half page ad in onsite convention program*
- *Sponsor the trade show bar with signage*

OPENING SESSION

Is one of the most well attended events with over 600 people in attendance. No other conference events are scheduled at this same time. Affiliate your company with our keynote speaker and leave a lasting impression on attendees.

- *Company logo on banner in seminar room*
- *One table of ten reserved at session*
- *Company logo on table tent cards in seminar room*
- *Introduction of speaker at event*
- *Display/distribute literature to attendees at event*

1ST & 2ND DAY LUNCH

With close to 500 in attendance, this is a great opportunity to speak to your clients. No other conference events are scheduled at this time.

- *Company logo on table cards in seminar room*
- *20 second commercial spot played during luncheon*
- *Display/hand out literature to attendees at event*
- *Logo on lunch tickets*
- *Opportunity to speak to attendees*

If the \$5000 level is right for you...

Complete the following and return to: Indiana Apartment Association

Fax: 317-816-8911, No later than Friday, January 30, 2009

YES, SIGN ME UP TODAY FOR THE \$5,000 CONVENTION SPONSORSHIP LEVEL!

PLEASE CHECK ONE: OPENING SESSION 1ST DAY LUNCH 2ND DAY LUNCH

NAME: _____

COMPANY NAME: _____

DATE: _____

PHONE NUMBER: _____

(Upon signing, this will serve as your sponsorship confirmation. An invoice will be sent to you once IAA has received this form – installment payment plan is available. Please contact IAA at 317-816-8900 for more information)

2009 SPONSORSHIP OPPORTUNITIES