

## Benefits for TAA Metal Sponsors

### Platinum Sponsor (\* denotes benefits exclusive to Platinum sponsors)

\$17,500 to \$25,000

- \* The opportunity to designate one company representative to serve in an advisory capacity on the 2009-2010 TAA Education Conference planning committee.
- \* Use of your company logo on two attendance promotion brochures, each mailed to more than 12,000 TAA members, member properties and large management companies.
- \* A two-page black-and-white ad in the Education Conference program, distributed at the conference to all participants.
- \* Special invitation for four of your company representatives to the TAA President's Reception on April 23. The reception is attended by the TAA Executive Committee and key local association leaders, giving your company additional access to this decision-making group.
- \* An engraved plaque recognizing your support of the TAA Education Conference & Lone Star Expo, which will be presented at the General Opening Session on April 22. One of your company representatives will be called on stage to accept this item.
- \* A banner for your booth in the Lone Star Expo that will recognize your company as a Platinum sponsor.
- \* Recognition as a Platinum sponsor in the Education Conference section of the TAA website.
- \* Up to eight complimentary exhibitor social packages for the 2010 TAA Education Conference & Lone Star Expo. You will **not** need to notify TAA of exactly which company representatives will be using tickets to specific events, but will need to make sure those folks are on your badge list for the Expo.
- \* Mirror decals featuring Platinum sponsor logos and booth numbers, which will be placed on a mirror in each attendee's hotel room at the conference hotel.
- \* An article in the Spring 2010 issue of *Texas Apartments* that will showcase Platinum sponsors and their involvement with the association.
- \* VIP seating for up to 20 company representatives at the General Opening Session.
- \* A reserved table for company representatives at the Installation & Awards Brunch (*company representatives must use tickets provided with their complimentary social packages and/or tickets purchased for the event and must notify TAA in advance to reserve the table*).
- \* Seating for two company representatives with TAA leaders at the Installation & Awards Brunch.
- \* The option to hold a company-wide meeting or training session in conjunction with the 2010 TAA Education Conference, on a space-available basis. TAA will provide the space and handle the logistics for you. (*Meeting space is provided at no cost. Any food and beverage or other miscellaneous costs will be covered by your company.*)
- \* The opportunity to have TAA block rooms for your company representatives at the headquarters hotel, with a minimum of 10 rooms at the headquarters hotel.
- \* Complimentary parking pass for one company representative at the Hilton Americas Hotel.
- \* Other logo recognition inside the TAA Lone Star Expo, with specifics to be determined by staff based on location and other factors.
- \* Platinum sponsor companies will be recognized in *TAA's eNews & Views* electronic newsletter with their company name and a link to their company website.
- \* Platinum sponsor company logos will be used, as appropriate and possible, on advertising pieces developed for use by local apartment associations.
  - Platinum and Gold sponsor logos will be featured on the display at the entrance to the TAA Lone Star Expo.
  - Platinum and Gold sponsor logos will be featured as walk-in graphics at the beginning of the General Opening Session and the Installation & Awards Brunch.
  - Use of your company logo in the audiovisual show that opens the TAA Installation & Awards Brunch on Saturday, April 24. Platinum Sponsors receive the greatest number of logo exposures in the audiovisual show.

### **Platinum Sponsor (continued)**

- Announcements of your company's sponsorship at conference general sessions
- Recognition of your company's sponsorship in *TAA News & Views*, a monthly newsletter mailed to more than 12,000 members and properties, and in the Spring 2010 issue of *Texas Apartments* magazine, the TAA quarterly four-color publication which is sent to more than 15,000 members and properties.
- Post-conference recognition in the Summer 2010 issue of *Texas Apartments* magazine, which will include photos of sponsor company representatives. These photos might include shots of the plaque presentation, banner in the Expo booth or of the company CEO and/or employees.
- Buttons and nametag ribbons for your company representatives attending the conference, identifying them as sponsors.
- Flyer accompanying the Spring 2010 issue of *Texas Apartments* magazine that recognizes metal sponsors.
- Signage to recognize metal sponsors, including tower signage in the conference hotel featuring Platinum sponsor logos and a listing of Gold, Silver and Bronze sponsors. Size of logo corresponds to metal level, with Platinum sponsors receiving most visibility.

### **Gold Sponsor (\* denotes benefits exclusive to Gold sponsors)**

*\$7,500 to \$17,499*

- \* Special invitation for two of your company representatives to the TAA President's Reception on April 23. The reception is attended by the TAA Executive Committee and key local association leaders, giving your company additional access to this decision-making group.
- \* Recognition as a Gold sponsor in the Education Conference section of the TAA website.
- \* Up to four complimentary exhibitor social packages for the 2010 TAA Education Conference & Lone Star Expo. You will **not** need to notify TAA of exactly which company representatives will be using tickets to specific events, but will need to make sure those folks are on your badge list for the Expo.
- \* VIP seating for up to 10 company representatives at the General Opening Session.
- \* The option to hold a company-wide meeting or training session in conjunction with the 2010 TAA Education Conference, on a space-available basis. TAA will provide the space and handle the logistics for you. (*Meeting space is provided at no cost. Any food and beverage or other miscellaneous costs will be covered by your company.*)
- \* The opportunity to have TAA block rooms for your company representatives at the headquarters hotel, with a minimum of 10 rooms at the headquarters hotel.
- \* Platinum and Gold sponsor logos will be featured on the display at the entrance to the TAA Lone Star Expo.
- \* Other logo recognition inside the TAA Lone Star Expo, with specifics to be determined by staff based on location and other factors.
- Platinum and Gold sponsor logos will be featured as walk-in graphics at the beginning of the General Opening Session and the Installation & Awards Brunch.
- A full-page black-and-white ad in the Education Conference program, distributed at the conference to all participants.
- Use of your company logo in the audiovisual show that opens the TAA Installation & Awards Brunch on Saturday, April 24. The number of logo exposures in the audiovisual show corresponds to your metal sponsor level.
- Announcements of your company's sponsorship at conference general sessions
- Recognition of your company's sponsorship in *TAA News & Views*, a monthly newsletter mailed to more than 12,000 members and properties, and in the Spring 2010 issue of *Texas Apartments* magazine, the TAA quarterly four-color publication which is sent to more than 15,000 members and properties.
- Post-conference recognition in the Summer 2010 issue of *Texas Apartments* magazine.
- Buttons and nametag ribbons for your company representatives attending the conference, identifying them as sponsors.
- Flyer insert accompanying the Spring 2010 issue of *Texas Apartments* magazine that recognizes metal sponsors.

### **Gold Sponsor (continued)**

- Signage to recognize metal sponsors, including tower signage in the conference hotel featuring Platinum sponsor logos and a listing of Gold, Silver and Bronze sponsors. Size of logo corresponds to metal level, with Platinum sponsors receiving most visibility.

### **Silver Sponsor (\* denotes benefits exclusive to Silver sponsors)**

\$4,000 to \$7,499

- \* Special invitation for one of your company representatives to the TAA President's Reception on April 23. The reception is attended by the TAA Executive Committee and key local association leaders, giving your company additional access to this decision-making group.
- \* Up to two complimentary exhibitor social packages for the 2010 TAA Education Conference & Lone Star Expo. You will **not** need to notify TAA of exactly which company representatives will be using tickets to specific events, but will need to make sure those folks are on your badge list for the Expo.
- \* VIP seating for up to five company representatives at the General Opening Session.
- \* Recognition as a Silver sponsor in the Education Conference section of the TAA website.
- A full-page black-and-white ad in the Education Conference program, distributed at the conference to all participants.
- Use of your company logo in the audiovisual show that opens the TAA Installation & Awards Brunch on Saturday, April 24. The number of logo exposures in the audiovisual show corresponds to your metal sponsor level.
- Acknowledgment of your company's sponsorship at conference general sessions
- Recognition of your company's sponsorship in *TAA News & Views*, a monthly newsletter mailed to more than 12,000 members and properties, and in the Spring 2010 issue of *Texas Apartments* magazine, the TAA quarterly four-color publication which is sent to more than 15,000 members and properties.
- Post-conference recognition in the Summer 2010 issue of *Texas Apartments* magazine.
- Buttons and nametag ribbons for your company representatives attending the conference, identifying them as sponsors.
- Flyer insert accompanying the Spring 2010 issue of *Texas Apartments* magazine that recognizes metal sponsors.
- Signage to recognize metal sponsors, including tower signage in the conference hotel.

### **Bronze Sponsor (\* denotes benefits exclusive to Bronze sponsors)**

\$2,000 to \$3,999

- \* A half-page black-and-white ad in the Education Conference program, distributed at the conference to all participants.
- \* One complimentary exhibitor social package for the 2010 TAA Education Conference & Lone Star Expo. You will **not** need to notify TAA of exactly which company representatives will be using tickets to specific events, but will need to make sure those folks are on your badge list for the Expo.
- \* Recognition as a Bronze sponsor in the Education Conference section of the TAA website.
- Use of your company logo in the audiovisual show that opens the TAA Installation & Awards Brunch on Saturday, April 24. The number of logo exposures in the audiovisual show corresponds to your metal sponsor level.
- Audio/visual acknowledgment of your company's sponsorship at conference general sessions
- Recognition of your company's sponsorship in *TAA News & Views*, a monthly newsletter mailed to more than 12,000 members and properties, and in the Spring 2010 issue of *Texas Apartments* magazine, the TAA quarterly four-color publication which is sent to more than 15,000 members and properties.
- Post-conference recognition in the Summer 2010 issue of *Texas Apartments* magazine.
- Buttons and nametag ribbons for your company representatives attending the conference, identifying them as sponsors.
- Flyer accompanying the Spring 2010 issue of *Texas Apartments* magazine that recognizes metal sponsors.
- Signage to recognize metal sponsors, including tower signage in the conference hotel.