

TAA'S 2010 EDUCATION CONFERENCE SPONSORSHIP PACKAGE

TAA's 2010 sponsorship program provides your company exposure and access to the decision-makers in the Texas rental housing industry, as opposed to a specific item or sponsorship opportunity. In order to maximize the value for our sponsors, we will once again use a tiered approach to sponsor benefits.

Instead of exclusively creating sponsor visibility around individual items and opportunities, there are four exposure packages that will give sponsors maximum visibility before, during and after the Education Conference (see attached for benefit details).

The four sponsorship levels are:

Level	Maximum number	Investment	
Platinum	6	\$17,500 to \$25,000	SOLD OUT
Gold	8	\$7,500 to \$17,499	SOLD OUT
Silver	10	\$4,000 to \$7,499	
Bronze	15	\$2,000 to \$3,999	

The process

1. All sponsor companies must be exhibitors in the 2010 TAA Lone Star Expo or TAA owner/management company members.
2. Metal sponsors of the 2009 TAA Education Conference & Lone Star Expo have first right of refusal on the same sponsor level for the 2010 Conference and had until May 29, 2009 to exercise their first right of refusal on their current slots or to request another level.
3. In early June, TAA will distribute information about the new sponsorship program to all exhibitors who have already signed up for the 2010 Lone Star Expo. All of these companies will be given an opportunity to commit to one of the available sponsorship levels by June 26. Note that a signed contract must be received by June 26 for companies to participate in the initial selection process for associated individual sponsorship opportunities.
4. Payment: 50 percent or more of the sponsorship amount is due by September 1 or within 30 days of the contract date if the contract is submitted after September 1. Full payment must be made by January 15, 2010.
5. Sponsors will choose individual items/events according to metal level, platinum through bronze. Within each category, companies responding by the June 26 contract deadline will select as follows:
 - Based on dollar amount. Companies contributing the most money will have first selection, as long as the difference in contributions is more than \$1,000.
 - Companies contributing the same sponsorship fee or fees within \$1,000 of one another will be entered into a drawing to determine the order in which they will get to choose specific sponsorship items or events. The drawing will be conducted by Education Conference Committee Chair Jerry Winograd.

For example, if within the Platinum level one company commits to \$20,000 and five others commit to \$17,500 each, the \$20,000 sponsor will pick first. The remaining five companies will pick according to the lottery system. Company 1 will make the first choice, which may or may not use all of its \$17,500. Company 2 will then choose one opportunity and so on, until all have

chosen one item. Then, the process will begin again until each company has accounted for its \$17,500 commitment.

If two companies were to commit to \$20,000, those two companies would pick according to a lottery system, as well.

During the selection process, sponsors will have the opportunity to choose any one item or event opportunity or to allocate all of their funds to one sponsorship.

New this year, item selection for Platinum sponsors will be conducted by conference call in late July. Platinum sponsors of the 2009 conference who commit to be a Platinum sponsor in 2010 will have the first right of refusal on **one event or item** that they **exclusively sponsored** at the 2009 Conference.

Item selection for the other sponsor levels will be conducted using the same process, although the selections will be made by conference call in August.

6. **A complete list of available opportunities will be provided by the end of June.** Only minor changes, if any, are expected to these opportunities. Vendor companies should contact TAA with questions about metal levels or items.
7. After the initial selection period, level slots will be available on a first-come, first-served basis to 2010 Lone Star Expo exhibitors. Individual sponsor opportunities may be made available to other TAA members at some point in the future.
8. Metal sponsors of the 2010 TAA Education Conference & Lone Star Expo will have first shot at the same sponsor level for the 2011 Conference. The number of sponsors per level, the sponsorship fee and the price associated with various events/opportunities in the 2011 sponsorship package may be different than in 2010. Sponsor companies will have until 15 days after the 2011 sponsorship package has been developed and distributed to commit to the same metal level.
9. Platinum sponsors who commit to be a Platinum sponsor in the 2011 Education Conference & Lone Star Expo will have the first right of refusal on one event that they exclusively sponsor at the 2010 Conference.

Questions about the sponsorship program should be directed to Glenda Holmes in the TAA office, 512/479-6252, or via email to glenda@taa.org.