



Alabama Apartment Association
 Educational Conference & Expo
 September 13-14, 2018
 Finley Center, Hoover, AL

Application for Sponsorship on September 13 & 14, 2018 at the Finley Center and Iron City Birmingham, AL

Company Name: _____ Contact Name: _____

Contact Phone: _____ Contact Email: _____

Business Address: _____ City, State, Zip: _____

I/We are a member of the following Alabama Association:

_____ AANA (Huntsville) _____ GBAA (Birmingham) _____ RRAA (Montgomery) _____ MBAAA (Mobile Bay)

Vendor Type/Industry: _____ I do not wish to be located next to: _____

List Booth Attendees (please print for nametags) – Regular Booth Sponsor (no more than 4 in a booth / Level Sponsors (no more than 8-10 in a double booth)

Sponsoring Vendors will select booth locations based on sponsorship level, date of commitment beginning with the Titanium Sponsor and ending with Bronze Sponsors. All booth sponsors will be assigned by the AAA based on the type of business (as not to have any conflict of interest) and the date in which payment has been received.

I/We agree to abide by the exhibit specifications outlined by the Alabama Apartment Association and to all conditions under which the exhibit area is leased to AAA. Said exhibit specification and conditions become a part of this contract. We agree to abide by specific exhibit set-up and tear-down schedule as arranged by the Association. Association reserves the right to re-arrange floor plan where necessary to facilitate a successful traffic flow. Reservations cancelled between August 1st– August 15, 2018 will be charged 50% of their Sponsorship/ Booth fee. Requests to cancel a sponsorship or booth must be sent in writing 30 days before the scheduled event date. Cancellations after September 1, 2018 will be charged the full sponsorship/booth fee. AAA is unable to refund Sponsorships or Registration fees for cancellations due to inclement weather or other acts beyond our control. In the event of inclement weather, the event(s) will be rescheduled based on venue availability. All previous sponsorships and registrations will be honored for the new scheduled date.

Payment must be made in full prior to August 31, 2018. Booths will be released to wait list after this date.

Authorized Signature _____ Date: _____

*Include PAGE 2 titled AGREEMENT with Sponsorship/Booth Registration Form (Deadline to Register August 31, 2018)

SPONSORSHIP/REGISTRATION INFORMATION *See Sponsorship Menu for Full Benefits in Package & Inclusions -List Sponsorship Choices Below

- **TITANIUM SPONSOR** ~~— \$15,000 (includes Electricity/Exclusive to Members Only)~~ **SOLD OUT** _____
- **PLATINUM SPONSOR** \$10,000 (includes Electricity/Exclusive to Members Only) _____
- **GOLD SPONSOR** \$3,500 Members/\$4,000 Non-members (**ONLY 3 LEFT**) _____ (includes electricity)
 - \$1000 Sponsor Cash (List Choices) _____
- **SILVER SPONSOR** \$2,500 Members/\$3,000 Non-members (**ONLY 2 LEFT**) _____ (includes electricity)
 - \$750 Sponsor Cash (List Choices) _____
- **BRONZE SPONSOR** \$1,500 Members/\$2,000 Non-members _____ (includes electricity)
 - \$500 Sponsor Cash (List Choices) _____
- **VENDOR BOOTH** \$800 Members/\$950 Non-members _____ (\$75 to add electricity)
- **A LA CARTE SPONSORSHIP** (add cost of sponsorship to booth fees) _____

A LA CARTE MENU (Items listed below are in addition to Sponsorship/Booth fees. Sponsorships listed cannot be included with “Sponsor Cash”.)
 Any of the above sponsorships can be purchased a la carte for the “Sponsor Cash” amount

DJ Sponsor for Closing Party at Tradeshow (9/14) (2)	\$750 Member/\$1150 Non-Member
Casino Night” Band Sponsor with Company Logo on Stage	\$1250 Member/\$1600 Non-Member
Reboot Lounge with Charging Station (9/14) (1)	\$1000 Member/\$1250 Non-Member
Casino Night Tickets # _____	\$50 each

SPONSORSHIP “MENU” SELECTIONS (write in your choices on sponsorships above- see sponsorship “menu” for amounts)

AAA Board Lunch Sponsor; Iron city (9/13)-\$750 (1)	“Grab ‘N Go” Lunch Sponsor (9/14)-\$750 (2)
Casino Night Food Sponsor- \$750 (5)	Conference Educational Seminars-\$250 (12) Trade Show Floor Charging Station (9/14)-\$500 (2)
Casino Night Bar Sponsor- \$750 (2)	Conference Break Sponsor (9/14)-\$350 (2)
Casino Night Gaming Table Sponsor - \$150 (20)	Conference Restroom Sponsor (9/14)-\$500 (1)

PAYMENT INFORMATION

_____ Check Enclosed _____ Invoice _____ Credit Card* *AAA staff member will contact to collect payment. A 5% convenience fee applied to all credit card payments.

Send Registration Form and Agreement by August 1st EMAIL alaptassn@gmail.com FAX: (205) 278-5897 MAIL: AAA • 5000 Grantswood Road, Suite 240 • Birmingham, AL 35210
 Sponsors to Include Program Ad / Logo when submitting (Must be High Resolution/Print Ready). Deadline to submit print materials – August 1, 2018.



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SPONSORSHIP AGREEMENT

INCLEMENT WEATHER CLAUSE

The Alabama Apartment Association (AAA) will not refund Sponsorship or Registrations fees for cancellations due to inclement weather or other acts beyond its control. In the event of inclement weather, the event(s) will be rescheduled based on venue availability. All previous sponsorships and registrations will be honored for the new scheduled date.

TERMINATION OF EMPLOYMENT CLAUSE

Cancellations due to termination or loss of employment for any sponsor or attendee should be paid in full by the registering Vendor, Property and/or Management Company and will not be refunded. A substitute attendee can be sent as a replacement. The request must be submitted in writing 30 days prior to the scheduled event.

EXHIBITOR RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend the AAA, the GBAA and Embassy Suites and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands AAA, GBAA nor the Finley Center maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to maintain such insurance.

PAYMENT FOR BOOTH SPACE or SPONSORSHIP

Any person, partnership, or corporation engaging space who shall fail to make payment by August 31, 2018 shall thereby and thereupon forfeit all rights in and to the use of assigned space, and the AAA shall have the right to dispose of such space in such manner as it may consider to its interest without liability on the part of the Association. Invoicing for your sponsorship/booth fee occurs upon receipt of completed registration form.

BOOTH CANCELLATION

Requests to cancel a sponsorship or booth registration cancelled between August 1 and September 1, 2018 will be charged 50% of their booth/sponsorship fee. Cancellations received after August 1, 2018 will be charged the full sponsorships/booth fee.

CONVENTION SERVICES

Exhibit setup will be handled by Veal Convention Services, Inc.

For special requests such as carpet, extra tables, etc. contact Katie Clements at (205) 413-3706 or (205) 328-1010. (A full list of available services will be emailed to all sponsors once registration has been received by the AAA.) **PLEASE NOTE:** Facility can only accept materials/packages one day early, September 12, 2018.

FIRE REGULATIONS

In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

BOOTH ASSIGNMENTS

Exhibits space is assigned on a **first-come, first-serve basis, determined by receipt of monies for full booth space signed agreement, date of commitment, and level of sponsorship beginning with Titanium and ending with Booth Sponsors.** The AAA will confirm the receipt of monies and contract along with a booth assignment. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

BOOTH GIVEAWAYS

Finley Center will not allow any food and/or drink to be given out by any vendor during the Expo & Trade Show. Novelty items are permissible. For questions concerning this request, please contact our office at (205) 542.4175 before the show.

Find us on Facebook: Alabama Apartment Association

I/We agree to the terms as listed above in the 2018 AAA Educational Expo & Trade Show registration form and agree to abide by all terms and conditions listed herein. I/We understand that failure to comply with the agreement could result in additional fees and/or termination of future involvement with the Alabama Apartment Association and its affiliates.

Signature of Company Representative

Date



Alabama Apartment Association

Educational Conference & Expo

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Sponsorship Opportunities

The **Alabama Apartment Association** and The Greater Birmingham Apartment Association have combined efforts for 2018 to host the annual State educational conference and exposition in Birmingham, AL. The two associations along with the support of the Alabama Apartment Association of North Alabama, The River Region Apartment Association and the Mobile Bay Apartment Association invite you to be part of our 16th Annual Educational Conference & Expo in Birmingham on September 13-14th.

PLATINUM SPONSOR

Member Price \$10,000 (Exclusive to Members Only)

Owner Roundtable Sponsor (9/13)

- Sponsor for the Owner's Roundtable at Iron City on Thursday, September 13th from 11 am – 1pm with 10 minutes microphone time to welcome guests, discuss/promote products and services
- Double 8x10 (16 x 20) Booth in Premium Location (includes booth electricity if requested)
- 30 Drink Tickets to use during the Welcome Reception at the Sponsors discretion
- 6 Complimentary Tickets for Grab 'N Go Lunches on Friday, September 14th
- Company Informational Flyer for all attendee bags (must be printed by the sponsor and received by September 1st (quantity of 450)
- 6 Tickets to the Casino Party at Iron City with 20 Drink Tickets to use during the Casino Party
- Includes*: Conference Bag Logo, Conference Banner Logo and Conference Program Logo
- Company to be profiled on AlabamaApartmentAssociation.com and AAA Social Media Sites with Link to Company Website
- Recognition by AAA President during the Conference
- Logo Recognition as Platinum Sponsor in Expo Program / Digital Displays / Banner(s)

GOLD Sponsor - Member Price: \$3,500

Non-Member: \$4,000

- 8 x 10 Standard Booth (includes electricity if requested) in premium location at the Expo
- 6 Complimentary Tickets for Grab 'N Go Lunches on Friday, September 14th
- Company Informational Flyer for all attendee bags (must be printed by the sponsor and received by September 1st (quantity of 450)
- 6 Tickets to the Casino Party at Iron City with 12 Drink Tickets to use during the Casino Party
- Includes*: \$1000 in "Sponsor Cash" to use on item(s) listed on the Sponsorship Menu (attached)
- Company to be profiled on AlabamaApartmentAssociation.com and AAA Social Media Sites with Link to Company Website
- Recognition by Alabama Apartment Association President during the Conference
- Logo Recognition as Gold Sponsor in Expo Program & Digital Displays

SILVER Sponsor - Member Price: \$2,500 Non-Member: \$3,000

- 8 x 10 Standard Booth (includes electricity if requested) in premium location at the Expo
- 4 Complimentary Tickets for Grab 'N Go Lunch on Thursday, September 14th
- Company Informational Flyer for all attendee bags (must be printed by the sponsor and received by September 1st (quantity of 450)
- 4 Tickets to the Casino Party at Iron City with 4 Drink Tickets to use during the Casino Party
- Includes*: \$750 in "Sponsor Cash" to use on item(s) listed on the Sponsorship Menu (attached)
- Company logo on AlabamaApartmentAssociation.com and AAA Social Media Sites
- Logo Recognition as Silver Sponsor in Expo Program & Digital Displays



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BRONZE Sponsor - Member Price: \$1,500 Non-Member: \$2,000

- 8 x 10 Standard Booth (includes electricity if requested) in premium location at the Expo
- 4 Complimentary Tickets for Grab 'N Go Lunch on Friday, September 14th
- 4 Tickets to the Casino Party at "Iron City"
- Company Informational Flyer for all attendee bags (must be printed by the sponsor and received by September 1st (quantity of 450)
- Includes*: \$500 in "Sponsor Cash" to use on item(s) listed on the Sponsorship Menu (attached)
- Company logo on AlabamaApartmentAssociation.com and AAA Social Media Sites
- Logo Recognition as Bronze Sponsor in Expo Program & Digital Displays

Please Note the Following:

*All sponsorships could include additional sponsor logo(s). Logo size will be based on the sponsorship level. Check your sponsor benefits for exclusivity.



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Sponsor Level Menu

Mark your choices from this menu on the Registration Form, based on the above corresponding sponsorship "menu" for your sponsorship level. All options are also available for individual sponsorships based on availability.

ALABAMA APARTMENT ASSOCIATION BOARD MEETING SPONSOR

plus one company representative will be introduced to the board and have 5-7 minutes to promote their product/service to the AAA Board of Directors at Iron City. A specific time will be sent to the sponsor.

ONE Sponsorship.....\$750 Sponsor Cash

CONFERENCE PROGRAM

All Full Access Educational Conference attendees will receive a Conference Binder. Sponsors Logos will be on the front of the binder.

Materials will also be distributed electronically to all attendees. (High res logo/company promotional piece due no later than August 1st)
8 x 10" no bleed

FIVE Sponsors.....\$350 Sponsor Cash

CONFERENCE RESTROOM/POWDER ROOM

Your Company logo proudly displayed in the main restroom areas for the 2018 AAA Conference & Expo. Sponsors are encouraged to leave toiletries and promotional items in the restrooms located in the main bar area.

(Includes both Men's Room Sponsor /Ladies' Room Sponsor)

ONE Sponsorship (Both Ladies' & Men's Restrooms).....\$500 Sponsor Cash



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CHARGING STATION (Friday, September 14th)

Your Company logo will be featured at the Charging Station during the Expo/Trade Show.

ONE Sponsorship LEFT.....\$500 Sponsor Cash (Each)

CONFERENCE BREAK SPONSOR

A coffee (mid-morning) and snack station (afternoon) will be set up during Friday's education series portion of the conference.

Sponsorship signage will be provided at the refreshments table. Sponsor may display materials or leave pick-ups for the attendees.

TWO Sponsors\$350 Sponsor Cash

GRAB 'N GO LUNCH

Sponsor signage will be featured at the "Grab 'N Go Lunch break on September 14th. Company Representatives are welcome to display and network during the scheduled lunch break at Finley Center from 12:30 – 1:30 p.m.

TWO Sponsors.....\$750 Sponsor Cash

EDUCATIONAL SEMINARS

Seminar sponsor signage will be displayed at the chosen educational session. Sponsors will have the opportunity to introduce a seminar speaker during the educational sessions. Sponsors are encouraged to display information in the seats for the attendees.

Twelve Sponsors.....\$250 Sponsor Cash

(Sponsorships will be split between educational sessions)

CASINO NIGHT BAR SPONSOR

Two Companies will have signage at the bar stations at the Casino Party and included in the sponsor signage displayed on screen during the event. Includes 10 complimentary drink tickets to use at the sponsor(s) discretion.

Two Sponsors.....\$750 Sponsor Cash

CASINO NIGHT FOOD SPONSOR

Companies will have signage at the food stations at the Casino Party and included in the sponsor signage displayed on screen during the event.

Five Sponsors.....\$750 Sponsor Cash

CASINO NIGHT GAMING TABLE SPONSOR

Choose a gaming table to display your company logo at the Casino Night Party on September 13th. Gaming Table Sponsors should also donate an item to give away to the lucky winners at the end of the evening. Company signage will be displayed on the gaming table and next to the prize for the end of the night drawing. Sponsor logos will also be included on the screens throughout The Warehouse.

Gaming tables include: Poker, Blackjack, Roulette, Craps and Slot Machines

Twenty Sponsors.....\$150 Sponsor Cash (each table)

*(**Note the item and value for the prize drawing at the end of the party on your Casino Night Donation Form)*



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A LA CARTE SPONSORSHIPS

If we didn't offer a sponsorship that fits your needs, here are a few items that can be sponsored in addition to booth rental fees.
(Sponsorships are in addition to booth fees)

- Reboot Lounge/Charging Station - Your sponsorship will provide a lounge (seating) area outside the Tradeshow floor with one charging station on 9/14. You will have company signage plus one representative will be permitted to promote products/services to visitors

\$1000 Member/ \$1250 Non-Member

CASINO NIGHT SPONSORSHIPS (THURSDAY, SEPTEMBER 13TH)

- DJ/Band Sponsorship—Company signage on stage \$1000 Member / \$1250 Non-Member
- "Casino Night" Charging Station(s)—Company logo displayed on both charging stations

\$500 Member / \$750 Non-Member





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Trade Show Date, Hours & Location

Friday, September 14, 2018

Show Hours: 12 PM – 5:30 PM

Show Location: Finley Center, 100 Ben Chapman Drive, Hoover, Alabama 35244

Assignment of Space

- All sponsors will have first choice of booth location (based on sponsorship level).
- Single and Double Booth Locations will be based on a first-come, first reserved basis.

Payment

Sponsorship fees must be paid 60 days in advance of the show. Booths must be paid 30 days in advance. No refunds due to cancellation by Exhibitor will be made after August 1st.

Table Tops / Booth Size & Pricing

Single Booth	\$800 (Member)	\$950 (Non-Member)
Double Booths	\$1500 (Member)	\$1650 (Non-Member)

Booth Space

Booths consist of:

- 8 x 10 Booth Space
- One Company Name Sign
- One Skirted 8 ft. Table
- One Wastebasket & Two Chairs
- Back & Side Pipe & Drape (Side 3' and Back 8')

**To Add Tables/Chairs, please contact the AAA office at (205) 542.4175 before August 1st.*

***Carpet/Rugs and other special booth needs should be handled by Veal.*

****Electricity should be ordered through the AAA office unless included in your sponsorship.*



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Move-In, Set-Up and Move-Out

- Vendor Move-In/Set-Up is **Thursday, September 13th 12-5PM**

Move-Out

- The Trade Show ends **Friday, September 14 at 5:30 PM**. Closing Party to start at 5:45 P.M. All booths must be broken down and all items removed by 7:00 PM.

(Veal will be removing the pipe and drape during this time as well. The AAA or The Finley Center cannot be held responsible for any items left in your booth)

Lunch on September 14th

All booth sponsors will have 2 boxed lunches included in their package. Larger sponsorships include additional tickets for lunch on September 14th. Please refer to your sponsorship or contact our office if you need confirmation. (Tickets will be included in your Vendor Packets upon registration)

Casino Night

All booth sponsorships include 2 tickets to the "Casino Night" on Thursday, September 13th from 7-10 PM at Iron City (located at 5132nd St, Birmingham, AL 35233). Larger sponsorships include additional tickets. Please refer to your sponsorship benefits or contact our office. Tickets will be included in your Vendor Packet at registration.

Suggested Attire: Boot, Hats & Jeans

Casino Night Prize Donation

Want to get your company's name in front of the AAA Conference attendees one more time? Donate a prize and join the "live" drawing of winner's prizes on stage at the Casino Night on September 13th.

(AAA designee will draw for the prizes from winner's entries at the event. The name of the company and donated item details will be announced on stage around 9:00 PM.

How to Donate: Bring an item valued at \$50 or more to Casino Night Registration. Complete the

donation form with details of your prize and email it to alaptassn@gmail.com no later than September 1st.

Please email a high-resolution logo with your completed form for signage to display beside your donated item.

Host Hotel -

Booking Link: <http://group.curiocollection.com/ALApartmentAssocTradeshaw2018>

Hotel: Redmont Hotel Birmingham, Curio Collection by Hilton

Group Name: Alabama Apartment Association Tradeshow 2018

Please note, the entire URL must be copied and pasted for it to work properly.