



2024 Houston Apartment Association  
Education Conference & Expo  
NRG Center, Hall B  
Thursday, May 16, 2024\* - ONE DAY ONLY

*\*Subject to change*

Don't miss your chance  
to exhibit your product

or service at the Expo where only customers walk the aisles looking for your service. Sell your company directly to CEO's, supervisors, on-site managers, and other multifamily personnel. The Expo is the best and most efficient way to market your company to the multifamily industry.

Below is a review of basic information and benefits of exhibiting at the largest local apartment association multifamily Expo in the nation.

- **Show Tagline:** MADE FOR THIS!
- **Show colors:** PINK, BLACK, WHITE
- **Show Hours:** Noon – 5 pm (VIP HOUR Noon - 1:00 pm)
- **Standard booth size** is 10' x 10' and comes with a six-foot skirted table and waste basket. Rates are posted on the booth availability map.
- **Average total attendance is 2,300 over the last seven years**, HAA represents over 670,000 units and over 2,800 apartment communities.)
- **Attendee title/position:** Identified by title printed on badge.
- **Professional attendance history:** Historical stats are on next page.
- **Lead Retrieval** system available for purchase
- **Seminars to increase booth traffic:** Attendees of seminars are led directly to the Expo floor. Goal attendance for seminar registrants is 500.
- **Show Promotions:** ABODE Expo Issue (May) will promote the show and your booth. Direct mailers are sent to every property and management company 45 - 60 days before the show and promoted at all HAA events.
- **Potential buyers:** Management personnel are walking the aisles. Non-exhibiting suppliers are not allowed in the show area. *(Children under 16 are unable to attend.)*
- **Attendee list:** Not available in advance since we do not require preregistration for the expo. Name and contact information for all attendees categorized by title/position, will be emailed in an EXCEL file shortly after the event for follow up at no additional charge.
- **Best Booth Contest:** Exhibitors can compete in the Best Booth Contest to win an award and have their team photo in ABODE magazine. "Best in Show" wins a **FREE** standard booth for 2025.
- **Sponsorship Opportunities:** Available for sale in January 2024. Items will be sold by auction.
- **Mailing List:** Available at discounted rate for exhibitors to promote your booth with a direct mail out before the show. (emails are not provided.)

Contact Amanda Sherbondy in the Membership & Marketing department at 713-595-0316 or email [asherbondy@haaonline.org](mailto:asherbondy@haaonline.org) for current floor plan and booth availability.

## Education Conference and Expo Attendance History

Attendee Classification	2014	2015	*2016	2017	2018	*2019	2020	2021	*2022	2023
<b>Owner/Management Co. Executives</b>	<b>127</b>	<b>123</b>	<b>115</b>	<b>150</b>	<b>140</b>	<b>124</b>	NO EXPO	<b>87</b>	<b>110</b>	<b>156</b>
Owners/CEO (1)	55	32	51	57	69	46		37	33	53
Senior Management (2)	72	91	64	93	71	78		50	77	103
<b>Supervisors</b>	<b>226</b>	<b>289</b>	<b>219</b>	<b>266</b>	<b>295</b>	<b>213</b>		<b>143</b>	<b>204</b>	<b>293</b>
Property Supervisors (3)	96	120	84	115	131	93		80	96	107
Maintenance Supervisors (7)	130	169	135	151	164	120		63	108	186
<b>Property Manager (4)</b>	<b>441</b>	<b>592</b>	<b>402</b>	<b>489</b>	<b>613</b>	<b>414</b>		<b>338</b>	<b>449</b>	<b>638</b>
<b>On-Site Personnel</b>	<b>446</b>	<b>573</b>	<b>573</b>	<b>551</b>	<b>594</b>	<b>533</b>		<b>314</b>	<b>447</b>	<b>536</b>
Assistant Managers (5)	156	229	229	192	222	209		106	183	176
Maintenance Tech (63)	88	113	113	116	132	121		85	113	184
Leasing (62)	126	158	158	155	162	134		84	109	121
On-Site (61)	76	73	73	88	78	69		39	42	55
<b>Corporate/Administrative/Marketing (8)</b>	<b>59</b>	<b>69</b>	<b>71</b>	<b>90</b>	<b>89</b>	<b>82</b>		<b>32</b>	<b>44</b>	<b>118</b>
<b>Total Professional Attendance</b>	<b>1299</b>	<b>1646</b>	<b>1380</b>	<b>1546</b>	<b>1731</b>	<b>1366</b>		<b>914</b>	<b>1254</b>	<b>1741</b>
<b>Exhibitors</b>	<b>866</b>	<b>936</b>	<b>995</b>	<b>980</b>	<b>1029</b>	<b>1025</b>		<b>744</b>	<b>980</b>	<b>1013</b>
<b>Other/Guest</b>	<b>18</b>	<b>15</b>	<b>9</b>	<b>11</b>	<b>3</b>	<b>15</b>		<b>2</b>	<b>2</b>	<b>3</b>
<b>Total</b>	<b>2183</b>	<b>2597</b>	<b>2384</b>	<b>2537</b>	<b>2763</b>	<b>2406</b>	<b>0</b>	<b>1660</b>	<b>2236</b>	<b>2757</b>

*\*Year indicates Texas Apartment Association Conference hosted in Houston*