



2021 Houston Apartment Association Education Conference & Expo

NRG Center - Hall B

Wednesday, September 22* - ONE DAY ONLY

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:** SEEK OPPORTUNITY
- **Show colors:** Orange, Grey, White
- **Show Hours:** 1:00 – 6:30 pm (subject to change.)
- **Average of 2,300 attendees over the last seven years**, HAA represents over 650,000 units and over 2800 apartment communities.) **NOTE: Attendance may be lower in 2021 due to pandemic.**
- **Attendee title/position:** Identified by badge distinction.
- **Seminars to increase booth traffic:** Attendees of seminars are led directly to the Expo floor. Goal attendance for seminar registrants is 300.
- **Contests to increase traffic:** Featured Suppliers participate in cash prize giveaways via contests awarded to attendees. Must have at least a full page full color ad in September issue of ABODE to take advantage of this additional marketing opportunity. Deadline to participate is August 1st. Space is limited. Inquire within for more details.
- **Show Promotions:** ABODE Expo Issue helps with advanced promotion of the show and your booth. Also, direct mailers are sent to every property and management company at least 45 days before the show as well as 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.*)
- **Professional attendance:** Statistical breakdown is available upon request.
- **Attendee list:** Name and contact information list categorized by title/position, mailed or emailed in an EXCEL format shortly after the event for follow up.
- **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 2022.
- **Sponsorship Opportunities:** Available for sale in June 2021. Items will be sold by auction. Contact Membership & Marketing department with questions.
- **Mailing List:** Available at discounted rate for exhibitors to promote your booth with a direct mail out before the show.

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