

## 2019 January Auction Program Guide

January 31, 2018

**DATE	Event/Meeting	Approx # of Attendees	Who Attends	Pre-Event Publicity Company name display	Commercial Read	Product Placement	# of Admissions	Post Event Photos	Attendance List	# Sponsors	\$ AMOUNT	Description
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### DRAWINGS

**Lots marked with \* are drawing items. These items have a preset amount and winners are selected randomly by lottery. Pre-printed labels are provided in your auction packet. Place designated labels on the provided entry cards and initial. Drop card in respective drawing box located in the drawing area. Winners for each lot will be announced just prior to the live auction.**

*\*\*Dates are subject to change. You will be notified of the official date for your event once we confirm your purchases.*

	6/11	<b>*Baytown Legal Seminar</b>	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvrs	X	X	X	X	2	X	X	2	\$400	<b>NEW:</b> 2019 Outlying Legal Seminar taught by HAA General Counsel, Howard Bookstaff. Seminar from 8:30 am - Noon
	5/23	<b>*Baytown Onsite Goes Offsite Happy Hour</b>	15-30	Mgrs, Asst Mgrs, Maint	X	X	X	X	2	X	X	1	\$350	Networking event for onsite personnel in the Baytown and surrounding area.
	2/21	<b>*Blue Star Program</b>	40-60	Mgrs/ Maint Sprvrs	X	X		X	1		X	2	\$400	HAA partners with HPD for this certification which requires managers to take this course to make safety upgrades on their properties. <b>Location: Braeswood Assembly of God Target Area: Westside/Central/Midwest</b>
	5/9	<b>*Blue Star Program</b>	40-60	Mgrs/ Maint Sprvrs	X	X		X	1		X	2	\$400	HAA partners with HPD for this certification which requires managers to take this course to make safety upgrades on their properties. <b>Location: Braeswood Assembly of God Target Area: Westside/Central/Midwest</b>

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	8/15	<b>*Blue Star Program</b>	40-60	Mgrs/ Maint Sprvrs	X	X	X	1		X	2	\$400	HAA partners with HPD for this certification which requires managers to take this course to make safety upgrades on their properties. <b>Location: Braeswood Assembly of God Target Area: Westside/Central/Midwest</b>					
	3/27	<b>*Board of Directors Meeting: MAR</b>	50	Board Members		X	X	X	2			1	\$1,000	Attend reception with board members; Five minute presentation before meeting.				
	3/6	<b>*CAM: Finance</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X	1	\$700	Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company				
	4/3	<b>*CAM: Legal</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X	1	\$700	Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company				
	3/5	<b>*CAM: The Resident Experience</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X	1	\$700	Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company				
	5/16	<b>*Expo Aisle Sign Sponsor</b>	2100+	All Members	X	X	X			X	X	8	\$500	One of eight double-sided aisle signs displayed with company logo. Great exposure and can be seen on entire expo show floor! ( <i>Company must be a 2019 Expo exhibitor. Aisles will be assigned randomly.</i> )				

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5/16		<b>*Education Conference and Expo Seminar: Break-Out Sessions</b>	130-150	On-Site Pros, Execs	X	X	X	X	X	X	4	\$750	<b>Two Sessions! Two unique groups! One Price!</b> Held in conjunction with the Expo, attendees will have four seminars from which to choose and each program will be held TWICE with approximately 100 attendees each. Timely industry topics featuring professional industry speakers. Session topics assigned randomly. <i>(Must be an exhibitor in 2019 Expo.)</i>	
5/16		<b>*Expo Hand Sanitizer Station</b>	2100+	All Members	X	X	X	X	X	X	2	\$500	Company name and/or logo on hand sanitizing stations on Expo floor. <i>(Company must be a 2019 Expo exhibitor)</i>	
3/26		<b>*Fort Bend Region Meeting</b>	25-40	Sprvrs, Mgrs, & Asst Mgrs	X	X	X	X	2	X	X	1	\$350	HAA Region Meeting in outlying area. Topics include courtroom education sessions, local governments regulations and briefings by local officials.
6/7		<b>*HAA NEXT - Professional Development Breakfast</b>	25-40	All members 39 and under	X	X	X	X	1	X	X	1	\$650	A networking and professional development series for all young professionals; Breakfast program with speaker held at HAA; (Historically 60% Mgrs/Leasing/some Regionals; 40% Suppliers in attendance)
3/26		<b>*HAA Political Action Committee Meeting</b>	55-75	Owners, Execs, Suppliers	X	X	X	X	2	X	X	1	\$500	This group invites candidates for elective office and local political observers to speak. At some meetings, voting on Steering recommendations takes place.

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	4/25	<b>*HAA Political Action Committee Meeting</b>	55-75	Owners, Execs, Suppliers	X	X	X	2	X		1	\$500		This group invites candidates for elective office and local political observers to speak. At some meetings, voting on Steering recommendations takes place.	
	6/6	<b>*HAA Political Action Committee Meeting</b>	55-75	Owners, Execs, Suppliers	X	X	X	2	X		1	\$500		This group invites candidates for elective office and local political observers to speak. At some meetings, voting on Steering recommendations takes place.	
	7/30	<b>*HAA Political Action Committee Meeting</b>	55-75	Owners, Execs, Suppliers	X	X	X	2	X		1	\$500		This group invites candidates for elective office and local political observers to speak. At some meetings, voting on Steering recommendations takes place.	
	5/14	<b>*HAAPAC Political Action Committee Meeting</b>	55-75	Owners, Execs, Suppliers	X	X	X	2	X		1	\$500		This group invites candidates for elective office and local political observers to speak. At some meetings, voting on Steering recommendations takes place.	
	2/20	<b>*Industry Math Course</b>	10-15	Mgrs pursuing CAM, Asst Mgrs	X	X	X	X		X	1	\$350		A new course from NAA intended to prepare attendees for the various credential courses by re-introducing forgotten mathematical concepts as they relate to industry operations	
	6/18	<b>*Industry Math Course</b>	10-15	Mgrs pursuing CAM, Asst Mgrs	X	X	X	X		X	1	\$350		A new course from NAA intended to prepare attendees for the various credential courses by re-introducing forgotten mathematical concepts as they relate to industry operations	

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	4/25	<b>*Katy "Onsite Goes Offsite" Happy Hour</b>	15-30	Onsite Personnel, Mgrs, & Asst Mngrs	X	X	X	X	2	X	X	1	\$400	Networking event for onsite personnel in the Katy and surrounding area.	
	6/20	<b>*Lake Jackson "Onsite Goes Offsite" Happy Hour</b>	15-30	Onsite Personnel, Mgrs, & Asst Mgrs	X	X	X	X	2	X	X	1	\$300	Networking event for onsite personnel in the Lake Jackson and surrounding area.	
	5/30	<b>*Lake Jackson Education Outreach - Marketing</b>	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$400	NEW: 2019 Education Outreach Seminar - Marketing to Small Towns and Suburbs with Mary Gwyn Program from 9:00 a.m. - Noon	
	3/20	<b>*Montgomery County Region Meeting</b>	35-50	Sprvsrs, Mgrs & Asst Mgrs	X	X	X	X	2	X	X	1	\$350	HAA Region Meeting in outlying area. Topics include courtroom education sessions, local government regulations and briefings by local officials.	
	4/17	<b>*Pasadena Education Outreach - Human Resources</b>	30-50	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$400	<b>NEW:</b> 2019 Education Outreach Seminar, The Art of Hiring with Leah Brewer. Program from 9:00 am - Noon	
	2/12	<b>*Pasadena Region Meeting</b>	25-40	Sprvsrs, Mgrs & Asst Mgrs	X	X	X	X	2	X	X	1	\$350	HAA Region Meeting in outlying area. Topics include local government regulations and briefings by local officials.	
	4/24	<b>*Pearland Legal Seminar</b>	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$450	<b>NEW:</b> 2019 Outlying Legal Seminar taught by HAA General Counsel, Howard Bookstaff. Seminar from 8:30 am - Noon	

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	2/26	<b>*Pearland Region Meeting</b>	25-40	Sprvsrs, Mgrs & Asst Mgrs	X	X	X	X	2	X	X	1	\$350	HAA Region Meeting in outlying area. Topics include courtroom education sessions, local governments regulations and briefings by local officials.	
	March TBA	<b>*Spring Go-Getter Happy Hour</b>	60-70	All members	X	X	X	X	2	X		2	\$600	Happy hour for recruiters and new members. Sponsors will greet guests as they arrive and give out drink tickets. Plus, assist with giving away prizes to top recruiters.	
	June TBA	<b>*Summer Go-Getter Happy Hour</b>	60-70	All members	X	X	X	X	2	X		2	\$600	Happy hour for recruiters and new members. Sponsors will greet guests as they arrive and give out drink tickets. Plus, assist with giving away prizes to top recruiters.	
	4/18	<b>*TopGolf Best Male and Female Award</b>	250+	All Members	X	X		X	2	X		2	\$400	Present the top scoring male or female award during the awards ceremony after play. Get featured in ABODE with the winners.	
	4/18	<b>*TopGolf Team Awards</b>	250+	All Members	X	X		X	2	X		3	\$500	Present the 1st, 2nd, and 3rd Place teams' awards during the awards ceremony after play. Get featured in the ABODE with the winning teams.	
	7/17	<b>*Woodlands Education Outreach - HR</b>	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$450	<b>NEW:</b> 2019 Education Outreach Seminar, The Art of Hiring with Leah Brewer. Program from 9:00 am - Noon	
	5/22	<b>*Woodlands Legal Seminar</b>	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$500	<b>NEW:</b> 2019 Outlying Legal Seminar taught by HAA General Counsel, Howard Bookstaff. Seminar from 8:30 am - Noon	

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## LIVE AUCTION LOTS

The following lots have a reserve starting bid and will sell to the highest bidder(s). If the lot does not meet the minimum reserve, it will not be sold and will go out for bid to the general HAA membership the following day. The live auction begins at 4 pm just after the drawing winners are announced.

3/19	<b>CAM: Marketing</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X	1		Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company
2/8	<b>HAA Next Professional Development Breakfast</b>	40-50	All members 39 and under	X	X	X	X	2	X	X	1		A networking and professional development series for all young professionals; Breakfast program with speaker held at HAA; (Historically 60% Mgrs/Leasing/some Regionals; 40% Suppliers in attendance)
4/5	<b>IROC Breakfast</b>	25-50	Independent Owners	X	X	X	X	1		X	1		A networking and professional development series for Independent Owner members; breakfast meetings held at HAA.
5/3	<b>It's the Law Luncheon</b>	25-50	Execs, Onsite	X	X	X	X	1		X	1		A luncheon series for executives featuring HAA General Legal Counsel, Howard Bookstaff
2/22	<b>ACES February Luncheon</b>	55-85	Sprvsrs, Mrktng/ Train Dirs, Execs	X	X	X	X	2	X	X	2		Exclusive networking; recognition at beginning of luncheon; option to place promo items at seats or table at registration area.



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7/12	<b>Bowling Tournament</b>	350+	All Members	X	X	X	X	2	X			2		Have input on determining tournament theme and judge costume contest. Present awards to team/individual tournament and costume contest winners. Recognition and signage throughout event. Receive prime lane assignment with purchase of team.
3/20	<b>CAM: Property Maintenance</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X		1		Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company
5/16	<b>Education Conference &amp; Expo</b>	<p style="text-align: center;"><b>If you are an exhibitor in the 2019 Education Conference and Expo let your company RADIATE amongst the other 300 booths by being a sponsor! Held on May 16 at NRG Center, we expect attendance of over 2,000 as they enjoy unparalleled networking opportunities, high-quality education sessions, a dynamic keynote speaker, a first-rate Expo show!</b></p>												
5/16	<b>Education Conference &amp; Expo Lanyards</b>	2100+	All Members	X	X		X		X	X		1		Company name imprinted on all lanyards attached to all name badges for attendees and exhibitors of the Expo. ( <i>Company must be a 2019 Expo exhibitor</i> )
5/16	<b>Education Conference and Expo Seminar: Keynote Breakfast</b>	500-600	On-Site Pros, Execs	X	X	X	X	3	X	X		3		Exclusive networking; recognition at beginning of program; option to place promo items at seats.



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5/16	<b>Education Conference and Expo: Luncheon and Entertainment (TBD)</b>	500-600	On-Site Pros, Execs	X	X	X	X	3	X	X	1	Conference attendees will attend lunch and view a lip synch battle competition amongst management companies opting to participate while voting for their favorite act. Sponsor has the option to serve as event MC on stage.
5/16	<b>Expo Beverage Station (Bar Sponsor)</b>	2100+	All Members	X	X	X	X	X	X	2		Two of four bar areas with company logo displayed. Option to have promo items near area. <i>(Company must be a 2019 Expo exhibitor)</i>
5/16	<b>Expo Grand Entrance Sponsor</b>	2100+	All Members	X	X	X	X	X	X	1		Live RADIATE artist at the Expo hall entrance. Signage at entrance and optional table provided to house promotional items. Option to have one rep tend to the area. <i>(Company must be a 2019 Expo exhibitor)</i>
5/16	<b>Expo Mobile Device Charging Station</b>	2100+	All Members	X	X	X	X	X	X	2		Company name/logo displayed on screen of charging stations placed on show floor. <i>(Company must be a 2019 Expo exhibitor)</i>
5/16	<b>Expo Radiate Showcase Sponsor</b>	2100+	All Members	X	X	X	X	X	X	2		RADIATE showcase in the middle of the Expo show floor. Signage with company logo in area with option to stage your company promotions. <i>(Company must be a 2019 Expo exhibitor)</i>

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	4/25	<b>HAA NEXT - Mix n Mingle</b>	65-75	All members 39 and under	X	X	X	X	1	X	X	1			A networking and professional development series for all members ages 39 and under. <b>Apartment Careers Month Special Focus.</b> (Historically 60% Mgrs/Leasing/some Regionals; 40% Suppliers in attendance) Mixer held offsite.
	3/8	<b>Volleyball Tournament - Court Sponsor</b>	550+	All Members	X	X	X	X	2	X		2			NEW LOCATION! Stand out in the crowd as our premiere sponsor! New location - Houston Sportsplex. Each court will alternate sponsor banners, and recognition throughout event. Plus, get a reserved VIP table to enjoy the tournament and mingle with the members.
	3/8	<b>Volleyball Tournament - Lunch Sponsor</b>	550+	All Members	X	X	X	X	2	X		1			Signage around venue, and recognition throughout event at the new location - Houston Sportsplex. Table reserved in lunch area for promo items, and opportunity to greet members.
	6/21	<b>ACES June Luncheon</b>	65-85	Sprvsrs, Mrktng/ Train Dirs, Execs	x	x	x	x	2	x	x	2			Exclusive networking; recognition at beginning of luncheon; option to place promo items at seats or table at registration area.
	6/13	<b>Honors Awards - Individual</b>	1100	All Members	X	X	X	X	2	X		2			Prime visibility and opportunity to present individual awards to winners on stage. Company representative included in professional photos taken with the winners in front of branded backdrop. Significant signage and recognition throughout program.

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6/13	<b>Honors Awards - Property</b>	1100	All Members	X	X	X	X	2	X		2		Prime visibility and opportunity to present property award to winners on stage. Company representative included in professional photos taken with the winners in front of branded backdrop. Significant signage and recognition during program.	
6/13	<b>Honors Awards - Reception Sponsor</b>	1100	All Members	X	X	X	X	2	X		1		Welcome the attendees at the reception prior to the program. Have input on determining the reception décor/entertainment. Significant signage in the reception area.	
4/17	<b>CAM:Human Resources</b>	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X			X	1		Courses taken by managers to attain the Certified Apartment Manager (CAM) designation from NAA. Sponsors have lunch with students and present about their company	
3/28	<b>Maintenance Mania!</b>	Presented by HD Supply, this action packed day is dedicated to celebrating service professionals, including maintenance skills-based competitions where individuals compete at various stations performing various tasks against one another as well as with competitors in cities nationwide. Fellow co-workers and supervisors cheer them on towards a trophy and a shot at the national championship held at the NAA Education Conference. <b>Event held at the Sam Houston Race Park.</b>												
3/28	<b>Maintenance Mania Competition Event: Air Conditioner Repair</b>	500-600	All Members	X	X	X	X	2		X	1		Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events.	

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	3/28	<b>Maintenance Mania Competition Event: Duo Flush Toilet Conversion</b>	500-600	All Members	X	X	X	X	2		X	1				Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events.
	3/28	<b>Maintenance Mania Competition Event: Fire &amp; Carbon Monoxide Safety Installation</b>	500-600	All Members	X	X	X	X	2		X	1				Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events
	3/28	<b>Maintenance Mania Competition Event: Icemaker Installation</b>	500-600	All Members	X	X	X	X	2		X	1				Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events
	3/28	<b>Maintenance Mania Competition Event: Key Control Deadbolt Test</b>	500-600	All Members	X	X	X	X	2		X	1				Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events
	3/28	<b>Maintenance Mania Competition Event: Racecar Competition</b>	500-600	All Members	X	X	X	X	2		X	2				Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events

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3/28	<b>Maintenance Mania Competition Event: Water Heater Installation</b>	500-600	All Members	X	X	X	X	2	X	1		Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events
3/28	<b>Maintenance Mania: Post-Competition Lunch and Awards Ceremony</b>	500-600	All Members	X	X	X	X	2	X	3		Post-competition lunch and awards presentation with spectators and competitors; sponsors will have tabletop signage, and a keepsake giveaway item for all attendees with your logo; sponsors will speak on stage to promote company
3/28	<b>NEW! Maintenance Mania Competition Event: Heating Element Installation</b>	500-600	All Members	X	X	X	X	2	X	1		<b>NEW EVENT!</b> Competition event sponsors are also the scorekeepers and cheerleaders for each event, receiving unparalleled face to face interaction with members; some time commitment in preparation and setup of events.
4/18	<b>Top Golf - PAC Fundraiser</b>	250+	<b>BACK BY POPULAR DEMAND! HAA's Political Action Committee fundraiser at TopGolf Houston West. No golf experience required of players. HAA will take over an entire level for a great networking event. Only sponsors and players are able to attend.</b>									
4/19	<b>TopGolf Welcome Sponsor</b>	250+	All Members					2		1		Be the first point of contact as players arrive to check in. Signage and small table at the check-in area to greet and pass out promotional items.

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	4/19	<b>TopGolf "Top" Sponsor</b>	250+	All Members	X	X		X	6	X			2				Significant signage in bays, display screens, ball drop, and throughout floor. FREE team of six players in one of the "lounge" bays. Company logo will be printed on wristbands given to all of the attendees. Recognition during the event.
	4/19	<b>TopGolf Beverage Sponsor</b>	250+	All Members	X	X		X	2	X			2				Signage placed on all bars on floor. Promo item with company name/logo set out in all bars. Recognition during the event.
	4/19	<b>TopGolf Hole In One Sponsor</b>	250+	All Members	X	X		X	6	X			1				Excellent one on one interaction! Sponsor will occupy and attend bay as players compete in a hole in one contest. Company will be able to play the bay the rest of the time during tournament when attendees are not participating in contest. Present winner with prize at award ceremony and have photo taken for ABODE magazine.
	4/19	<b>NEW! TopGolf Best Dressed Male/Female</b>	250+	All Members	X	X		X	2	X			1				Sponsors get to select the the best dressed male and female players and present awards during the ceremony after play. Get featured in the ABODE with winners.
	4/19	<b>TopGolf Last Place Award</b>	250+	All Members	X	X		X	2	X			1				Present the player with the lowest score during the awards ceremony after play. Photo with "lucky" winner published in ABODE.

