

2019 Auction Program Guide

June 20, 2019

**DATE

Event Name

Approx # of Attendees

Who Attends

Pre Event Publicity

Event Signage

Commercial Spot

of Admissions

Post Event Photos

Sponsors

\$ SET AMOUNT

Description

DRAWING LOTS

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

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

A	9/1	*Annual Compensation/ Benefits Survey	n/a	All members								1	\$500	Company name on homepage of HAA website and logo on front cover of survey used by management personnel for budgeting and gauging employee compensation. Available for free to all members online.
B	11/21	*Blue Star Program	40-60	Mgrs and 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. Location: Braeswood Assembly of God. Target area: Westside/Central/Midwest
C	11/21	*Board of Directors Meeting: November	50	Board members		X	X	X	2			1	\$1,500	Bimonthly Board of Directors meeting. Attend reception with board members prior to the Annual Business Meeting and five minute presentation before meeting. Held at Hilton Post Oak Hotel.
D	9/26	*Board of Directors Meeting: September	50	Board members		X	X	X	2			1	\$1,000	Bimonthly Board of Directors meeting. Attend reception with board members and five minute presentation before meeting.

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E	Jan TBA	*Board of Directors Meeting: January	50	Board members	X	X	X	2			1	\$1,000	Bimonthly Board of Directors meeting. Attend reception with board members and five minute presentation before meeting.	
F	9/10	*CAMT (Certified Apartment Maintenance Technician) Interior/Exterior Repair/Make-ready	20-30	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X			1	\$500	Maintenance certification curriculum from NAA. Sponsoring company, if applicable, also has the option to assist the instructor as a "special guest subject matter expert" in addition to standard sponsorship	
G	12/10	*CAPS: Investment Management	15-20	Sprvsrs, Ind Owners	x	x	x	x			1	\$750	A required module of the CAPS (Certified Apartment Portfolio Supervisor) credential.	
H	10/26	*Chili Fest "Chili-tizer" Station	3000+	All members and guests	X	X		X	2	X	2	\$400	Company logo on hand sanitizing stations throughout event. Tax deductible!	
I	10/26	*Chili Fest "Little Chili's" Sponsor	3000+	All members and guests	X	X		X	8	X	2	\$850	Company logo on signage in children's activity area and on all children's wristbands. Company name on promotional communications, entry banner at event and goodie bags. Tax deductible!	
J	10/26	*Chili Fest Jalapeno Sponsor	3000+	All members and guests	X	X		X	4	X	20	\$500	Company name on entry banner at event, promotional communications and goodie bags. Tax deductible!	

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K	10/26	*Chili Fest Habanero Sponsor	3000+	All members and guests	X	X	X	15	X	4	\$1,200	FREE STANDARD BOOTH SPACE! Company logo on all adult wristbands. Company name on attendee giveaway, promotional communication, bandit signage on site banners and goodie bags. Company tag line read during event announcements. Tax deductible!		
L	10/8	*Dinerstein Golf: Awards Ceremony	150+	All members	X	X	X	2	X	6	\$400	Assist with the awards presentation to the top teams during the 19th Hole Reception after play. Display table is available upon request.		
M	10/8	*Dinerstein Golf: Closest to the Pin Contest	150+	All members	X	X	X	2	X	1	\$700	Option to greet golfers at the tee box of the competition hole. Table and two chairs provided. Present award during post-play reception.		
N	10/8	*Dinerstein Golf: Hole	150+	All members	X	X	X	2	X	16	\$500	Opportunity to greet golfers at the tee box. Signage at the hole, table and two chairs provided.		
O	10/8	*Dinerstein Golf: Longest Drive Contest	150+	All members	X	X	X	2	x	1	\$700	Option to greet golfers at the tee box of the competition hole. Table and two chairs provided. Present award during post-play reception.		
P	10/8	*Dinerstein Golf: Practice Range	150+	All members	X	X	X	2	x	1	\$350	Company logo on signage at practice range. Opportunity to mingle with golfers before tee off.		
Q	8/28	*Education Outreach - Rosenberg	30-50	Sprvsrs, Mgrs & Asst Mgrs	X	X	X	X	2	X	X	2	\$400	NEW: 2019 Education Outreach Seminar - Marketing strategies beyond the basics with Megan Orser from 9 am - Noon

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R	7/21	*EXTREME CAM (Certified Apartment Manager): Day 2	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X			2	\$550	An accelerated six-day program to earn the NAA CAM credential. TWO Sessions (Summer and Fall) TWO unique groups, ONE PRICE! Sponsors will alternate morning and afternoon breaks to greet students for breakfast or meet for lunch.
S	7/25	*EXTREME CAM (Certified Apartment Manager): Day 4	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X			2	\$550	An accelerated six-day program to earn the NAA CAM credential. TWO Sessions (Summer and Fall) TWO unique groups, ONE PRICE! Sponsors will alternate morning and afternoon breaks to greet students for breakfast or meet for lunch.
T	7/27	*EXTREME CAM (Certified Apartment Manager): Day 6	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X			1	\$550	An accelerated six-day program to earn the NAA CAM credential. (One session in Summer only)
U	9/25	*Go-Getter Happy Hour - Fall Meeting	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.
V	12/4	*Go-Getter Happy Hour - Holiday Meeting	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.

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W	10/11	*HAA NEXT - Professional Development Breakfast	35-50	All members under 40	X	X	X	X	2	X		1	\$750	A networking and professional development series for all members under 40; meetings will occur at HAA.
X	11/18	*HAA Political Action Committee Luncheon	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 to HAA members over lunch. At some meetings voting on Steering committee recommendations take place.
Y	TBA Feb 2020	*HAA Political Action Committee Luncheon	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 to HAA members over lunch. At some meetings voting on Steering committee recommendations take place
Z	9/4	*HAA Political Action Committee Luncheon	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 to HAA members over lunch. At some meetings voting on Steering committee recommendations take place.
AA	12/13	*IROC (Independent Rental Owners Council) Breakfast	35-50	Independent Owners	X	X	X	X			X	1	\$1,000	A networking and educational program offered every other month on Friday morning for owners and potential owners of smaller apartment communities
BB	10/9	*Katy Legal Seminar	30-60	Sprvsrs, Mgrs & Asst Mgrs	X	X	X	X	2	X	X	2	\$450	NEW: 2019 Outlying Legal Seminar taught by HAA General Counsel, Howard Bookstaff. Seminar from 8:30 am - Noon

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		To enter the drawing for LOT KK, please place a company business card into the drawing box marked "KK" in the drawing area. If selected, a Sponsorship Agreement must be filled out after the auction.													
KK	1/17	<p style="margin: 0;">*Installation & New Year Gala presented by Camp Construction Services: "Premier Sponsor" ONE SPOT AVAILABLE!</p>													
		800+	All Members	X	X	X	X	10	X	4	\$8,000	<p style="margin: 0;">Seated dinner at Revention Music Hall to install Clay Hicks, The Dinerstein Companies, and the 2020 board of directors. Prominent table of ten including two bottles of wine at table. Company logo on designated bar area and throughout event space.</p> <p style="margin: 0;">Unfortunately, our current Presenting and Premier Sponsorship agreement prevents us from taking any additional General Contractors as sponsors for this event.</p> <p style="margin: 0;">Winner will have First Right of Refusal for future Installation Gala sponsorships.</p>			

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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 HAA general membership the following day. The live auction begins at 4 pm immediately after the drawing winners are announced.

1	11/19	Annual Fair Housing Seminar	75-100	Onsite professionals	X	X	X	X	X	X	X	2	A half-day seminar offering timely Fair Housing training to industry professionals, often a required course for many company employees and NAA designates
2	7/20	EXTREME CAM (Certified Apartment Manager): Day 1	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X			X	2	An accelerated six-day program to earn the NAA CAM credential. TWO Sessions (Summer and Fall) TWO unique groups, ONE PRICE! Sponsors will alternate morning and afternoon breaks to greet students for breakfast or meet for lunch.
3	12/13	CAPS: Talent Management and Leadership	15-20	Sprvsrs, Ind Owners	X	X	X	X			X	1	A required module of the CAPS (Certified Apartment Portfolio Supervisor) credential.
4	FEB - OCT	Avenues: Leadership Lane	35-50	Spvsrs, HR, VP	X	X	X	X			X	1	Popular Workshop series featuring professional industry speakers; Leadership track contains three sessions. (Dates TBD) Sponsor on website and all ABODE promos throughout the year. Four-color sponsor ad featured prominently in Education Course Catalog and direct mailed twice annually

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5	8/23	HAA NEXT: Community Fundraiser, "A Night in Monaco"	100-200	All members	X	X	X	X	2	X		2		An evening casino themed fundraising event "Produced by" the HAA NEXT Committee, but open to all members. Proceeds will go to Goodwill Industries and our financial support of their Maintenance Tech training program which actively recruits and develops new service techs for the industry."
6	9/20	IROC (Independent Rental Owners Council) Breakfast	35-50	Independent Owners	X	X	X	X		X		1		A networking and educational program offered every other month on Friday mornings for owners and potential owners of smaller apartment communities
7	9/19	Lifetime Achievement Award Luncheon	400	All members		X	X	X	2	X		2		Luncheon at Hotel Zaza Museum District honoring the 2019 Lifetime Achievement Award recipient, Cesar Lima of AAA Plumbers, for his outstanding contributions to the multifamily industry.
8	10/17	CAMT (Certified Apartment Maintenance Technician) Appliances Repair	20-30	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X		X		1		Maintenance certification curriculum from NAA. Sponsoring company, if applicable, also has the option to assist the instructor as a "special guest subject matter expert" in addition to standard sponsorship

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9	10/4	It's the Law Luncheon	20-35	VPs, Sprvsrs, Ind Owners	X	X	X	X	1	X	X	1		Popular luncheon series hosted by HAA Legal Counsel, Howard Bookstaff addresses timely legal concerns and offers unparalleled access to legal expertise via a casual and intimate Q&A over lunch.
10	10/26	Chili Fest Over 21 Wristband	3000+	All members and guests	X	X		X	2	X		1		Company logo on all "Over 21" wristbands. Option to man the wristband counter at entrance. Tax deductible!
11	10/26	Chili Fest Trophy Sponsor	3000+	All members and guests	X	X		X	4	X		1		Company name on promotional communication, entry banner at event and goodie bags. Present chili winners with trophy on stage. Tax deductible!
12	12/12	CAPS: Asset Evaluation and Preservation	15-20	Sprvsrs, Ind Owners	X	X	X	X			X	1		A required module of the CAPS (Certified Apartment Portfolio Supervisor) credential.
13	9/27	ACES Luncheon	75	Sprvsrs, Marketing/Training Dirs, Execs	X	X	X	X	3	X	X	2		EXCLUSIVE networking with decision makers; recognition at beginning of luncheon; Sponsors are only supplier companies able to attend.
14	11/21	Annual Business Meeting	300+	All members	X	X	X	X	2	X	X	2		Business dinner to honor the outgoing HAA President, and elect the new officers and Board of Directors for 2020. Held at the Hilton Post Oak.

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15	FEB - OCT	Avenues: Main Street	50-100	All onsite employees and various corporate personnel	X	X	X	X		X	1			Popular Workshop series featuring professional industry speakers; Main Street contains three sessions. (Dates TBD) Sponsor on website and all ABODE promos throughout the year. Four-color sponsor ad featured prominently in Education Course Catalog and direct mailed twice annually
16	9/11	CAMT (Certified Apartment Maintenance Technician) Electrical Repair	20-30	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X		X	1			Maintenance certification curriculum from NAA. Sponsoring company, if applicable, also has the option to assist the instructor as a "special guest subject matter expert" in addition to standard sponsorship
17	10/31	IROP Course (Independent Rental Owner Professional)	20-30	Independent Owners	X	X	X	X		X	2			A three-day certification series from NAA for new and potential owners of multifamily property.
18	12/11	CAPS: Improving Occupancy	15-20	Sprvsrs, Ind Owners	X	X	X	X		X	1			A required module of the CAPS (Certified Apartment Portfolio Supervisor) credential.
19	FEB/ OCT 2020	NALP Course (National Apartment Leasing Professional)	20-25	Leasing, new and potential Ind Owners	X	X	X	X		X	1			Seven-module leasing certification series classes on Tuesdays in 2020, TWO unique groups (Feb and Oct 2020) , plus sponsorship full page ad in Education Course Catalog direct mailed twice a year.

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	10/8	Bill Dinerstein Memorial PAC Fall Golf Tournament	150+	All Members	The Bill Dinerstein Memorial Golf Tournament will be held at the Riverbend Country Club. The tournament raises funds for the HAA Political Action Committee. (PAC) This committee is actively involved in efforts to create fair treatment of multifamily properties in federal tax law, appraisal reform measures and in crafting a local inspection ordinance in Houston that will help the city crack down on problem properties while protecting the rights of owners. Only golfers and sponsors are able to attend.									
20	10/8	Dinerstein Golf: Breakfast	150+	All members	X	X		X	2	X		2		Table in the breakfast area to greet golfers and give away promotional items as the players arrive.
21	10/8	Dinerstein Golf: 19th Hole Reception	150+	All members	X	X		X	2	X		2		Host the reception with a table to display your company and greet the players as they return to the clubhouse after play.
22	10/8	Dinerstein Golf: Bag Drop	150+	All members	X	X		X	2	X		1		Be the first impression as players arrive and drop off their golf bags. Company logo on vests that golf course employees will wear and signage at the bag drop.
23	10/8	Dinerstein Golf: Beverage Carts	150+	All members	X	X		X	2	X		2		Drive the beverage cart around the course and distribute beverages personally to all players. Company name on the front of the cart. The course will provide the beverages.
24	10/8	Dinerstein Golf: Beverage Station	150+	All members	X	X		X	2	X		3		Greet and hand out beverages to players. Table and two chairs will be provided. Course will provide the beverages.
25	10/8	NEW! Dinerstein Golf: Pinot & Putting Contest	150+	All members	X	X		X	2	X		2		Assist with the putting contest at the putting green before play. Players will be able to purchase two chances to putt balls and win a bottle of wine.

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26	10/8	Dinerstein Golf: President's Cart	150+	All members	X	X	X	1	X	1			Get in the driver's seat on the course as you escort HAA President Starla Turnbo, SMI Realty, around the course in her own personalized golf cart to meet and greet the players and sponsors of the tournament.
27	10/15	CAMT (Certified Apartment Maintenance Technician) HVAC Maintenance & Repair	20-30	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X		X	1		Maintenance certification curriculum from NAA. Sponsoring company, if applicable, also has the option to assist the instructor as a "special guest subject matter expert" in addition to standard sponsorship
28	FEB - OCT	Avenues: Maintenance Blvd	35-65	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X		X	1		Maintenance track contains three sessions. (Dates TBD) Sponsor on website and all ABODE promos throughout the year. Four-color sponsor ad featured prominently in Education Course Catalog and direct mailed twice annually
29	7/20	EXTREME CAM (Certified Apartment Manager): Day 3	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X		X	2		An accelerated six-day program to earn the NAA CAM credential. TWO Sessions (Summer and fall) TWO unique groups, ONE PRICE! Sponsors will alternate morning and afternoon breaks to greet students for breakfast or meet for lunch.
30	12/13	HAA NEXT - "Kristmas Karaoke"	85-150	All members under 40	X	X	X	X	2	X	2		Popular annual holiday party for HAA's Young Professionals.

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31	JAN 2020	State of the Industry / Market Outlook Breakfast	250+	All Members	X	X	X	X	1	X		2		Popular annual breakfast program featuring a panel of industry executives (TBD) with a forecast for developments, rents, trends, etc. affecting the multifamily industry.
32	7/12	IROC (Independent Rental Owners Council) Breakfast	35-50	Independent Owners	X	X	X	X			X	1		A networking and educational program offered every other month on Friday morning for owners and potential owners of smaller apartment communities
33	12/6	ACES Holiday Luncheon	90	Sprvsrs, Marketing/Training Dirs, Execs	X	X	X	X	3 max	X	X	2		An HAA tradition! Get EXCLUSIVE networking while shopping with decision makers at the most wonderful time of the year! Sponsors are the only suppliers able to attend!
34	8/9	It's the Law Luncheon	20-35	VPs, Sprvsrs, Ind Owners	X	X	X	X	1	X	X	1		Popular luncheon series hosted by HAA Legal Counsel, Howard Bookstaff addresses timely legal concerns and offers unparalleled access to legal expertise via a casual and intimate Q&A over lunch.
35	7/26	EXTREME CAM (Certified Apartment Manager): Day 5	25-30	Mgrs, Asst Mgrs, Ind Owners	X	X	X	X			X	2		An accelerated six-day program to earn the NAA CAM credential. TWO Sessions (Summer and fall) TWO unique groups, ONE PRICE! Sponsors will alternate morning and afternoon breaks to greet students for breakfast or meet for lunch.

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36	9/12	CAMT (Certified Apartment Maintenance Technician) Plumbing	20-30	Maint Tech, Maint Sprvsrs, Maint Directors	X	X	X	X		X	1			Maintenance certification curriculum from NAA. Sponsoring company, if applicable, also has the option to assist the instructor as a "special guest subject matter expert" in addition to standard sponsorship
37	FEB - OCT	Avenues: Marketing Lane	40-60	Leasing, Mgrs, Mrktng Dirs, Sprvsrs	X	X	X	X		X	1			Marketing track contains three sessions:(dates TBD) Sponsor on Avenues website and all ABODE promos throughout the year. Four-color sponsor ad featured prominently in Education Course Catalog and direct mailed twice annually.
38	February 2020	TAA Redbook Seminars - TWO dates	150-180	All onsite employees and various corporate personnel	X	X	X	X		X	2			Seminar covers new and existing material pertaining to legal and legislative concerns and hosted by HAA Legal Counsel, Howard Bookstaff. Two Dates and TWO unique groups!
39	12/9	CAPS: Client Services and Stakeholder Relations	15-20	Sprvsrs, Ind Owners	X	X	X	X		X	1			A required module of the CAPS (Certified Apartment Portfolio Supervisor) credential.

Thank you, kindly!