



SPONSORSHIP AUCTION PROGRAM GUIDE TERMS:

Pre-Event Publicity	Company promotion may include mentions in ABODE magazine, HAA ThisWeek email blast, on scrolling screen in education registration area, and website calendar prior to event.
Who Attends	The management position of the typical attendee for the event.
Company Name Display	On-site digital or printed signage with company name or logo displayed at program or event.
Commercial Read	Short commercial read by chair of event or HAA staff at the beginning of the event or meeting.
Product Placement	You may distribute your company's promotional materials at the event
# of Admissions	The number of free admissions to the event, if any. (Some do not include admission and some may have the option to purchase additional admissions if space is available.)
Post Event Photos	Post event photos published in ABODE or on website for added sponsor recognition
# Sponsors	Number of sponsors requested for the event
Attendance List	An attendance list is provided to you a few days after the event takes place for follow up
Drawing Lot	Event will be sold as a drawing item. Bidders enter drawing via bidder cards provided by HAA at a preset amount. Sponsors are drawn at random before the live auction begins. You do not have to be present to win. Set price refers to the amount on the auction program.

Description of Events and Terms

ACES – The **A**partment **C**ommunity **E**xecutives and **S**upervisors group is an exclusive membership for Property Executives, Supervisors and Directors of Marketing/Training. Timely topics addressed in a lunch forum.

HAA Political Action Committee (formerly known as the Better Government Fund) - The **HAA PAC** is the political action committee of the Houston Apartment Association which participates in local and state political campaigns, helping candidates who support the apartment industry and its supplier businesses.

Blue Star Certification Program - A joint effort by the Houston Police Department and HAA. The program's goal is to help law enforcement officials and the multifamily housing industry work together to effectively reduce criminal activity in rental properties. The first step in the program is a full day class. Attendees then make changes, as necessary, to improve property safety that may include: background checks, additional lighting, landscaping, access control, etc.

CAM (Certified Apartment Manager) – National Apartment Association credential program offering courses to management personnel in management theory and its application, maintenance management, marketing, finance and budgeting, personnel issues and more.

CAMT (Certified Apartment Maintenance Technician) - National Apartment Association credential program for maintenance technicians. Each course covers a different topic, from soft skills to more technically-oriented material. Virtual online practice scenarios allow for hands-on application of theory and technique.

CAPS (Certified Apartment Portfolio Supervisor) - National Apartment Association credential program is specifically geared for mid to upper level multi-site management (Property Supervisors & Marketing/Training Directors) with an emphasis on due diligence and increasing property performance.

General Meetings - Meetings held periodically throughout the year ranging from dinner receptions to team and sporting events for all members to attend, usually at a fee.

HAA NEXT – Young professionals group within HAA dedicated to networking and professional development needs of members 39 and younger.

IROC (Independent Rental Owners Connection) / IROP (Independent Rental Owner Professional) HAA members who independently own and operate or plan to invest in apartment rental housing. These individuals manage their portfolio directly and can typically have 300 or less units, although there are exceptions that own more. Specialized sessions designed for their unique education needs.

Go-Getters Meetings - These meetings are for volunteers to recruit new members for HAA. Both owner/management and supplier member volunteer as well as prospective members are invited to recruit and attend the meetings.

NALP (National Apartment Leasing Professional) - A National Apartment Association credential program for apartment leasing consultants to provide important information on leasing and marketing skills, sales skills and to facilitate daily operations.

PSC (Product Service Council) – A group of active supplier members ready to assist you and help you get the most from your membership. Whether you are brand new to HAA or perhaps a supplier looking for some guidance, these service council members are a wealth of knowledge and can point you in the right direction.