

2019 January Auction Program Guide

January 31, 2018

LOT	**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 on the drawing table and initial. Drop completed 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.*

A	6/11	*Baytown Legal Seminar	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvrs	X	X	X	X	2	X	X	2	\$400	NEW: Outlying half-day legal Seminar taught by HAA General Counsel, Howard Bookstaff.
B	5/23	*Baytown Onsite Goes Offsite Happy Hour	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.
C	2/21	*Blue Star Program	40-60	Mgrs/ Maint Sprvrs	X	X	X	X	1	X	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
D	5/9	*Blue Star Program	40-60	Mgrs/ Maint Sprvrs	X	X	X	X	1	X	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

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E	8/15	*Blue Star Program	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. Location: Braeswood Assembly of God Target Area: Westside/Central/Midwest	
F	3/27	*Board of Directors Meeting: MAR	50	Board Members		X	X	X	2		1	\$1,000	Attend reception with board members; Five minute presentation before meeting.
G	3/6	*CAM: Finance	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
H	4/3	*CAM: Legal	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1	\$700	Legal module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
I	3/5	*CAM: The Resident Experience	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1	\$700	Customer service module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
J	5/16	*Expo Aisle Sign Sponsor	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 an Expo exhibitor. Aisles will be assigned randomly.</i>)

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K	5/16	*Education Conference and Expo Seminar: Break-Out Sessions	130-150	On-Site Pros, Execs	X	X	X	X	X	X	4	\$750	Two Sessions! Two unique groups! One Price! 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>(Company must be a Expo exhibitor.)</i>		
L	5/16	*Expo Hand Sanitizer Station	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 an exhibitor)</i>		
M	3/26	*Fort Bend Region Meeting	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.	
N	6/7	*HAA NEXT - Professional Development Breakfast	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)	
O	3/26	*HAA Political Action Committee Meeting	55-75	Owners, Execs, Suppliers	X	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.		

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P	4/25	*HAA Political Action Committee Meeting	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.
Q	6/6	*HAA Political Action Committee Meeting	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.
R	7/30	*HAA Political Action Committee Meeting	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.
S	5/14	*HAAPAC Political Action Committee Meeting	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.
T	2/20	*Industry Math Course	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
U	6/18	*Industry Math Course	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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V	4/25	*Katy "Onsite Goes Offsite" Happy Hour	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.
W	6/20	*Lake Jackson "Onsite Goes Offsite" Happy Hour	15-30	Onsite Personnel, Mgrs, & Asst Mngrs	X	X	X	X	2	X	X	1	\$300	Networking event for onsite personnel in the Lake Jackson and surrounding area.
X	5/30	*Lake Jackson Education Outreach - Marketing	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$400	NEW: Education Outreach Half-day Seminar - Marketing to Small Towns and Suburbs with Mary Gwyn
Y	3/20	*Montgomery County Region Meeting	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.
Z	4/17	*Pasadena Education Outreach - Human Resources	30-50	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$400	NEW: Education Outreach Half-day Seminar, The Art of Hiring with Leah Brewer.
AA	2/12	*Pasadena Region Meeting	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.
BB	4/24	*Pearland Legal Seminar	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$450	NEW: Outlying half-day Legal Seminar taught by HAA General Counsel, Howard Bookstaff.

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CC	2/26	*Pearland Region Meeting	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.	
DD	3/20	*Spring Go-Getter Happy Hour	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.	
EE	6/20	*Summer Go-Getter Happy Hour	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.	
FF	4/18	*TopGolf Best Male and Female Award	250+	All Members	X	X		X	2	X		2	\$400	Present the top scoring male and female award during the awards ceremony after play. Get featured in ABODE with the winners.	
GG	4/18	*TopGolf Team Awards	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.	
HH	7/17	*Woodlands Education Outreach - HR	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$450	NEW: Education Outreach Half-day Seminar, The Art of Hiring with Leah Brewer.	
II	5/22	*Woodlands Legal Seminar	30-60	Leasing, Mgrs, Asst Mgrs, & Sprvsrs	X	X	X	X	2	X	X	2	\$500	NEW: Outlying Half-day Legal Seminar taught by HAA General Counsel, Howard Bookstaff.	

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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.

1	3/19	CAM: Marketing	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1			Marketing module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
2	2/8	HAA Next Professional Development Breakfast	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)
3	4/5	IROC Breakfast	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.
4	5/3	It's the Law Luncheon	25-50	Execs, Onsite	X	X	X	X	1		X	1		A luncheon series for executives featuring HAA General Legal Counsel, Howard Bookstaff
5	2/22	ACES February Luncheon	55-85	Sprvsrs, Mrktng/ Train Dir, Execs	X	X	X	X	2	X	X	2		Exclusive networking with sponsors as the only supplier companies able to attend; Recognition at beginning of luncheon; option to place promo items at seats or table at registration area.

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6	7/12	Bowling Tournament	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.
7	3/20	CAM: Property Maintenance	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1		Property Maintenance module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
	5/16	Education Conference & Expo @ NRG Center	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! We expect over 2,000 attendees as they enjoy unparalleled networking opportunities, high-quality education sessions, a dynamic keynote speaker, a first-rate Expo show!										
8	5/16	Education Conference & Expo Lanyards	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 an exhibitor)</i>
9	5/16	Education Conference and Expo Seminar: Keynote Breakfast	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. <i>(Company must be an exhibitor.)</i>

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10	5/16	Education Conference and Expo Luncheon	500-600	On-Site Pros, Execs	X	X	X	X	3	X	X	1			Conference attendees will attend lunch after break out sessions. Excellent opportunity to network and greet attendees before they hit the Expo floor.
11	5/16	Expo Beverage Station (Bar Sponsor)	2100+	All Members	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 an exhibitor)</i>
12	5/16	Expo Grand Entrance Sponsor	2100+	All Members	X	X		X		X	X	1			Live "RADIATE" artist at the Expo hall entrance. Signage and optional table provided to house promotional items. Option to have one rep tend to the area. <i>(Company must be an exhibitor)</i>
13	5/16	Expo Mobile Device Charging Station	2100+	All Members	X	X		X		X	X	2			Company name/logo displayed on screen of charging stations placed on show floor. <i>(Company must be an exhibitor)</i>
14	5/16	Expo Radiate Showcase Sponsor	2100+	All Members	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 an exhibitor)</i>
15	4/25	HAA NEXT - Mix n Mingle	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. Apartment Careers Month Special Focus. (Historically 60% Mgrs/Leasing/some Regionals; 40% Suppliers in attendance) Mixer held offsite.

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16	3/8	Volleyball Tournament - Court Sponsor	550+	All Members	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 members.
17	3/8	Volleyball Tournament - Lunch Sponsor	550+	All Members	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.
18	6/21	ACES June Luncheon	65-85	Sprvsrs, Mrktng/ Train Dirs, Execs	x	x	x	x	2	x	x	2	Exclusive networking with upper level management as sponsors are the only suppliers able to attend; Recognition at beginning of luncheon; option to place promo items at seats or table at registration area.
19	6/13	Honors Awards - Individual	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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20	6/13	Honors Awards - Property	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.
21	6/13	Honors Awards - Reception Sponsor	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.
22	4/17	CAM:Human Resources	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1		HR module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
	3/28	Maintenance Mania!	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. Event held at the Sam Houston Race Park.										
23	3/28	Maintenance Mania Competition Event: Air Conditioner Repair	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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24	3/28	Maintenance Mania Competition Event: Duo Flush Toilet Conversion	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.
25	3/28	Maintenance Mania Competition Event: Fire & Carbon Monoxide Safety Installation	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
26	3/28	Maintenance Mania Competition Event: Icemaker Installation	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
27	3/28	Maintenance Mania Competition Event: Key Control Deadbolt Test	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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28	3/28	Maintenance Mania Competition Event: Racecar Competition	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
29	3/28	Maintenance Mania Competition Event: Water Heater Installation	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
30	3/28	Maintenance Mania: Post-Competition Lunch and Awards Ceremony	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
31	3/28	NEW! Maintenance Mania Competition Event: Heating Element Installation	500-600	All Members	X	X	X	X	2	X	1		NEW EVENT! 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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32	4/18	Top Golf - PAC Fundraiser	250+	One of HAA's most popular events! Sponsor this 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. NO SPECTATORS!									
33	4/19	TopGolf Welcome Sponsor	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.
34	4/19	TopGolf "Top" Sponsor	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.
35	4/19	TopGolf Beverage Sponsor	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.
36	4/19	TopGolf Hole In One Sponsor	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.

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37	4/19	NEW! TopGolf Best Dressed Male/Female	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.
38	4/19	TopGolf Last Place Award	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.
39	4/19	TopGolf Lunch Sponsor	250+	All Members	X	X	X	2	X	2					Signage placed throughout catering tables behind the bays and in the reception room. Opportunity to place promotional items on tables, and greet attendees after play in the reception room.
40	5/30	IROP Course	30-40	Independent Owners	X	X	X	X		2					A three-day credential series from NAA for new and potential owners of multifamily property; classes held Thurs-Saturday (5/30 - 6/1/19)
41	4/4	CAM: Risk Management	40-50	Mgrs, Asst Mgrs, Ind owners	X	X	X	X		X	1				Risk Management module taken by managers to attain the NAA Certified Apartment Manager (CAM) designation. Sponsors have lunch with students and present their company
THANK YOU, SPONSORS!															