Vendors: Don’t miss your opportunity to communicate with multifamily industry leaders.

Supplier Opportunities

Committees & Clubs
Supplier members can volunteer to work side by side with industry peers in more than 20 activities that help the association accomplish its goals and objectives. Pictures of volunteers are featured in ABODE magazine every month and could help you and your sales staff get recognized regularly by on-site personnel. For more information, contact Member Services at 713-595-0322 or email members@haoonline.org.

Advertising with HAA*
HAA has several advertising vehicles to get your name in front of potential buyers. Put your company out in front of the thousands of apartment industry pros who rely on the Houston Apartment Association. Reserve your advertising space early can save marketing dollars while giving you more exposure than your competition. Contact Supplier Services at 713-595-0316 or email asherbondy@haoonline.org.

• ABODE Magazine — The monthly publication written exclusively for the Houston multifamily industry. ABODE has a circulation of 4,500 copies each month and is read by more than 24,000 buyers and decision-makers. Every management company receives a copy at their corporate office and a copy is mailed and read by the on-site personnel at each of their properties. In addition, the members of the Apartment Community Executive and Supervisors (ACES) each receive their own copy. We recently added designates to our mailing list as well. Reserve your ad space 30 days in advance of each issue.

• HAA ThisWeek — You have an opportunity to be one of two advertisers on our weekly email blast, “HAA ThisWeek,” a direct connection with multifamily professionals reaching more than 4,600 individual email addresses every Monday. Recipients will read to find out what events are coming up this week and what lies ahead the following week. We’ll prominently display your logo or icon in the email and the reader can click directly to your website.

• Website Banner Ads — Be visible when the HAA website receives an average of 31,000 hits per month! Banner ads are a great way to gain exposure for your company. Several pages are available for purchase on a monthly basis. Your ad will be prominently displayed and will feature a live link with a click through to your company website.

• Directory & Buyer’s Guide — Ad space sales are open July 1 through September 30. This is the “yellow pages” of the apartment industry and the primary resource tool for all HAA members. HAA represents more than 530,000 units in Houston and surrounding areas, and each member property receives a copy of the directory, as well as corporate offices. They use the Directory and Buyer’s Guide to locate companies to provide them with products and services. As a member you receive an alphabetical company listing and up to two categorical listings. Enhance your visibility with a display ad in the category of your choice for a reasonable cost.

• HAA Advertising Bundles — Want to save money on BULK advertising in all avenues? Contact us to learn more about advertising packages and save money on your marketing campaign! Pick from the recommended packages or contact us to produce your very own package to fit your company needs and budget.
Education Conference & Expo*

The annual HAA Education Conference & Expo is the largest local apartment trade association show in the nation. As an exhibitor you will target an industry that spends more than $400 million each year on products and services. Expo Facts:

- The HAA Expo includes more than 250 exhibitors.
- Houston apartment operators buy more than $400 million in goods and services annually.
- More than 75 percent of Expo exhibitors return the subsequent year.
- In the last 10 years, annual Expo attendance has averaged more than 2,200 people per year.
- Owners, supervisors, managers, leasing personnel and maintenance professionals attend.
- The Expo has sold out of booth space for the last 10 years.
- Non-exhibiting supplier companies are not allowed to attend the Expo.

Sponsorships*

Sponsorship is a great way to gain recognition for your company, personnel and products and services. Whether your customers are property supervisors, managers, maintenance technicians or upper-level executives, there’s an HAA/HAF event for your target audience. During most sponsored events, a commercial is read to attendees and sponsor signs are displayed. All events are promoted with pre-event publicity in ABODE magazine, the HAA ThisWeek weekly email blast and on the web at www.haaonline.org. The Houston Apartment Association sells its event sponsorships in a live auction format in January and June. Almost every HAA event provides opportunities for sponsors.

General Membership Meetings*

Supplier members can take part in face-to-face contact in a social setting with apartment industry personnel. Bi-monthly meetings vary from chili cook-offs and volleyball tournaments to dinner awards presentations and gala events. Average attendance is more than 250 people. For more information, contact the Education and Meetings Department at 713-595-0319 or 713-595-0314 or e-mail education@haaonline.org.

Mailing Labels and Electronic Data Files*

Preprinted adhesive labels or electronic data files from our continually updated database can increase the efficiency of mass mailings. Available in three membership categories (owners, properties and suppliers) for a nominal fee. For more information, contact Form Sales at 713-595-0317 or email forms@haaonline.org.

Certified Apartment Supplier*

This certification program is designed to educate suppliers on the multifamily industry and the day-to-day operations of an apartment property. For more information, contact the Education and Meetings Department at 713-595-0319 or 713-595-0314 or email education@haaonline.org.

*These benefits are in addition to your membership fee.