



TEXAS APARTMENT ASSOCIATION ONE CONFERENCE

SPONSORSHIP OPPORTUNITIES

MAY 7-9, 2025  HOUSTON, TEXAS

OPPORTUNITY



NETWORKING



EDUCATION





CONNECT AND EVOLVE

ONE Conference, presented by the Texas Apartment Association, is the **largest annual gathering of the Texas rental housing industry**. ONE Conference is a must-attend event for multifamily owners, operators and supplier partners to network, form new partnerships, exchange ideas and together move the industry forward.

As the ONE Conference grows, we continue to expand sponsorship opportunities to ensure maximum visibility and engagement. Be a part of this exciting transformation and showcase your brand as a key partner in our journey to **connect and evolve**.

MAY 7-9, 2025 ★ HOUSTON

 CONFERENCE
 presented by TAA

THE FYI

HOW TO SPONSOR ONE CONFERENCE

- 1** Confirm your booth at taa.org/conference.
Sponsorships are only available to exhibitors until sold out.
Public Booth sales open **September 12**.
- 2** Become a TAA Annual Sustainer, if desired.
*ONE Conference Sponsorship pre-sales open for confirmed 2025 Annual Sustainers on **September 12**. [See page 6 for details](#).*
- 3** Explore the sponsorship opportunities listed in this document.
[See page 48 for the price sheet of all opportunities at a glance.](#)
- 4** Lock in your commitment and get excited!
Available for purchase at taa.org/conference.
Sponsorship sales open **September 30** for confirmed 2025 ONE Exhibitors.

CONFERENCE SCHEDULE

TUES, MAY 6	WED, MAY 7	THURS, MAY 8	FRI, MAY 9
Exhibitor Move-In PAC Pickleball Tournament	Exhibitor Move-In Executive Leadership Event General Opening Session Main Stage Keynotes Education Sessions TAA Expo Marketplace Kickoff Block Party	Sneaker Day Coffee & Collab Sessions Main Stage Keynotes Education Sessions TAA Expo Marketplace Planet Pop Party Exhibitor Move-Out	Exhibitor Move-Out Main Stage Thought Leader Keynotes Education Sessions

WHY CHOOSE



CONFERENCE

presented by **TAA**



ONE Conference is the **must-attend** annual event for the Texas rental housing industry.

3 days of unparalleled networking opportunities

5,200 multifamily industry professionals from more than...

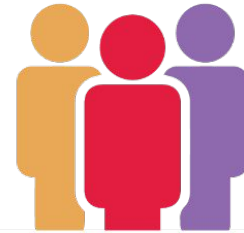
540 owner and management companies

50% of attendees have buying authority influence

35% of 2024 attendees were first timers

ONE Conference is the place to:

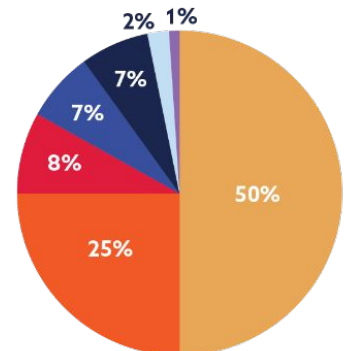
- Make a great **first impression**.
- Foster **connections** with housing decision-makers.
- Engage with enthusiastic **learners**.
- **Reach** all kinds of people in one place.



TOP ATTENDEE JOB TITLES

OWNER/PRESIDENT
VP & CORPORATE EXECUTIVES
REGIONAL & PROPERTY MANAGER

PRIMARY ATTENDEE BUSINESS



- CONVENTIONAL HOUSING
- AFFORDABLE HOUSING
- LEASING COMPANY
- ASSET MANAGEMENT
- SINGLE FAMILY/DUPLEX RENTAL
- SENIOR HOUSING
- OTHER

POSITIVE CHANGES

Expect **new and exciting changes** for the 2025 ONE Conference in almost every aspect, including:



1

Enhanced sponsorship packages that integrate sponsors into the conference experience in a **more intentional way** to make meaningful connections with industry professionals.

2

More **networking opportunities** for Supplier Partners with the Kickoff Block Party inside the Expo and more unscheduled time to host your own hospitality events.

3

Upgraded content delivery, leveraging technology, and engaging attendees with immersive environments that create better opportunities for education and **inspire excellence** among industry professionals.

4

Refreshed look, with a new logo, branding and website to align with our vision for a much more **modern and engaging** trajectory.

5

Creative and fluid Expo layout to **encourage exploration** and discovery.

6

Daily keynote presentations from Thought Leaders that will **inspire and motivate** us from an upleveled Main Stage.

7

New education formats for **collaborative knowledge sharing** through Meetups, Roundtables, Book Clubs and Collab Sessions.

8

New mobile app that facilitates social interactions and **new professional connections**.



MAXIMIZE YOUR IMPACT WITH TAA



RECEIVE ONE CONFERENCE DISCOUNTS!

TAA's 2025 Annual Sustainer Program offers year-long visibility and a suite of benefits at four commitment levels. Enjoy perks like longer-term recognition, opportunities to attend TAA governance meetings, exclusive networking with TAA leaders, and these **discounts on ONE Conference sponsorship items:**



DISCOUNTS ARE TIME SENSITIVE

In order to receive discounts on ONE Conference sponsorship items, you must **first** confirm as a 2025 TAA Sustainer.

BECOME A 2025 SUSTAINER

To learn more about tier offerings and becoming a 2025 TAA Annual Sustainer, email glenda@taa.org.

NOTE

Discounts will **not** be retroactively applied to any ONE Conference sponsorship items. You must become a 2025 Sustainer **before** you purchase ONE Conference sponsorship items in order to receive the discounts.

AT A GLANCE



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TOP LEVEL PACKAGES

Establish your brand as an industry leader with our exclusive Top Level Sponsorship Packages. Enjoy unparalleled exposure with premium benefits, including prime logo placement both online and onsite, and extensive brand recognition throughout the ONE Conference.

These elite packages are designed to provide maximum visibility and ensure your brand stands out across the entire conference.

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TOP LEVEL PACKAGES

HEADLINE 4 AVAILABLE
PREMIER 8 AVAILABLE
SPOTLIGHT 20 AVAILABLE

★ THOUGHT LEADERSHIP

	HEADLINE	PREMIER	SPOTLIGHT
Speaking Opportunity Slots for 3-minutes on Main Stage or 10-minutes on Lightning Talk Stage based on availability. Main Stage must be rehearsed in advance and onsite with TAA. Video recording is included and made available for Sponsor to use after the Conference.	X		
Pre-Recorded Video with Audio Max 60-second video with audio played on stage with Speaking Opportunity described above. Sponsor is responsible for providing the video in advance.	X		
Main Stage Recognition Sponsor recognized by name during General Opening Session.	X		
Custom Email Blast One time use of opt-in registration list, to be sent by TAA pre or post conference.	X		
Digital Engagement Opportunity to submit a marketing message for inclusion in a pre-event ONE Conference email sent to all registered attendees.	60 word limit 3 hyperlinks max	30 word limit 2 hyperlinks max	

★ ONSITE BRAND AMPLIFICATION

	HEADLINE	PREMIER	SPOTLIGHT
Pre-Recorded Video without Audio Max 60-second video that will be played on monitors located in lounge space around the venue. The monitors in the lounge spaces do NOT offer audio, so please take this into consideration when producing the video. Sponsor must produce the video.	X	X	
Advertising Slide One sponsor-submitted slide for inclusion in housekeeping slide loop on monitors in lounge spaces and between sessions in meeting rooms.	X	X	
Main Stage Entrance Branding Logo prominently displayed on Main Stage entrance signage	X	X	
Main Stage Screen Branding Logo prominently displayed on Main Stage screens	X	X	X
Kickoff Block Party & Planet Pop Branding Logo prominently displayed on stage screens during parties	X	X	X
Entrance Branding at TAA Expo Marketplace Logo prominently displayed on signage	X	X	X
Headquarters Hotel Branding Logo prominently displayed on signage	X	X	X
Hanging Exhibitor Sign Over Island Booths Opportunity for Sponsors with Island Booths to Hang a sign above their booth in the TAA Expo Marketplace. Sponsor is responsible for providing the sign and paying the install and dismantling fees separately.	X	X	X

★ ONLINE BRAND AMPLIFICATION

Instagram Promotion

Sponsor logo featured on a Sponsors Story Highlight by Tier on the TAA ONE Instagram account. Timing of publication determined by TAA.

Instagram Stories

Sponsor can provide custom content for TAA ONE Instagram Stories or TAA will share a sponsor post or video reel of your choosing in the Stories.

Instagram Posts

Sponsor can provide custom content for TAA ONE Instagram Posts. Timing of publication determined by TAA.

ONE Website Branding

Logo prominently displayed on event web pages.

Registration Website Branding

Logo prominently displayed on registration web pages.

Hotel Booking Website Branding

Logo prominently displayed on hotel block booking web pages.

Pre-Conference Email Branding

Logo prominently displayed on pre-event marketing emails sent to TAA community.

Week-of Conference Email Branding

Logo prominently displayed on daily emails sent to attendees the week of Conference.

Sponsor Profile Listed in Conference Mobile App

Includes logo, company & contact information, up to 2 PDFs easily accessible for attendees (10 mb limit per document), embedded promo video, and booth live chat (attendees can easily communicate or interact with the Sponsor).

TAA Magazine Branding

Sponsor recognition in issue featuring ONE Conference coverage.

HEADLINE	PREMIER	SPOTLIGHT
X	X	X
2 Instagram Re-Shares	1 Instagram Re-Share	1 Instagram Re-Share
2 Instagram Posts	1 Instagram Post	
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X

★ NETWORKING

Private Meeting Room

Access onsite in Convention Center to small private room for meeting use only. Subject to availability. Times must be reserved in advance.

Exclusive Networking Event

Sponsor representatives invited to attend a special TAA Executive Committee networking event during TAA ONE Conference.

HEADLINE	PREMIER	SPOTLIGHT
4 hours max	3 hours max	
3 Representatives	2 Representatives	1 Representative

★ DATA INSIGHTS

Custom Question in Attendee Survey

Opportunity to add a question of your choice to the post-event survey sent to all attendees and follow up reporting with data results.

Post-Event Data Report

Provides event demographics and additional details on event performance.

HEADLINE	PREMIER	SPOTLIGHT
2 Questions	1 Question	
X	X	X

TOTAL SPONSORSHIP COST

\$40,000 \$30,000 \$20,000

All sponsor-submitted content, branded designs and promotional materials must be approved by TAA. Timing of all messages to be determined by TAA.

DISCOUNT PRICING FOR 2025 ANNUAL TAA SUSTAINERS:

BRONZE	\$38,000	\$28,500	\$19,000
GOLD & SILVER	\$36,000	\$27,000	\$18,000
PLATINUM	\$34,000	\$25,500	\$17,000

EARLY ACCESS ADD-ON

Get ahead of the competition with early access to the conference registration list, allowing you to strategically promote your booth, highlight your activities, and set up meetings with key attendees before the event even begins. This opportunity gives you a valuable head start in building connections, driving traffic to your booth, and ensuring your presence is known well in advance.

ATTENDEE REGISTRATION LIST

\$275 Unlimited opportunities

By purchasing this add-on, you will receive the list four (4) times before the TAA ONE Conference:

- 2 months in advance
- 1 month in advance
- 2 weeks in advance
- Monday of Conference week

Exhibitors who do not opt for this add-on will receive the Attendee Registration List only once, on the Monday of Conference week.

Secure this opportunity to enhance your engagement and strategic preparations for the event.



YOUR CHOICE!

CUSTOM SPONSORSHIPS

BRANDED ACTIVITY STATION OF YOUR CHOICE

\$10,000* 3 opportunities

Unlock the full potential of your brand at ONE Conference this year with a complete branded activity of your choice, allowing you to creatively showcase your product or service in a way that aligns with your marketing goals. With more control over how your brand is represented, this opportunity ensures that your message stands out and resonates with our attendees. [Jump to page 28 to see all other Activity Station Sponsorships available.](#)

GUIDELINES

- Must not resemble or replicate an exhibitor booth
- Specific activity locations available on a first come, first served basis, and must be open during all hours of other conference programming in that area
- Must not serve solely as a location to scan badges or distribute branded giveaway items
- Must adhere to approved footprint dimensions
- TAA to execute, though all activity concepts, design, and decor must be approved by TAA in advance

BRANDED SWAG GIVEAWAY POP-UP OF YOUR CHOICE

\$10,000* 3 opportunities

Stand out from the crowd by offering exclusive branded swag of your choice, allowing you to leave a lasting impression by providing attendees with memorable, high-quality swag that reflects your brand's identity and key messaging. [Jump to page 39 to see all other Swag Giveaway Sponsorships available.](#)

GUIDELINES

- Specific pop-up locations available on a first come, first served basis, and must be open during all hours of other conference programming in that area
- Must not serve solely as a location to scan badges
- Must adhere to approved footprint dimensions
- TAA to execute, though all pop-up concepts, design, and decor must be approved by TAA in advance
- TAA to determine vendor, price point, quantity and order swag items, and item type, branding and design must be approved by TAA in advance

**Pricing for the sponsored activity or swag station starts at this minimum rate and will be finalized once detailed plans are confirmed; a \$10,000 deposit is required to secure your sponsorship.*

OFF-SITE EVENTS AND ENHANCEMENTS

PROMOTION OF YOUR OFF-SITE EVENT

\$1,500 20 opportunities

Drive attendance to your off-site hospitality event with TAA's promotional support for events with a minimum capacity of 100 people on Tuesday or 300 people on Wednesday.

GUIDELINES

- Ensure your event starts after 6:30 pm on Wednesday, following official conference hours
- Event details will be promoted by TAA and all content and design must be approved by TAA in advance
- Sponsors are responsible for securing their venue, managing production, and covering all associated costs
- All evening events must adhere to the Conference Code of Conduct

AGENCY ENHANCEMENT ASSISTANCE

Looking for expert support to craft your perfect custom expo activation or need additional hands to bring your off-site event vision to life? Our dedicated Conference Experiential Agency can assist you! Contact us at conference@taa.org to discuss how we can collaborate to enhance your event experience, deepen your attendee engagement, and maximize your investment.

Pricing for Agency Enhancement Assistance is contingent upon sponsorship needs.





EXECUTIVE LEADERSHIP EVENT

Join us for the inaugural Executive Leadership Event, a premier networking and educational experience designed to leave a lasting impression. As a sponsor — whether overall, table, or book — you'll position your brand as a pivotal supporter of TAA, boost your visibility, showcase your commitment to industry collaboration, and connect directly with the executive leaders attending TAA ONE.

Don't miss this exclusive opportunity to align your brand with the top decision-makers in the industry. This luncheon will be held on-site during the TAA ONE Conference on Wednesday, May 7, 2025.

MAY 7-9, 2025 ★ HOUSTON

presented by TAA

OVERALL SPONSORSHIP

\$7,500 4 opportunities

This exclusive, invite-only event ensures a focused and high-caliber audience. Attendance is limited, with invites available upon request and subject to availability.

Seize this opportunity to connect with industry leaders and showcase your commitment to advancing the multifamily housing sector.

SPONSORSHIP BENEFITS

- Two representatives invited to attend
- Logo inclusion in all marketing materials
- Logo on event signage and stage backdrop
- Recognition on program materials and screens
- Verbal stage recognition
- One reserved table
- Opportunity for onsite activation
- Access to the RSVP contact list

FEATURING

Jason Dorsey (Keynote Speaker)

Author of the bestselling book "Zconomy: How Gen Z Will Change the Future of Business – and What to Do About It"

Erin Stafford (Keynote Speaker)

Author of the bestselling book "The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life."

Chet Garner (Emcee)

Creator, host, and executive producer of "The Daytripper," a 12-time Emmy-award-winning Texas travel show



JASON DORSEY



ERIN STAFFORD



CHET GARNER

TABLE SPONSORSHIP

\$2,500 10 opportunities

SPONSORSHIP BENEFITS

- Branded table at the event
- One sponsor representative invited to attend
- Recognition in event materials including the program, schedule, and promotional emails to attendees
- Announced recognition by emcee during luncheon
- Opportunity to place your company's promotional materials or giveaways on your sponsored table
- Networking opportunities with industry executive leaders at your table

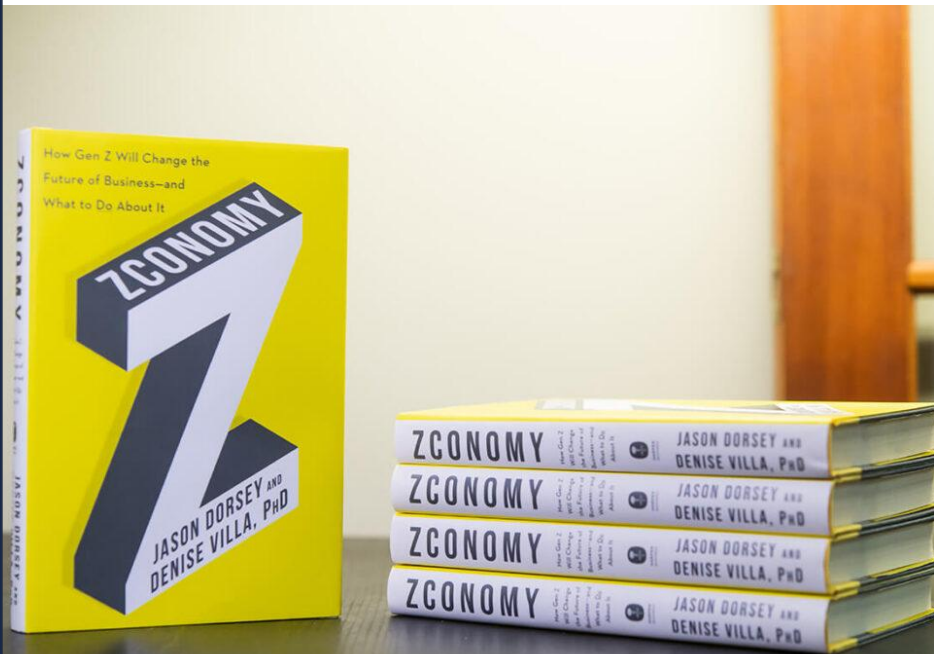


BOOK GIVEAWAY

\$1,750 3 opportunities

SPONSORSHIP BENEFITS

- Personalized message or promotional material on the book table
- One sponsor representative invited to attend
- Recognition in event materials including the program, schedule, and promotional emails to attendees
- Announced recognition by emcee during luncheon
- Direct engagement and stronger connection with industry executive leaders





PAC ACTIVITY UNDERWRITERS

TAA is a powerhouse at the Texas Legislature, but we rely on your support to keep it that way! Our advocacy team, through the TAA PAC, consistently communicates a positive industry message to elected officials. This is the #1 way we engage with members of the Texas House of Representatives, Texas Senate, and statewide elected officials. Individual contributions from TAA members are crucial to ensure we have the resources needed to advocate effectively. At the TAA ONE Conference, we have several exciting fundraising activities planned to support the TAA PAC.

Sponsoring these activities will help cover the costs associated with hosting these events and allow us to maximize PAC contributions from individual TAA members.



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PICKLEBALL FUNDRAISER

NEW YEAR DISCOUNT

\$3,500 ~~\$5,500~~ 8 opportunities

Engage with TAA Leaders through our lively paddle battle! The PAC Pickleball Tournament takes place on the Tuesday before ONE Conference.

- Social passes for 3 to attend
- Logo in all pre-event promotions and onsite signage about the event

NEXTGEN POWER HOUR

NEW YEAR DISCOUNT

\$1,500 ~~\$2,500~~ 4 opportunities

Co-host an exclusive networking happy hour event for the NextGen community inside the PAC Lounge on Thursday. TAA Executive Committee members will join in for this networking opportunity.

- Social passes for 2 to attend
- Logo in all pre-event promotions and onsite signage about the event

PAC LOUNGE ACTIVITY

\$3,500 2 opportunities

Building upon the fun we had with the golf simulator inside the PAC Lounge in 2024, we are planning something equally entertaining for 2025. Elevate your visibility by sponsoring the interactive activity inside the PAC Lounge.

- Social passes for 2 to attend
- Logo included on activity station
- Logo in all pre-event promotions and onsite signage about the event

MEMORABLE GIVEAWAYS

\$3,500 4 opportunities

Enhance your brand's visibility while amplifying your support for the TAA PAC with memorable giveaways to individuals who make a PAC donation during the Kickoff Block Party in the TAA Expo Marketplace on Wednesday.

- Logo on giveaway items, in activity promotion emails to attendees, and on signage at all distribution locations in TAA Expo Marketplace
- Photo of item with Sponsor Thank You on TAA ONE Instagram stories
- Inclusion on Conference schedule and maps



KICKOFF BLOCK PARTY IN THE TAA EXPO MARKETPLACE

Be the life of the party as a sponsor of the grand opening of the TAA Expo Marketplace with the Kickoff Block Party! This high-energy happy hour event is where the action begins—an epic blend of festival vibes, delicious food, and refreshing drinks, all set to the beats of a live DJ.

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KICKOFF BLOCK PARTY IN THE TAA EXPO MARKETPLACE

OVERALL SPONSORSHIP

NEW YEAR DISCOUNT

\$5,000 ~~\$8,500~~ 5 opportunities

As an overall sponsor of the Kickoff Block Party, your brand will shine as a host of the conference's first major networking opportunity, making a lasting impression on attendees as they sip, stroll, and connect through the vibrant neighborhoods of the TAA Expo Marketplace.

SPONSORSHIP BENEFITS

- **Signage & Welcome Moment:** Your brand will take center stage on all event signage and during the welcome moments, ensuring you're the name everyone sees as the conference kicks off.
- **Branded Happy Hour Cups:** Your logo will be featured on the cups everyone will be clinking throughout the night, keeping your brand in hand as the drinks flow.
- **Promotional Recognition:** Your sponsorship will be spotlighted in all event promotions, amplifying your brand's presence before, during, and after the conference.

The Kickoff Block Party is set to transform Wednesday night into a festive celebration inside the TAA Expo Marketplace. Don't miss this chance to put your brand at the heart of the fun, where the best in the business come to unwind, network, and party!

Note: Sponsors' employees must be registered through Exhibitor Registration to join in on the excitement.

KICKOFF BLOCK PARTY BOOTH CRAWL SCAVENGER HUNT

\$350 50 opportunities

During the Kickoff Block Party in the TAA Marketplace Expo, the new Booth Crawl Scavenger Hunt encourages attendees to explore and engage with exhibitors. Make your booth a key destination as a sponsor providing food or beverages! Attendees will receive a printed map guiding them to each participating booth to collect stamps and earn a custom branded gift if they complete the scavenger hunt.

Exhibitor is responsible for ordering food or drinks directly from the venue's catering department and ensuring a minimum of 50 servings per item. Order forms will be available starting in January. Example items include: pretzels, chips and salsa, vegetable crudité & dips, sliders, beer keg, wine.

KICKOFF BLOCK PARTY
IN THE TAA EXPO MARKETPLACE

FOOD TRUCKS AND FOOD STATIONS

New for 2025, three Houston-based food trucks will keep attendees delighted with complimentary hot and fresh food. By sponsoring a food truck on Wednesday during the expo and Kickoff Block Party, you gain exclusive visibility and the chance to amplify your brand to attendees enjoying delicious bites. Pricing is for Wednesday only for a truck of your choice, subject to availability. Jump to page 26 to see Thursday Food Truck opportunities.

FOOD TRUCKS	NEW YEAR DISCOUNT	
• It's A Wrap! (Greek gyros).....	\$3,500 \$2,200	8 opportunities
• Pink Box (pink-colored tacos, quesadillas and nachos).....	\$3,500 \$2,200	8 opportunities
• BAD CHX (Nashville hot chicken).....	\$3,500 \$2,200	8 opportunities

FOOD STATIONS		
• Dippin' Dots Ice Cream.....	\$1,500	8 opportunities
• Doc Popcorn.....	\$1,000	8 opportunities
• Beef Jerky & Desserts.....	\$1,000	8 opportunities
• Chick-fil-A.....	\$3,000	8 opportunities
• Southside Flying Pizza.....	\$3,000	8 opportunities
• Spuds BBQ - Brisket & Sausage.....	\$3,000	8 opportunities

- SPONSORSHIP BENEFITS**
- Logo on signage, napkins, food packaging
 - Logo in all pre-event promotions and onsite signage about activity
 - Your booth included on the Booth Crawl Scavenger Hunt map

SPECIALTY BARS

Stand out even more during the Booth Crawl Scavenger Hunt with a specialty bar greeting attendees who visit your booth. TAA will handle beverage orders from the venue's catering department and coordinate with you to set up the bar in front of your booth on Wednesday. Drinks are complimentary to attendees, courtesy of your sponsorship.

• Specialty Cocktail or Mocktail of Choice....	\$2,500	4 opportunities
• Texas Beers.....	\$2,000	4 opportunities
• Texas Whiskey Experience.....	\$2,500	2 opportunities
• Champagne.....	\$2,500	4 opportunities
• Margaritas on the Rocks.....	\$2,500	4 opportunities
• Frozen Margaritas.....	\$2,500	4 opportunities

- SPONSORSHIP BENEFITS**
- Your booth included on booth crawl scavenger hunt map
 - Logo on signage, napkins, drink stirrers
 - Logo in all pre-event promotions and onsite signage about activity



KICKOFF BLOCK PARTY IN THE TAA EXPO MARKETPLACE

PHOTO BOOTH

\$3,500 2 opportunities

Capture the joy and energy of the happy hour with a Photo Booth sponsorship, creating shareable moments that attendees will cherish.

- Logo displayed prominently on photo booth and digital and printed photos
- Inclusion of your hashtag for encouraging social sharing

DJ

\$2,000 2 opportunities

Set the perfect vibe with great music and lively atmosphere as the DJ sponsor.

- Logo displayed prominently on DJ booth signage and in emails to attendees
- Inclusion of your logo on conference schedule and maps

GAMES AREA

\$2,000 4 opportunities

Bring fun and friendly competition to the happy hour with activities like cornhole, hopscotch, ladder golf, Battleship, checkers, and more.

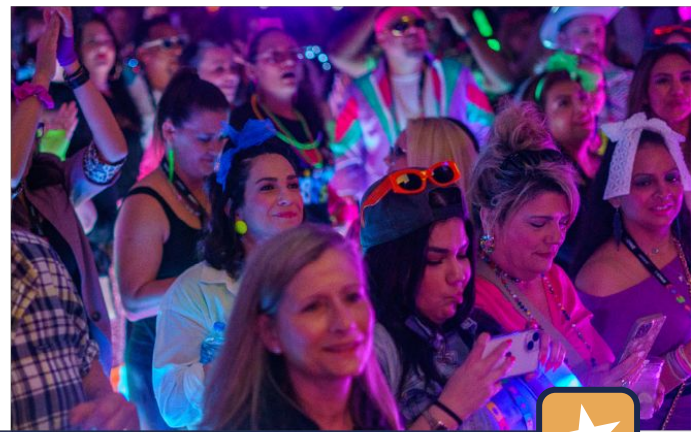
- Logo displayed prominently on signage and emails to attendees
- Inclusion of your logo on conference schedule and maps

TAA TRIVIA

\$3,500 2 opportunities

If you're a leader in knowledge and entertainment, position yourself as a sponsor of TAA Trivia during happy hour!

- Logo displayed prominently on signage and emails to attendees
- Inclusion of your logo on conference schedule and maps



PLANET POP THURSDAY PARTY

Get ready to embark on a cosmic journey at Planet Pop, where the rhythms of the 90s and 2000s collide with an interstellar celebration. This galactic party promises an unforgettable evening filled with futuristic fun and celestial vibes. Dress in your finest space-inspired attire and prepare to be transported to a world where the beats are out of this world.

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OVERALL SPONSORSHIP

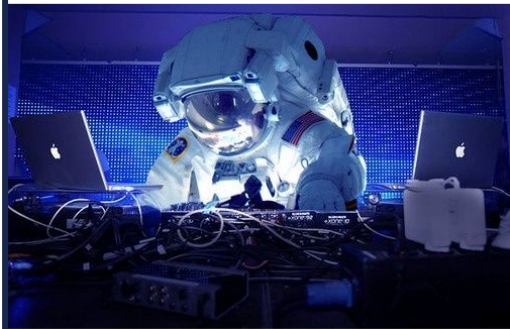
\$9,500 ~~\$15,000~~ 8 opportunities **NEW YEAR DISCOUNT**

Step into an interstellar setting with starry backdrops and futuristic lighting that will transport you to the far reaches of the galaxy.

Dance the night away to live performances of the best 90s and 2000s pop hits while you enjoy themed cocktails and mocktails with cosmic flair, an AI-enhanced photo booth that sends you to space, and transformation stations where you can become a spacey earthling or being from another planet.

SPONSORSHIP BENEFITS

- Logo to be prominently displayed on your choice of experience: Photo Booth, Transformation Station, Beverage, Giveaways (limit 2 per experience)
- Logo to be prominently displayed digitally on screens in the party and pre-function areas
- Inclusion on all party messaging through email and app



THE VIP PRE-PARTY

\$10,000 3 opportunities

This VIP experience offers an exclusive, immersive space where guests can transform into cosmic beings, enjoy specially curated drinks, and mingle in a luxurious setting before the main event, Planet Pop, kicks off.

SPONSORSHIP BENEFITS

- Priority access and preview to the Planet Pop Party before attendees arrive
- Exclusive access to the VIP lounge (ticketed event, 200 max)
- Exclusive access to the VIP Transformation Station
- Complimentary welcome drink and swag bag
- Ten tickets to the event to use or gift
- Logo to be prominently displayed digitally on screens in the party and pre function areas
- Inclusion on all party messaging through email and app



FOOD TRUCKS AND SPECIALTY STATIONS

Play a crucial role in shaping the overall conference experience by providing attendees with the energy and refreshment they need to stay engaged amidst all the TAA Expo fun. By sponsoring these key elements, you'll connect with attendees by associating your brand with positive, memorable moments and drive traffic to your booth, making your brand an integral part of their ONE Conference journey.

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CONFERENCE
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FOOD TRUCKS AND SPECIALTY STATIONS

FOOD TRUCKS AND FOOD STATIONS

On Thursday, continue the excitement with another opportunity to sponsor one of our three Houston-based food trucks or six food stations, offering hot and fresh food to attendees during the expo. Pricing is for Thursday only for a truck or station of your choice, subject to availability. [Jump back to page 21 to see Wednesday Food Truck opportunities.](#)

FOOD TRUCKS

NEW YEAR DISCOUNT

- It's A Wrap! (Greek gyros)..... **\$2,200** ~~\$3,500~~ 8 opportunities
- Pink Box (pink-colored tacos, quesadillas and nachos)..... **\$2,200** ~~\$3,500~~ 8 opportunities
- BAD CHX (Nashville hot chicken)..... **\$2,200** ~~\$3,500~~ 8 opportunities

FOOD STATIONS

- Dippin' Dots Ice Cream..... **\$1,500** 8 opportunities
- Doc Popcorn..... **\$1,000** 8 opportunities
- Beef Jerky & Desserts..... **\$1,000** 8 opportunities
- Chick-fil-A..... **\$3,000** 8 opportunities
- Southside Flying Pizza..... **\$3,000** 8 opportunities
- Spuds BBQ - Brisket & Sausage..... **\$3,000** 8 opportunities

SPONSORSHIP BENEFITS

- Logo on signage, napkins, food packaging
- Logo in all pre-event promotions and onsite signage about activity

AFTERNOON SNACKS

Attract and retain attendees over the midday slump on Thursday afternoon with snacks in front of your booth! TAA will order delicious treats from the venue's catering department and coordinate with you to set up the complimentary snack station in front of your booth on Thursday.

Opportunities include:

- Branded baked goods..... **\$1,500** 6 opportunities
- Ice-cold sweet treats..... **\$3,000** 4 opportunities
- Savory snack pantry..... **\$3,000** 4 opportunities
- Candy jar stations..... **\$3,000** 4 opportunities

SPONSORSHIP BENEFITS

- Logo in all pre-event promotions, on napkins and onsite signage

FOOD TRUCKS AND SPECIALTY STATIONS

SPECIALTY COFFEE

\$4,500 2 opportunities

A specialty coffee bar located in the foyer outside morning Keynotes and Education Sessions on Thursday and Friday mornings will feature a barista crafting espresso drinks like lattes and cappuccinos with your logo on the foam in cocoa or cinnamon.

SPONSORSHIP BENEFITS

- Logo on each latte
- Logo in all pre-event promotions, on napkins, and onsite signage

MORNING FUEL-UP

\$2,500 2 opportunities

Sponsor a grab-and-go breakfast station in the foyer outside morning Keynotes and Education Sessions on Thursday and Friday mornings. Provide attendees with granola bars, protein bars, fruit, and other breakfast items to ensure they start their day energized and ready.

SPONSORSHIP BENEFITS

- Logo in all pre-event promotions, on napkins, and onsite signage

HYDRATION STATIONS

\$3,500 5 opportunities

Keep attendees refreshed and hydrated with electrolytes and water throughout the convention center.

SPONSORSHIP BENEFITS

- Logo in all pre-event promotions, on napkins, and onsite signage



ACTIVITY STATIONS AND LOUNGES

Foster unique spaces for engagement and interactive experiences as a sponsor for environments throughout the conference campus that reinforce your commitment to attendee well-being, creativity, and professional growth. From relaxation zones to creative workshops and fitness areas, these high-traffic areas will prominently feature your brand in hands-on, meaningful ways.

MAY 7-9, 2025 ★ HOUSTON
one
CONFERENCE
presented by TAA



ACTIVITY STATIONS AND LOUNGES

NETWORKING NOOK MEETUP LOUNGE

\$3,500 3 opportunities

As a sponsor of the Networking Nook, you'll be the host of a space for professionals to gather, exchange ideas, and build relationships.

SPONSORSHIP BENEFITS

- Logo featured in emails to attendees about activities in the lounge
- Inclusion on the Conference schedule and maps

HEALTH HUB FITNESS LOUNGE

\$5,000 3 opportunities

Create a culture of health and wellness by sponsoring the Health Hub Fitness Lounge - a dynamic space for attendees to stay active and rejuvenated during the conference.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

ZEN DEN MASSAGE LOUNGE

\$4,500 3 opportunities

Offer a quiet moment of relaxation away from the conference buzz at the Zen Den Massage Lounge. Stress relief and comfort will be the cornerstone of your brand's conference reputation.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

REST & RECHARGE LOUNGE PODS

\$4,500 4 opportunities

Provide attendees with a place to recharge both their devices and themselves at the Rest & Recharge Lounge Pods.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

ACTIVITY STATIONS AND LOUNGES

MEDITATION & SOUND BATH EXPERIENCE

\$3,500 2 opportunities

When you sponsor the Meditation & Sound Bath Experience, your brand will be highlighted in an immersive environment where attendees can unwind and rejuvenate with guided sound meditations.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about activities in the lounge
- Inclusion on the Conference schedule and maps

TINY TAILS PETTING ZOO POP-UP

\$5,000 5 opportunities

Adorable bunnies and other small animals are visiting the TAA Expo Marketplace at the Tiny Tails Petting Zoo! Delight attendees with a unique interactive experience and create positive brand association.

SPONSORSHIP BENEFITS

- Logo on signage in the station
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

NAIL ART MANICURE STATION

\$5,000 5 opportunities

If self-care and style is your name, the Nail Art Manicure station might be your game! Pamper attendees by sponsoring a luxurious experience they'll be sure to remember with the Nail Art Manicure station.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

OXYGEN BAR

\$5,000 3 opportunities

The Oxygen Bar will offer a refreshing experience that boosts energy and well-being with oxygen therapy and revitalizing scents.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

ACTIVITY STATIONS AND LOUNGES

LIVE ARTIST MURAL ACTIVATION

\$5,000 3 opportunities

Your brand will be featured as part of a mural creation process when you sponsor a live artist in the TAA Expo Marketplace. This sponsorship highlights your support for creativity and the arts.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about activities in the lounge
- Inclusion on the Conference schedule and maps

MASTER CLASS DEMONSTRATION

\$5,000 3 opportunities

As a demo sponsor, you can recommend topics for a Master Class Demonstration that empowers attendees with cutting-edge knowledge and skills, subject to approval by TAA.

SPONSORSHIP BENEFITS

- Logo on signage in the station
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

PROFESSIONAL HEADSHOT STATION

\$3,000 5 opportunities

Attendees will appreciate the opportunity to put their best face forward and update their headshots, thanks to your sponsorship of the Professional Headshot Station.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge and in communications for digital downloads
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps

CHARGING STATIONS

\$3,000 2 opportunities

Keep attendees powered up and connected by sponsoring Charging Stations throughout the venue. Your logo will be displayed on the stations, ensuring high visibility as attendees recharge their devices, reinforcing your brand's association with convenience and reliability.

SPONSORSHIP BENEFITS

- Logo on signage in the lounge
- Logo featured in emails to attendees about the lounge
- Inclusion on the Conference schedule and maps



MEETUPS AND COLLAB SESSIONS

These targeted sessions bring together professionals from specific segments of the industry, such as Gen Z, independent rental owners, and local association executives. As the sponsor, your brand will be prominently featured on all meetup materials and signage, ensuring maximum exposure to your key audience. Facilitate meaningful interactions, share your expertise, and position your brand as a leader in supporting niche communities within the industry.

This sponsorship opportunity allows you to connect directly with your target audience, foster relationships, and drive engagement in a focused setting.

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FIRST TIMER'S CLUB - "ORIENTAATION"

\$1,500 3 opportunities

Welcome and support new attendees by sponsoring the First Timer's Club 'OrientAAtion.' This exclusive orientation session is designed to help first-time conference attendees navigate the event, make meaningful connections, receive essential tips and maximize their experience. As the sponsor, your brand will be prominently featured on all orientation materials and signage, ensuring high visibility among new participants.

GEN Z MEETUP

\$1,500 3 opportunities

Champion the future of the industry by sponsoring the Gen Z Meetup. This dynamic session gathers the next generation of professionals, offering a unique platform for them to connect, share insights, and collaborate. Your brand will be showcased on all event materials and signage, highlighting your commitment to fostering young talent and innovation. Engage with emerging leaders and position your brand as a forward-thinking advocate for the next wave of industry professionals.

IRO MEETUP

\$1,500 3 opportunities

Position your brand at the forefront of the independent rental owner community by sponsoring the IRO Meetup. This dedicated session brings together independent rental owners to discuss challenges, share best practices, and build valuable connections. As the sponsor, your brand will be prominently featured on all event materials and signage, ensuring maximum visibility and alignment with this influential group. Demonstrate your support for independent owners and solidify your brand's reputation as a trusted partner in their success.

LOCAL APARTMENT ASSOCIATION EXECUTIVES

\$1,500 3 opportunities

Showcase your brand as a key supporter of local Apartment Association Executives by sponsoring the AE Meet Up. This exclusive gathering provides a platform for association executives to exchange ideas, discuss strategies, and strengthen their professional network. With your sponsorship, your brand will be prominently displayed on all event materials and signage, positioning you as a dedicated ally to association leaders. Engage directly with decision-makers and reinforce your brand's commitment to supporting the growth and success of local associations.

COFFEE AND COLLAB SESSIONS

\$1,500 18 opportunities

Sponsor the Coffee & Collab Sessions and enjoy brand visibility during these highly interactive morning sessions. With 2-3 topics each morning facilitated by industry experts, your brand will be at the forefront as attendees engage in stimulating discussions over coffee. This is a perfect opportunity to position your brand as a thought leader and connect with attendees in a relaxed, collaborative environment.

ROUNDTABLES

\$1,500 18 opportunities

Elevate your brand by sponsoring our Roundtables, where facilitated discussions on various topics provided by industry leaders take place. This sponsorship ensures your brand is prominently featured as professionals gather to share insights and strategies. Gain unparalleled exposure and demonstrate your commitment to industry advancement.

FOOD FOR THOUGHT - DEEP DIVE SESSIONS OVER LUNCH

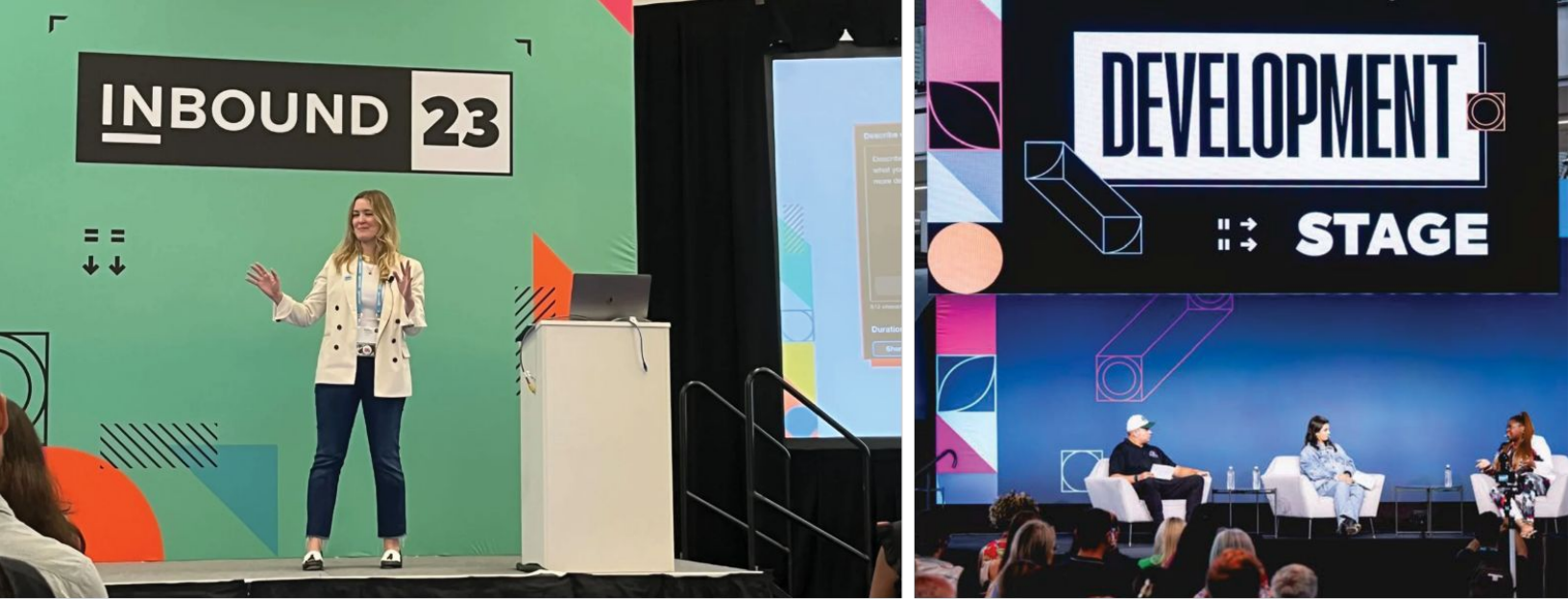
\$1,750 9 opportunities

Sponsor the 'Food for Thought' deep dive sessions over lunch and position your brand as a key player in the industry. These lunch and learn sessions provide a platform for in-depth discussions on critical topics, offering attendees valuable insights while they enjoy their meal. Your brand will be prominently displayed, associating it with thought leadership and professional growth. RSVP required.

CULTURE CAMP

\$2,500 4 opportunities

Empower your brand by sponsoring the Culture Camp workshop on company culture. This interactive session provides a platform for industry leaders to share best practices, strategies, and insights on cultivating a positive and productive company culture. Attendees will gain valuable knowledge on fostering a collaborative environment, enhancing employee engagement, and driving organizational success. As the exclusive sponsor, your brand will be prominently featured on all promotional materials and during the workshop, positioning you as a champion of progressive workplace culture. This sponsorship is a unique opportunity to align your brand with the values of innovation, leadership, and employee well-being. Culture Camp includes lunch for all participants.



NAMED STAGES

Elevate your brand by sponsoring one of our Named Stages, offering a premium experience in select Education Session rooms. These stages will feature branded backdrops, enhanced stage design, and stylish furniture to create a sophisticated ambiance for presenters and attendees alike. Enhance the attendee experience while showcasing your brand's commitment to excellence and professional development.

SPONSORSHIP BENEFITS

- Logo prominently displayed on the printed backdrop on stage
- Logo featured in emails to attendees
- Inclusion on the Conference schedule and maps

NAMED STAGES

LIGHTNING TALK STAGE

\$7,500 3 opportunities

The Lightning Talk Stage features 10-20 minute sessions designed to inspire and educate attendees. Located on the TAA Expo Marketplace floor, this open-air stage ensures a constant flow of traffic, offering dynamic and engaging presentations throughout the day.

INDUSTRY INSIGHTS STAGE

NEW YEAR DISCOUNT

\$3,000 ~~\$5,000~~ 3 opportunities

The Industry Insights Stage offers educational sessions on emerging trends, technology, and key topics for corporate executives. Positioned in a spacious room on Level 3 of the convention center, this stage provides a comprehensive view of the latest industry developments and innovations.

ELEVATE STAGE

NEW YEAR DISCOUNT

\$3,000 ~~\$5,000~~ 3 opportunities

The Elevate Stage focuses on career development topics for emerging leaders. Located in a large room on Level 3 of the convention center, this stage provides valuable insights and strategies to help attendees advance their careers and achieve professional growth.

HOUSING HEROES STAGE

NEW YEAR DISCOUNT

\$3,000 ~~\$5,000~~ 3 opportunities

The Housing Heroes Stage covers essential maintenance and property operations topics. Situated in a spacious room on Level 3 of the convention center, this stage delivers practical knowledge and best practices for property management professionals.

EMPOWERMENT STAGE

NEW YEAR DISCOUNT

\$3,000 ~~\$5,000~~ 3 opportunities

The Empowerment Stage features sessions on employee experience, wellness, and more. Located in a large room on Level 3 of the convention center, this stage emphasizes personal and professional well-being, offering insights to enhance workplace satisfaction and productivity.



EDUCATION TRACKS

Education is the cornerstone of the ONE Conference, offering the highest ROI for attendees. By sponsoring an education track, you position your brand at the forefront of professional development, demonstrating your commitment to advancing careers and the industry.

SPONSORSHIP BENEFITS

- Prominent logo placement on signage and surface branding for the track
- Logo featured on the opening/closing slides for all sessions within the track
- Rotating banner ad in the Mobile App for all sessions in the track, showing 'Session Sponsored By [Your Company]' when attendees tap into a session for more information



EDUCATION TRACKS

ALL TRACKS

3 opportunities per track

- Affordable Housing.....**\$1,500**
- Career Development.....**\$3,000**
- Corporate Executives..... **\$3,000**
- Customer Experience.....**\$3,000**
- Emerging Trends..... **\$2,000**
- Leadership/Employee Experience.....**\$3,000**
- Legal.....**\$2,000**
- Maintenance.....**\$2,000**
- Marketing..... **\$2,000**
- Property Operations.....**\$4,000**
- Regionals.....**\$3,000**
- Technology.....**\$1,500**
- Wellness.....**\$2,500**





SWAG GIVEAWAYS

Put your brand directly in the hands of attendees with our Swag Giveaway Sponsorships. These impactful opportunities allow your company to forge memorable connections by offering fun and practical items that attendees will value long after the event. Seize this powerful sponsorship to make a lasting impression!

SPONSORSHIP BENEFITS

- Your logo prominently displayed on the swag items or packaging
- Your logo featured in attendee emails before, during, and after the conference
- Swag items personally handed to attendees, placing your brand front and center throughout the conference



TRUCKER HAT BAR

\$6,500 4 opportunities

Elevate your brand visibility with our Trucker Hat Bar sponsorship. Featuring a variety of stylish patch designs and hat colors, attendees can customize their perfect trucker hat while your logo is prominently displayed on signage, tags, or stickers. This trendy and interactive station is sure to be a highlight of this year's ONE Conference, offering a unique opportunity for high visibility and memorable brand recognition. Make your brand a part of the fun and fashionable experience that attendees will take home and cherish.

REFILLABLE WATER BOTTLES

\$6,500 3 opportunities

Showcase your brand with our eco-friendly Refillable Water Bottles. Your logo will be prominently featured on bottles distributed to all attendees, ensuring continuous brand TAA exposure throughout the event and beyond.

WELCOME GIFT

\$4,500 3 opportunities

Make a lasting impression with a Welcome Gift prominently featuring your logo. Given to attendees upon arrival, this gift creates a warm welcome and enduring brand visibility. The specific item will be determined closer to the ONE Conference.

TAA ONE SURVIVAL KIT

\$6,000 3 opportunities

Ensure your brand is a lifesaver with the TAA ONE Survival Kit. Your logo will be prominently displayed on these kits, which will include essential amenities for attendees. The contents of the kit will be determined closer to the ONE Conference.



SNEAKER DAY AT ONE CONFERENCE

Prepare to elevate your style on Sneaker Day, officially set for Thursday at the ONE Conference! Attendees are encouraged to showcase their best sneakers and step up their footwear game. For those looking to add a unique touch, we offer exciting opportunities to swap out laces, decorate shoes, and make a statement with stylish socks. Whether you already have a standout pair or want to create one, Sneaker Day is all about expressing your unique style and making an impression. Sponsors will receive recognition on all promotional materials for Sneaker Day, including onsite signage, maps, and the conference schedule.

TAA LACES SWAP STATION

\$4,500 4 opportunities

Step up your branding game with the TAA Laces Swap Station on Sneaker Day. Attendees can enhance their sneaker game by swapping out their laces with custom colors and designs, providing a fun and personalized touch to their footwear.

ONE BRANDED SOCKS

\$4,500 4 opportunities

Put your best foot forward with ONE Conference Branded Socks on Sneaker Day. These stylish socks will not only keep attendees comfortable but also ensure your brand is prominently displayed and remembered.

SNEAKER DECORATING STATION

\$4,500 4 opportunities

Inspire creativity with the Sneaker Decorating Station. Attendees can customize their canvas and leather shoes with pens and paint, turning their sneakers into unique works of art. Enhance the experience by featuring a professional artist. This engaging and interactive sponsorship ensures your brand is associated with fun, creativity, and personal expression.





ONSITE BRAND AMPLIFICATION

Amplify your brand's presence across the entire event by sponsoring key onsite touch points such as lanyards, badges, door hangers, Wi-Fi, registration check-in, and more. Connect with your audience at every step of their journey and maximize your brand's impact by ensuring your presence is recognized throughout the entire event.

MAY 7-9, 2025 ★ HOUSTON

 presented by TAA

ONSITE BRAND AMPLIFICATION

ONSITE REGISTRATION CHECK-IN

\$10,000

2 opportunities

All conference attendees will use self check-in registration kiosks prominently featuring your branding. Benefit from digital brand recognition, eye-catching signage, and multiple promotional opportunities in the bustling registration area, the first touchpoint attendees will interact with.

WI-FI

\$5,500

3 opportunities

Keep attendees connected throughout the convention center (except in the TAA Expo Marketplace). Your brand will be featured on the Wi-Fi access splash page and prominently displayed on signage.

HOTEL KEY CARD

\$7,500

2 opportunities

This sponsorship opportunity, your brand prominently featured on hotel key cards at the headquarter hotel guarantees repeated brand exposure as attendees access their rooms multiple times a day.

HOTEL DOOR HANGERS

\$7,500

2 opportunities

Your logo prominently displayed on hotel door hangers at the conference headquarters hotel, exposes every attendee to your brand each time they enter or leave their room.

LANYARDS

\$12,000

1 opportunity

Join attendees on their journey through ONE Conference as the exclusive sponsor of conference lanyards. This exclusive opportunity is limited to **one company**, with your brand prominently featured around every attendee's neck every day.

BADGES

\$12,000

1 opportunity

By sponsoring conference badges, your logo will be spotlighted on every attendee's conference credential, integral to accessing main conference areas and events. Limited to **one company**.

BADGE SLEEVES

\$9,000

1 opportunity

As the exclusive sponsor of the conference badge sleeves, your brand will stay front and center during each attendee's daily experience of the ONE Conference. Limited to **one company**.

ONSITE BRAND AMPLIFICATION

HANGING EXHIBITOR SIGN OVER BOOTH

\$2,500 30 opportunities

Help attendees find your booth from afar with a hanging exhibitor sign over your booth. Note: This opportunity is only available to 20x20 and 20x30 foot island booths. Exhibitor is responsible for providing the sign and covering the installation and dismantling fees. This sponsorship item must be purchased in order to be permitted to hang a sign over your island booth. **Included with Top Level Packages.**

ESCALATOR RUNNERS

\$4,500 6 opportunities

Elevate your brand visibility and literally as attendees move between floors with our Escalator Top Runner Clings. Strategically placed next to the handrails, these clings are an excellent opportunity to capture the attention of participants as they transition throughout the event space. Available for sponsorship **per escalator per floor**, this is a perfect way to keep your brand top of mind in a high-traffic area. Sponsor logo will be incorporated into overall ONE Conference branding.

COLUMN WRAPS

\$4,500 6 opportunities

Located in the bustling public concourse area in front of the TAA Expo Marketplace, these wraps offer a prominent display for your brand. Price covers wrapping for **two columns**, providing a powerful visual impact and enhancing your presence within the event environment. Sponsor logo will be incorporated into overall ONE Conference branding.

HANGING BANNER IN PUBLIC SPACES

\$4,500 6 opportunities

Maximize your exposure with a Hanging Banner in public spaces outside of the TAA Expo Marketplace. Priced **per banner**, these hanging displays provide a dynamic way to showcase your brand above the crowd, ensuring visibility from multiple angles across the event venue. Sponsor logo will be incorporated into overall ONE Conference branding.

FLOOR CLINGS IN PUBLIC SPACES

\$2,500 10 opportunities

Clings located in public foyer and concourse walkways in convention center help announce your attendance to ONE Conference in high-traffic walking paths and drive traffic to your booth.

FLOOR CLINGS IN TAA EXPO MARKETPLACE

\$1,500 30 opportunities

Located in high-traffic walking paths throughout the expo, eye-catching TAA Expo Marketplace floor clings will drive traffic to your booth.

ONSITE BRAND AMPLIFICATION

YOU ARE HERE MAP SPONSOR

\$5,500 6 opportunities

Guide conference attendees and maximize your brand exposure by sponsoring the "You Are Here" maps. These strategically placed maps will feature your logo and booth number around border of the map, serving as helpful tools for attendees finding their way while ensuring high visibility for your brand.

10-MINUTE PRESENTATION WITH VIDEO

\$7,500 4 opportunities

Seize the spotlight with a 10-minute presentation in the Lightning Talk Theater on the Expo show floor, equipped to hold 50+ attendees in each session. This opportunity, limited to one time slot per sponsor company, includes a professional video recording. After the conference, you'll receive the video to share and leverage across your marketing channels. Your session will be prominently featured on the conference schedule and mobile app, ensuring maximum visibility and engagement.

ADVERTISING SLIDE

\$1,000 30 opportunities

Enhance your brand presence with an Advertising Slide in our housekeeping slide rotation. Your slide will be displayed on monitors in various locations in the venue, including lounge spaces. Limited to two slides per sponsor, this opportunity allows you to highlight your business, booth number, giveaways, or sessions. The slide will run in a continuous loop alongside other content. Sponsors are responsible for providing slide content, which must be approved by TAA. Price is per slide.

PRE-RECORDED VIDEO

\$2,500 20 opportunities

Capture attention with a 60-second pre-recorded video, showcased on monitors located in lounge areas throughout the venue. While the monitors do not offer audio, this visual medium allows you to creatively communicate your message. Sponsors are responsible for producing and providing the video content, which must be approved by TAA. This is a unique opportunity to engage attendees in high-traffic areas.



MOBILE BRAND AMPLIFICATION

ONE Conference has a NEW and vastly improved Mobile App!

Boost your brand's visibility and engage directly with attendees by sponsoring key features within the conference mobile app, Whova. As the go-to tool for navigating the event, the Whova app offers unmatched opportunities for brand exposure, interaction, and impact. These sponsorships provide direct access to attendees, making your brand an essential part of their event experience. Leverage these digital opportunities to enhance your presence, drive meaningful engagement, and connect with your target audience in powerful ways.



TOP LEVEL APP SPONSOR

\$12,000 1 opportunity

Secure exclusive, top-level visibility as the sole sponsor of the ONE Conference mobile app. This premier sponsorship opportunity keeps your brand front and center for all attendees who'll use the app to navigate the conference, connect with other attendees, and enhance their overall conference experience.

SPONSORSHIP BENEFITS

- Prominently displayed logo on mobile app homepage
- Rotating banner ads on push notifications, conference feedback survey, daily agendas, and on desktop version of app
- Post-conference insights including views and impressions of rotating ads
- Sponsor profile with logo, company and contact information, up to 2 easily accessible PDFs (10 MB limit), embedded promotional video, and booth live chat for direct interaction with attendees

ROTATING BANNER ADS ON HOME PAGE

\$2,500 3 opportunities

This prime advertising spot ensures your brand is seen by all attendees on the home page, the most trafficked page in the app.

SPONSORSHIP BENEFITS

- High-visibility rotating banner ads on home page of mobile app
- Post-conference insights including views and impressions of rotating ads

ROTATING BANNER ADS ON ATTENDEE PROFILES

\$750 25 opportunities

The second most trafficked page in the mobile app, attendee profiles, is a strategic placement that allows you to engage directly with attendees as they explore and connect with one another on the app.

SPONSORSHIP BENEFITS

- High-visibility rotating banner ads on attendee profiles of mobile app
- Post-conference insights including views and impressions of rotating ads

SPONSOR PROFILE ON MOBILE APP

\$500 150 opportunities

Make it easy for attendees to learn about and engage with your company with a comprehensive sponsor profile in the mobile app.

SPONSORSHIP BENEFITS

- Prominently displayed logo, company name, and contact information
- Up to 2 PDFs (10 MB limit) and embedded promotional video
- Booth live chat for direct interaction with attendees

PRICE SHEET

1 of 3

New Year Discount Pricing

OVERALL	SPONSORSHIP ITEM	OPPORTUNITIES	PRICE
TOP LEVEL PACKAGES	Headline	4	\$40,000
	Premier	8	\$30,000
	Spotlight	20	\$20,000
EARLY ACCESS ADD-ON	Attendee Registration List Access	Unlimited	\$275
YOUR CHOICE! CUSTOM SPONSORSHIPS	Branded Activity Station of Your Choice	3	Starting at \$10,000
	Branded Swag Giveaway Pop-Up of Your Choice	3	Starting at 10,000
OFF-SITE EVENTS AND ENHANCEMENTS	Promotion of Your Off-Site Event	20	\$1,500
	Agency Enhancement Assistance	Unlimited	Varies

EVENT	SPONSORSHIP ITEM	OPPORTUNITIES	PRICE
EXECUTIVE LEADERSHIP EVENT	Overall Sponsorship	4	\$7,500
	Table Sponsorship	10	\$2,500
	Book Giveaway	3	\$1,750
PAC ACTIVITY UNDERWRITERS	Pickleball Fundraiser	8	\$3,500
	NextGen Power Hour	4	\$1,500
	PAC Lounge Activity	2	\$3,500
	Memorable Giveaways	4	\$3,500
KICKOFF BLOCK PARTY IN THE TAA EXPO MARKETPLACE	Overall Sponsorship	5	\$5,000
	Kickoff Block Party Booth Crawl Scavenger Hunt	50	\$350
	Food Trucks and Food Stations (Wednesday)	8 per truck/station	Varies
	Specialty Bars	2-4 per bar	Varies
	Photo Booth	2	\$3,500
	DJ	2	\$2,000
	Games Area	4	\$2,000
TAA Trivia	2	\$3,500	
PLANET POP THURSDAY PARTY	Overall Sponsorship	8	\$9,500
	The VIP Pre-Party	3	\$10,000



PRICE SHEET

2 of 3

New Year Discount Pricing

EXPERIENCES	SPONSORSHIP ITEM	OPPORTUNITIES	PRICE
FOOD TRUCKS AND SPECIALTY STATIONS	Food Trucks and Food Stations (Thursday)	8 per truck/station	Varies
	Afternoon Snacks	4-6 per snack station	Varies
	Specialty Coffee	2	\$4,500
	Morning Fuel-Up	2	\$2,500
	Hydration Stations	5	\$3,500
ACTIVITY STATIONS AND LOUNGES	Networking Nook Meetup Lounge	3	\$3,500
	Health Hub Fitness Lounge	3	\$5,000
	Zen Den Massage Lounge	3	\$4,500
	Rest & Recharge Lounge Pods	4	\$4,500
	Meditation & Sound Bath Experience	2	\$3,500
	Tiny Tails Petting Zoo Pop-Up	5	\$5,000
	Nail Art Manicure Station	5	\$5,000
	Oxygen Bar	3	\$5,000
	Live Artist Mural Activation	3	\$5,000
	Master Class Demonstration	3	\$5,000
	Professional Headshot Station	5	\$3,000
	Charging Stations	2	\$3,000
MEETUPS AND COLLAB SESSIONS	First Timer's Club "OrienTAAtion"	3	\$1,500
	Gen Z Meetup	3	\$1,500
	IRO Meetup	3	\$1,500
	Local Apartment Association Executives	3	\$1,500
	Coffee and Collab Sessions	18	\$1,500
	Roundtables	18	\$1,500
	Food for Thought - Deep Dive Sessions Over Lunch	9	\$1,750
	Culture Camp	4	\$2,500
NAMED STAGES	Lightning Talk Stage	3	\$7,500
	Industry Insights Stage	3	\$3,000
	Elevate Stage	3	\$3,000
	Housing Heroes Stage	3	\$3,000
	Empowerment Stage	3	\$3,000
EDUCATION TRACKS	Affordable Housing	3	\$1,500
	Career Development	3	\$3,000
	Corporate Executives	3	\$3,000
	Customer Experience	3	\$3,000
	Emerging Trends	3	\$2,000
	Leadership/Employee Experience	3	\$3,000
	Legal	3	\$2,000
	Maintenance	3	\$2,000
	Marketing	3	\$2,000
	Property Operations	3	\$4,000
	Regionals	3	\$3,000
	Technology	3	\$1,500
	Wellness	3	\$2,500



PRICE SHEET

3 of 3

New Year Discount Pricing

PROMOTIONS	SPONSORSHIP ITEM	OPPORTUNITIES	PRICE
SWAG GIVEAWAYS	Trucker Hat Bar	2	\$6,500
	Refillable Water Bottles	3	\$6,500
	Welcome Gift	3	\$4,500
	TAA ONE Survival Kit	3	\$6,000
	TAA Laces Swap Station	4	\$4,500
	ONE Branded Socks	4	\$4,500
	Sneaker Decorating Station	4	\$4,500
ONSITE BRAND AMPLIFICATION	Onsite Registration Check-In	2	\$10,000
	Wi-Fi	3	\$5,500
	Hotel Key Card	2	\$7,500
	Hotel Door Hangers	2	\$7,500
	Lanyards	1	\$12,000
	Badges	1	\$12,000
	Badge Sleeves	1	\$9,000
	Hanging Exhibitor Sign Over Booth	30	\$2,500
	Escalator Runners	6	\$4,500
	Column Wraps	6	\$4,500
	Hanging Banner in Public Spaces	6	\$4,500
	Floor Clings in Public Spaces	10	\$2,500
	Floor Clings in TAA Expo Marketplace	30	\$1,500
	You Are Here Map Sponsor	6	\$5,500
	10-Minute Presentation with Video	4	\$7,500
Advertising Slide	30	\$1,000	
Pre-Recorded Video	20	\$2,500	
MOBILE BRAND AMPLIFICATION	Top Level App Sponsor	1	\$12,000
	Rotating Banner Ads on Home Page	3	\$2,500
	Rotating Banner Ads on Attendee Profiles	25	\$750
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For Booth Sales, ONE Conference Sponsorship opportunities & general questions, contact TAA staff at conference@taa.org.

