

APRIL 27-29, 2027 ★ SAN ANTONIO



EXHIBITOR & SPONSOR OPPORTUNITY MENU

ONE CONFERENCE ★ Presented by Texas Apartment Association

OPPORTUNITY



NETWORKING



EDUCATION



CONFERENCE.TAA.ORG

AT A GLANCE



MENU GLOSSARY

Why Exhibit & Sponsor	3
Conference Schedule	4
Registration & Booth Staffing	5
Sales Timeline	6
Booth Prices	7
Turnkey Booths	8-10
Sponsorship Opportunities	11-16
TAA PAC	17
TAA Education Foundation	18
Payment & Cancellation	19
TAA Sustainer Program	20

SPONSOR FEEDBACK

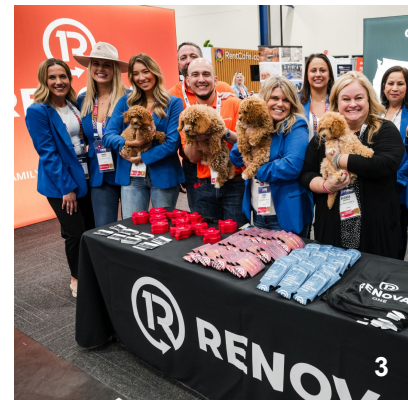
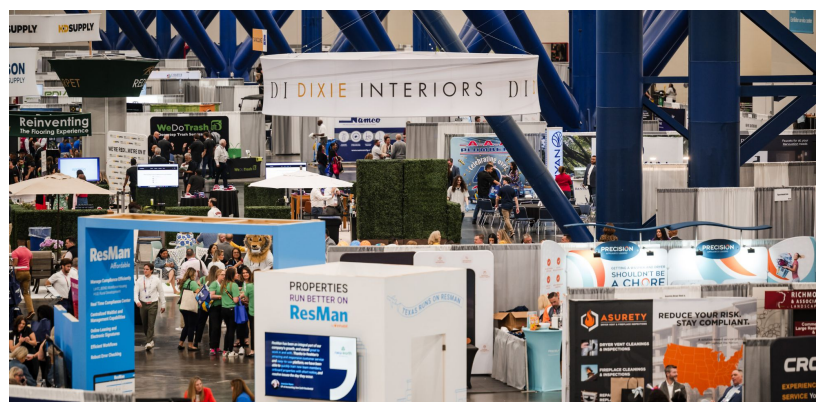
- ★ *"The TAA **ONE Conference is the Super Bowl of the multifamily industry**. This is where it starts if you're going to build your brand, and it's the one event that Chadwell makes sure we're at every year. We continue to invest and **the ROI is tremendous**."*
- Bob Duff, Chadwell Supply
- ★ *"**We receive so much visibility with our sponsorship at the conference**. We're able to get our name and brand out to a larger audience and it helps us connect to decision makers because they see our commitment to the multifamily industry."*
- Stacy Cain, Apartments.com

WHY EXHIBIT & SPONSOR

- ★ Unparalleled **exposure** to industry Leaders
- ★ Strengthen customer **relationships**
- ★ Enhanced **brand** awareness
- ★ 50% of attendees having **buying authority** influence
- ★ 400+ multifamily **owner and manager companies** attend
- ★ 5,000+ **multifamily professionals** under one roof

WATCH VIDEO | DISCOVER THE ROI OF SPONSORSHIP

PRESS PLAY



CONFERENCE SCHEDULE

SCHEDULE | 2027 ONE CONFERENCE

ALL ACCESS | Exhibitor booth staff registrations have access to **ALL** education sessions, keynotes and lunch.

MONDAY, APRIL 26

12:00PM-5:00PM

Exhibitor Move-In **for Island Booths only**

TUESDAY, APRIL 27

9:00AM-5:00PM

Exhibitor Move-In | Hallway booths must be set by 2:00PM

12:00PM-4:30PM

TAA PAC Winner's Circle Fundraiser (offsite) **tickets required*

3:00PM-4:45PM

Education Sessions

4:45PM-6:30PM

Welcome Happy Hour

6:30PM-10:30PM

[UNSCHEDULED] Open Evening for Supplier Hospitality

WEDNESDAY, APRIL 28

7:30AM-11:30AM

Exhibitor Move-In | Expo booths must be set by 11:30AM

9:00AM-10:45AM

Education Sessions & Executive Edge Event

11:00AM-12:30PM

General Session Keynote & 2027 TAA Professional Awards

12:30PM-5:30PM

Expo Hall Open with Lunch for Everyone

5:30PM-6:30PM

Optional Exhibitor Move-Out | Expo booths only

6:30PM-10:00PM

Official ONE Conference Party (offsite) **tickets required*

THURSDAY, APRIL 29

7:30AM-12:00PM

Exhibitor Move-Out | Expo booths only

7:15AM-9:00AM

TAA Board Meeting

9:15AM-10:30AM

General Session Keynote

10:45AM-12:30PM

Education Sessions

12:30PM

Conference Ends

12:30PM-2:00PM

Exhibitor Move-Out | Hallway booths only

REGISTRATION & BOOTH STAFFING

REGISTRATIONS | QTY PER BOOTH

Each booth or space comes with an allotment of free booth staff registrations. Additional booth staff registrations can be purchased inside the Exhibitor Resource Center.

BOOTH SPACE SIZE	MAX REGISTRATIONS	FREE	\$165 EACH	\$265 EACH
5x10 Kiosk	3	1	1	1
10x10 Booth or Space	7	2	2	3
20x10 Booth or Space	10	4	2	4
20x20 Island Space	15	6	3	6

HOURS | BOOTH STAFFING

Expo Hall Locations

Wed, April 28, 12:00PM - 5:30PM

3rd Floor Hallway Locations

Tues, April 27, 2:00PM - 6:30PM

Weds, April 28, 8:30AM - 12:30PM

Thurs, April 29, 8:30AM - 12:30PM

HOURS | MOVE IN

Expo Hall Locations

Mon, April 26, 12:30PM - 5:30PM - **for Island Booths only**

Tues, April 27, 9:00AM - 5:00PM

Weds, April 28, 7:30AM - 11:30AM

3rd Floor Hallway Locations

Tues, April 27, 9:00AM - 2:00PM

HOURS | MOVE OUT

Expo Hall Locations

Weds, April 28, 5:30PM - 6:30PM - **Optional**

Thurs, 7:30AM - 12:00PM

3rd Floor Hallway Locations

Thurs, 12:30PM - 2:00PM

SALES TIMELINE

IMPORTANT INFORMATION, PLEASE READ

If your company qualifies for Pre-Sales, you'll be contacted directly when it's your turn to access **Map Your Show**, the TAA ONE booth and sponsorship sales platform. Booths and sponsorships are available on a first-come, first-served basis and quantities are limited.

Companies not eligible for Pre-Sales can [sign up here](#) to receive sales announcements.

Once TAA receives **100% of your booth payment**, you'll be eligible to select your booth location on the floor plan. No booth locations can be chosen until full payment is received.

Questions | Contact conference@taa.org.

PRE-SALE ELIGIBILITY & ACCESS TIMELINE

SEPTEMBER 30	2027 Platinum TAA Sustainers
OCTOBER 5	2027 Gold TAA Sustainers
OCTOBER 6	2027 Silver TAA Sustainers
OCTOBER 7	2027 Bronze TAA Sustainers
OCTOBER 12	2026 Texas Supplier Council
OCTOBER 14	2026 TAA ONE Exhibitors

PUBLIC SALES OPEN ON NOVEMBER 4.

Booth sales close on December 17, 2026. Sponsorship sales close on January 15, 2027.

BOOTH & SPONSORSHIP PAYMENT TERMS

All booths and sponsorships require **100% to be paid within 30 days of the invoice date**. There will be a 15-day grace period. If the contract is not paid in full by 45 days of the invoice date, monies heretofore paid shall be retained by TAA as liquidated damages, and the booth space and sponsorship shall revert to TAA. If TAA opts to extend the payment deadline for any reason, a 10 percent late charge may be assessed. Payments made by credit card will be assessed a non-refundable 3 percent processing fee. Discounted booth pricing for Members is available only to companies that have become Members prior to signing the Exhibitor & Sponsor Contract.



BOOTH PRICES

PRICES INCREASE ON 11/4 & 12/2

LOCATION | INSIDE EXPO HALL

BOOTH HOURS - **Open 5 HOURS** - Wednesday, April 27

EXHIBITOR SPACE | **Empty, Nothing Included**

	SEP 30 - NOV 3	NOV 4 - DEC 1	AFTER DEC 2
10X10 Space	\$3,000	\$3,500	\$4,000
20x10 Space	\$6,000	\$6,500	\$7,000
20x20 Island Space <i>Add \$1,000 for Hanging Sign or Booth Over 16' Tall</i>	\$12,800	\$13,300	\$13,800

TURNKEY BOOTHS | **Fully Outfitted**

5x10 Kiosk <i>Add \$500 for Waterfall Upgrade</i>	\$5,275	\$5,775	\$6,275
10x10 Booth <i>Add \$1,000 for Waterfall Upgrade</i>	\$10,000	\$10,500	\$11,000
20x10 Booth <i>Add \$2,000 for Waterfall Upgrade</i>	\$17,000	\$17,500	\$18,000

LOCATION | LEVEL 3 HALLWAY

BOOTH HOURS - **Open 3 DAYS** - April 27-29

TURNKEY BOOTHS | **Fully Outfitted**

	SEP 30 - NOV 3	NOV 4 - DEC 1	AFTER DEC 2
10x10 Kiosk <i>Add \$1,00 for Waterfall Upgrade</i>	\$20,000	\$20,500	\$21,000
20x10 Booth <i>Add \$2,000 for Waterfall Upgrade</i>	\$28,000	\$28,500	\$29,000

NON-MEMBER UPCHARGE

5X10 Inside Expo	\$1,000
10x10 Inside Expo	\$1,500
20x10 Inside Expo	\$2,000
20x20 Inside Expo	\$2,500
Hallway Booths	\$3,000

ADDITIONAL FEE

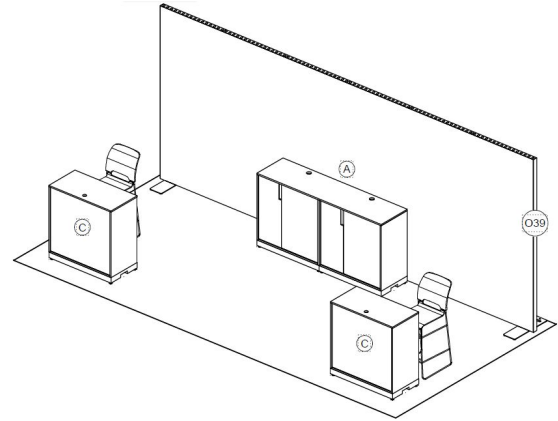
Charged to non-members on top of the prices for turnkey booths and exhibitor spaces

20'X10' TURNKEY BOOTH

LOCATIONS:
EXPO OR HALLWAY

SIZE | 20' WIDE X 10' DEEP

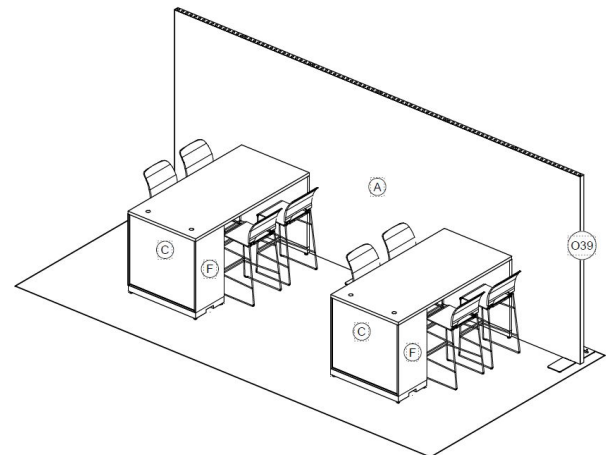
FULLY OUTFITTED | PACKAGE INCLUDES



Branded Backwall | 8' Tall x 20' Wide
Meter Cabinet with Branded Front Panel | Qt. 2
Meter Storage Cabinet | Qt. 1
Stool | Qt. 2
Carpet | 20'x10'
Premier Spot In Expo or 3rd Floor Hallway

UPGRADE | **WATERFALL**

UPGRADE | PACKAGE ADDITIONS



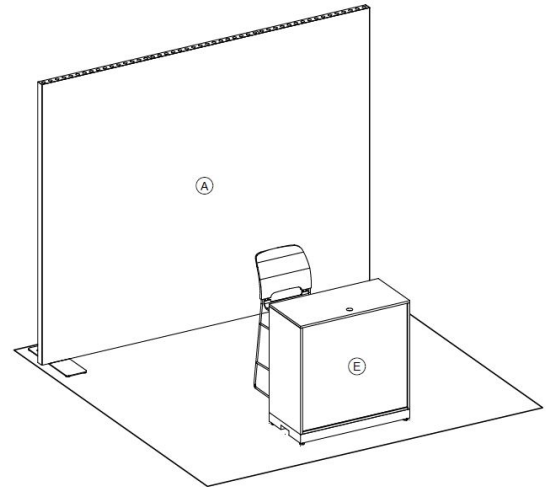
Stools | Qt. 4
Waterfall Counter | 2 Branded Front & Side Panels

10'X10' TURNKEY BOOTH

LOCATIONS:
EXPO OR HALLWAY

SIZE | 10' WIDE X 10' DEEP

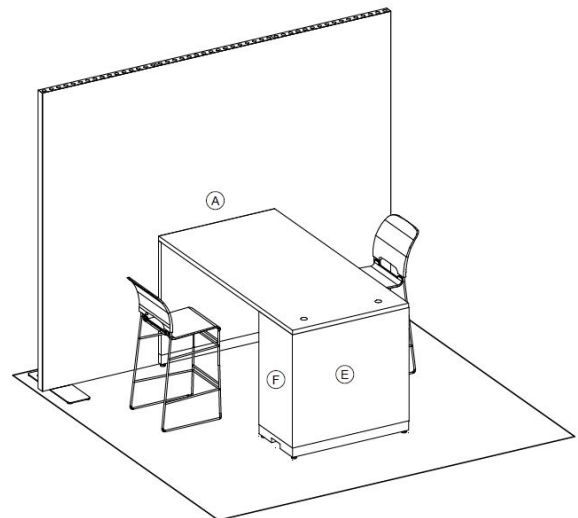
FULLY OUTFITTED | PACKAGE INCLUDES



Branded Backwall | 8' Tall x 10' Wide
Meter Cabinet with Branded Front Panel | Qt. 1
Stool | Qt. 1
Carpet | 10'x10'
Premier Spot In Expo or 3rd Floor Hallway

UPGRADE | **WATERFALL**

UPGRADE | PACKAGE ADDITIONS



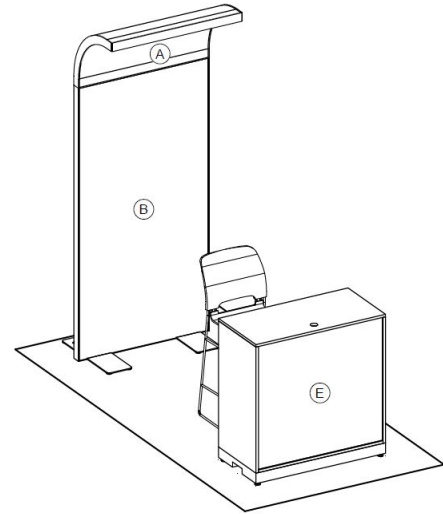
Stools | Qt. 2
Waterfall Counter | Branded Front & Side Panels

5'X10' TURNKEY KIOSK

LOCATION:
EXPO ONLY

SIZE | 5' WIDE X 10' DEEP

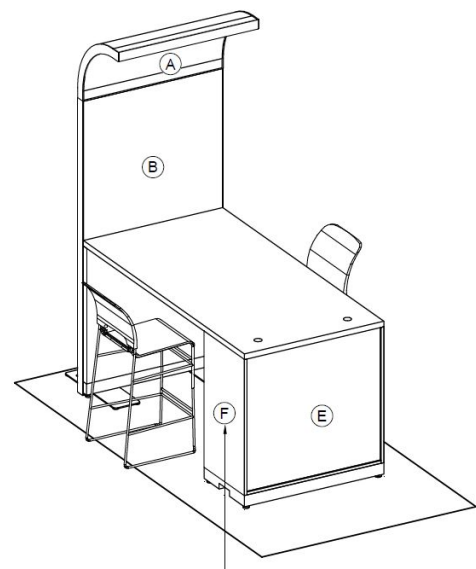
FULLY OUTFITTED | PACKAGE INCLUDES



Branded Backwall | 8' Tall x 3' Wide
Meter Cabinet with Branded Front Panel | Qt. 1
Stool | Qt. 1
Carpet | 5'x10'
Premier Spot In Expo

UPGRADE | **WATERFALL**

UPGRADE | PACKAGE ADDITIONS



Stools | Qt. 2
Waterfall Counter | Branded Front & Side Panels

TOP LEVEL SPONSOR PACKAGES

THOUGHT LEADERSHIP	HEADLINE	PREMIER	SPOTLIGHT
Speaking Opportunity	90-sec video played in General Session	---	---
General Session Recognition Ad included in ONE Email Blast	✓ Advertiser Content Ad	✓ Leaderboard Ad	--- ---
ONSITE BRANDING			
Advertising Slide	✓	✓	---
General Session Screen Branding	✓	✓	✓
Expo Entrance Branding	✓	✓	✓
20x20 Island Booth Height Extension	✓	✓	✓
DIGITAL BRANDING			
LOGO INCLUSION:			
ONE Website Branding	✓	✓	✓
Registration Website Branding	✓	✓	✓
Hotel Booking Website Branding	✓	✓	✓
Pre-Conference Email Branding	✓	✓	✓
Week-Of Conference Email Branding	✓	✓	✓
Sponsor Profile In Mobile App	✓	✓	✓
SOCIAL MEDIA			
Instagram Spotlight	2 Templated Posts	1 Templated Post	---
DATA INSIGHTS			
Post-Event Data Report	✓	✓	✓
Early Access To Registration List	✓	✓	✓
TOTAL COSTS			
Sponsorship Cost	\$40,000	\$20,000	\$8,000

SPONSORSHIP ITEMS

TUES: WELCOME HAPPY HOUR	BUYOUT PRICE	SHARED PRICE	SHARED QTY
Welcome everyone to kickoff ONE Conference in San AntONE! WHAT'S INCLUDED Logo on all marketing materials, and prominent party signage. BUYOUT EXCLUSIVE BENEFITS Opportunity to have a temporary pop-up table booth during the Welcome Happy Hour, located in the Hallway on Level 3.	\$25,000	\$6,000	5
WEDS: OFFICIAL ONE PARTY	BUYOUT PRICE	SHARED PRICE	SHARED QTY
This is the big FOMO-worthy event everyone will be talking about! WHAT'S INCLUDED Logo on all marketing materials, and prominent party signage, 5 party tickets. BUYOUT EXCLUSIVE BENEFITS 20 party tickets, logo incorporated into the party branding. Opportunity to provide themed swag to distribute to attendees. A dedicated VIP area at the party.	\$40,000	\$10,000	5
PROMO OF SUPPLIER EVENT	PRICE		
Host your own party on Tuesday night and TAA will promote it for you! WHAT'S INCLUDED Promotion of your party to registered attendees. Party info and RSVP link included in official TAA pre-conference emails. SPONSOR REQUIREMENTS Party must start after 6:30PM on Tuesday and accommodate 100+ attendees.	\$1,500		
EXECUTIVE EDGE EVENT	BUYOUT PRICE	SHARED PRICE	SHARED QTY
Executive Edges is a must-attend event for senior leaders of multifamily owner/manager companies. WHAT'S INCLUDED 2 sponsor reps invited to attend. Logo included on all marketing materials and signage at the event. Opportunity to provide swag to be distributed at the event. Access to the RSVP list. BUYOUT EXCLUSIVE BENEFITS 15 sponsor reps invited to attend. Opportunity to play a 2-min video at the opening of the event. Additional verbal recognition from the stage Emcee at the opening of the event.	\$40,000	\$10,000	5
CUSTOM ONE KOOZIE	BUYOUT PRICE	SHARED PRICE	SHARED QTY
Keep it cool and custom, this uniquely styled swag is sure to be used by all attendees. WHAT'S INCLUDED Given out during the Welcome Happy Hour. Sponsors will have prominent signage at the station and recognition on all promotional materials. BUYOUT EXCLUSIVE BENEFITS Logo incorporated into the design of the TAA ONE Koozie.	\$18,000	\$9,000	2

SPONSORSHIP ITEMS

PHOTO BOOTH SPONSOR

BUYOUT PRICE

SHARED PRICE

SHARED QTY

Capture the fun where attendees create social media-worthy moments.

\$18,000

\$9,000

2

WHAT'S INCLUDED | Located in the Hallway on Level 3. Sponsors will have prominent signage at the photo booth station and recognition on all promotional materials.

BUYOUT EXCLUSIVE BENEFITS | Opportunity to provide your own branded swag to give out at the photo booth all 3 days of ONE Conference.

BINGO CARD PRIZE GIVEAWAY

SHARED PRICE

SHARED QTY

Drive traffic to your booth with inclusion on the bingo card and a must-have bingo prize.

\$1,500

24

WHAT'S INCLUDED | Your booth is a stop on the bingo card. All attendees will go to your booth to collect a stamp on their bingo card during expo hall hours (Wed). At the end of conference we draw 1 winner for each bingo card sponsor.

SPONSOR REQUIREMENTS | Sponsor must provide a bingo raffle prize valued at more than \$500. Prize must be delivered to TAA staff onsite at ONE Conference on Tuesday, April 27.

MORNING COFFEE

BUYOUT PRICE

SHARED PRICE

SHARED QTY

Sponsor morning coffee outside the Education Sessions on Level 3.

\$10,000

\$2,500

4

WHAT'S INCLUDED | Logo on all signage and on the conference schedule (in mobile app).

BUYOUT EXCLUSIVE BENEFITS | Opportunity to provide your own branded swag to give out during morning coffee hours on Wednesday and Thursday of ONE Conference.

ISLAND HEIGHT EXTENSION

PRICE

Island booths have the opportunity to extend the height of the booth above the 16'ft limit.

\$1,000

WHAT'S INCLUDED | Island booths may pay an add-on sponsorship fee to extend the height of the booth display above 16ft (4.88m) with either a floor supported structure or a hanging sign from the ceiling. Sponsor is responsible for all costs associated with the booth structure and/or hanging sign. This sponsorship grants permission to extend the height.

EARLY ACCESS TO REG LIST

PRICE

Maximize your outreach and planning efforts with early access to the registered attendee list.

\$375

WHAT'S INCLUDED | Access to the attendee email and phone number contact list 4 times before conference: 6 weeks, 4 weeks, 2 weeks and 1 day before conference starts.

SPONSORSHIP ITEMS

TAA TALK SHOW STAGE

The Talk Show Stage delivers lively interviews, panels, and special guests right on the expo floor - drawing nonstop attention.

BUYOUT PRICE

\$10,000

SHARED PRICE

\$5,000

SHARED QTY

2

WHAT'S INCLUDED | Logo on signage at the stage. Logo featured on marketing materials about the Talk Show and in emails to attendees.

BUYOUT EXCLUSIVE BENEFITS | Logo included on hanging sign above the stage, on maps and verbal recognition from the stage Emcee several times throughout the 5-hour program.

PROPTech SOFTWARE LABS

BUYOUT PRICE

\$20,000
per room

SHARED PRICE

\$10,000

SHARED QTY

4

Providers of Property Management Software systems have the opportunity to provide in-person consulting sessions at ONE.

WHAT'S INCLUDED | Dedicated room with AV projection, microphone, stage, podium, classroom seating for 100 attendees. Each sponsor owns the room for 1 day (Weds or Thurs) and can provide 2 separate 45-minute sessions in the morning during the same time as other Education Sessions. Logo on signage at the room and on the schedule. Ability to require advanced RSVPs or scan badges at the room entrance. Two registrations for the speakers.

BUYOUT EXCLUSIVE BENEFITS | Dedicated room for 2 days (Wed & Thu) to provide 4 separate 45-minute sessions.

EDUCATION TRACKS

BUYOUT PRICE

SHARED PRICE

SHARED QTY

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

WHAT'S INCLUDED | Each Education Track will have its own dedicated room. Logo included on signage at the room entrance and slides between sessions in the room. Logo in the mobile app on all sessions in the track.

BUYOUT EXCLUSIVE BENEFITS | Booth number included with logo in all of the locations listed above.

FutureReady | Stay ahead of what's next in rental housing.

\$15,000

\$5,000

3

LeadForward | Lead boldly, inspire daily, and watch your career take flight.

\$15,000

\$5,000

3

Revenue Performance | NOI optimization, budgeting strategies, business planning

\$15,000

\$5,000

3

People First | Create workplaces and communities where people thrive.

\$15,000

\$5,000

3

Change Management | Lead through uncertainty with confidence and clarity.

\$15,000

\$5,000

3

SPONSORSHIP ITEMS

WHOVA MOBILE APP

Overall Sponsor of the Whova mobile app.
Attendees love this app!

\$15,000

WHAT'S INCLUDED | Logo and booth number included in conference header image on the Whova homepage. Daily push notifications sent out to all attendees in the app.

Banner ads on Homepage of Whova app.

\$4,500

\$1,500

3

WHAT'S INCLUDED | Logo included on rotating banner that appears on the homepage of the mobile app.

BUYOUT EXCLUSIVE BENEFITS | Booth number included with logo on rotating banner that appears on the homepage.

Banner ads on Attendee Profiles in Whova app.

\$8,000

\$800

10

WHAT'S INCLUDED | Logo included on rotating banner that appears on the attendee profiles in the mobile app.

BUYOUT EXCLUSIVE BENEFITS | Booth number included with your exclusive logo on rotating banner that appears on all of the attendee profiles.

Your Sponsor Profile listed in Whova mobile app.

\$500

WHAT'S INCLUDED | Comprehensive sponsor profile included in the mobile app making it easy for attendees to learn about and engage with your company. Includes the opportunity to include your logo, company contact information, booth live chat with attendees inside the app and the ability to add 2 PDF documents to your profile.

EXPO TOTE BAG

Sponsor produces and provides branded tote bags to TAA to be distributed at the expo hall entrance.

\$5,000

\$2,500

2

WHAT'S INCLUDED | Sponsor responsible for providing at least 600 branded tote bags to TAA before Tuesday, April 27. TAA will distribute all tote bags to attendees as they enter the expo hall.

BUYOUT EXCLUSIVE BENEFITS | Exclusive provider of the tote bags. Not shared with other companies. Sponsor responsible for providing at least 1200 branded tote bags.

TAA produces branded tote bags to be distributed at the expo hall entrance.

\$10,000

\$5,000

2

WHAT'S INCLUDED | Logo (white or black) featured on all tote bags distributed to attendees as they enter the expo hall.

BUYOUT EXCLUSIVE BENEFITS | Your logo featured prominently on all tote bags, not shared with other companies.

WIFI

Keep attendees connected to the WIFI.

\$7,500

WHAT'S INCLUDED | Logo and booth number on WIFI login splash page.

SPONSORSHIP ITEMS

BADGE	BUYOUT PRICE	SHARED PRICE	SHARED QTY
-------	--------------	--------------	------------

Your logo prominently featured on 3,000+ ONE conference badges.	\$24,000	\$12,000	2
---	----------	----------	---

WHAT'S INCLUDED | Logo prominently displayed on the front and back of the badge that all attendees and exhibitors wear. Logo must adhere to size and color specifications mentioned.

BUYOUT EXCLUSIVE BENEFITS | Larger logo placement and exclusive branding that includes your booth number on the back of the badge next to your logo.

BADGE DETAILS

Dimensions | 4"W X 6"H
Full color & double-sided

SPONSOR LOGOS

Maximum Logo Size | 1.5"W x 0.5"H
Logo must either be full black OR white



LANYARD	BUYOUT PRICE	SHARED PRICE	SHARED QTY
---------	--------------	--------------	------------

Your logo prominently featured around the necks of 3000+ ONE conference attendees.	\$24,000	\$12,000	2
--	----------	----------	---

WHAT'S INCLUDED | Logo included 2 times side-by-side on the front and back of the lanyard in addition to ONE branding. Logo must adhere to size and color specifications mentioned. Shared sponsor will not have their logo quantity or size increased in the event that no other companies sponsor the lanyard.

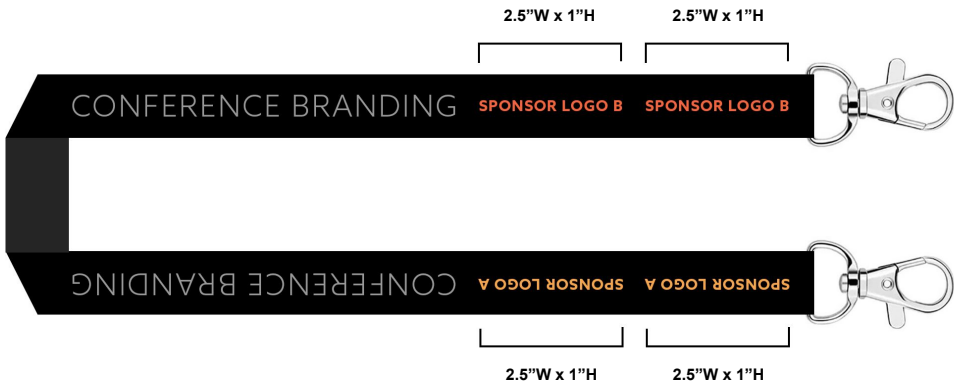
BUYOUT EXCLUSIVE BENEFITS | Logo included 4 times on the front and back of the lanyard in addition to ONE branding. Logo must adhere to size and color specifications mentioned.

LANYARD DETAILS

Dimensions | 1"W X 36"H (Hanging)
Full color & double-sided

SPONSOR LOGOS

Maximum Logo Size | 2.5"W x 1"H
Logo must either be full black OR white



Kickoff TAA ONE Conference week with the TAA PAC Winner's Circle Fundraiser - a lively Tuesday afternoon event from 12:00–4:30pm along the San Antonio River Walk. Attendees will enjoy a cornhole tournament, crawfish boil, Texas BBQ, drinks and interactive experiences while networking with TAA members and industry leaders in a fun, casual setting.

Sponsorships underwrite the cost of hosting the event, helping maximize the impact of every ticket sold. Proceeds from ticket sales directly benefit the TAA PAC, making this a unique opportunity for sponsors to gain valuable visibility while supporting TAA's advocacy efforts.

BUYOUT EXCLUSIVE SPONSOR

BUYOUT PRICE

QTY

Own the spotlight as the exclusive presenting sponsor of the TAA PAC Winner's Circle Fundraiser.

\$34,000

1

BUYOUT EXCLUSIVE BENEFITS | Premier recognition and branding throughout the entire event and its activation areas. Logo on all marketing communications. Branded takeaway opportunity. Four social passes.

ACTIVATION STATION SPONSORS

STATION PRICE

QTY

ACTIVATION STATION BENEFITS | Each activation station sponsor receives exclusive recognition and prominent branding within their sponsored experience area of the party. Logo on select communications. Branded takeaway. Two social passes to attend.

LEATHER STAMPING SPONSOR | Put your brand on a crowd-favorite experience where guests create a custom leather keepsake to take home.

\$10,000

1

JEWELRY BAR SPONSOR | Add some sparkle to the party by sponsoring an interactive jewelry-making experience guests can enjoy and take home.

\$10,000

1

ENGRAVING SPONSOR | Sponsor a custom engraving experience where guests personalize a mint julep cup to take home.

\$10,000

1

WINNERS CIRCLE BAR SPONSOR | Cheers to prominent recognition at the event's signature bar - a natural gathering place for networking and conversation.

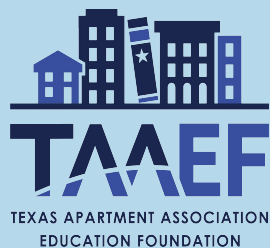
\$5,000

1

PHOTO BOOTH SPONSOR | Put your brand in the picture by sponsoring a fun, interactive photo experience that gives guests a shareable keepsake.

\$5,000

1



TAAEF's DRIVE THE FUTURE VEHICLE RAFFLE

Help TAAEF Build the Future Workforce. **Win a Car.**

\$6,000

Each year at the TAA ONE Conference, the Texas Apartment Association Education Foundation (**TAAEF**) hosts its signature fundraiser, now known as the **Drive the Future Raffle**.

Thanks to the generosity of our Workforce Champions, the cost of the raffle vehicle and associated prize expenses are underwritten—meaning **every dollar from ticket sales directly supports TAAEF's mission** to raise awareness about careers in rental housing and develop the next generation of apartment professionals.

BECOME A WORKFORCE CHAMPION

Your **\$6,000 investment** helps make the raffle possible—and helps build the future of our industry.

Your company will receive:



Prominent recognition and exposure on the raffle vehicle, throughout TAA ONE Conference, and across TAAEF/TAA communications reaching 3,000+ attendees and 25,000+ subscribers and 29,000+ industry professionals



Raffle involvement with opportunities to help promote the fundraiser and build excitement around the grand prize and additional prizes



Workforce Champion Social Media Kit with ready-to-share graphics and messaging to promote your company's involvement



Team Photo Opportunity with the raffle vehicle at TAA ONE Conference for use on social media and internal communications



Recognition throughout the campaign, including before, during, and after conference and at the grand-prize drawing



Association with TAAEF's work to Recruit, Retain, Advance, and Research the future workforce of the Texas apartment industry

MORE CHANCES TO WIN

The grand prize will be a **new vehicle**, but we're exploring additional prizes so that **more than one raffle participant has the opportunity to win**. More winners. More excitement. More reasons to participate.

WHY IT MATTERS

The car gets people excited. The mission gives them a reason to participate.

Your support allows TAAEF to turn the raffle into a meaningful source of funding for career awareness, workforce development, training, research, and resources—while giving your company a highly visible way to demonstrate its commitment to our industry's future.

TAAEF is a registered 501(c)(3) organization; contributions are tax-deductible to the extent allowed by law.

PAYMENT & CANCELLATION TERMS

BOOTH & SPONSORSHIP PAYMENT

All booths and sponsorships require **100% to be paid within 30 days** of the invoice date. There will be a 15-day grace period. If the contract is not paid in full by 45 days of the invoice date, monies heretofore paid shall be retained by TAA as liquidated damages, and the booth space and sponsorship shall revert to TAA. If TAA opts to extend the payment deadline for any reason, a 10 percent late charge may be assessed. Payments made by credit card will be assessed a non-refundable 3 percent processing fee. Discounted booth pricing for Members is available only to companies that have become Members prior to signing the Exhibitor & Sponsor Contract.

CANCELLATION POLICY

Cancellation of booth space or sponsorship items must be made in writing to the TAA office by the exhibitor. Cancellation prior to November 18, 2026, will cause forfeiture of a quarter of the payment (25%) tendered to reserve such space. The remainder (75%) of the payment will be refunded. Cancellation after November 19, 2026, will cause forfeiture of half of the payment (50%) tendered. Cancellation of booth space or sponsorships by the exhibitor on or after December 17, 2026, will cost the exhibitor full charge of booth space and sponsorship items. Payments made by credit card will not be refunded the 3 percent processing fee. Monies paid will not be eligible to be applied to future ONE Conference & Expo events.

BOOTH CONFIRMATION

The order for booth location assignments is confirmed upon receipt by TAA of a signed contract, **payment in full**, and the exhibitor's written booth confirmation notification from TAA to company representative of actual booth purchase. To ensure your booth or sponsorship reservation is confirmed as quickly as possible, **TAA strongly recommends paying by credit card or ACH e-check**. Payments made by mailed check may result in a multi-week processing delay.

Booth location assignments may begin later. Company representatives will be contacted to select their booth location assignment in the timestamped order that the contract was signed. Annual TAA Sustainer Sponsors that are in good standing with TAA will receive priority order for making booth location selections. Exhibitors must complete the full booth payment in order to be eligible for booth location assignments on the expo floor plan. Once an exhibitor booth location is assigned on the floor plan the exhibitor may not request to be moved to a different location.

BOOTH SIZE ADJUSTMENTS

Requests for booth size adjustments will be reviewed by TAA and may be granted based on availability but are not guaranteed. No requests for booth size reductions (downgrades) shall be accepted or approved after November 18, 2026.

MAXIMIZE YOUR IMPACT WITH TAA



RECEIVE ONE CONFERENCE DISCOUNTS!

TAA's 2027 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 2027 TAA Sustainer.

BECOME A 2027 SUSTAINER

To learn more about the tier offerings and becoming a 2027 TAA Annual Sustainer, email glenda@taa.org or visit taa.org/annual-sustainers.

NOTE

Discounts will **not** be retroactively applied to any ONE Conference sponsorship items. You must become a 2027 Sustainer **before** you purchase ONE Conference sponsorship items in order to receive the discounts.

APRIL 27-29, 2027 ★ SAN ANTONIO



THANK YOU

Thank you for taking the time to consider our booth and sponsorship opportunities.

For booth and sponsorship sales, ONE Conference opportunities, and general questions, please contact our helpful TAA staff at conference@taa.org.

We look forward to seeing you **April 27-29, 2027** at the Henry B. Gonzalez Convention Center in downtown San Antonio.



CONFERENCE.TAA.ORG