

Building Bonds in the Community with AACSC



Apartment Association
CALIFORNIA SOUTHERN CITIES

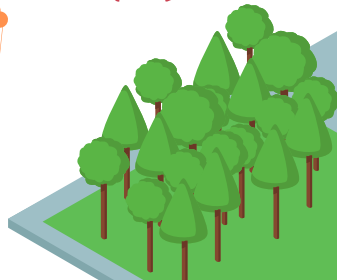


The Westin Long Beach
October 13th, 2022
9:00 am to 3:00 pm

JOIN US AT OUR 52ND ANNUAL TRADESHOW

This year we will bring back a sense of community by providing excellent opportunities to network, learn, and discover new products, services, and amenities.

Together, AACSC and its membership are part of the building blocks of the multi-family housing industry and society as a whole. Let us come together and express our pride in the work being done to preserve private property rights through advocacy, partnerships, and education.



Open
Invitation

***Together We Do Better...
Live Better!***



52nd Annual Multifamily Housing Trade Show

Building Bonds in the Community

Are You *INDUSTRY* Ready?

October 13, 2022

The Westin Long Beach

Sponsorship Opportunities

Welcome Back!

After a 2-year disruption of pandemic proportions, AACSC is excited to invite you to participate in our 52nd Annual Multifamily Housing Trade Show & Expo!

Building Bonds in the Community - Are You *INDUSTRY* Ready?

For 2022 we bring you a new, and exciting mix of sponsorship benefits and perks, while also giving you a “sneak-peek” into the future of AACSC’s growing digital footprint. As a sponsor, you can look forward to:

- Exposure on multiple social media platforms to promote and advertise your presence before the event
- Generous advertising discounts
- Diamond, Platinum, Gold and Silver sponsors will receive a complimentary booth space
- Opportunity to address attendees and introduce your company’s products and services during the event, and
- ...so much MORE!

The aim of any trade show is to showcase the latest and greatest products and services – this means YOU! Consider this:

- *Trade show participation drives sales*
- *You will benefit from being one of only a few businesses providing your services*
- *Interact with a captive audience face-to-face increases interest*
- *Exhibiting is an investment!*

...so let’s work together—we are here to help you get the best value out of your company’s participation. We are asking all sponsors and exhibitors that wish to have a presence and space at the trade show to be aware that AACSC and The Westin, Long Beach will be providing the following:

- *6’ table*
- *2 chairs*
- *Complimentary drinks*
- *Complimentary Buffet-style lunch*

The sponsors and exhibitors will be asked to provide their own:

- *Branded table skirt (please advise AACSC Trade Show staff if you do not have one)*
- *Wastebasket*
- *8’Hx10’W backdrop to further personalize your space*
- *10’x10’ canopy to be used ONLY in outdoor space*

Now, let’s review all the benefits and perks of sponsorship together! Looking forward to seeing you on October 13th!

Best Regards,

Dawn Del Bello
562.426.8341 ext. 300
ddelbello@aacsc.org

DIAMOND SPONSOR**\$7,500**

- “Presented by” recognition on AACSC Trade Show materials and event signage
- Sponsor-provided marketing materials will be included in event tote bag & distributed to attendees
- 3-minute opportunity to address attendees and advertise your company during Trade Show
- FREE 10'x20' booth space at Trade Show
- One (1) FREE full-page AD in November's OCAJ issue
- Inclusion on event promotional materials and Social Media Campaign
- Recognition on event signage
- Sponsor Recognition on Tradeshow Program book given to each attendee
- FREE company logo and hyperlink on website for 2023
- Inclusion of company logo (Nov/Dec 2022 issues) in AACSC's weekly e-newsletter, *The Beacon*
- Company Name on Bingo Card

PLATINUM SPONSOR**\$5,000**

- Sponsor-provided marketing materials will be included in event tote bag & distributed to attendees
- 2-minute opportunity to address attendees and advertise your company during Trade Show
- FREE 10'x10' corner booth space at Trade Show
- One (1) FREE half-page AD or 50% OFF a full-page AD in November's OCAJ issue
- Inclusion on event promotional materials and Social Media Campaign
- Recognition on event signage
- Sponsor Recognition on Tradeshow Program book given to each attendee
- FREE company logo and hyperlink on website for 2023
- Inclusion of company logo (Nov/Dec 2022 issues) in AACSC's weekly e-newsletter, *The Beacon*
- Company Name on Bingo Card

GOLD SPONSOR**\$3,500**

- Sponsor-provided marketing materials will be included in event tote bag & distributed to attendees
- 1-minute opportunity to address attendees and advertise your company during Trade Show
- FREE 10'x10' booth space
- One (1) FREE 1/4th page AD or 50% OFF a full-page AD in November's OCAJ issue
- Inclusion on event promotional materials and Social Media Campaign
- Recognition on event signage
- Sponsor Recognition on Tradeshow Program book given to each attendee
- FREE company logo and hyperlink on website for 2023
- Inclusion of company logo (Nov 2022 issues) in AACSC's weekly e-newsletter, *The Beacon*
- Company Name on Bingo Card

SILVER SPONSOR**2,500**

- Sponsor-provided marketing materials will be included in event tote bag & distributed to attendees
- 1-minute opportunity to address attendees and advertise your company during Trade Show
- FREE 10'x10' booth space
- One (1) FREE 1/8th page AD or 50% OFF any larger size AD in November's OCAJ issue
- Inclusion on event promotional materials and Social Media Campaign
- Recognition on event signage
- Sponsor Recognition on Tradeshow Program book given to each attendee
- FREE company logo and hyperlink on website for 2023
- Inclusion of company logo (Nov 2022 issues) in AACSC's weekly e-newsletter, *The Beacon*
- Company Name on Bingo Card

GAMES & CONTESTS SPONSORS**\$500**

- 50% OFF any size AD in Apartment Journal Magazine (for one month - of your choice – in 2023)
- Inclusion on Social Media Campaign prior to event
- Sponsor Recognition on Tradeshow Program book given to each attendee
- FREE company logo and hyperlink on website for 2023
- Company Name on Bingo Card



52nd Annual Multifamily Housing Trade Show

Building Bonds in the Community

Are You *INDUSTRY* Ready?

October 13, 2022

The Westin Long Beach

2022 SPONSORSHIP FORM

- | | |
|---|---------|
| <input type="checkbox"/> Diamond Sponsor | \$7,500 |
| <input type="checkbox"/> Platinum Sponsor | \$5,000 |
| <input type="checkbox"/> Gold Sponsor | \$3,500 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Games & Contests Sponsor | \$500 |

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

PAYMENT METHOD

Send invoice to above address for \$ _____

Enclosed is a check payable to Apartment Association California Southern Cities for \$ _____

Charge this card for \$ _____

Circle one: American Express Discover Master Card VISA OTHER _____

Credit Card No.: _____ Exp. Date: _____ Security Code(CVV): _____

Cardholder Name: _____ Cardholder Zip Code _____
(If not the Contact Name) (if not listed above)

Signature: _____ Date: _____

Please complete this form and return to: Apartment Association, California Southern Cities

Mail: 333 W. Broadway, Ste. 101 Long Beach, CA 90802-4438

e-mail: ddelbello@aacsc.org Phone: 562-426-8341

EARLY BIRD BONUS

Exhibitors who pay in full and reserve their space by **August 1st, 2022** will receive:

- ☐ 10% OFF booth space rental
- ☐ FREE ¼ page COLOR AD in the OCAJ during your month of choice (Nov. '22 – June '23)

CODE	BOOTH SPACE SIZE	MEMBER	NON-MEMBER
A	Inline Booth Space, 10'x10'	\$950	\$1,050
B	Corner Booth Space, 10'x10'	\$1,025	\$1,125
C	Inline Booth Space, 10'x20'	\$1,875	\$1,975
D	One (1) Corner + one (1) Inline	\$1,930	\$2,030
E	Outdoor Terrace Booth Space w/optional 10'x10' canopy	\$950	\$1,050
F	BINGO CARD PARTICIPANT	\$100	\$150

INCLUDED FREE OF CHARGE: one (1) 6' table, two (2) chairs, one (1) ID Sign.

NOT INCLUDED: Wastebasket, Carpet, Electrical Hookups and wiring.

We encourage all vendors to bring their own branded table skirt, and standing backdrop (max. size 8'H x 10' W).
For vendors choosing an outdoor space, you may bring your own 10'x10' canopy.

AACSC reserves the right and privilege to exercise its sole discretion in final booth assignment, as needed.

PLEASE SELECT PREFERRED SIZE: CHOICE #1 _____ CHOICE #2 _____ CHOICE #3 _____ BINGO _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

PAYMENT METHOD:

A 50% DEPOSIT MUST BE INCLUDED WITH THIS APPLICATION TO GUARANTEE A BOOTH SPACE RESERVATION

☐ Enclosed is a check payable to Apartment Association California Southern Cities for \$ _____

☐ Charge this card for \$ _____

Circle one: American Express Discover Master Card VISA OTHER _____

Credit Card No.: _____ Exp. Date: _____ Security Code(CVV): _____

Cardholder Name: _____ Cardholder Zip Code _____

(If not the Contact Name)

(if not listed above)

☐ **PLEASE BILL MY COMPANY FOR THE REMAINING 50% DUE – FINAL PAYMENT DUE BY AUGUST 26th, 2022**

THE UNDERSIGNED AGREES TO ABIDE BY THE APARTMENT ASSOCIATION, CALIFORNIA SOUTHERN CITIES' RULES AND REGULATIONS ISSUED IN ADVANCE OF THE SHOW, AND TO ALL CONDITIONS UNDER WHICH THE EXHIBIT AREA IS LEASED TO THE APARTMENT ASSOCIATION, CALIFORNIA SOUTHERN CITIES. SAID RULES, REGULATIONS AND TERMS LISTED ON THE BACK OF THIS APPLICATION BECOME PART OF THIS CONTRACT. THERE ARE NO REFUNDS FOR ANY BOOTH CANCELLATIONS AFTER AUGUST 26, 2022. ALL BOOTHS MUST BE PAID FOR PRIOR TO MOVE IN.

PLEASE COMPLETE THIS APPLICATION, SIGN THE CONTRACT AND RETURN BOTH TO AACSC AT THE ADDRESS OR FAX BELOW. CONFIRMATION WILL BE SENT.

Signature: _____ Date: _____

Please complete this form and contract and return to: Apartment Association, California Southern Cities

Mail: 333 W. Broadway, Ste. 101 Long Beach, CA 90802-4438

e-mail: ddelbello@aacsc.org Phone: 562-426-8341



AACSC 2022 EXHIBITOR CONTRACT

1. If Exhibitor fails to comply in any and all respects with the terms of this contract, the Apartment Association, California Southern Cities (AACSC) shall have the right to resell said space(s). Exhibitor, however, will be liable for any loss suffered by the Association thereby and the Association shall retain any payment theretofore made by Exhibitor. In the event Exhibitor fails to occupy said space(s), the Association is authorized to occupy, or cause said space(s) to be occupied in such manner as it may deem best for the interests of the Show without rebate to Exhibitor and without releasing Exhibitor from any liability hereunder.
2. If, for any reason, the Association finds it necessary to cancel the Show, it shall have the right to cancel this contract and refund to the Exhibitor any moneys paid for use of the space(s).
3. A 50% deposit to AACSC is required by August 1st, 2022 to reserve a booth with the balance due to AACSC by August 26th, 2022.
4. **Exhibitors will be refunded 50% of deposit on cancellation received on or before August 26, 2022. No refund will be given for any cancellation received after August 26th, 2022.**
5. **Exhibitor shall not assign, sublet or apportion the whole or any part of said space(s) nor permit any other party to exhibit without the written consent of AACSC.** All exhibits are subject to the approval of the Association. The Association reserves the right to reallocate or reassign space(s) for the overall benefit of the Show. Only the sign of the Exhibitor whose name appears upon the face of this contract can be placed at the space(s). Space(s) not occupied when the show opens will be forfeited unless the Association has been notified of delayed occupancy. **Any vendor who is not an exhibitor will be asked to leave if they are distributing their materials.** There will be absolutely NO OUTSIDE VENDOR SOLICITING on Trade Show floor.
6. Exhibitor agrees to comply with and be bound by all pertinent laws, rules, ordinances, codes and regulations of municipal or other authorities having jurisdiction over The Westin, Long Beach and the conduct of the Show as well as the rules and regulations of the Apartment Association (AACSC).
7. The conditions, rules and regulations printed herein are made a part hereof and Exhibitor agrees to be bound by each and every one thereof, and the Association shall have the full power in the matter of interpretation, amendment and enforcement when made and brought to the notice of the Exhibitor, shall be and become part of hereof as though duly incorporated herein. No agreement with reference to the matters herein contained shall become a part of hereof, unless fully endorsed hereon.
8. **In case said premises shall be destroyed by fire or elements or in case government intervention or regulation, military activity, strikes, or other circumstances shall make it impossible or inadvisable for the Association to hold the Show at the time and place herein provided, then and thereupon this contract shall terminate and the Exhibitor shall and does hereby waive any claim for damages and compensation, except for the return of the amount paid for space(s) rental and there shall be no further liability on either party.**
9. Installations not approved by the Association are prohibited. Distribution by Exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space(s) occupied by their exhibits. Exhibitor activities may not extend beyond the confines of the

contracted space(s) and cannot block or detour any other exhibitor's right of way to his contracted space(s). **No Exhibitor shall have the right prior to the closing of the Show to dismantle his exhibit.**

EXHIBITOR AGREES THAT THEIR BOOTH WILL BE STAFFED BY AT LEAST ONE ADULT DURING ALL HOURS THE SHOW IS OPEN.

10. Exhibit booths include a 6' ft. table and two chairs. Electricity, carpet, telephone and internet connections are not provided with the booth and are the responsibility of the Exhibitor. Displays cannot exceed 8' ft. in height in the rear of the booth space and side wings are not permitted unless they are less than 3' ft. tall or do not in any way obstruct the view of adjoining booths. In order to give our attendees maximum exposure to all booths, all free-standing solid articles or displays over 4' ft. tall must be placed in the rear of the booth. The Association will prohibit the installation of any exhibit not meeting their approval.
11. All efforts to advertise, promote sales and operate the exhibit must be conducted so as not to trespass the rights of other Exhibitors and visitors. The following are prohibited without written permission: solicitations (in person or by any sound producing process) above the ordinary speaking tone of voice; the operations or distribution of any noise or music making device; and other practice resulting in complaint from an Exhibitor or visitor which, in opinion of the Association, is a trespass of the rights of others or exposes them to annoyance or danger.
12. The Association, its officers or agents are not responsible for any loss, theft, damage by fire or injury of any kind to any person or article. The Association is not responsible for interference with the Show caused by labor disputes. The Association, while taking precautions against loss, will not guarantee against it and is hereby released from any liabilities for injury or damage therefrom.
13. All bunting, draperies, table coverings or other fabrics must be fireproofed before

entering in the decoration of the exhibit. Paper decorations, cut evergreens, or branches are not permitted. Plans for special signs must be submitted for approval by the Association before installation. All work must conform with the standard dimensions fixed by the Association unless approval of variance is secured from the Association.

14. Exhibits must be completely removed by Thursday, October 13, 2022, at 4:00 PM. Removal of goods will be permitted only upon satisfactory evidence that all sums due to the Association have been paid. In the event of failure of the Exhibitor to remove his goods within the time established, the Association may, at its discretion, and at Exhibitor's risk and expense, remove such goods to storage or make such other disposition thereof as it may deem appropriate.
15. **The Association's contract with The Westin, Long Beach prohibits the distribution of food and/or drinks without the express approval of The Westin, Long Beach.** Beverages will be available to all exhibitors in the Green Room from 7:00 am – to 3:00 pm.
16. Exhibitor agrees to be bound by and comply with all terms of the Apartment Association, California Southern Cities' contract with The Westin, Long Beach, which are incorporated herein by this reference.
17. The Association shall have full power to interpret and to make or amend this contract provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor under this contract and shall not operate to increase the liabilities of the Association. All points not covered by these rules are subject to the decision of the Association whose decision is final.
18. The Apartment Association, California Southern Cities and The Westin, Long Beach staff shall have the control over attendance policies at all times.

AACSC 2022 EXHIBITOR CONTRACT, continued

These rules and regulations have been established for an attractive and successful Show. Show Management sets conditions on both sides of this contract and to make the entire Show.

We, the undersigned, hereinafter referred to as Exhibitor Apartment Association, California Southern Cities. In advance of the Show, the agreement terms listed on the areas are leased to the Association. Said specifications

Authorized Signature _____

Print or Type Name _____

Name of Company _____