



Dear NAA Education Conference & Exposition Exhibitors:

On behalf of the National Apartment Association, we thank you for your support of the 2013 NAA Education Conference & Exposition, to be held in San Diego, CA June 19-22, 2013.

NAA strives to improve the registration and housing process for all attendees. As a result, NAA has again appointed J. Spargo & Associates, Inc. (JS&A) as the official registration and housing company for the 2013 NAA Education Conference & Exposition.

We will launch an integrated and user friendly website for both your housing and registration needs on January 9, 2013. This system will allow you to reserve a room block, manage reservations, review your rooming list, and register your company staff within your exhibitor allotment online via the Sponsor/Exhibitor Registration Website. By using the website, you will be able to view exhibitor booth personnel registrations as well to make sure you are not duplicating registrations or hotel reservations.

NAA's official registration and housing bureau, J. Spargo & Associates, will provide services to assist you with your housing needs. After your block is established, each exhibitor will be sent a password and instructions to manage the process online on January 9, 2013. Tina Donnelly will be available to assist you with any hotel reservation needs or concerns until the conclusion of the 2013 Education Conference and Exposition.

Please review this entire package of materials carefully as it contains important information. More detailed information about the meeting will be posted to the NAA website (<http://educonf.naahq.org/>) later this winter. Here are some items of particular importance:

- Sponsor/Exhibitor Registration/Housing will be available online. Companies will be able to see both sponsor and exhibitor allotments and registration lists.
- **Exhibitor Registration and Housing Website Opens on January 9, 2013** - You will be able to access and manage your room block via the Exhibitor Room Block Management Website. This website will allow you to add new reservations, edit and/or cancel existing reservations and request additional rooms if necessary.
- **A one night room and tax deposit will be required for all rooms requested. This deposit is non-refundable.**
- Your housing login information to access your room block online via the room management system will be sent via email within one business day of your room block request.

If you have any questions, please do not hesitate to contact the following:

NAA Housing

Tina Donnelly

Email: tina.donnelly@jspargo.com

NAA Registration

Karen Shipe

Email: karen.shipe@jspargo.com

J. Spargo and Associates, Inc.

11208 Waples Mill Rd., Suite 112

Fairfax, VA 22030

Phone 866-470-7778 or 703-449-6418

Fax 703-631-1167

Available from 8:30 a.m. - 5:00 p.m. EST Monday-Friday

Thank you again for your interest and participation in the 2013 NAA Education Conference & Exposition.

Regards,

Heather Teplitz

Heather Teplitz, CEM

Senior Manager, Exhibits & Sponsorships

Sponsor & Exhibitor Registration Information

Each exhibiting company will receive three (3) complimentary exhibitor booth personnel badges for every 10'x10' booth space purchased (i.e., 10x20 = 6 complimentary exhibitor badges). The fee for additional booth personnel badges is \$99 each.

NAA will review registration lists for each exhibitor. If the quantity of registrations exceeds a reasonable number for your booth size, NAA reserves the right to cancel excess badge registrations. Booth personnel must be employees of the exhibiting company or designated representative of the exhibiting company. NAA will notify the exhibitor regarding the review, and provide an option to modify the number of booth badges prior to cancellation.

Exhibitor Booth Personnel Badges provide access to the NAA Exposition only. This registration category can purchase individual tickets for the NAA Opening Party.

Exhibitor Full Conference badges (you may upgrade your exhibitor booth personnel registration to this category online) provide access to the following:

All NAA Education Sessions; General Sessions; NAA Exposition; Lunches on Thursday and Friday; NAA Opening Party; and Maintenance Mania National Championship

Each Sponsor receives complimentary Full Conference Registration Badges based off your sponsor level:

Diamond – 10
Platinum – 6
Gold – 3
Silver - 1

Exhibitor Full Conference Pricing Structure is as follows:

Exhibitor Member (Company is a member of NAA):

Size of Group

50+	\$275
25-49	\$325
5-24	\$350
1-4	\$400

Exhibitor Non-Member (Company is NOT a member of NAA):

Size of Group

50+	\$375
25-49	\$425
5-24	\$450
1-4	\$500

Please note that while all NAA conference exhibitors/registrants are invited to the exposition and the Education Conference, any exhibitor/attendee/third party who is observed to be soliciting business in the hotel and/or convention center meetings rooms, session rooms, public spaces, aisles of the exhibit hall or in another company/exhibitor's booth, will be removed from the event immediately. Additional penalties will be applied. Violations will be reported by exhibitors/attendees to show management for immediate action. Additional rules and regulations are outlined in the 2013 NAA Education Conference & Exposition Exhibit Booth Contract.

Sponsor and Exhibitor Registration Policies and Procedures

The Sponsor and Exhibitor Registration website will open on January 9, 2013. You may access the website by visiting <http://educonf.naahq.org/>. All sponsor and exhibitor registrations will be processed online.

Use your unique user name and password to access the sponsor and exhibitor registration website to register your sponsor/exhibitor booth personnel. You will be required to provide names, titles, and the type of registration applicable to each registrant (exhibitor within allotment, exhibitor over allotment - fee of \$99 each) or upgrade to full conference (see rate schedule). If applicable, full payment will be due at the time of registration.

Substitutions and name changes can be made online until June 10, 2013. After this date all changes must be made onsite and are subject to a \$25 administrative fee. **Complete contact information** will be required for each registrant including full address, email address, phone, fax and registrant profile information. Registration records that have not been completed properly will be considered incomplete and badge will not be issued. Please note that email addresses must be unique for each registrant in your group. Email addresses used more than once will be identified as a duplicate and will prevent you from completing the registration.

Distribution of Meeting Materials

Badges will not be mailed in advance to sponsors and exhibitors. Sponsor/Exhibitor Company Contacts will have the option to schedule an appointment to pick up all company badges onsite or to have the individuals pick up their own badges.

Sponsor/Exhibitor Appointments will begin onsite on June 18, 2013. Onsite, Sponsor/Exhibitor Company Contacts with appointments may register additional attendees, make name changes and badge corrections while avoiding long lines during the main registration hours.

Sponsor/Exhibitor Company Contacts who pick up meeting materials are responsible for distributing materials to registrants who are part of their group. Badges will not be reprinted for individuals who have not received their materials from the Exhibitor Company Contact. These individuals will be instructed to contact their Exhibitor Company Contact to receive their materials.

Sponsors and Exhibitor Housing Policies and Procedures

All sponsor and exhibiting companies have access to reserve a block of rooms online. After your room block is created, you will receive an email confirmation of your room block. **Payment of a one (1) night's room and tax non-refundable deposit is required to reserve you requested room block.** You may choose to enter one credit card for all room deposits within your block or you may enter a separate credit card for each individual as you enter their reservation.

Beginning January 9, 2013, exhibitors may request blocks of rooms online. Within one (1) business day of a request, exhibitors will receive login information to access their room blocks online via the room management system. The online tools will allow exhibitors to manage reservations for each person in their group. Once you have logged into the room block management system you will be able to enter names, arrival/departure dates. You will receive a confirmation via email after each individual is entered into the room management system.

Beginning December 19, 2012, J. Spargo & Associates will start working on **sponsor** room blocks with **sponsor** companies who have submitted their signed commitment forms.

Sponsor and Exhibitor room blocks must be utilized by Friday, April 19, 2013. A room is not considered utilized until it is assigned to a specific individual. Any rooms not utilized by April 20, 2013 will be removed from your room block and released for general sale.

NOTE: After April 20, 2013 any room cancelled will forfeit the pre-paid non-refundable one (1) night's room/tax deposit.

Sponsor and Exhibitor Room Deposit/Cancellation/Change Policy

The credit card(s) provided will be charged a non-refundable a one night room and tax deposit by the hotel on or about **May 31, 2013** for each room in your room block. The payment of the non-refundable deposit must be received by April 19, 2013 or your room block and reservations will be released.

Should you choose to cancel any rooms from your block after **April 20, 2013** by 11:59 pm PST, you will forfeit the one night room and tax deposit.

If you need to change any part of your hotel reservation prior to **June 7, 2013** please send an email to naahousing@jspargo.com. After **June 10, 2013**, please contact your assigned hotel directly to make changes to your hotel reservation.

If you need to cancel your hotel reservation, please send an email to naahousing@jspargo.com. Beginning **June 10, 2013**, please contact your assigned hotel directly to cancel your reservation, please be sure to obtain a cancellation number.

If at any time you have any issues or questions with your room block or the online room block management system, please send an email to naahousing@jspargo.com or call 866-470-7778.

2013 NAA Education Conference & Exposition Exhibitor & Sponsor Hotel Room Blocks-

San Diego Marriott Marquis & Marina	\$249/night
Hilton San Diego Bayfront	\$235/night
Manchester Grand Hyatt	\$239/night
Omni San Diego	\$215/night
Hilton San Diego Gaslamp (not open to Sponsors)	\$199/night
San Diego Marriott Gaslamp	\$199/night
Hotel Solamar (not open to Sponsors)	\$189/night
Hard Rock Hotel (not open to Sponsors)	\$219/night

If you have any questions, please do not hesitate to contact the following:

NAA Housing

Tina Donnelly

Email: tina.donnelly@jspargo.com

NAA Registration

Karen Shipe

Email: karen.shipe@jspargo.com

J. Spargo and Associates, Inc.

11208 Waples Mill Rd., Suite 112

Fairfax, VA 22030

Phone 866-470-7778 or 703-449-6418

Fax 703-631-1167

Available from 8:30 a.m. - 5:00 p.m. EST Monday-Friday

Important Dates

- January 9, 2013 **Exhibitor Room Block and Registration Website Opens**
Exhibitors will need their unique user names and passwords to access the management websites.
- April 19, 2013 **Sponsor and Exhibitor Room Blocks Deposits Due**
The pre-paid non-refundable one night room/tax per room deposit is due. Deposits will be collected online this year! You may choose to enter one credit card for all room deposits within your block or you may enter a separate credit card for each individual as you enter their reservation.
- April 20, 2013 **Unused Rooms within Sponsor and Exhibitor Room Blocks Released**
Exhibitor room blocks must be utilized by Friday, April 19, 2013. A room is not considered utilized until it is assigned to a specific individual. Rooms not utilized by April 20, 2013 will be removed from your room block and released for general sale. NOTE: After April 20, 2013 any room cancelled will forfeit the pre-paid non-refundable one (1) night's room and tax deposit.
- May 15, 2013 **Registration cancellations – All requests for registration cancellations must be received in writing by the NAA Registration & Housing Bureau.**
Exhibitor Booth Personnel – Over Allotment: No refunds will be permitted for booth personnel badges purchased overallotment
Exhibitor Full Conference: All cancellations are subject to a \$150 administration fee. Cancellations received by 11:59pm PST on February 1, 2013 will receive a full refund minus the administration fee. Cancellations received by 11:59pm PST on May 15, 2013 will receive a 50% refund (administration fee not applied). **No refunds will be permitted after May 15, 2013.**
- June 7, 2012 **Sponsor and Exhibitor Housing Deadline:** All reservation changes or cancellations must be received by 11:59 p.m. PST, June 7, 2013.
- June 10, 2013 **Deadline for Registration Name Changes and Substitutions:** All name changes must be processed online by 11:59pm PST on June 10, 2013. After this date all name changes must be processed onsite and are subject to a \$25.00 administrative fee.
- June 18-20, 2013 **Sponsor and Exhibitor Badge/Meeting Material Pick-up Appointments**
Please note that no sponsor or exhibitor badges will be mailed. Badges may be picked up by the main exhibitor point of contact or by individuals. You will be prompted to choose your badge delivery method during the online registration process.
- June 19-22, 2013 **2013 NAA Education Conference & Exposition, San Diego Convention Center, San Diego, CA**