

2009 NAA STUDENT HOUSING CONFERENCE & EXPOSITION



**NAA Presents
Its Second Annual
Student Housing
Conference & Exposition**

Feb. 2-4, 2009

**The Venetian Palazzo
Hotel Resort
Las Vegas, Nevada**

If you are involved or interested in student housing management, this conference will provide the tools and tips you need to succeed in this lucrative niche market.

This conference will feature two full days of informative sessions and experienced speakers. Visit the trade show floor and meet with more than 100 student housing suppliers!

Graduate Sponsors



Undergraduate Sponsors



Register by Jan. 2, 2009 to save!

For session descriptions, housing information and to register online, visit www.naahq.org/events/shc.

GENERAL SESSION HIGHLIGHTS

DON'T MISS THESE EXCITING SESSIONS AND VALUABLE INSIGHTS ABOUT THIS UNIQUE MARKET.

Feb. 3, 2009

9:00 a.m. - 10:30 a.m.
Opening General Session
Student Housing Executive Panel



M. Peter



B. Bayless



M. Mouron



J. Short



T. Trubiana

10:45 a.m. - 11:45 a.m.
General Session
Key Industry Research Findings



C. Lee

2:00 p.m. - 3:00 p.m.
General Session
*Sticky Marketing
for Picky Students*



K. Good



C. Van Zandt



T. Blake

4:30 p.m. - 5:30 p.m.
General Session
*The University Perspective:
How to Foster Effective Working
Relationships with Universities*



D. Jones



C. Moody



J. Hintz



N. Kilroy

Feb. 4, 2009

10:00 a.m. - 11:30 a.m.
General Session
*Neil Howe, author of
"The Millenials Go to College"*



N. Howe

4:15 p.m. - 5:15 p.m.
Closing General Session
*The Student in Crisis and Crisis
Management: Reflections in the
Wake of Tragic Events at
Virginia Tech*



R. Ferraro

2009 NAA STUDENT HOUSING CONFERENCE

ATTENDEE REGISTRATION FORM



PART 1

FIRST NAME _____

LAST NAME _____

NICKNAME _____

DESIGNATION(S) _____

TITLE _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

EMERGENCY CONTACT _____

CHECK HERE IF YOU ARE A MEMBER OF YOUR LOCAL ASSOCIATION

LOCAL APARTMENT ASSOCIATION NAME _____

PRIMARY JOB TITLE/FUNCTION

- OWNER/PRESIDENT/PRINCIPAL REGIONAL SUPERVISOR/MGR.
- PROPERTY MANAGER (ONSITE) LEASING CONSULTANT/DIRECTOR
- MAINTENANCE PROFESSIONAL
- OTHER _____

VICE PRESIDENT/MGMT. EXEC.
Cancellation Policy

All cancellation requests must be submitted in writing and mailed or faxed to:
Meetings Department
National Apartment Association
4300 Wilson Blvd., Suite 400
Arlington, VA 22203
Fax: 703/248-9440

Deadlines for Cancellations and Requests

- By Dec. 19, 2008 100% refund*
- By Jan. 5, 2009 50% refund*
- After Jan. 5, 2009 No cancellations accepted/No refunds given
- *All cancellations subject to a \$50 administrative fee

Special Needs

NAA complies with the Americans with Disabilities Act. In order to accommodate any special needs, please include your request with your registration form or contact NAA at 703/518-6141, ext.130.

Hotel Information
The Venetian Palazzo Hotel Resort
3325 Las Vegas Blvd. South
Las Vegas, NV 89109
877/283-6423
Group Rate: \$209 plus tax/night
Hotel Cut-Off Date:
Monday, Jan. 5, 2009

PART 2

ATTENDEE REGISTRATION COST*

REGISTER

Standard: Nov. 1, 2008 – Feb.1, 2009: \$500

Late: Feb. 2, 2009 – onsite: \$600

REGISTRATION INCLUDES:

- Welcome Reception on Monday
- Access to all general sessions and education sessions
- Access to the trade show floor on Tuesday and Wednesday
- Continental Breakfast on Tuesday and Wednesday
- Lunch on Tuesday and Wednesday

* This registration form is for non-exhibitors only. If you are an exhibitor and are upgrading to a full conference registration, you must use the Exhibitor Registration Form.

PART 3

TOTAL \$ _____

PAYMENT INFORMATION

- CHECK ENCLOSED
- VISA
- MASTERCARD
- AMERICAN EXPRESS

SIGNATURE _____

CARDHOLDER'S NAME _____

CARD NUMBER _____ EXP. DATE _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOW TO REGISTER

ONLINE www.naahq.org

BY MAIL MEETINGS DEPARTMENT
NAA STUDENT HOUSING CONFERENCE
4300 WILSON BLVD., SUITE 400
ARLINGTON, VA 22203

BY FAX 703/248-9440

NAA USE ONLY

AMOUNT PAID \$ _____

DATE PROCESSED ____/____/____

Interested in Exhibiting at or Sponsoring the 2009 Student Housing Conference & Exposition?

Exhibit Space

Member Rate

\$1,000 for Booth Space (80 sq. ft.)

Non-Member Rate

\$1,500 for Booth Space (80 sq. ft.)

Booth Size: 8' x 10' (80 sq. ft.)

Exhibitors can book multiple booths.

Booth Includes: Draped table, two chairs, a company sign and directory listing. Exhibit floor is already carpeted.

Exhibit or Sponsorship Questions?

Please visit the 2009 Student Housing Conference Exhibitor Information page or contact Justin Barker at 703/518-6141 Ext. 129 or justin@naahq.org; or John Murray at 703/518-6141 Ext. 131 or john@naahq.org.

Become a "Graduate" or "Undergraduate" Sponsor!

"Graduate" or "Undergraduate" Sponsors receive company logo on all the direct mail information, acknowledgement from the podium and throughout the Conference, on the hotel signage, on the NAA Web site, and much more.

Great exposure at a great value!

National Apartment Association
4300 Wilson Boulevard, Suite 400
Arlington, VA 22203
703/518-6141

2009 NAA STUDENT HOUSING CONFERENCE BOOTH SPACE APPLICATION

PART 1

COMPANY NAME (as you wish it to appear in promotional materials)

PRIMARY CONTACT NAME (to receive all show information)

TITLE

ADDRESS

CITY STATE ZIP

PHONE (include area code) FAX

E-MAIL ADDRESS (for show management only)

Is Your Company: An NAA Member Yes No Affiliate _____

Is Your Company: An NSC Member Yes No Interested In Becoming

Type of Products/Services to be Displayed _____

PART 2

BOOTH FEES

Booths may be purchased in increments of 8'(deep)x10'(wide) / 80 sq. ft. of space. Prices listed are for an 8'x10' / 80 sq. feet of space. Each 8'x10' space will include a draped table and two chairs. Exhibit floor is already carpeted. Each exhibitor will receive a complimentary company sign and directory listing. For booth personnel registration, please refer to the exhibitor registration form.

Member rate \$1,000.00

Non-member rate \$1,500.00

PART 3

EXHIBIT LOCATION PREFERENCE

1st Choice _____ 2nd Choice _____ 3rd Choice _____

• Please note all preferences are considered but not guaranteed.

Please try not to assign our booth near the following companies:

Show Management will notify you of your booth assignment by return mail, fax, or e-mail. Booths will not be assigned until payment is received in full. All assignments are made according to the order in which the contracts are received. Contracts must be accompanied by 100% payment and completed in full to be processed.

I HAVE READ AND UNDERSTAND THE
RULES AND REGULATIONS OF THE
2009 NAA STUDENT HOUSING CONFERENCE
(on back of this contract)

PART 4

PAYMENT INFORMATION

- CHECK ENCLOSED
- VISA
- MASTERCARD
- AMERICAN EXPRESS

SIGNATURE

CARDHOLDER'S NAME

CARD NUMBER EXP. DATE

BILLING ADDRESS

CITY STATE ZIP

RETURN TO

Sales Department
NAA Student Housing Conference
4300 Wilson Blvd., Suite 400
Arlington, VA 22203
703/518-6141
FAX 703/248-9441
sales@naahq.org
www.naahq.org

NAA USE ONLY

AMOUNT PAID \$ _____

DATE PROCESSED ___/___/___

ID# _____

BOOTH # _____

- CLOSE BATCH
- EXCEL
- IMIS
- EXHIBIT KIT

Signature: _____

Date: _____

Signature on application signifies that the company representative has read and agrees to the 2009 NAA Student Housing Conference Rules & Regulations.

