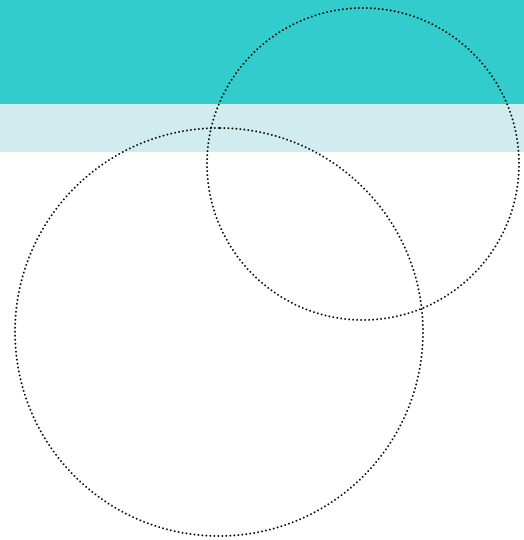


**2010**Friday November 19  
Mohegan Sun  
Convention Center**Annual Tradeshow and Nutmeg Awards****CTAA****2010 Annual  
Tradeshow & Nutmeg Awards**  
Mohegan Sun Casino, Uncasville, CT  
November 19, 2010

*Dear Associate Member/Vendor:*

*The Connecticut Apartment Association is proud to introduce to you our 2010 Eighth Annual Tradeshow. The line up for this year is truly impressive. We went above and beyond to bring the level of quality much higher than we even dreamed. We have a phenomenal array of national speakers that are designed to draw higher attendance and diversity.*

*Please review the enclosed opportunities. You will find that we are offering a much higher level of exposure on many of our sponsorships. Some sponsorships will include booth discounts. We're offering opportunities for branding, advertising, stage time to address the crowd, and distribution of promotional goods.*

*Between the huge growth of the show and our expanded marketing opportunities, I know you will find tremendous value in choosing a sponsorship that will fit your business agenda.*

*Ela Lagasse, President  
Connecticut Apartment Association*

*Robert Chesson, Esq.  
Tradeshow Committee Chair  
Connecticut Apartment Association*

## **Platinum Sponsors - \$3,750**

Our most influential sponsorship opportunity providing you with **top recognition** throughout the event and the opportunity to establish **widespread branding** and **powerful positioning**.

### **Impact Benefits**

**Booth discount** - A 25% discount on your booth purchase.

**First Pick of Booths** - You will have the first pick of booth locations (*first come first served among Platinum Sponsors*) prior to 9/10/10.

### **Branding Opportunities**

- Your Logo on the registration bags distributed to all participants
- Free Standing Banner at Registration Table (sponsor to provide)
- Your Logo in program book and pre-event mailings (Platinum placement)
- Recognition on the CTAA website
- Recognition in our CTAA E-Newsletter

**Informational Distribution** - Opportunity to place two promotional items in registration bags distributed to all participants.

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

### **Platinum Status and Courtesy**

- Complimentary drinks for you and your team at the pre-show cocktail reception
- Reserved seating at other seminars upon request
- Reserved seating at the Nutmeg Rewards Cocktail Reception

## **Gold Sponsors - \$2,500**

This influential sponsorship opportunity provides you with **high recognition** throughout the event and the opportunity to establish **extensive branding** and **powerful positioning**.

### **Impact Benefits**

**Booth discount** - A 15% discount on your booth purchase.

**First Pick of Booths** - You will have the first pick of booths after Platinum Sponsors (*first come first served among Gold Sponsors*) prior to 9/10/10.

### **Branding Opportunities**

- Signage at lunch
- Your logo in program book and pre-event mailings (Gold placement)
- Recognition on the CTAA website
- Recognition in our CTAA E-Newsletter

**Informational Distribution** - Opportunity to place two promotional items in registration bags distributed to all participants.

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

**Gold Status and Courtesy** - As a Gold Sponsor, you will receive other benefits such as

- Complimentary drinks for you and your team at the pre-show cocktail reception
- Reserved seating at other seminars upon request
- Reserved seating at the Nutmeg Rewards Cocktail Reception

## **Silver Sponsors - \$1,000**

This opportunity provides you with **strong recognition** throughout the event and the opportunity to **establish solid branding** and **powerful positioning**.

### **Impact Benefits**

**First Pick of Booths** - You will have the first pick of booths after Platinum and Gold Sponsors (*first come first served among Silver Sponsors*) prior to 9/10/10.

### **Branding Opportunities**

- Signage at Breakfast
- Your Logo in program book and pre-event mailings (Silver placement)
- Recognition on CTAA Website
- Recognition in our CTAA E-Newsletter.

**Informational Distribution** - Opportunity to place one promotional item in registration bags

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

**Silver Status and Courtesy** - As a Silver Sponsor, you will receive other benefits such as:

- Reserved seating at the Nutmeg Rewards Cocktail Reception

## **Keynote Sponsor - \$2000.00**

This opportunity provides you with **strong recognition** throughout the event and the opportunity to **establish solid branding** and **powerful positioning**.

This exclusive sponsorship provides you with the following opportunities:

- Opportunity to Introduce the Speaker
- Reserved Seating at the Keynote Seminar
- Signage on Each Table at the Keynote Seminar
- Signage at Entrance of the Keynote Seminar
- Logo on Website
- Logo on Pre-Event Mailings and Emails
- Recognition in the Program Book
- Recognition in CTAA's E-Newsletter

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

## **Seminar Raffle Prize Sponsor - \$100 per seminar**

- Recognition in the Program Book
- Company name announced at one of three seminar door prize giveaways. (Does not include the keynote seminar)

**Or your company can sponsor all three seminar raffle prizes for \$300**

## **Lanyard Sponsor**

This sponsorship opportunity provides you with a **Great Branding Opportunity** throughout the event.

- Sponsor to provide 750 customized lanyards with clips for distribution to all attendees. *To be provided by October 15, 2010*

## **Seminar Sponsor - \$875**

This sponsorship opportunity provides you with a **great recognition** throughout the event and the opportunity to **establish branding** and **strong positioning**.

### **Impact Benefits**

#### **Branding Opportunities**

- Your Logo in program book and pre-event mailings
- Your Logo on signage at **all three** seminars
- Recognition on our CTAA website
- Recognition in our CTAA E-Newsletter.

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

**Courtesy** - As a Seminar Sponsor, you will have the opportunity to place marketing material at the seminar.

## **Other Sponsorship Opportunities**

### **Nutmeg Awards Cocktail Reception - \$2,000**

This is a great opportunity to end the day with a **final address** to the **entire tradeshow audience** and to continue to **sell your brand** with additional **logo/signage placement**.

**Stage Time** – Another of the valuable benefits we are offering...

- Opportunity to address the entire multi-family tradeshow audience for one minute with final thank you message, special company announcements, etc.
- Following the one-minute address you will introduce the CTAA President who will give closing remarks and present the Nutmeg Awards.

#### **Branding Opportunities**

- Signage at the Cocktail Reception
- Recognition on the CTAA Website
- Recognition in our CTAA E-Newsletter

**CTAA Recognition** - You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

#### **Sponsorship Status and Courtesy**

- Reserved table at the Nutmeg Rewards Cocktail Reception

### **Pre Tradeshow – Cocktail Reception - \$1,500**

This is a great opportunity to be the first to **establish your branding campaign** at the tradeshow and **address your audience** in a **less formal environment**.

#### **Branding Opportunities**

- Signage at the Pre Tradeshow Cocktail Reception
- Your logo on cocktail napkins at the reception
- Recognition on CTAA Website
- Recognition in our CTAA E-Newsletter

**CTAA Recognition** – You will receive a special thank you and gift at the Nutmeg Awards Cocktail Reception and your picture will be taken with the CTAA President.

#### **Sponsorship Status and Courtesy**

- Complimentary drinks for you and your team at the Pre-Tradeshow Cocktail Reception

# Maintenance Mania Sponsorships



## Race Car Event Sponsor - \$750

### Impact Benefits

**Branding Opportunities** - Logo on sign at race & Logo on Maintenance Mania e-ticklers.

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Blind Tool I.D. Competition Table - \$350

### Impact Benefits

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Faucet Installation Competition Table - \$350

### Impact Benefits

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## GE Appliance Repair Competition Table - \$350

### Impact Benefits

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Fire Safety Installation Competition Table - \$350

### Impact Benefits

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Lockset Installation Competition Table - \$350

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Wire Screen Repair Competition Table - \$350

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

## Toilet Repair Competition Table - \$350

**Branding Opportunities** - Logo on sign at table & logo on Maintenance Mania e-ticklers

**Networking Opportunities** - Opportunity to speak with all competitors by judging the competition

We invite all sponsors to attend the preshow and nutmeg cocktail receptions and any seminars they choose to sponsor, however sponsors are only allowed on the tradeshow floor if they purchase a booth.

For more information on the above opportunities or to reserve your sponsorship, please contact:

**Valerie Stolfi at the CT Apartment Association**  
**330 Main Street, 3rd Floor, Hartford, CT 06106**  
**Phone: 860.722.9922 Fax: 860.541.6484**

[www.ctaahq.org](http://www.ctaahq.org)