

20th Annual Arizona Self-Storage Conference

September 26-27, 2018

Exhibiting Sponsorship Package - Revised

Conference Overview

- Everything takes place in the Showroom of the Wild Horse Pass Hotel & Casino, Chandler, Arizona. Exhibiting Sponsor response last year was so positive that we are using the same model again this year, with improvements based on evaluation responses. There will be NO separate trade show floor.
- **Dedicated exhibit time has been added in the middle of the day during the Owners Summit.**
- Exhibit space is only available with sponsorship.
- Exhibits will be accessible to attendees all day both days, not just during dedicated exhibit time.
- Exhibit space is designed to afford all participants full visibility, so that:
 - Sponsors and their exhibits are visible and visited all day both days as attendees enter, exit, take breaks, get snacks, get and eat meals, etc.;
 - The stage is visible to sponsors as well as attendees, enabling all involved to benefit from presentations and training (except for the new Limited Sponsorships, see details on page 6).
 - We are exploring how to improve lighting in exhibit area.
- Offering everything in the same space means there will be fewer exhibiting sponsors, which will maintain the excellent the ratio of owner/operators to vendors achieved in 2017. It also means everything will be tighter, so specifications for each sponsorship and exhibit type apply.
 - In addition to the price of sponsorship, a refundable deposit of \$250 will be required of each sponsor, to be returned if exhibits are broken down after the conference is over at 4:15 p.m. on Sept. 27, 2018.
 - If Exhibiting Sponsors want to participate on only 1 day, the price remains the same, but they may break down their exhibits after the reception on the first day. Any unoccupied space will be re-sold and/or otherwise utilized throughout the rest of the conference.
- Vendors who want to attend instead of sponsoring will be subject to surcharge pricing in order to protect the benefits we are offering our exhibiting sponsors. This rate exceeds the lowest sponsorship rate. We highly suggest that vendors sponsor rather than attend. Non-sponsor vendors WILL NOT be allowed to distribute marketing materials in the showroom or use the meeting space designated for sponsors to meet with clients.
- Please make purchases online at www.AZSelfStorage.org.

Agenda (subject to change as agenda is further developed)

Golf – Tuesday, September 25, 11 am – 7 pm

12-9 pm Exhibit set up

Owners Summit – Wednesday, September 26

6-8:30 am Exhibit set up

9 am-4:30 pm Presentations and dedicated exhibit time during the day; exhibits available to attendees throughout the day

4:30 -6:30 pm Reception with entertainment among exhibits throughout the Showroom; Exhibiting Sponsors' VIPs invited

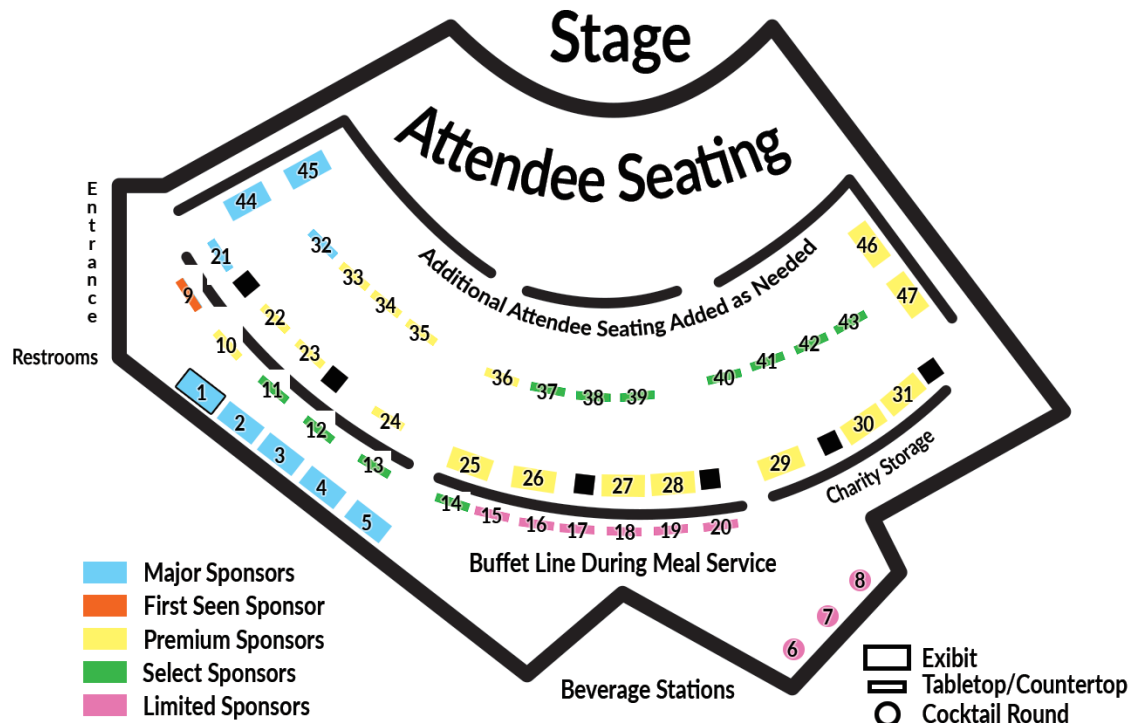
Operational Symposium – Thursday, September 27

8 am-4:15 pm Presentations and dedicated exhibit time during the day; exhibits available to attendees throughout the day

4:15-6 pm Exhibit breakdown

20th Annual Arizona Self-Storage Conference September 26-27, 2018

Floor plan



Exhibiting Sponsorships

Last year's Title, Promo, and Major Sponsors exercised their right of first refusal by January 19, 2018, to continue their sponsorships with the same space or request a different space, if available.

- Title Sponsor: Deans & Homer, \$5,000 with Space #1 – confirmed for 2018
- Promotional / Major Sponsor: Mini Storage Messenger / MiniCo Insurance, \$5,000 with Space #44 – confirmed for 2018
- 2017 Major Sponsors: \$3,500 with best exhibit locations, blue spaces on floor plan. 2 Major sponsorships remain.
 - Broken Arrow Roofing (#4) – confirmed
 - Chateau Products (#2) – confirmed
 - MiniCo Insurance (#44) – confirmed
 - Sun Valley Solar (#32) – confirmed
 - U-Haul Web Self Storage (#45) – confirmed
 - Extra Space (#3) – confirmed

20th Annual Arizona Self-Storage Conference September 26-27, 2018

- First Seen Sponsor: \$2,500 with Space #9
- Premium Sponsors: \$1,500 with choice of yellow spaces
- Select Sponsors: \$1,000 with choice of green spaces
- Limited Sponsors: \$500 with choice of pink spaces

There are 3 different types of exhibit space: Exhibits, Table Tops, and Counter Tops

Spaces and Prices

Space #	Sponsor Type	Cost	Space Type	Space #	Sponsor Type	Cost	Space Type
1	Title Sponsor	\$5,000	Exhibit	24	Premium Sponsor	\$1,500	Table Top
2	Major Sponsor	\$3,500	Exhibit	25	Premium Sponsor	\$1,500	Exhibit
3	Major Sponsor	\$3,500	Exhibit	26	Premium Sponsor	\$1,500	Exhibit
4	Major Sponsor	\$3,500	Exhibit	27	Premium Sponsor	\$1,500	Exhibit
5	Major Sponsor	\$3,500	Exhibit	28	Premium Sponsor	\$1,500	Exhibit
6	Limited Sponsor	\$500	Cocktail Round	29	Premium Sponsor	\$1,500	Exhibit
7	Limited Sponsor	\$500	Cocktail Round	30	Premium Sponsor	\$1,500	Exhibit
8	Limited Sponsor	\$500	Cocktail Round	31	Premium Sponsor	\$1,500	Exhibit
9	1st Seen Sponsor	\$2,500	Counter Top	32	Major Sponsor	\$3,500	Table Top
10	Premium Sponsor	\$1,500	Counter Top	33	Premium Sponsor	\$1,500	Table Top
11	Select Sponsor	\$1,000	Counter Top	34	Premium Sponsor	\$1,500	Table Top
12	Select Sponsor	\$1,000	Counter Top	35	Premium Sponsor	\$1,500	Table Top
13	Select Sponsor	\$1,000	Counter Top	36	Premium Sponsor	\$1,500	Table Top
14	Select Sponsor	\$1,000	Counter Top	37	Select Sponsor	\$1,000	Table Top
15	Limited Sponsor	\$500	Counter Top	38	Select Sponsor	\$1,000	Table Top
16	Limited Sponsor	\$500	Counter Top	39	Select Sponsor	\$1,000	Table Top
17	Limited Sponsor	\$500	Counter Top	40	Select Sponsor	\$1,000	Table Top
18	Limited Sponsor	\$500	Counter Top	41	Select Sponsor	\$1,000	Table Top
19	Limited Sponsor	\$500	Counter Top	42	Select Sponsor	\$1,000	Table Top
20	Limited Sponsor	\$500	Counter Top	43	Select Sponsor	\$1,000	Table Top
21	Major Sponsor	\$3,500	Table Top	44	Major Sponsor	\$3,500	Exhibit
22	Premium Sponsor	\$1,500	Table Top	45	Major Sponsor	\$3,500	Exhibit
23	Premium Sponsor	\$1,500	Table Top	46	Premium Sponsor	\$1,500	Exhibit
				47	Premium Sponsor	\$1,500	Exhibit

20th Annual Arizona Self-Storage Conference

September 26-27, 2018

Sponsorship Benefits

Benefits for all Exhibiting Sponsors include:

- 2 people with access to all events on September 26 and 27, including meal and drink tickets
- Electricity upon request, at no additional cost
- Logo in sponsor video, shown throughout the 2-day conference
- Sponsor Material in Attendee Handouts – 1 page inserts supplied by sponsor in attendee tote bags
- Full page door prize entry in printed program to use for promotion during the conference
- On-stage announcement of door prize winners, after lunch on Sept. 27

Title Sponsor – Deans & Homer (space #1 confirmed)

- First choice of exhibit space
- 2 Minute Presentation by Sponsor at Opening Session
- Logo on name badges
- All Major Sponsor benefits shown below

Promotional Sponsor / Major – Mini Storage Messenger / MiniCo Insurance (space #44 confirmed)

- First choice of exhibit space after Title Sponsor
- All Major Sponsor benefits shown below

Major Sponsors – 7 spaces

- Choice of best exhibit spaces after Title & Promo Sponsors, marked in blue on floor plan
- On-stage introductions both days of conference
- Pre- and post-conference promotion, with logo on brochures, postcards, name badges, conference slide show, event posters, eBlasts, website ads, other promotional material
- Recognition in newsletter, *Behind Closed Doors*
- Recognition in all ads in trade publications such as *Mini-Storage Messenger*, *ISS*, *SSA Globe*
- Additional drink tickets to give attendees

First Seen Sponsor – 1 space

- Space #9
- All benefits listed on top of page

Premium Sponsors – 17 spaces

- Choice of yellow exhibit spaces
- All benefits listed on top of page

Select Sponsors – 11 spaces

- Choice of green exhibit spaces
- All benefits listed on top of page

Classic Sponsors – 9 spaces

- Choice of pink exhibit spaces
- All benefits listed on top of page, except exhibit space cannot be staffed during meal service

20th Annual Arizona Self-Storage Conference

September 26-27, 2018

Specifications

1. Space:

- a. These specifications are in place to ensure that all attendees and sponsoring exhibitors have good visibility of the whole exhibit space and stage as they walk around the Showroom.
- b. Set up and break down times are strict: All exhibits must be set up by 8:30 a.m. on Wednesday, September 26; breakdown may not start until 4:15 p.m. on Thursday, September 27. Please plan accordingly. Exhibitors breaking down early will forego the \$250 deposit.
- c. Spaces by type and price are marked on the floor plan and defined on the space list. Spaces will be assigned as Exhibiting Sponsors' payments are received.
- d. All space includes electricity if you request it.
- e. Conference staff will direct traffic to encourage attendees to walk through exhibit areas to access seating, meals, bar, restrooms, etc., as much as possible. Throughout both days, Conference MCs will encourage attendees to visit the exhibits and enter drawings for door prizes.
- f. Exhibiting sponsors may not sublet, assign, or share any part of space allocated to them without the written consent of AZSA. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the hotel facilities. Any company not assigned space is prohibited from hosting hospitality suites or displaying or distributing materials at the hotel.

2. Exhibit Types:

a. Full Exhibits:

- 1) Numbered and marked as either blue or yellow rectangles on the floor plan, these full exhibits can accommodate banner stand displays, pop up and backwall displays, and table top displays.
- 2) Space for full exhibits is allocated the same way we allocate space for a 3' x 6' table top display, with an approximately 6' x 6' footprint. Contact AZSA with specific questions about whether your display will fit in the space you select.
- 3) Spaces normally come with a 6' x 3' table and 2 chairs, but you can request a cocktail round and 2 barstools instead.
- 4) Some spaces are conducive to island displays and accessories. Contact AZSA with specific questions about your display.

b. Table Tops:

- 1) Numbered and marked as colored dashes on the floor plan, these are 6' x 3' draped tables, standard table height
- 2) 2 chairs
- 3) Table top displays only – no banners, pop ups, backwall displays, etc.
- 4) Signage height restriction: 14" from table top
- 5) Upon request, the 6' x 3' table can be replaced with 1 cocktail round

c. Counter Tops (except Limited Sponsorships – see below):

- 1) Numbered and marked as colored dashes on the floor plan, these are 4' of counter space along back counter in Showroom, 18" deep and standard counter height (same height as a cocktail round)
- 2) Up to 2 bar stools upon request.
- 3) Counter/table top displays only – no banners, pop ups, backwall displays, etc.
- 4) Signage height restriction: 11" from counter top (not the shelf above & behind the counter)

20th Annual Arizona Self-Storage Conference

September 26-27, 2018

- d. **Limited Sponsorships** with Counter Tops (#15-20) or Cocktail Rounds (#6-8)
 - 1) Numbered and marked with pink dashes or circles on either side of the buffet line, as shown on the floor plan, Limited Sponsorships are either counter tops or cocktail rounds. These exhibits will be accessible throughout the conference BUT they cannot be staffed during meal service, to allow traffic to flow through the buffet lines. These spaces do not necessarily have a clear line of sight to the stage.
 - 2) Spaces 15-20 are counter tops and all the specs above apply; they cannot have bar stools, due to traffic flow restrictions.
 - 3) Spaces 6-8 are cocktail rounds. Height limits do not apply because these exhibits are in the back of the showroom. A pop up banner may be used instead of a cocktail round upon request (there is not enough space for both). One bar stool can be placed behind the cocktail round or in front of the pop up, if it is against the back wall.

3. Floor plan, traffic flow, and other issues:

- a. Floor plan is approximate.
- b. Space appearing empty is used to staff the event and is not available for exhibits (i.e., service aisles, elevators, storage areas, walk ways, etc., none of which are marked on this floor plan).
- c. The 6 black squares appearing in line with spaces 21-31 on the floor plan are weight bearing columns.
- d. Attendee seating will be in the lower section closest to the stage, as shown on the floor plan, with theater style seating on the exhibit level added as needed after seating closest to the stage is filled in.
- e. Entrance/exit – only 1 as marked.
- f. Restrooms – only in 1 location, near entrance.
- g. Meals
 - a. Buffet – Ticketed meals will be served buffet style in the back of the Showroom, as indicated on the floor plan.
 - b. Meal seating – will be in the attendee seating areas.
- h. Bar – beverage service will be from the built-in bar in the back of the Showroom throughout the conference, including reception, Wednesday, September 26.
- i. Cocktail rounds – will be placed among exhibits as space permits; any exhibit space not occupied by Exhibiting Sponsors will be replaced with cocktail rounds.
- j. VIP passes – will be available for Exhibiting Sponsors to give to owner/operators (only) for \$100 each.
- k. Sponsor seating: Please do not sit in attendee seating areas, as we expect these to be completely filled with attendees.
- l. Lighting and sound:
 - a. During meals, arrival/departure times, before, after, and between presentations: Exhibit space will be fully lit and attendees will be encouraged to visit exhibits.
 - b. During presentations: Lighting in the exhibit area will be dimmed during presentations. Since we are all in the same space, we ask that conversations during presentations be taken outside the Showroom. To facilitate this, meeting space in Reflections Bar and in a separate room (Ocotillo) will be provided for exhibiting sponsors to meet with clients throughout both days of the conference.

4. Please make purchases online at www.AZSelfStorage.org.