

Multifamilypro's
Executive Brainstorming Sessions™ 2012

PARTNERSHIP PROSPECTUS



EXPERIENCE

Rio All-Suite Hotel & Casino
Las Vegas, Nevada
November 7-9, 2012

Become an Executive Brainstorming Partner!

Multifamilypro's Executive Brainstorming Sessions are renowned for bringing together the highest decision-makers from throughout our industry in an environment that's especially designed to promote the open sharing of ideas and resources. As a partner in the event, your company will have a matchless opportunity to be visible to the leading multifamily executives who are empowered to make your products and services part of their companies' plans for success in 2012 and beyond.



Several great opportunities remain for your company to host or Partner with us in producing specific components of the Executive Brainstorming Sessions—each with its own unique and distinct benefits. Partnership opportunities are priced starting at \$2,000 and may be elected independently of each other, combined to create a larger level of participation, or shared with another industry supporting vendor or service provider as a co-Partner of the event. Partners benefit from the largest ratio of registered owners to suppliers in attendance as compared to any other multifamily industry conference—an absolutely unheard minimum ratio of 4:1 (2011's event was 7:1)!

Executive Partnership Benefits and Options

In addition to benefits that are specific to the Partnership opportunity you select, all Partnerships include the following benefits:

- Inclusion of your logo in our on-screen presentations throughout the event.
- Mention of your partnership(s) whenever appropriate.
- Full-color signage announcing your partnership.
- The opportunity to present a one-minute "infomercial" where applicable.
- Inclusion of your company's marketing materials on the Partners' table.
- Mention of your partnership in our pre-event marketing material.
- Complete attendee contact info at the conclusion of the event.
- Your logo on table tent cards for any activity that involves seating of attendees and on tickets for any event that requires them.

Executive Partnership Opportunities Available!

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| • Partnership of the Executive Attendee Nametag Wallets | \$5,000 |
| • Executive Refreshments (Wednesday and/or Thursday) | 2 of 2 Available \$5,000 ea. |
| • Executive Keynote (Thursday) | 3 of 3 Available \$5,000 ea. |
| • Executive Brainstorming Sessions (Wednesday) | 3 of 3 Available \$2,000 ea. or All 3 @ \$5,000 |
| • Executive TrendStorming Sessions (Thursday) | 3 of 3 Available \$2,000 ea. or All 3 @ \$5,000 |
| • Executive "Juice Bar" (Wednesday and/or Thursday) | 2 of 2 Available \$3,000 ea. or All 3 @ \$5,000 |
| • Executive Lunch (Thursday) | 3 of 3 Available \$5,000 ea. |
| • Partnership of the Attendee-Optional Trends Lunch (Wednesday) ★ | \$10,000 |
| • Partnership of the Opening Day Keynote Presentation (Wednesday) ★ | 5 of 5 Available \$5,000 ea.* |
| • Partnership of the Brainstorming Networking Reception (Wednesday) ★ | 4 of 4 Available \$5,000 ea.* |
| • Partnership of the Meet & Greet Welcoming Reception & Registration (Tuesday) ★ | 4 of 4 Available \$5,000 ea.* |
| • Partnership of the Brainstorming Network, Featuring the Tools, Forms & Ideas Exchange™ and Online Brainstorming Networking Directory (Pre- & Post-Event) ★ | \$4,500 |
| • Partnership of the Interactive Marketplace Wrap-Up Reception (Thursday) ★ | \$10,000 |
| • Partnership of the Attendee Hotel Keys and Key Folders (Tuesday through Friday) ★ | \$5,000 |

★ Denotes event components that are attended by both Executive and Main Event Brainstormers.

<http://brainstorming.multifamilypro.com/executive/>

Raise Your Reach by Increasing Your Partnership Level

While any individual partnership opportunity will increase your exposure; those discerning organizations that wish to receive the greatest possible access to our audience of decision-makers will elect to *strategically combine several partnership opportunities* to exponentially increase the power of their reach. As you increase your level of involvement, the value of the benefits you receive will increase, too! (See the levels of Partnership and their associated benefits detailed below.) As always, results are guaranteed.

Partnership Benefits and Options

All Partners (whether they've selected one or several partnership opportunities) receive:

- Present a commercial message about your company to the Executive Brainstorming audience with the amount of time determined by your total partnership.
- Special mention of your partnership status whenever your partnership is announced pre-event from the time your contract is secured and at the event.
- Bronze, Silver, Gold, Platinum, and Diamond Partners receive a single complimentary Executive Brainstorming registration for one individual to fully participate in the Executive Brainstorming Sessions. *Optional events not included.

BRONZE PARTNER

\$10,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Platinum partners are entitled to the following benefits:

- If your individual partnerships don't add up to at least two minutes in total commercial time, Bronze partnership ensures that you will receive two minutes to address our Executive audience.
- One complimentary Executive Brainstorming registration for one member of your team.*

SILVER PARTNER

\$15,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Silver partners are entitled to the following benefits:

- If your individual partnerships don't add up to at least three minutes in total commercial time, Silver partnership ensures that you will receive three minutes to address our Executive audience.
- One complimentary Executive Brainstorming registration for one member of your team.*

GOLD PARTNER

\$20,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Gold partners are entitled to the following benefits:

- If your individual partnerships don't add up to at least four minutes in total commercial time, Gold partnership ensures that you will receive four minutes to address our Executive audience.
- One complimentary Executive Brainstorming registration for one member of your team.*

PLATINUM PARTNER

\$30,000

In addition to the benefits that all Partners receive as well as the unique benefits associated with each elected partnership, Platinum Partners are entitled to the following benefits:

- If your individual partnerships don't add up to at least six minutes in total commercial time, Platinum partnership ensures that you will receive six minutes to address our Executive audience.
- One complimentary Executive Brainstorming registration for one member of your team.*

DIAMOND PARTNER (only one opportunity available)

\$50,000 SOLD

If your company is interested in this level of partnership please contact the Multifamilypro offices for details.

* Complimentary base registration (attendee optional-programs will be charged if elected), allowing the designated representative from your company to participate in the full, three-day program including Wednesday's and Thursday's Brainstorming and Trendstorming sessions where he/she will be seated and participate in idea-sharing with changing groups of Multifamily Professionals throughout the day; Friday's optional Main Event Educational Sessions; and all other Brainstorming activities / receptions on the Executive Brainstorming Agenda.

<http://brainstorming.multifamilypro.com/executive/>

Why Should You Be There?

- Have an active presence at the event that offers the largest ratio of property management executives to suppliers of any event in our industry—at least 4:1 (2011's event was 7:1)!
- Choose from a variety of Partnership opportunities to achieve the style and level of participation that's right for your company.
- Capitalize on the creative nature of the event to make your product and services known in an environment that's especially designed for the open sharing of best practices, new ideas, and actionable strategies.
- Take advantage of amazing branding, networking, and relationship-building opportunities that are not offered by any other national event in our industry!

What do Attendees Have to Say?

"Our Team was in agreement that we were able to take away more useful information from Brainstorming than any other conference or educational seminar over the last two years."

Elizabeth Francisco, Vice President of Property Management, Sequoia Real Estate Management

"If you have not had an opportunity to participate in the Executive Brainstorming Sessions, it is extremely worthy of your valuable time. Whether it is the discussions, interactions, or the brainstorming of ideas with fellow multifamily executives and peers, I always leave Executive Brainstorming with a better understanding of industry problems and the potential solutions that can work for my company. I strongly suggest you consider attending."

Steve Roach, Vice President of Operations, Capstone Real Estate Services, Inc.

"What makes Executive Brainstorming Sessions a 'can't miss' event is the fact that it is the only conference providing an organized platform for executives to exchange ideas and discuss industry issues. The opportunity to interact closely with industry leaders in this informal environment is invaluable. Executive Brainstorming Sessions is the best time investment I've made in a long time!"

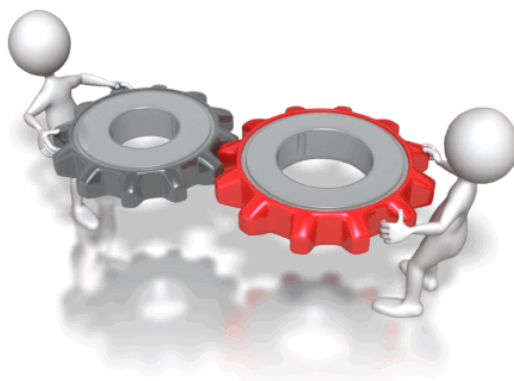
Julie Still, President, Whitney Management



Contact Information

To arrange for your Partnership today, complete and return the attached Partnership Agreement, or if you have questions about rules and regulations, advertising, or partnerships, please contact Jennifer James, Director of Helping You Get There, at Jennifer@Multifamilypro.com or 662-890-9294. For questions regarding billing, agreement forms, or registration, please contact Barbie Figueroa, Director of Order, Reason, And Reality at Barbie@Multifamilypro.com or 727-940-5211.

For all other inquiries, Contact Multifamilypro at 38565 U.S. Highway 19 North, Palm Harbor, FL 34684
Web: www.Multifamilypro.com | Email: info@multifamilypro.com | Phone: 727-940-5211 | Fax: 727-940.5819



<http://brainstorming.multifamilypro.com/executive/>

CONTACT INFORMATION

Company (As you wish it to appear in all promotional materials) _____
 Primary Contact (Primary contact receives all event information) _____
 Address _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Ext _____ Fax (_____) _____
 Email (Will be used by Brainstorming Management Only) _____

PARTNERSHIPS (If you've elected a partnership opportunity that's already been reserved by someone else, we'll contact you personally.)

Partnership in _____ \$ _____
 Partnership in _____ \$ _____

TOTAL AMOUNT OF AGREEMENT \$ _____

Signature on the agreement signifies the company representative has read, understands and agrees to the terms and conditions of Multifamilypro's Executive Brainstorming Sessions™ 2012 (below).

Partner's Signature _____ Date _____
 Accepted by Multifamilypro _____ Date _____

PAYMENT All payments will be applied first to outstanding Multifamilypro obligations, then toward 2012 partnership. A deposit of at least 50 percent must accompany this agreement to reserve your partnership at the rates above. Balances must be received no later than 9/04/12.

<input type="checkbox"/> Credit Card Orders	Amount to Charge \$	<input type="checkbox"/> Check Enclosed	Please make checks payable to Multifamilypro.
<input type="checkbox"/> MasterCard Exp. Date	<input type="checkbox"/> Visa Exp. Date	<input type="checkbox"/> AMEX Exp. Date	
Credit Card Number (16 Digits for Visa or MasterCard / 15 digits for AMEX)		Security Code (3-4 digits on back of Visa and MasterCard or front of AMEX)	
Street Address		Credit Card Billing Zip Code	
Card Holder Name (Please Print)		Card Holder Signature	

Please make checks payable to Multifamilypro, and mail or fax signed agreement with payment to
 Multifamilypro, 38565 US Highway 19 North, Palm Harbor, FL 34684

Fax 727-940-5819 • Phone 727-940-5211 • E-mail info@multifamilypro.com • Web site www.Multifamilypro.com

TERMS & CONDITIONS:

1. Partnerships. Automatic first right of refusal for partnerships is given to companies that partnered the same item or opportunity at the last event. Specific deadlines may apply. Management must approve all partnership recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways. Management reserves the right to modify or cancel, at its discretion, any partnership opportunity at any time. Management will not be liable for cancellations made by speakers or entertainment of a partnered event. Management may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent. There will be no competitive company or category lockouts on any event. Unless expressly authorized by the Management, the Partner will have no creative input into the production of any partnered opportunity.

2. Payment for Partnership. A deposit of at least 50% of the total price must accompany this agreement in order to reserve your partnership. We must receive the balance of your agreement fee no later than September 4, 2012, Reservations not paid in full by September 4, 2012 will be canceled, and any deposit or partial payment will be forfeited. Agreements received after September 4, 2012 must be accompanied by full payment provided partnerships are still available. All monies paid shall be retained by Management.

3. Cancellation of Partnership. Cancellation or failure to partner will not be cause for a refund, regardless of your contract date; and no part of any payment will be applied to any future agreement. Partnership is non-transferable.

4. Partner Information. Management may use the information supplied by the Partner on the Agreement as part of marketing, advertising, and/or other promotional materials.

5. Laws Applicable. This contract shall be governed by the laws of the State of Florida.

6. Amendments. Management reserves the right to make reasonable changes in the foregoing rules and partnership times. All rules and regulations are subject to the terms and conditions contained in any agreement with the Hotel and should be expressly incorporated into any such agreement. Any and all matters not specifically covered by the preceding rules and regulations, and the policies and requirements set forth in the invoice and notices shall be determined by Management in conjunction with the event, in their sole discretion. Management shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Partner. Each Partner, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

7. Penalties. Failure to comply with any of these rules can result in ejection from the event, or being prohibited from participating in future Multifamilypro Brainstorming events. Penalty is at the sole discretion of Management and will not be cause for a refund.

8. Policy. Sales and the distribution of marketing materials on the Interactive Marketplace floor is limited to exhibitors only.