

APARTMENT LIVING: Staying on Solid Ground in a Challenging Economy

Thursday, September 10, 2009 • Holiday Inn – Rosslyn at Key Bridge (Ballroom) • Arlington, VA



CO-SPONSOR: **AACH (Arlington-Alexandria Coalition for the Homeless)**



Economic uncertainty, governmental change from the top and growing ecological concerns are combining to create a rapidly changing environment. WITH APARTMENT LIVING: STAYING ON SOLID GROUND IN A CHALLENGING ECONOMY, the Northern Virginia Apartment Association has created a first for the region—a one-day conference where we can explore these difficult issues and their potential impact on apartment living.

WHAT TO EXPECT

At APARTMENT LIVING, participants from the entire Northern Virginia region will get an overview of the challenges facing today's apartment owners, managers and residents; proposed policies, programs, regulations with potential impact on rental properties; social trends; and new strategies and technologies to help conserve energy and "green" both apartment units and bottom lines. The Conference will feature diverse perspectives—apartment owners and managers, municipal planners and legislators, residents and community agencies. We will put a spotlight on the urgent need and emerging opportunities for innovative partnerships, programs, policies, and technologies to sustain and build business; short-circuit the growing expenses and trouble of evictions; and new strategies for maintaining full occupancy.

CHOOSE YOUR TOPICS

APARTMENT LIVING will enable participants to tailor the program to their own needs and interests with three broad content tracks and corresponding workshop sessions:

- **Public Policies & Regulations**—Updates on policies and regulations already on the horizon that will affect apartment community owners, managers and residents.
- **Energy Conservation & Environmental Concerns**—Technologies, resources, cost-effectiveness and "how-to" for both managers and residents to get the most out of the growing movement for green living.
- **Economic & Social Change**—An overview of current trends and approaches to accommodate the needs of resident populations: Lessening the impact of eviction, communicating with residents, addressing the impact of foreclosures, preparing for and attracting the new generation of renters and other timely and relevant topics.

Who should attend?

All who have a stake in the housing situation in Northern Virginia, including: members of NVAA, condominium and apartment developers, owners, and managers, local/regional policy makers and planners, financial services industry leaders, community service providers, and resident advocates.

Register early!

This ground-breaking conference is expected to fill fast.

For more information:

Contact Barbara Duncan at 703-671-6777 or nvaa@nvaa.net

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SPONSORSHIP OPPORTUNITIES

Help bring cutting-edge information and practical solutions to key stake holders in Northern Virginia housing by supporting the Apartment Living Conference.

Sponsorship provides:

- Leadership positioning on emerging issues
- High visibility branding, community exposure, and equity building
- Ideas/strategies for new alliances and business development
- Identification of untapped markets with growth potential

Information:

COMPANY NAME (AS YOU WISH IT TO APPEAR IN PROMOTIONAL MATERIALS)

PRIMARY CONTACT NAME (TO RECEIVE ALL CONFERENCE INFORMATION)

ADDRESS CITY STATE / ZIP

PHONE FAX EMAIL

TYPE OF PRODUCTS/SERVICES TO BE DISPLAYED:

IS YOUR COMPANY AN NVAA MEMBER YES NO

Payment Information:

CHECK ENCLOSED | VISA MASTERCARD AMEX

CARDHOLDER'S NAME

CARD NUMBER EXP DATE

SIGNATURE

REGISTRATION FORM AND 100% PAYMENT MUST BE RECEIVED IN FULL TO BE PROCESSED.

Sponsorship Levels:

Leader — \$1,000

BENEFIT: Stand-out branding on promotional materials (print and electronic), prominent event signage, recognition from the podium, prominent branding in event program, one exhibitor table, four registrations to the conference and networking pig roast.

Supporter — \$550

BENEFIT: Listing in conference program, event signage, all-day table top exhibit space, two registrations to conference and networking pig roast.

Exhibitor — \$350

BENEFIT: All-day table top exhibit space, listing in conference program, two registrations to networking pig roast.

Return to:

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WEB: www.NVAAONLINE.com