

2011



NPMA Advertising Opportunities

E-mail: hq@npma.org
Phone: 727-736-3788
Fax: 727-736-6707



Who is NPMA?

NPMA is a dynamic, growing and expanding professional association of personal and asset property management professionals. NPMA serves property professionals all over the world and is the only association exclusively serving professionals who manage durable and moveable property. Our 4,000 members represent companies and organizations in both the public and private sectors, including scientific laboratories, universities, hospitals, public school systems, corporations, and local, state and federal government agencies.

Many of our members are managers in their companies or have key decision-making positions with regard to asset planning, acquisition, maintenance and disposition. NPMA strives to build relationships that are profitable to both the vendor and to our members.



Push, Pull and Event Advertising

Push..... Your ad is sent (pushed) to members according to a periodic schedule.

Pull Your ad is accessed (pulled) by members according to their schedule.

Event Your advertising is presented face-to-face or displayed at events.

Push

The advantage of the Push approach is that your ad goes to all members. If you favor hard copy ads in the hands of members, then advertising in the Property Professional magazine is the medium for you; as part of their membership, members receive six editions a year mailed to their home or office. If you favor electronic ads, then advertising in the Newsflash e-newsletter is ideal; a new edition of this brief newsletter is sent to all members every week. And if you like both hard copy and electronic ads, then renting the NPMA mailing list can allow you to send your ad either by postal mail or email.

Pull

The advantage of the Pull approach is that a relevant level of member interest is already established, otherwise the member would not be visiting the site. Our Special Interest Group (SIG) Online Forums are designed as a valuable means for members to interact and network with other members having similar backgrounds or interests in our profession. Advertising in one or more of the SIG online forums provides you the opportunity to reach a more specific target, and you can tailor the message appropriately. Currently, you can choose from among the following online forums in which to advertise: Contract Property SIG; Federal Property Management SIG; Excess Property & Disposition SIG; State & Local Government SIG; University, Colleges & Other Non-Profits SIG; or the Property Inventory Management SIG. Another example of the Pull approach is the NPMA Vendor Directory. Members access the directory as a resource to find vendors for a particular on-the-job need.

Event

The third approach to advertise with NPMA is through our events, especially NPMA's National Education Seminar (NES). The obvious advantage of event advertising is the higher number of opportunities to spread your message via face-to-face and word-of-mouth. This approach contains opportunities for hard copy ads in the form of handouts and signage; electronic ads on the website with appropriate links, and face-to-face networking and exhibits.

As an advertiser, you have the option to utilize any or all of these types of ads with NPMA.

Why advertise with NPMA? For results!

Read what some of our advertisers have to say:

“Advertising with NPMA has helped establish the Sunflower Systems brand as a leader in the asset management industry, provided us with access to decision makers and increased sales opportunities.”

*-Naeem Raza
CEO, Sunflower Systems*

“The Property Professional serves as a critical resource and source of information to the membership of the NPMA. What better place to ‘get the word out’ to the movers and shakers in Property Management. For GP Consultants, NPMA is truly the ‘Leader in Asset Management’ -- helping us serve the property community.”

*-Dr. Doug Goetz, CPPM CF
GP Consultants*

“We use NPMA advertising to reach other property professionals and those in need of assistance. I received two requests for assistance in setting up a property system, both on the East coast. I would not have received these without the advertisement in the NPMA magazine.”

*-Ronald Dugger, CPPM
R & C Property Solutions Global Consulting*

“Advertising with NPMA has been very rewarding and has given us the exposure we needed to communicate and inform defense-related companies about our products. We are an information management organization dedicated to assisting companies convert to a paperless process. Having the right venue to illustrate our capabilities is essential. The NPMA magazine is absolutely the right choice since most professional property admin people gravitate toward a trusted industry standard which is NPMA.”

*-Ted Jerominski
IntellData Metrics*

“Booz Allen Hamilton advertises with NPMA to offer its Asset/Property Management consulting services to federal and civilian government agencies and benefits by receiving inquiries for subject matter support. These inquiries have led to additional work for the firm.”

*-Steven F. Holland, CPPM
Booz Allen Hamilton*

The Property Professional

This bi-monthly publication is distributed to all 4,000 members and affiliated partners. Written by members, for members, each edition contains articles, case studies, and information that can be readily applied to the member's job. Readers discover emerging trends and property management practices to help them improve job performance and satisfaction.

Rates:

- | | |
|---|----|
| ■ Full Page: \$600 per issue | A1 |
| ■ Full Page: \$2,500 annually (six issues) | A2 |
| ■ Inside front cover, inside back cover or back cover:
\$3,200 annually (not available on per issue basis) | A3 |
| ■ Half-page (horizontal): \$400 per issue | A4 |
| ■ Half-page (horizontal): \$1,600 annually | A5 |
| ■ Quarter-page: \$300 per issue | A6 |
| ■ Quarter-page: \$1,200 annually | A7 |

Ad Specs:

- Full Page including cover ads: 8.375" w x 10.875" h (add 1/4" for bleed)
- Half-page (horizontal): 7" w x 4.5" h
- Quarter-page: 3.5" w x 4.5" h

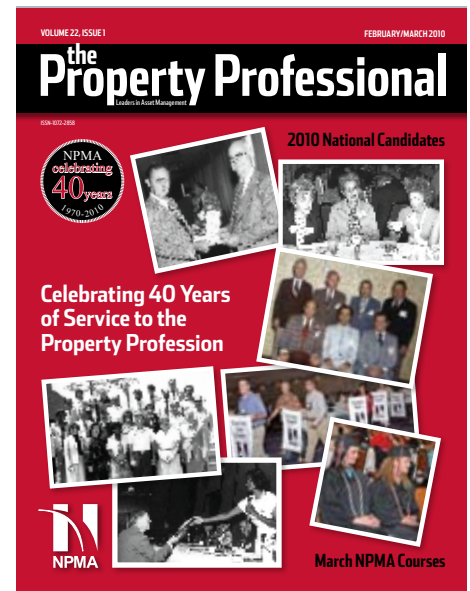
2011 Property Professional Magazine Advertising Deadlines:

Issue #	Month	Ad to NPMA	Mailing Date
1	February/March	12/6/10	2/7/11
2	April/May	2/21/11	4/11/11
3	June/July	4/18/11	6/13/11
4	NES Issue*	7/15/11	8/29/11
5	October/November	9/6/11	10/24/11
6	December/January	10/31/11	12/19/11

*This issue will include highlights from the 2011 National Education Seminar scheduled for July 25 - 28 in Las Vegas.

Send ads to:

NPMA National Office, Attn: Property Professional Advertising
 28100 U.S. Highway 19 North, Suite 400, Clearwater, FL 33761
 Email: fjohnson@npma.org; Phone: 727.736.3788; Fax: 727.736.6707



Notes:

- Trim Size of publication: 8-3/8" x 10-7/8" (add 1/4" to all four sides for bleed)
- Bleeds are available on full page ads and full page spreads only.
- Half and quarter page ad placement is at the discretion of the editorial staff and cannot be guaranteed.
- Magazine ads that are more than 2 MB in size should be submitted to NPMA on CD, along with a hard copy; ads under 2 MB may be emailed to hq@npma.org.
- Advertising contracts must be signed at least 15 days prior to date ad is to appear.
- Unless other arrangements are made by mutual agreement, payment shall be made upon receipt of the invoice.
- For the three cover ads, preference will be given to purchasers of NPMA advertising packages.

Newsflash

This electronic newsletter is distributed to all 4,000 members on a weekly basis. Each edition highlights current topics being discussed in the Special Interest Group (SIG) online forums, recognizes members earning certification the previous week, features a brief 'member spotlight' or 'chapter spotlight' article, announces upcoming seminars or NPMA course deadlines, and includes any other important news of interest to NPMA members. Your block ad will appear for a specific time based on rates below.

Rates:

- \$100 per week
- \$200 for logo and/or name listed as sponsor on weekly Newsflash for one month period (without ad)
- \$300 for one month
- \$300 for logo and/or name listed as sponsor on weekly Newsflash for two month period (without ad)
- \$500 for two consecutive months
- \$700 for logo and/or name listed as sponsor on weekly Newsflash for six month period (without ad)
- \$800 for 15 editions over six-month period
- \$1,000 for six consecutive months

Selection:

- B1
- B2
- B3
- B4
- B5
- B6
- B7
- B8



Ad Specs: Pixels = 160 (w) x 240 (h), jpg, gif or bmp

Website Homepage & SIG Online Forums

Although basic property management remains a common denominator in NPMA, each property discipline or function has its own specific regulations, requirements, and operating processes. Such specific disciplines/functions need additional training, networking, and better communication between members. Our Special Interest Group (SIG) Online Forums are designed as a valuable means for members to interact and network with other members having similar backgrounds or interests in our profession. You can also opt for recognition as a premiere sponsor and for your logo to appear on NPMA's website homepage.

Rates:

- \$300 for one SIG Forum for 6 months
- \$400 for two SIG Forums for 6 months
- \$400 for one SIG Forum for 12 months
- \$500 for three SIG Forums for 6 months
- \$600 for four SIG Forums for 6 months
- \$600 for two SIG Forums for 12 months
- \$700 for five SIG forums for 6 months
- \$800 for six SIG forums for 6 months
- \$800 for three SIG forums for 12 months
- \$1,200 for logo on website homepage for 6 months
- \$2,000 for logo on website homepage for 12 months

Selection:

- C1
- C2
- C3
- C4
- C5
- C6
- C7
- C8
- C9
- C10
- C11



SIG Ad Specs: Pixels = 400 (w) x 120 (h), jpg, gif or bmp

Homepage Ad Specs: Pixels = 155 (w) x 160 (h), jpg, gif or bmp

Vendor Directory Listing

Members use the NPMA website to find an appropriate vendor for products and services needed for their job.

The NPMA Vendor Directory is organized by vendor category for easy search.

To view the categories, go to <http://www.npma.org/VendorCats.aspx>.

Rates:

- \$250 for listing with 50-word company description/message
- \$450 for listing with 80-word company description/message
- \$650 for listing with 100-word company description/message, and one press release
- \$1,000 for listing with 100-word company description/message, two press releases, and one mailing list rental

Selection:

- D1
- D2
- D3
- D4

NPMA Vendors within: Online Auction Providers

bid4assets
 Bid4Assets, Inc.
 1010 Wayne Avenue, Suite 505
 Silver Spring, MD 20910
 Contact Name: Marisa Kagan
 mkagan@bid4assets.com
 Phone: 301-458-9393 Fax: 301-458-9194

Liquidity Services Inc.
 Liquidity Services, Inc. is the leading online business-to-business auction marketplace for surplus and salvage assets sold by governments and businesses. With 1,000,000 registered buyers, our marketplace has sold over \$1 billion worth of assets since 2008. We are the exclusive partner of the Department of Defense. Other sellers include the Department of Energy, EPA, Government of the District of Columbia, State of Georgia, over 300 commercial sellers and 2,000 local governments.

CONTACT
 Jonathan Wu
 Director of Business Development
 Liquidity Services, Inc.
 1920 L Street NW, 6th Floor
 Washington, DC 20036
 Tel: 202-352-0388

All directory listings include company name, logo (or image), address/phone/fax, and URL link to company website. All supplied URLs must be active at the time the ad is submitted; NPMA will not display ads with dead URLs. The 'Press Release' option allows you to post a news release that visitors can access from our website. Rates above are for listing in one category for one year.

NPMA Mailing List Rental

Another advertising option is to rent the NPMA membership mailing list.

Send your direct mail piece to the entire NPMA membership mailing list or just to a select group based on your target specifications. You can also choose whether you want an email list, or an address list for postal mailing, and can select your sorting criteria (e.g. by zip code, by company, etc.). The rates below are for a one-time use.

Rates:

- \$700 for NPMA's entire membership mailing list
- \$200 per 1,000 names for list of selected members*

Selection:

- G1
- G2

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Name	Lnme	Email	AddressA	AddressB	AddressC	City	State																							
Vick	Aalderks	vick.j.aalderks@ir	2331 First Knob Road			Eagan	MN																							
Aug	Abbey	Augustine.Abbey@	1306 Blue Jay Dr.			Leawards	TX																							
Den	Aberde	demis.n.aberde@t	16405 E Alameda Pl #107			Aurora	CO																							
Amz	Adams	aadams@chronal	Chromaloy O 1720 National Blvd.			Midwest	OK																							
Fred	Adams	fjoas59@netmail	KBR SOUTH VICTORY			APO	AE																							
Gina	Adams	gina.adams@lmc	430 Blue Oak Drive			Leawards	TX																							
Jim	Adams	jadams@asb	k12, 2091 Cherry Rd			Cabot	AR																							
Jam	Adams	jma@evn	2091 Cherry Road			Cabot	AR																							
Mari	Adams	Shawtyne22@not	AE.COM			APO	AE																							
Judi	Aarni	judi.aarni@lottery	PO Box 16630			Aurora	TX																							
Albi	Agular	alfonso.agular@bi	7135 Sunrise Trail Drive			San Antonio	TX																							
Rfor	Agular	rfor.agular@sieme	4265 Trade C Bldg G Suite 400			Grapevine	TX																							
Rose	Akenyrd	rose.akenyrd@iwi	25651 Highland Road			Tecumseh	OK																							
Chai	Akin	chakin@busin	6003 Campus Delivery			Fair Collin	CO																							
Mari	Albrecht	malbrecht@easttr	P O Box 256 Oklahoma Truck Corp			Oklahoma	WI																							
Ken	Albrich	ken.aalbrich@in	Michoud Assn Lockheed M Michoud S			New Orleans	LA																							
Chai	Alford	cdmavalford@ms	CSA LTD PMO			APO	AE																							
Ami	Albasic	ami.albasic@talk	KELLOGG BROWN AND ROOT			APO	AE																							
Deni	Aljc	Denisa.Aljc@talk	Kellogg Brown Operation Encouring Ma			APO	AE																							
Johr	Allen	allenjd206@hstr	KBRLSI H2 Diamondback			APO	AE																							
Rob	Allen	bob.m.allen@lmc	2626 Hanes Lockheed M Financial F			Fort Worth	TX																							
Car	Allen	carie.allen@kbr	c KBR F2 ID # 43375			APO	AE																							
Chr	Allen	christopher.p.allen	106 E. Rosewood Ln			Derby	KS																							
Deb	Alsobrook	dtalob@rockwell	3206 E. Renner Rd			Richardson	TX																							
Ilur	Alvarado	Bruno.Alvarado@k	KBRCamp Victory North			APO	AE																							
Mari	Alvarado	metalcraft@ma	2306 Scott St.			Davenport	IA																							
Dary	Alvarez	darys.alvarez@mi	PO BOX 656C SP-29			Dallas	TX																							
Amc	Amepero	amepero.amepe	Brown & Root			APO	AE																							
Jody	Anders	jody.l.anders@bo	3800 Lewister Boeing Company			Aurora	CO																							
Jenn	Anderson	jennifer.anderson	5611 NW 50 Apt E			Oklahoma	OK																							

*Minimum charge of \$200. Special rates apply for event attendees.

Note: Mailing lists do not include members who have elected to be removed from membership mailing list.

Ad Specs: File Formats Available .csv / .xls

Event Advertising

For those who want to connect with prospects face-to-face or want special attention given to their message, vendors may wish to sponsor or otherwise participate in one or more of NPMA’s educational events. Opportunities here include the National Education seminar (NES) and the three Conference Series events – one held in NPMA’s Eastern Region, one in Central Region and one in Western Region.

Rates:	Selection:	Rates:	Selection:
▪ \$1,750 for 10’X10’ exhibit booth space at NES.....	E1	▪ \$500 for logo and/or message published in NES pocket schedule (limit 3 sponsors)	E15
▪ \$3,500 for 10’X20’ exhibit booth space at NES	E2	▪ \$1,000 for logo signage in Cyber Lounge at NES (limit 2 sponsors)	E16
▪ \$5,000 for 20’X20’ exhibit booth space at NES (limit 2 vendors)	E3	▪ \$250 for logo on CD-ROM of NES Conference Proceedings (limit 2 sponsors)	E17
▪ \$1,000 for logo on NES bags (limit 3 sponsors)	E4	▪ \$500 for 100-word description in the on-site NES guide	E18
▪ \$300 for published recognition in NES on-site guide (1/4 page)	E5	▪ \$750 for 200-word description in the on-site NES guide	E19
▪ \$500 for published recognition in NES on-site guide (1/2 page)	E6	▪ \$300 for NES opt-in attendee list	E20
▪ \$750 for published recognition in NES on-site guide (full page)	E7	▪ \$300 for logo and/or message on sponsor page of on-site NES guide	E21
▪ \$250 to place one item in NES bags (e.g. brochure)	E8	▪ \$500 to be listed with logo link on NES website	E22
▪ \$500 to place two items in NES bags (e.g. flyer, give-away, etc)	E9	▪ \$500 for verbal acknowledgement during NES Opening Ceremony by NPMA President	E23
▪ \$1,000 for logo signage on designated food and beverage stations at NES	E10	▪ \$500 for logo acknowledgement during NES Opening & Closing ceremonies	E24
▪ \$500 to place literature on designated meal tables at NES	E11	▪ \$250 for presentation slot on Vendor track at NES (limit 4 vendors)	E25
▪ \$795 for one complimentary NES registration	E12	▪ \$1,000 for Conference Series - I West (exhibit, registration, program recognition)	F1
▪ \$1,590 for two complimentary NES registrations.....	E13	▪ \$1,000 for Conference Series - II Central (exhibit, registration, program recognition)	F2
▪ \$3,180 for four complimentary NES registrations ...	E14	▪ \$1,000 for Conference Series - III East (exhibit, registration, program recognition)	F3
		▪ \$2,400 for Conference Series - I, II, and III (exhibit, registration, program recognition)	F4

Some options, such as the 20’x20’ exhibit space, are limited and available as part of a sponsorship package or on a ‘first-come/first-served’ basis. For items of limited availability, higher level sponsors have priority.

Conference Series event opportunities include a 6-foot tabletop display space, 1 complimentary registration to the event, and company recognition in the onsite program brochure.

Combination Packages

If you are looking to get “more bang for your buck” take a look at the NPMA Advertising Packages. By selecting a bundled package of advertising options, you can reap huge savings over purchasing the options individually. In some cases, you get more than twice the advertising for your advertising dollar.

ADVERTISER PACKAGES

Bundled options for those who wish to reach NPMA members through the magazine AND electronically.

\$1,000 - NPMA Advertiser Package 1

Value

- \$300 Banner ad on one Special Interest Group (SIG) forum webpage (six months)
- \$300 Block ad on weekly Newflash for one month period
- \$600 Full page ad in one issue of the *Property Professional* magazine
- \$250 Vendor directory listing** for one year w/50-word company description

\$1,450 Total Value

\$2,500 - NPMA Advertiser Package 3

Value

- \$600 Banner ad on four Special Interest Group (SIG) forum webpage (six months)*
- \$300 Block ad on weekly Newflash for one month period
- \$1,600 Half-page ad in six issues of the *Property Professional* magazine
- \$700 One mailing list of members (either email or postal mailing address)
- \$250 Vendor directory listing** for one year w/50-word company description

\$3,450 Total Value

\$2,000 - NPMA Advertiser Package 2

Value

- \$400 Banner ad on two Special Interest Group (SIG) forum webpage (six months)*
- \$500 Block ad on weekly Newflash for period of two consecutive months
- \$1,600 Half-page ad in six issues of the *Property Professional* magazine
- \$250 Vendor directory listing** for one year w/50-word company description

\$2,750 Total Value

\$3,000 - NPMA Advertiser Package 4

Value

- \$500 Banner ad on three Special Interest Group (SIG) forum webpage (six months)
- \$300 Block ad on weekly Newflash for one month period
- \$2,500 Full page ad in six issues of the *Property Professional* magazine
- \$450 Vendor directory listing** for one year w/80-word company description

\$3,750 Total Value

* or an ad on half as many SIG forum webpages for 12 months
** Includes listing in one category, company name, logo or image, address, phone number(s), company website with link

ADVERTISER PACKAGES, CONTINUED

\$3,500 - NPMA Advertiser Package 5

Value

- \$500 Banner ad on three Special Interest Group (SIG) forum webpage (six months)
- \$500 Block ad on weekly Newflash for period of two consecutive months
- \$2,500 Full page ad in six issues of the *Property Professional* magazine
- \$700 One mailing list of members (either email or postal mailing address)
- \$250 Vendor directory listing** for one year w/50-word company description

\$4,450 Total Value

\$4,500 - NPMA Advertiser Package 7

Value

- \$500 Banner ad on three Special Interest Group (SIG) forum webpage (six months)
- \$800 Block ad on 15 editions of Newflash over six-month period
- \$3,200 Back cover or inside front/back cover ad in six issues of the *Property Professional*
- \$1,000 Vendor directory listing** w/100-word description, 2 press releases, 1 mailing list

\$5,500 Total Value

\$4,000 - NPMA Advertiser Package 6

Value

- \$600 Banner ad on four Special Interest Group (SIG) forum webpage (six months)*
- \$500 Block ad on weekly Newflash for period of two consecutive months
- \$3,200 Back cover or inside front/back cover ad in six issues of the *Property Professional*
- \$450 Vendor directory listing** for one year w/80-word company description

\$4,750 Total Value

\$6,000 - NPMA Advertiser Package 8

Value

- \$800 Banner ad on six Special Interest Group (SIG) forum webpage (six months)*
- \$1,200 Logo on NPMA website homepage for six months
- \$1,000 Block ad on weekly Newflash for period of six consecutive months
- \$3,200 Back cover or inside front/back cover ad in six issues of the *Property Professional*
- \$1,400 Two mailing lists of members (either email or postal mailing address)
- \$650 Vendor directory listing** for one year w/100-word description & 1 press release

\$8,250 Total Value

* or an ad on half as many SIG forum webpages for 12 months

** Includes listing in one category, company name, logo or image, address, phone number(s), company website with link

NES EXHIBITOR PACKAGES

Bundled options for those who wish to exhibit at NES. NES attracts experienced and knowledgeable personal property and fixed asset management professionals that are looking for the latest solutions for managing, controlling and protecting assets. The 2011 NES will be held July 25-28 in Las Vegas, Nevada.

\$1,750 - NES Exhibitor Package 1

Value

- \$1,750 10'X10' Exhibit booth space at NES
- \$795 One complimentary NES registration
- \$500 100-word description in the on-site NES guide
- \$300 NES opt-in attendee list

\$3,345 Total Value

\$3,500 - NES Exhibitor Package 2

Value

- \$3,500 10'X20' Exhibit booth space at NES
- \$1,590 Two complimentary NES registrations
- \$750 200-word description in the on-site NES guide
- \$300 NES opt-in attendee list

\$6,140 Total Value

NES SPONSORSHIP PACKAGES

Bundled options for those who wish to reach NES attendees without exhibiting at a booth. Sponsorship is a proven way to stand out from the crowd and have your message reach attendees before, during and after NES.

\$1,500 - NES Sponsorship Package 1

Value	
\$300	Published recognition in on-site NES guide (1/4 page)
\$250	Allowed to place one item in NES bags (e.g. brochure)
\$1,000	Logo signage on designated food and beverage stations at NES
\$795	One complimentary NES registration
\$250	Logo on CD-ROM of NES Conference Proceedings (limit 2 sponsors)
\$300	NES opt-in attendee list
\$300	Logo and/or message on sponsor page of on-site NES guide
\$250	Presentation slot on Vendor Track at NES (limit 4 vendors)
\$500	Verbal acknowledgement during NES Opening Ceremony by NPMA President
\$500	Logo acknowledgement during NES Opening & Closing ceremonies

\$4,445 Total Value

\$3,000 - NES Sponsorship Package 2

Value	
\$500	Published recognition in on-site NES guide (1/2 page)
\$250	Allowed to place one item in NES bags (e.g. brochure)
\$1,000	Logo signage on designated food and beverage stations at NES
\$795	One complimentary NES registration
\$500	Logo and/or message published in NES pocket schedule (limit 3 sponsors)
\$1,000	Logo signage in Cyber Lounge at NES (limit 2 sponsors)
\$300	NES opt-in attendee list
\$300	Logo and/or message on sponsor page of on-site NES guide
\$250	Presentation slot on Vendor Track at NES (limit 4 vendors)
\$500	Verbal acknowledgement during NES Opening Ceremony by NPMA President
\$500	Logo acknowledgement during NES Opening & Closing ceremonies

\$5,895 Total Value

\$4,500 - NES Sponsorship Package 3

Value	
\$1,000	Logo on NES bags (limit 3 sponsors)
\$750	Published recognition in on-site NES guide (full page)
\$500	Allowed to place two items in NES bags (e.g. flyer, give-away, etc)
1,000	Logo signage on designated food and beverage stations at NES
\$500	Allowed to place literature on designated meal tables
\$1,590	Two complimentary NES registrations
\$300	NES opt-in attendee list
\$300	Logo and/or message on sponsor page of on-site NES guide
\$250	Presentation slot on Vendor Track at NES (limit 4 vendors)
\$500	Listed with logo/link on NES website
\$500	Verbal acknowledgement during NES Opening Ceremony by NPMA President
\$500	Logo acknowledgement during NES Opening & Closing Ceremonies

\$7,690 Total Value

NES COMBO PACKAGES

Bundled options for those who wish to maximize their reach to NES attendees through an exhibit booth AND sponsorship.

\$4,500 - NES Combo Package 1

Value

- \$1,750 10'X10' Exhibit booth space at NES
- \$500 Published recognition in on-site NES guide (1/2 page)
- \$250 Allowed to place one item in NES bags (e.g. brochure)
- \$1,000 Logo signage on designated food and beverage stations at NES
- \$795 One complimentary NES registration
- \$500 Logo and/or message published in NES pocket schedule (limit 3 sponsors)
- \$1,000 Logo signage in Cyber Lounge at NES (limit 2 sponsors)
- \$750 200-word description in the on-site NES guide
- \$300 NES opt-in attendee list
- \$300 Logo and/or message on sponsor page of on-site NES guide
- \$250 Presentation slot on Vendor Track at NES (limit 4 vendors)
- \$500 Verbal acknowledgement during NES Opening Ceremony by NPMA President
- \$500 Logo acknowledgement during NES Opening & Closing ceremonies

\$8,395 Total Value

\$5,500 - NES Combo Package 2

Value

- \$3,500 10'X20' Exhibit booth space at NES
- \$1,000 Logo on NES bags (limit 3 sponsors)
- \$750 Published recognition in on-site NES guide (full page)
- \$500 Allowed to place two items in NES bags (e.g. flyer, give-away, etc)
- \$1,000 Logo signage on designated food and beverage stations at NES
- \$500 Allowed to place literature on designated meal tables
- \$1,590 Two complimentary NES registrations
- \$250 Logo on CD-ROM of NES Conference Proceedings (limit 2 sponsors)
- \$750 200-word description in the on-site NES guide
- \$300 NES opt-in attendee list
- \$300 Logo and/or message on sponsor page of on-site NES guide
- \$250 Presentation slot on Vendor Track at NES (limit 4 vendors)
- \$500 Listed with logo/link on NES website
- \$500 Verbal acknowledgement during NES Opening Ceremony by NPMA President
- \$500 Logo acknowledgement during NES Opening & Closing ceremonies

\$12,190 Total Value

NPMA SUPER COMBO PACKAGES

Bundled options offering the most value for vendors wishing to reach NPMA members most effectively. Sponsors of these packages will have the opportunity to address attendees during a General Session at NES.

\$7,000 - NPMA Super Combo Package 1

Value

Events

- \$1,750 10'X10' Exhibit booth space at NES
- \$300 Published recognition in on-site NES guide (1/4 page)
- \$250 Allowed to place one item in NES bags (e.g. brochure)
- \$1,000 Logo signage on designated food and beverage stations at NES
- \$795 One complimentary NES registration
- \$500 100-word description in the on-site NES guide
- \$300 NES opt-in attendee list
- \$300 Logo and/or message on sponsor page of on-site NES guide
- \$250 Presentation slot on Vendor Track at NES (limit 4 vendors)
- \$500 Verbal acknowledgement during NES Opening Ceremony by NPMA President
- \$500 Logo acknowledgement during NES Opening & Closing ceremonies

SIG Forums

- \$500 Banner ad on three Special Interest Group (SIG) forum webpage (six months)

Newsflash

- \$300 Logo and/or name listed as sponsor on weekly Newsflash for two month period
- \$500 Block ad on weekly Newsflash for period of two consecutive months

Property Professional

- \$2,500 Full page ad in six issues of the *Property Professional* magazine

\$10,245 Total Value

* or an ad on half as many SIG forum webpages for 12 months

** Includes listing in one category, company name, logo or image, address, phone number(s), company website with link.

\$9,500 - NPMA Super Combo Package 2

Value

Events

- \$5,000 20'X20' Exhibit booth space at NES (limit 2 vendors)
- \$1,000 Logo on NES bags (limit 3 sponsors)
- \$750 Published recognition in on-site NES guide (full page)
- \$500 Allowed to place two items in NES bags (e.g. flyer, give-away, etc)
- \$1,000 Logo signage on designated food and beverage stations at NES
- \$500 Allowed to place literature on designated meal tables
- \$3,180 Four complimentary NES registrations
- \$750 200-word description in the on-site NES guide
- \$300 NES opt-in attendee list
- \$300 Logo and/or message on sponsor page of on-site NES guide
- \$250 Presentation slot on Vendor Track at NES (limit 4 vendors)
- \$500 Listed with logo/link on NES website
- \$500 Verbal acknowledgement during NES Opening Ceremony by NPMA President
- \$500 Logo acknowledgement during NES Opening & Closing ceremonies

Website and SIG Forums

- \$800 Banner ad on six Special Interest Group (SIG) forum webpage (six months)*
- \$1,200 Logo on NPMA website homepage for six months

Newsflash

- \$700 Logo and/or name listed as sponsor on weekly Newsflash for six month period
- \$800 Block ad on 15 editions of Newsflash over six-month period

Property Professional

- \$3,200 Back cover or inside front/back cover ad in six issues of the *Property Professional*

Other

- \$1,400 Two mailing lists of members (either email or postal mailing address)
- \$650 Vendor directory listing** for one year w/100-word description & 1 press release

\$23,780 Total Value

NPMA SUPER COMBO PACKAGES, CONTINUED

\$11,900 - NPMA Super Combo Package 3

Value

Events

- \$5,000 20'X20' Exhibit booth space at NES (limit 2 vendors)
- \$1,000 Logo on NES bags (limit 3 sponsors)
- \$750 Published recognition in on-site NES guide (full page)
- \$500 Allowed to place two items in NES bags (e.g. flyer, give-away, etc)
- \$1,000 Logo signage on designated food and beverage stations at NES
- \$500 Allowed to place literature on designated meal tables
- \$3,180 Four complimentary NES registrations
- \$750 200-word description in the on-site NES guide
- \$300 NES opt-in attendee list
- \$300 Logo and/or message on sponsor page of on-site NES guide
- \$250 Presentation slot on Vendor Track at NES (limit 4 vendors)
- \$500 Listed with logo/link on NES website
- \$500 Verbal acknowledgement during NES Opening Ceremony by NPMA President
- \$500 Logo acknowledgement during NES Opening & Closing ceremonies
- \$2,400 Conference Series - I, II, and III (exhibit, registration, program recognition)

Website and SIG Forums

- \$800 Banner ad on six Special Interest Group (SIG) forum webpage (six months)*
- \$2,000 Logo on NPMA website homepage for 12 months

Newsflash

- \$700 Logo and/or name listed as sponsor on weekly Newsflash for six month period
- \$1,000 Block ad on weekly NewFlash for period of six consecutive months

Property Professional

- \$3,200 Back cover or inside front/back cover ad in six issues of the *Property Professional* magazine

Other

- \$1,400 Two mailing lists of members (either email or postal mailing address)
- \$650 Vendor directory listing** for one year w/100-word description & 1 press release

\$27,180 Total Value

* or an ad on half as many SIG forum webpages for 12 months

** Includes listing in one category, company name, logo or image, address, phone number(s), company website with link

NPMA Advertising Policies and Contract



To protect the interests of its members and advertisers, NPMA has established these policies for advertising in any of its publications, on its website, or at events sponsored by the Association.

All materials submitted as advertising are subject to acceptance at the sole discretion of NPMA. NPMA reserves the right to decline or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.

- All advertisements must conform to the ethical standards and practices of NPMA.
- NPMA reserves the right to reject advertising that makes misleading claims or that uses art or words that impugn or degrade anyone on the basis of race, color, national origin, creed, disability, age, or sexual orientation.
- NPMA reserves the right to reject advertising that promotes illegal activity or activity detrimental or damaging to the Association and its mission.
- NPMA supports the Better Business Bureau's Code of Advertising. Advertisers are subject to review by the Better Business Bureau.
- Advertisements are accepted upon representation that the advertiser is authorized to use the entire contents and subject matter thereof.
- For NES or NPMA Super Combo Packages, advertiser agrees to the 2011 NES Exhibitor Rules and Regulations.

In consideration of NPMA's acceptance of such advertisements, the advertiser agrees to indemnify and hold harmless NPMA, its Board of Directors, and its officers, agents and employees from and against all loss, cost and expense, including reasonable attorney fees resulting from the publication or use of the advertisement.

Submittal of advertising to NPMA constitutes acceptance to the above policies. These policies are subject to revision.

ADVERTISER INFORMATION

Company/Organization Name

Address

City

State

Zip

Contact Name

Phone

E-mail

Fax

Website

Advertising Requested

Check appropriate box(es) below for the ad option(s) you would like.

Property Professional magazine

- A1 \$600
- A2 \$2,500
- A3 \$3,200
- A4 \$400
- A5 \$1,600
- A6 \$300
- A7 \$1,200

Newsflash

- B1 \$100
- B2 \$200
- B3 \$300
- B4 \$300
- B5 \$500
- B6 \$700
- B7 \$800
- B8 \$1,000

SIG Online Forums

- C1 \$300
- C2 \$400
- C3 \$400
- C4 \$500
- C5 \$600
- C6 \$600
- C7 \$700
- C8 \$800
- C9 \$800
- C10 \$1,200
- C11 \$2,000

Vendor Directory

- D1 \$250
- D2 \$450
- D3 \$650
- D4 \$1,000

Event Advertising

- E1 \$1,750
- E2 \$3,500
- E3 \$5,000
- E4 \$1,000
- E5 \$300
- E6 \$500
- E7 \$750
- E8 \$250
- E9 \$500
- E10 \$1,000
- E11 \$500
- E12 \$795
- E13 \$1,590
- E14 \$3,180
- E15 \$500
- E16 \$1,000
- E17 \$250
- E18 \$500
- E19 \$750
- E20 \$300
- E21 \$300
- E22 \$500
- E23 \$500
- E24 \$500
- E25 \$250
- F1 \$1,000
- F2 \$1,000
- F3 \$1,000
- F4 \$2,400

NPMA Mailing List

- G1 \$700
- G2 \geq \$200

Advertising Packages

- 1 \$1,000
- 2 \$2,000
- 3 \$2,500
- 4 \$3,000
- 5 \$3,500
- 6 \$4,000
- 7 \$4,500
- 8 \$6,000

NES Exhibitor Packages

- 1 \$1,750
- 2 \$3,500

NES Sponsorship Packages

- 1 \$1,500
- 2 \$3,000
- 3 \$4,500

NES Combo Packages

- 1 \$4,500
- 2 \$5,500

NPMA Super Combo Packages

- 1 \$7,000
- 2 \$9,500
- 3 \$11,900

CONTACT INFO

Mailing: NPMA, 28100 U.S. Hwy. 19 N., Suite 400, Clearwater, FL 33761
 Phone: 727-736-3788 Fax: 727-736-6707
 Web: www.npma.org E-mail: hq@npma.org

I hereby subscribe for advertisement with NPMA as indicated above. I further agree to the terms and conditions as listed above.

Print Name of Advertiser/Agent

Title

Signature of Advertiser/Agent

Date

Contact hq@npma.org | 17