

2008 Conference and Exposition Sponsorship Options

Prepared Especially for MSSA Members and Supporters

July 9, 2008

Conference Overview

MSSA's full-day conference is an annual opportunity for industry leaders to meet. Registrants will hear speakers and panels discuss trends in the marketplace, improve their understanding of the industry and facilitate business relationships among the different sectors of the business.

The event includes the following activities:

- board meeting on Sunday, October 12;
- golf tournament and facility tour held Monday morning, October 13;
- registration, beginning at 1:00 p.m. on Monday, October 13
- first-timers orientation Monday afternoon;
- reception and dinner on Monday;
- general sessions and roundtables on Tuesday, October 14;
- a reception for those staying over on Tuesday.

Look for information on conference speakers, panels, and roundtables in July.

2008 Annual Conference and Exposition Will Be Held October 12-15 in Nashville

Nashville's Gaylord Opryland Resort and Convention Center will be the host for the 2008 Annual Conference and Exposition, October 12-15. The event immediately follows the Inside Self-Storage Association conference, which will be held in the same facility.

The Gaylord Hotel offers many attractions, including the Grand Ole Opry, the General Jackson Showboat (an authentic paddle-wheeler that cruises the Cumberland River), Gaylord Springs Golf Links (a PGA endorsed resort course, and Opry Mills, an entertainment and shopping complex within walking distance of the resort. The room rate is \$199 a night plus tax.

Who Will Attend

The expected audience of 175 attendees will include a diverse group of industry representatives, mobile self-storage operators and managers, self-storage facility owners and managers, moving and storage company owners and managers, and many vendors to the mobile self-storage industry.

Call Now to Reserve a Sponsorship

Gain prominence and valuable name recognition with a conference sponsorship at this year's largest gathering of mobile storage companies. To reserve a sponsorship, call MSSA Executive Director Bob McLean at 703-418-0392.

Sponsorship Options and Benefits

The MSSA Annual Conference is an exceptionally valuable event for networking and forming relationships with industry leaders. As the premier event for the self-storage industry, this conference attracts the largest and most senior individuals in the industry, allowing you to meet and interact with decision makers and promote your company's products and services.

Conference sponsors and exhibitors will receive recognition for their participation and generosity in several ways:

- recognition on the MSSA website,
- recognition in conference handouts, on the sponsor sign placed at the entrance to the event and in announcements made throughout the conference,
- sponsor ribbons to wear during the entire conference, and
- an electronic list of participants' mailing address and phone numbers for post-conference mailings and other marketing activities.

Exhibitor

Member: \$1,500

Nonmember: \$3,000

Exhibitors will have the opportunity for extended conversations with MSSA's members, prospective members and other registrants during a reception, continental breakfast, lunch and two breaks. The fee includes one registration and a 10'x10' booth space (table not included). The exhibitor fee includes one conference registration. If you have employees who do not want to attend the social events or educational sessions, they may purchase hall passes for \$50. (For setup times see page four.)

Tabletop Exhibits

Exhibitor Cost: \$750 Member, \$850 Nonmember

If you are unable to attend the conference or do not plan to have a staff member in a booth, this is the option for you. The cost includes one conference registration and a 6' skirted table that will be placed against a wall. We will display materials you ship; we will not return unused materials. (Note: If you plan to staff the booth you must be an exhibitor.)

Bag Stuffer

Sponsorship Cost: \$200

IF you cannot attend and don't need a tabletop display, you can still get your materials into the hands of conference registrants with a bag stuffer. You ship your printed material to us and we'll place one in each bag.



Platinum Sponsorship

Sponsorship Cost: \$3,500

This year's top sponsorship is the Platinum Level. These sponsors will receive increased recognition during the conference, including a two-minute presentation during the morning session, and one exhibit booth space. There are two Platinum sponsorships available.

Gold Sponsorship

Sponsorship Cost: \$2,500

Show your support for the MSSA by taking one of these important sponsorships. An exhibit booth is not included in this option. There are five Gold sponsorships available.

Monday Night Reception

Sponsorship Cost: \$1,000

This year's conference will begin with a reception on Monday night, held in the Exhibit Hall. You will be recognized during this event, which is the most heavily attended of the conference. There is one sponsorship available.

Monday Dinner

Sponsorship Cost: \$2,000

This event is the single most popular one held during the conference and is attended by nearly all registrants, guests, and sponsors. If you want to reach the most people at the conference, this is the sponsorship for you. There is one sponsorship available.

Tuesday Lunch

Sponsorship Cost: \$1,050

This informal, extended luncheon will be held in the Exhibit Hall on Tuesday—and we will announce your sponsorship in the hall.. There is one sponsorship available.

Tuesday Breakfast

Sponsorship Cost: \$750

Looking for a more affordable sponsorship option? Then consider sponsoring breakfast on Tuesday. There is one sponsorship available.

Breaks

Sponsorship Cost: \$500

There are two breaks, a morning and an afternoon break, both of which will be in the Exhibit Hall.

Name Badge

Sponsorship Cost: \$1,000

Put your name in the hands of every conference attendee by sponsoring the conference nametag. There is only one badge sponsorship, so call now!

Conference Bag

Sponsorship Cost: \$1,500

This is the ideal sponsorship option for the company that does not want to be an exhibitor. Put your name in the hands of every conference attendee by sponsoring the bag with your logo above the MSSA logo. You'll enjoy continuous promotion during and after the conference. Note: This option is only available until August 1 and only one sponsorship is available.

Exhibit Times and Location

Booths will be located in a room close to the presentations, which will also be the site for morning and afternoon refreshment breaks from Thursday to Friday.

- Set Up:** Monday, October 13, 12 noon–3:00 p.m.
- Open:** Monday, October 13, 5:00-6:30 p.m.
Tuesday, October 14, 8:00 a.m. to 4:00 p.m.
- Tear Down:** Tuesday, October 14, 4:00-6:00 p.m.

For an online conference agenda and to register go to:

www.mssa.org

Mobile Self-Storage Association

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