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# SC Apartment Association Annual Education & Advocacy Conference



## Contact:

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Founded in 2002, the South Carolina Apartment Association is affiliated with the National Apartment Association (NAA) and comprised of five local apartment associations in the major urban areas of the state; the comprised membership of those local affiliates represents more than 225,000 apartment homes in South Carolina. Members with communities in the low country (Beaufort County, Colleton, Hampton & Jasper counties) are direct members of the SCAA.

Members join the SCAA and NAA by joining the local affiliate in their area. The SCAA is dedicated to leading and supporting its members' ever-changing needs through regulatory and legislative advocacy, industry education and communication. Our members represent all aspects of the multifamily housing industry in South Carolina: owners of apartment communities and management companies, management executives, regional managers, property managers, assistant managers, leasing agents, maintenance personnel, vendor suppliers, and other businesses throughout the state of South Carolina.

This is the official 2026 SCAA Advocacy & Education Conference sponsorship packet (exhibit & signage opportunities). Our conference will be held May 5-7, 2026 at the Columbia Metropolitan Convention Center, 1101 Lincoln Street in beautiful downtown Columbia, South Carolina. The conference is an education, legislative and trade show event, which brings together more than 400 multifamily housing professionals from across the state and beyond.

Our sponsorships are open to Supplier Partner, Management Company and/or Owner/Operator Member who is a member of at least one of the five local South Carolina apartment associations. If you have additional questions? Contact our Executive Director, Donald Wood, at (803) 252-5032 or via e-mail at [sc-apt@capconsc.com](mailto:sc-apt@capconsc.com).





## 2026 Conference Registration & Sponsorship Rates

### Palmetto Sponsor - \$12,000 (Exclusive)

- Ten (10) Complimentary Registrations
- Option to purchase additional attendees' registration at \$299 each
- Banner Recognition in pre-function area
- Signage on the escalator inside of the convention center
- Recognition from the main stage and at the welcome reception
- Option to provide one company provided promotional item in conference bag
- Option to provide one company/conference promo video (maximum 30 seconds) that will be shared on the SCAA website and social media
- Company logo included in pre-conference materials
- Option to have one company representative attend the SCAA board dinner during the conference
- Multiple social media mentions
- Option to introduce one keynote speaker
- Bathroom slicks in all restrooms on main floor of the convention center
- PowerPoint Recognition during event in pre-function area
- Short video presentation during a meal function
- Company logo and link to website included in the event APP
- Premier Booth in the exhibit hall

### Carolina Wren Sponsor - \$7,000 (2 Available)

- Six (6) Complimentary Registrations
- Option to purchase additional attendees' registration at \$299 each
- Banner Recognition in pre-function area
- Window Signage in the pre-function area
- Option to introduce one breakout session speaker
- Logo included in pre-conference materials
- Option to provide one company provided promotional item in conference bag
- Several social media mentions
- PowerPoint Recognition in lobby



- 1 booth in exhibit hall

#### **Yellow Jessamine Sponsor - \$4,500 (2 Total)**

- Three (3) complimentary registrations
- Option to purchase additional attendees' registration at \$299 each
- Banner Recognition in pre-function area
- Logo in pre-conference registration
- Option to provide one company provided promotional item in conference bag
- Social media mentions
- Recognition on name badges
- PowerPoint recognition during event
- Short video presentation in the lobby
- 1 booth in exhibit hall

#### **Event APP Sponsor - \$4,250 (Exclusive)**

- Company logo on official event app rotating banner
- Prime booth space in the exhibit hall
- Two (2) complimentary conference registrations
- Option to purchase additional attendees' registration at \$299 each

#### **Lunch Sponsor - \$4,000 (4 Available)**

- Two (2) complimentary conference registrations
- Option to purchase additional attendees' registration at \$299 each
- Verbal recognition during the lunch
- One exhibit space in the exhibit area
- Dinner napkins with company logo
- Company logo on SCAA website with link to company's website
- 30-45 second video during meal (must be provided by sponsor)

#### **Welcome Reception Sponsor - \$4,000 (4 Available)**

- Signage with company logo displayed during reception
- Two (2) complimentary registrations
- Option to purchase additional attendees' registration at \$299 each



- Verbal recognition during the reception
- Company logo on reception napkins
- Company logo on SCAA website with link to company's website
- One exhibit space in the exhibit area
- Opportunity to hang a company banner during the reception

#### All Day Beverage Sponsor \$3,750 (Exclusive)

- Company name and logo on event signage in refreshment break area
- Display of company brochures, signage, and promotional items of your choice at the refreshment break
- Use of cups featuring company logo (provided by sponsor)
- Company logo on napkins used during refreshment breaks
- One complimentary conference registration
- Option to purchase additional attendees' registration at \$299 each
- Option to purchase an exhibit booth at the sponsor discounted rate \$450

#### Name Badge Sponsor - \$3,500 (Exclusive)

- Company logo on all name badges
- Prime booth space in the exhibit hall
- Two (2) complimentary conference registrations
- Option to purchase additional attendees' registration at \$299 each
- Recognition from the main stage during one plenary session

#### Legislative Day Sponsor - \$3,500 (4 available) - April 21, 2026

Palmetto Club, Columbia, SC

- One (1) complimentary conference registration
- Recognition from the main stage during one plenary session
- Option to purchase additional attendees' registration at \$299 each
- Signage at the legislative day event



### Blue Granite Sponsor - \$2,750

- Two (2) Complimentary Registrations
- Option to purchase additional attendees' registration at \$299 each
- Banner Recognition
- Logo in pre-conference registration
- Giveaway items included in conference bag
- Post Event Social media mentions
- Recognition on name badges
- PowerPoint recognition during event

### Wi-Fi Sponsor - \$2,250 (Exclusive)

- One (1) conference registration,
- Option to purchase additional attendees' registration at \$299 each
- Prominent display of company name and logo on conference materials, instruction poster, and session tables
- Company-branded Wi-Fi password for each attendee
- Option to purchase an exhibit booth for an additional \$450

### Lanyard Sponsor - \$1,800 (Exclusive)

- Company logo prominently displayed on the official conference lanyard
- Printed lanyards that will be distributed to all attendees
- One (1) conference registration
- Option to purchase additional attendees' registration at \$299 each
- Option to purchase an exhibit booth for an additional \$450

### iPad Photo Booth - 1,750 (Exclusive - one day only)

- One (1) conference registration
- Option to purchase additional attendees' registration at \$299 each
- Company logo included on sponsor signage
- Option to purchase an exhibit booth for an additional \$450



### **Break Sponsor - \$1,750 (4 Total)**

- Company name and logo on event signage at the breakfast
- Display of company brochures, signage, and promotional items of your choice at the refreshment break
- Company logo on break napkins
- One conference registration
- Additional Attendees at \$299 each
- Option to purchase an exhibit booth for an additional \$450

### **Networking Breakfast Sponsor - \$1,750 (4 Available)**

- One (1) conference registration
- Option to purchase additional attendees' registration at \$299 each
- Company name and logo on event signage at the breakfast
- Display of company brochures, signage, and promotional items of your choice at the breakfast
- Use of cups featuring company logo (provided by sponsor)
- Option to purchase an exhibit booth for an additional \$450

### **Conference Bag Sponsor - \$1,650 (2 or Exclusive - \$3,200)**

- Company name or logo to be prominently displayed on all conference bags
- Option to purchase additional attendees' registration at \$299 each

### **Boykin Spaniel Sponsor - \$1,500**

- Two (2) complimentary registrations
- Option to purchase additional attendees' registration at \$299 each
- Banner Recognition
- Logo in pre-conference registration
- Giveaway items included in conference bag
- Social media mentions
- Recognition on name badges
- PowerPoint recognition during event



- Short video presentation in the lobby

### **Hall of Fame Sponsor - \$1,500 (Exclusive Sponsorship)**

- Company logo prominently displayed on banner during awards ceremony
- One (1) conference registration
- Option to purchase additional attendees' registration at \$299 each
- Option to purchase an exhibit booth for an additional \$450

### **Exhibitor Only - \$850**

- Includes one (1) complimentary registration
- One booth in exhibit hall
- Company logo included on banner to be located inside of the exhibit hall
- Option to purchase additional attendees' registration at \$299 each

### **Patron Sponsor - \$750**

- Includes one complimentary registration
- Option to purchase additional attendees' registration at \$299 each
- Company logo included on sponsor signage in the pre-function area
- Recognition on the SCAA website
- Recognition in the conference App
- Option to purchase an exhibit booth at the sponsor rate (\$450)
- Option to purchase additional attendees' registration at \$299 each

### **Additional Sponsorships**

- **The Amethyst Sponsor (Marquee Letters & Balloons or Entryway Sponsor)** - \$1,000 (2)
- **The Indigo Sponsor (Ink Pen Sponsor)** - \$600 (included in conference bags)
- **Insert Only Sponsor** - \$425 (includes promotional items in conference bags)
- **Please note that these sponsorships provide no additional benefits**
- **A supplier company can purchase no more than 2 sponsorship opportunities (excludes Legislative Day)**



### Conference Hotels

Both room blocks are open. The rates are good until 11:59 PM on the cut-off date, April 5th, 2026.



**Hilton:** <https://bit.ly/SCAAHilton2026>

- Standard Room - \$184 per night plus tax (14% currently)
- Junior Suite - \$184 per night
- Self-parking - \$18; valet - \$26
- Continental Breakfast, \$18



**Hampton Inn:** - <https://bit.ly/SCAAHamptonInn2026>

- Standard Room - \$154 per night
- Free continental breakfast
- Self-parking - \$14
- Pet fee, \$75



## EXHIBITOR/SPONSOR REGISTRATION LINK

### Registration Fees

#### 2026 Direct Member/Management Company Rate

**\$249 - 12/15/25 to 2/28/25 (Early Bird)**

**\$269 - 3/1/26 to 4/10/26 (Regular Rate)**

**\$299 - 4/12/26 and onsite (Late Registration Rate)**

#### Supplier Partner Sponsor Rate

**Exhibitor Sponsor Rate: \$299**

**Non-sponsor Rate: \$450**

**Booth Only (Non-Sponsor): \$800**

**Sponsor Booth: \$450**

- In person conversations with the best and brightest from the multifamily industry, including owners of apartment communities and management companies, management executives, property managers, maintenance personnel, and more.
- 10' x 10' Booth with pipe & drape, table, two chairs, and ID sign.
- Uncontested time with over 400+ participants during Trade Show hours.
- Your company's name and booth # on the official SCAA Event App.
- Guest hotel rooms at discounted rates.

**SUPPLIERS:** To be on the Trade Show floor your sponsorship level must come with an exhibit booth, or you must purchase an exhibit booth separately.



## Signage/Graphics Submission Guidelines

A company logo must be submitted by all sponsors at the time they secure a sponsorship. All graphics and logos should be submitted as an EPS or other high-resolution format. All graphics should be set to size.

For exact dimensions of layout needed for any signage, please contact the SCAA Office. Preferred file formats are Illustrator, InDesign, and Photoshop. The ideal format is EPS and must be at least 300 DPI in resolution (images taken from the Web and similar bitmap images are low resolutions and will not print properly). Convert all fonts to outlines and embed images and logos where possible. PDF files are acceptable, but please include the original graphic source file.

Crop marks and bleeds (if any) must be present for proper guidance when printing. A color print of your artwork should always be included for our reference. We do not accept files created in Microsoft Word, Publisher, or PowerPoint. All graphics for signage must be submitted by Friday, March 1, 2026 - or else you will not have signage.

By signing this agreement, you and your company agree that SCAA is not liable or responsible for any errors in logo design or signage or similar indicia, especially if your company does not comply with the above requirements. **Commitment Agreement** By registering, you and your company agree to the following terms: (i) Payment in full must be made in full within 30 days of ordering the Sponsorship if ordered on or before February 26, 2026, and if ordered on or after February 27, 2026, payment shall be due on the earlier of 10 days from the order or March 28, 2026. If payment is not received as provided in this section, the requested trade show/sponsorship may be released but such failure to pay shall be deemed a Cancellation subject to the Cancellation Policy below; (ii) if your company desires to cancel, you may only do so by giving notice in writing sent to the South Carolina Apartment Association (SCAA), but your purchase is non-refundable after February 15, 2026.

For sponsorships, exhibit booth, and/or signage canceled after February 15, 2026, the full amount shall be immediately due and is considered to be liquidated and agreed upon damages, for the injuries the SCAA will suffer as a result of your



companies cancellation. Notwithstanding the foregoing, if SCAA is able to re-sell your sponsorship, exhibit booth, and/or signage in the normal course of business, SCAA will reimburse the canceling company for amounts paid toward the canceled sponsorship, exhibit booth, and/or signage less any costs incurred in obtaining the new sponsorship, exhibit booth, and/or signage.

For computations of the dates herein, the date of the cancellation of the sponsorship, exhibit booth, and/or signage shall be the first business day after SCAA receives actual notice of the cancellation; (iii) if you agree to purchase additional signage, it must be paid immediately by credit card or, if you selected payment by invoice, you agree to pay for such signage within 30 days of invoice or March 1, 2026, whichever occurs first; (vi) SCAA shall not be liable for any refunds, credits, or any compensation unless upon a showing of willful or gross negligence on the part of SCAA or its staff in the providing of the services described herein; (vii) failure to pay any amount owed when due will result in your company not having signage, admittance to, or a reserved space at the Conference; (viii) SCAA reserves the right to change all schedules, locations, and agenda items for the Conference at any time and for any reason in its discretion.

#### **DIRECT/MANAGEMENT MEMBER ATTENDEE REGISTRATION CANCELLATIONS**

**Cancellations received on or after 4/1/26** will not be entitled to any refund; however, we are able to accommodate attendee replacements on or after 4/1/26 for a \$50 administrative fee. To cancel or submit an attendee replacement, please email [sc-apt@capconsc.com](mailto:sc-apt@capconsc.com).



## Tentative Conference Schedule

Tuesday, May 5, 2026

SCAA Board Breakfast - 9 to 11 AM

Registration - Noon to 5 PM

SCAA Opening Reception - 6:00 PM - 7:30 PM

Opening General Session - 1 PM

Education Breakout Session - 1:30-2:30 PM (3)

Break - 2:30-2:45 PM

Education Breakout Session - 2:45-3:45 PM (3)

Break - 3:45-4 PM

Education Breakout Session - 4:00-5:00 PM (3)

SCAA Opening Reception (need catchy title) - 6-7:30 PM

Wednesday, May 6, 2026

Registration/Breakfast Opens - 7:45 AM

Conference Second General Session Keynote - 8:45 AM - 10:00 AM

Break - 10:00 AM - 10:15 AM

Education Breakout Sessions - 10:15 AM - 11:15 AM (3)

Break - 11:15 AM - 11:35 AM

Education Breakout Sessions - 11:35 AM - 12:35 PM (3)

Break - 12:35 PM - 12:50 PM

SCAA Recognition Lunch - 12:50 PM - 2:00 PM

**TRADE SHOW** - 2:00 PM - 4:00 PM

Break - 4:00 PM - 4:10 PM

Education Breakout Sessions - 4:10 PM - 5:10 PM (3)

Thursday, May 7, 2026

Registration Opens - 7:30 AM (Breakfast Available)

Education Breakout Sessions - 9:30 am - 10:30 AM (3)

Break - 10:30 AM - 10:45 AM

Education Breakout Sessions - 10:45 AM - 11:45 AM (3)

Break - 11:45 AM - 12:00 PM

Conference Closing/General Session Keynote - 12:00 PM - 1:30 PM

Break - 1:45-2 PM

Legal Panel - 2-3 PM

Closing Remarks/Wrap up - 3:30 PM