

# MAAEXPO<sup>20</sup><sub>25</sub>

MASSACHUSETTS APARTMENT ASSOCIATION

**MAY 20, 2025**

**HYNES CONVENTION CENTER**



**SPONSORSHIP  
PACKET**

**MASSACHUSETTS  
APARTMENT  
ASSOCIATION  
2025 EXPO**

**BOSTON, MA**



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# WHAT IS MAA EXPO?

The Annual MAA Expo is the Massachusetts Apartment Association's annual conference and trade-show. Over 2000 attendees come each year to learn, recharge, network, and shop the tradeshow floor, which has over 130 booths.

Registration is only open to multifamily & real estate property management professionals, with over 42% being property managers. Other attendees include owners, regional directors and portfolio supervisors, maintenance professionals, community managers, and leasing professionals - just to name a few.

Suppliers must exhibit or sponsor in order to attend.

## ABOUT THE MASSACHUSETTS APARTMENT ASSOCIATION (MAA):

- The MAA is the state trade association that represents owners and managers of 200,000 units across the state of Massachusetts. We are a state affiliate of the National Apartment Association, and rank in the Top 25 of over 100 chapters in the US.
- Our members represent 148+ property management and owner companies, and include property managers, maintenance professionals, leasing professionals, owners, developers, regional portfolio supervisors, and more.
- MAA holds educational courses, social networking events, webinars, and other events and programs throughout the year for members to grow, learn, and network. MAA Expo is the largest gathering of members each year.

# WHY SPONSOR?

Our attendees are looking for the best suppliers and products for their buildings, communities and companies, and come to MAA Expo knowing they will find them!

Here are some other reasons to get involved:

**Premiere New England Multifamily Tradeshow:**

Get your company and message in front of our 2000+ attendees at the largest multi-family show in New England. The show is also marketed to neighboring states and associations, including Maine, New Hampshire, and Rhode Island.

**Attendees come looking for Suppliers:** In a recent survey of past attendees, the majority responded that they come to expo to see old and new suppliers, and look for new amenities and services to bring to their communities. Expo is purposefully held in Spring before the industry budget season, to give our suppliers maximize negotiation power.

**Exposure & Tools Beyond the Show:** Sponsors are included in pre & post event marketing, including emails, flyers, and other signage. Sponsors also receive an attendee list before and after the event with contact information.



# 2025 SPONSORSHIPS

## **PLATINUM SPONSOR - METROPOLITAN CABINETS & COUNTERTOPS**

Exclusive Opportunity for a Premier Sponsorship of the Expo! Includes opportunity to introduce the Keynote Speaker and join the Leadership Table for the Speaking Program; Sponsor to contribute a cash prize of \$1,000 for the raffle giveaway; Opportunity to participate in the drawing on stage at the conclusion of Expo; Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a full page ad into the program book given at registration.

## **REGISTRATION SPONSOR - T.F. ANDREW CARPET ONE FLOOR & MORE**

Includes company name and logo on all attendee bags given away at registration and prominent signage at check-in. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **LUNCHEON SPONSOR - SWERLING MILTON WINNICK PUBLIC ADJUSTERS**

Includes logo and/or company name prominently displayed on the luncheon menu cards and prominent signage at the luncheon. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **BREAKFAST SPONSOR - NORFOLK MULTIFAMILY**

Includes logo and/or company name prominently displayed on coffee cups or napkins, and prominent signage at morning reception stations. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **BARISTA COFFEE STATION - \$4,500 (1 AVAILABLE)**

Includes a coffee bar in high traffic area with two baristas making cappuccinos, cafe latte, americanos, hot cocoas, and teas. Coffee counter will have your logo and/or company name prominently displayed and possibly on cups. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **HYDRATION STATION SPONSOR - \$4,500 (1 AVAILABLE)**

Includes logo and/or company name prominently displayed at special hydration stations on trade floor where attendees can create their own drinks and stroll around with branded juice bags/water bottles. Dedicated space on exhibitor floor or in registration hall. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

# 2025 SPONSORSHIPS

## **LOUNGE SPONSOR - \$4,000 (2 AVAILABLE)**

Includes logo and/or company name displayed in dedicated lounge area for attendees to relax and network with others throughout the day. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **INTERACTIVE STATION SPONSOR - \$4,000 (1 AVAILABLE)**

Includes logo and/or company name at interactive activity station for attendees to stop at throughout the day. Activity will be tied in to showing off your company - will be determined and developed with MAA Staff. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **PROGRAM BOOK SPONSOR- \$3,750 (1 AVAILABLE)**

Includes logo and/or company name displayed on belly bands on program books at registration, and also prominently listed inside the book. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **WATER COOLER SPONSOR - \$3,750 (1 AVAILABLE)**

Includes logo and/or company name prominently displayed at all water cooler stations throughout the expo – on the trade show floor and in auditorium. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **LANYARD SPONSOR - \$3,750 (1 AVAILABLE)**

Includes logo and/or company name on lanyards offered at registration for name badges. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **AFTERNOON SNACK BREAK SPONSOR - \$3,000 (1 AVAILABLE)**

Includes logo and/or company name prominently displayed on coffee cups and/or to go snacks. Prominent signage at afternoon break station. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

# 2025 SPONSORSHIPS

## **CHARGING STATION SPONSOR- \$3,000 (1 AVAILABLE)**

Includes logo and/or company name displayed at charging stations throughout the Expo. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.

## **CLOSING SESSION & RAFFLE SPONSOR - \$3,500 (1 AVAILABLE)**

Includes logo and/or company name prominently displayed on snacks and beverage stations at closing session. Also opportunity to announce a raffle prize on the stage in the auditorium during reception. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Listed in the program book with other Closing Reception & Raffle Sponsors.

## **BREAKOUT SESSION SPONSOR - \$2,500 (6 AVAILABLE – 1 FOR EACH BREAKOUT SESSION)**

Includes logo and/or company name prominently displayed on signage at breakout session. Exclusive opportunity to help with session introduction. Visibility on all event marketing & communications including weekly emails, social media, MAA Expo Site, on site program and signage. Opportunity to add a half page ad into the program book given at registration.



# MAA EXPO CONTACT INFO

Want to Sponsor but don't see the right opportunity?  
Contact us to discuss more.

Sponsorships are available  
on a first-come, first serve basis.

For questions or to book your sponsorship, please contact:  
Kayla Burmeister  
Director of Membership & Events  
MAA

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