

2012 **AREA A** NATIONAL  
CONVENTION

THINK**FORWARD**

RENEW // REINVENT // RECONNECT

SEPTEMBER 23-25 / BELLAGIO / LAS VEGAS

SPONSOR PROSPECTUS

## THE ASSOCIATION

Founded in 2003, the Asian Real Estate Association of America (AREAA) is a nonprofit professional trade organization dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals that serve this dynamic market.

AREAA pursues this mission by:

- » Advocating for policy positions at the national level that will reduce homeownership barriers facing the Asian American and Pacific Islander (AAPI) community.
- » Increasing business opportunities for mortgage and real estate professionals that serve this growing community.

AREAA's membership represents a broad array of real estate, mortgage and housing-related professionals that serve the diverse AAPI market. AREAA is the only trade association dedicated to representing the interests of the Asian real estate market nationwide.

Membership includes housing and real estate professionals of all cultural backgrounds and is open to those who support the mission of increasing sustainable homeownership in the Asian community.



## THE EVENT

With a theme of “Think Forward”, the 2012 AREAA National Convention will renew real estate professionals’ dedication to the Asian American home buyer market, help attendees reinvent their marketing and business strategies, and reconnect them with influential leaders and top producers in the housing market. Topics will span the industry, from best business practices to bank-owned properties to working with international investors.

The convention also features the largest exhibit hall aimed at real estate professionals serving the Asian American community. The three-day convention will include exclusive ticketed events, networking receptions and intimate roundtable business sessions. One of the most talked about meetings of the year, the AREAA National Convention has earned its place among the real estate industry’s premier events. Anticipated attendance is 1500 real estate professionals.



## THE OPPORTUNITIES

### GALA DINNER AND INSTALLATION OF 2013 AREAA CHAIR JIM PARK

\$35,000

Join more than 400 convention attendees for an elegant evening of delicious cuisine, entertainment by performance painter David Garibaldi, and networking opportunities with top real estate professionals. This year's gala kicks off AREAA's 10<sup>th</sup> year with the installation of 2013 AREAA Chair Jim Park.

- » Sponsorship recognition on the convention registration web site and at the podium
- » 5-minute executive speaking opportunity at the Gala
- » Full-page ad in the convention program
- » Logo displayed on video screen during the conference
- » (10) convention registrations
- » (5) additional tickets to the International Welcome Reception
- » One reserved table (10 tickets) with VIP placement at the Gala Dinner
- » One reserved table (10 tickets) with VIP placement at the Keynote Luncheon
- » Flyer or insert in convention bags delivered to all attendees (sponsor to print/ship to hotel)

### INTERNATIONAL WELCOME RECEPTION SPONSORSHIP

\$25,000

Be one of the first to welcome AREAA's attendees as the sponsor of the International Welcome Reception. Attendees from all over the world will have an opportunity to meet important members of your organization. Not only will your company make a five minute introduction at the reception, but its members will receive front and center seats at the highly anticipated gala dinner.

- » Sponsorship recognition on the convention registration web site and at the podium
- » 5-minute speaking opportunity at the International Reception
- » Full-page ad in the convention program
- » Logo displayed on video screen during the conference
- » (10) convention registrations
- » (10) additional tickets to the International Welcome Reception
- » One reserved table (10 tickets) with VIP placement at the Gala Dinner
- » One reserved table (10 tickets) with VIP placement at the Keynote Luncheon
- » Flyer or insert in convention bags delivered to all attendees (sponsor to print/ship to hotel)

To learn more about sponsorship opportunities, contact Alexandra Libhart at [alibhart@areaa.org](mailto:alibhart@areaa.org) or 760-918-9162



## THE OPPORTUNITIES

### KEYNOTE LUNCHEON SPONSORSHIP

\$30,000

Take advantage of the only afternoon most conference attendees will be gathered in one room. This year, AREAA welcomes the Property Brothers as our special keynote speakers. As a sponsor of the Keynote Luncheon, your company will be provided with a VIP table at the gala dinner, a reserved table at the keynote luncheon, an executive speaking opportunity and much more!

- » Sponsorship recognition on the convention registration web site and at the podium
- » 5-minute executive speaking opportunity at the Keynote Luncheon
- » Full-page ad in the convention program
- » Logo displayed on video screen during the luncheon
- » Logo displayed on luncheon menu at each seat
- » (10) convention registrations
- » One reserved table (10 tickets) with VIP placement at the Keynote Luncheon
- » One reserved table (10 tickets) with VIP placement at the Gala Dinner
- » Flyer or insert in convention tote bags delivered to all attendees (sponsor to print/ship to hotel)

### GALA RECEPTION

\$15,000

Be one of AREAA's premier sponsors and receive recognition at the gala reception. You will receive an exclusive speaking opportunity as the guests enjoy cocktails and musical entertainment. Your organization may provide branded items to insert in convention tote bags delivered to each attendee.

- » Sponsorship recognition on the convention registration web site and at the podium
- » Half-page ad in the convention program
- » (4) minute speaking opportunity at the reception
- » (5) conference registrations, (5) Keynote Luncheon tickets and (5) Gala tickets
- » Flyer or insert in convention tote bags delivered to all attendees (sponsor to print/ship to hotel)

### THEEDGE YOUNG PROFESSIONALS LATE-NIGHT NETWORKING EVENT



- » Sponsorship recognition on the convention registration web site and at the podium
- » Half-page ad in the convention program
- » (10) tickets to the EDGE event
- » (5) conference registrations, (5) Keynote Luncheon tickets and (5) Gala tickets
- » Flyer or insert in convention tote bags delivered to all attendees (sponsor to print/ship to hotel)

## THE OPPORTUNITIES

### INTERNATIONAL PARTNERSHIP LUNCHEON (INVITATION ONLY)



- » Sponsorship recognition on the convention registration web site and at the podium
- » Half-page ad in the convention program
- » (5) minute speaking opportunity at the International Luncheon
- » (4) convention registrations, (4) Keynote Luncheon tickets and (4) Gala tickets
- » (5) invitations to the International Partnership Luncheon
- » Flyer or insert in convention tote bags delivered to all attendees (sponsor to print/ship to hotel)

### LATE-NIGHT KARAOKE AT THE BELLAGIO



AREAA is thrilled to host its second annual karaoke night. Guests will enjoy performances by a wide range of singers, from seasoned karaoke vocalists to newcomers who want to shine onstage. Come to this after hours event ready to relax, sing and witness some entertainment that will keep you talking all year!

- » Sponsorship recognition on the convention registration web site and at the podium
- » Half-page ad in the convention program
- » (5) minute speaking opportunity at opening of the Karaoke Event
- » (3) convention registrations, (3) Keynote Luncheon tickets and (3) Gala tickets

### CONVENTION LANYARDS



- » Sponsorship recognition on the convention registration web site and conference program
- » Logo displayed on convention badge lanyards worn by all attendees
- » (3) convention registrations, (3) Keynote Luncheon tickets and (3) Gala tickets

## THE OPPORTUNITIES

### CONVENTION TOTE BAGS



- » Sponsorship recognition on the convention registration web site and conference program
- » Logo displayed on convention tote bags delivered to all attendees at registration
- » (3) convention registrations, (3) Keynote Luncheon tickets and (3) Gala tickets

### MORNING COFFEE SERVICE

*2 Available*

\$7,500

Do you want to be one of the first companies seen in the morning? Sponsor the morning coffee service and make the early morning just a little bit easier for each attendee. Your logo will be displayed in the coffee service area and on conference signage.

- » Sponsorship recognition on the convention registration web site and conference program
- » Logo displayed in coffee service area and on conference signage
- » (2) convention registrations, (2) luncheon tickets and (2) gala tickets

### ASSET MANAGER LUNCHEON

\$6,000

- » Sponsorship recognition on the convention registration web site and on signage at the luncheon
- » (4) invitations to the Asset Manager luncheon, an invitation-only event exclusively for asset managers and asset manager sponsors
- » Guaranteed admission for (2) to both sessions of the "Asset Manager Roundtable"

### FULL-PAGE ADVERTISEMENT IN A|R|E MAGAZINE

\$1,000

- » Full-page color ad in fall issue of AREAA's official publication, a|r|e magazine, which will be distributed to all convention attendees
- » Print and digital distribution, reaching 15,000 real estate professionals and industry leaders serving the Asian American community
- » Materials deadline August 1st
- » Additional sizes available from \$200-\$2500
- » Contact Praveen Sharma at [psharma@areaa.org](mailto:psharma@areaa.org) or 760-692-5721 for contract and details

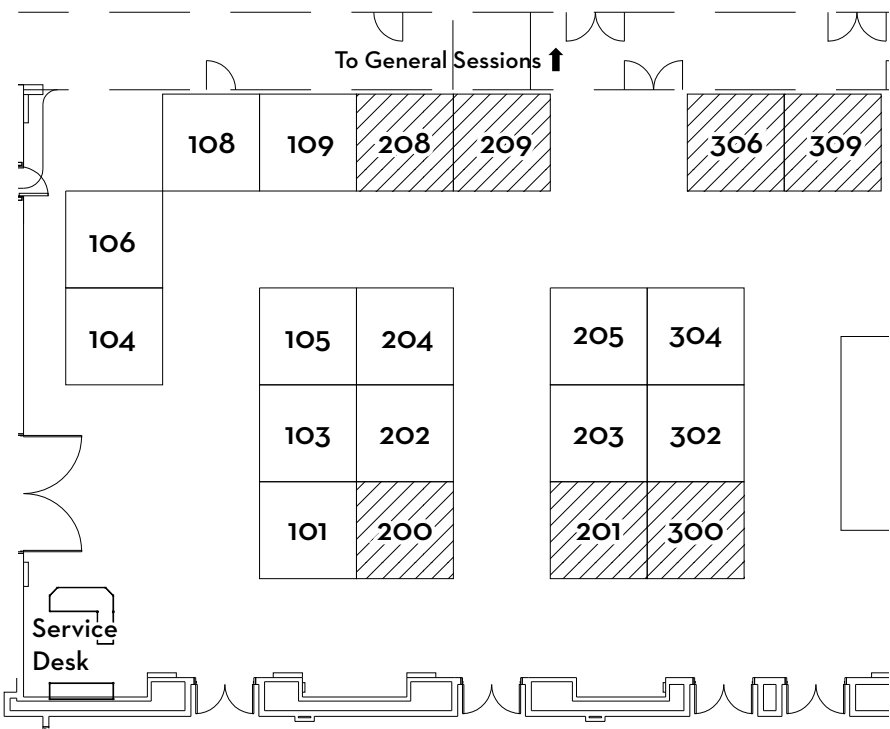
THE EXPO

10' X 10' SPACE | \$2,000

- » For corporations and businesses
- » Includes two (2) complimentary exhibitor-only registrations (ticketed events not included)

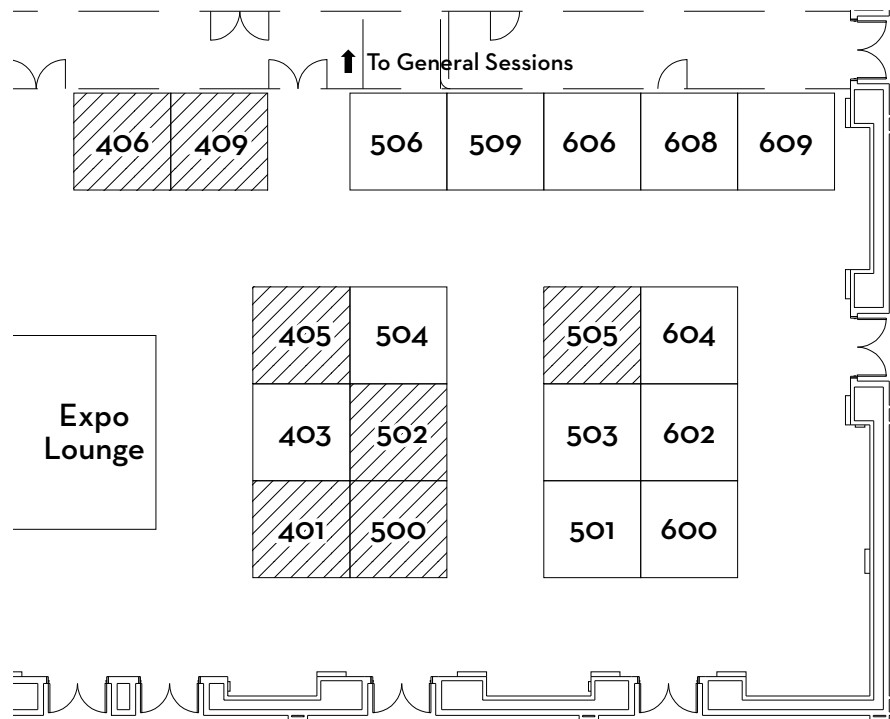
Exhibitor-only registrations can be upgraded to full convention registrations for \$250 each (ticketed events not included).

TOWER BALLROOM 3, 5 & 8





# BELLAGIO // LAS VEGAS



## SHOW HOURS (subject to change)

Monday, September 24<sup>th</sup> 12:00 - 5:00 p.m.

7:00 - 11:45 a.m. Set Up

12:00 - 1:30 p.m. Grand Opening

3:00 - 3:30 p.m. Afternoon Break in Expo

5:00 p.m. Expo Closes

Tuesday, September 25<sup>th</sup> 8:00 - 2:30 p.m.

8:00 - 9:00 a.m. Coffee Service in Expo

1:30 - 2:00 p.m. Afternoon Break in Expo

2:30 p.m. Teardown

Contact **ALEXANDRA LIBHART**  
for contract, application and details  
[alibhart@areaa.org](mailto:alibhart@areaa.org) or 760-918-9162



Asian Real Estate Association of America

[www.areaa.org](http://www.areaa.org)