

# 2018 Sponsorship Opportunities



# Join Us!

Exclusive exposure to SSA's decision makers.

The Self Storage Association is proud of its unique relationship with its sponsors. **As a sponsor, your company's visibility to self storage owners, operators, investors and managers will be greatly enhanced.** This is the result of the many tangible and intangible benefits that are offered during the term of your sponsorship package.

In conveying our proud relationship to our members and beyond, your company will be highlighted in virtually each and every one of our 1.1 million contacts we have annually.

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Inquire about sponsorship at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)



# Audience Information

# A Profile of the SSA

Reach the leaders self storage.

Founded in 1975, **SSA is the only nonprofit trade organization representing approximately 50,000 self storage facilities in the U.S.**

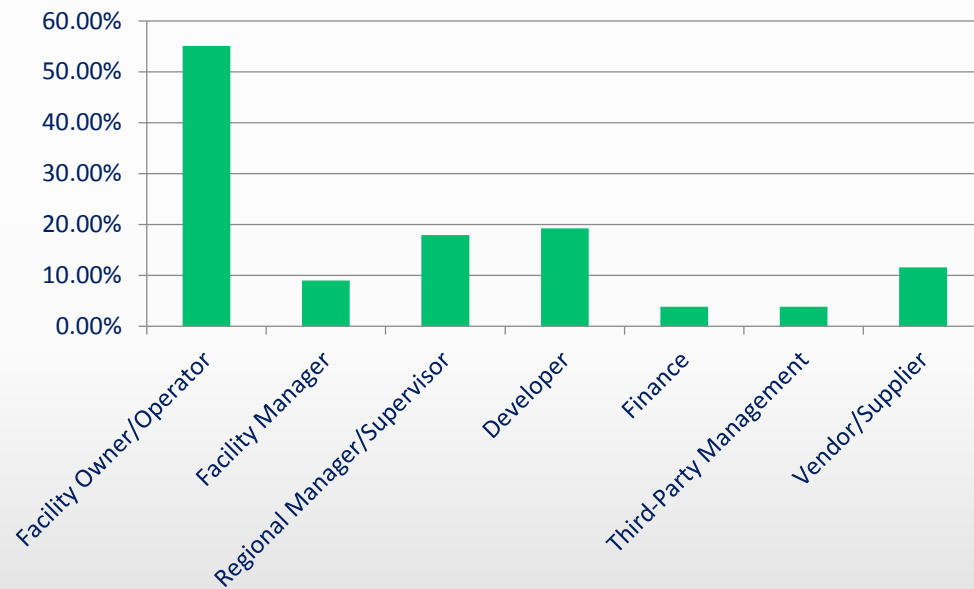
The Mission of the SSA and its subsidiaries is to become the world's premier not-for-profit trade organization representing the best interests of the self storage industry. The Association shall be the industry's foremost communicator as well as informational and educational resource to its membership, the general public and the news media.

All revenue taken in for membership dues, our two national conferences, and advertising in SSA Globe magazine is applied to our vast legislative and educational initiatives. Our facility and vendor members know that any money they spend with the SSA is for the overall betterment of the industry in which they work.

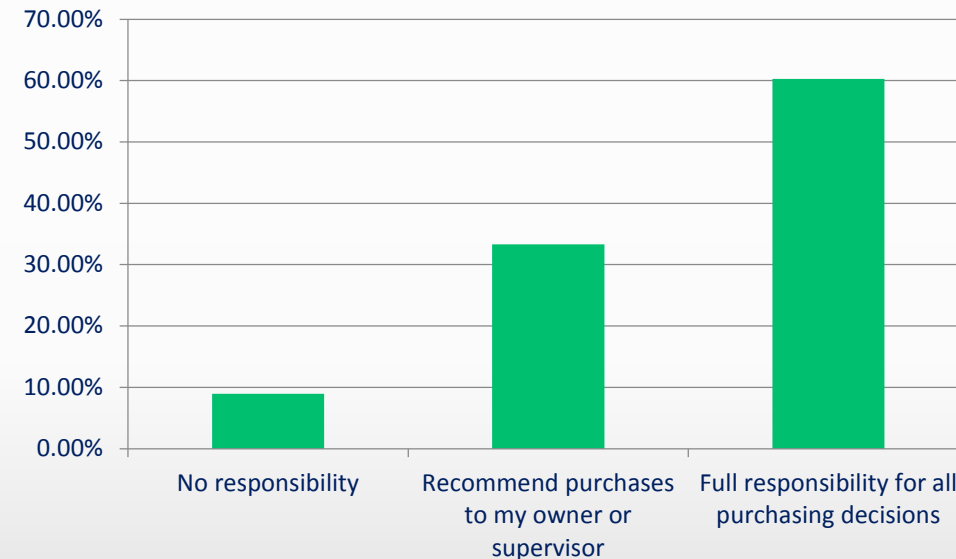


# 2017 Fall Conference Attendee Survey

How are you involved in the industry?



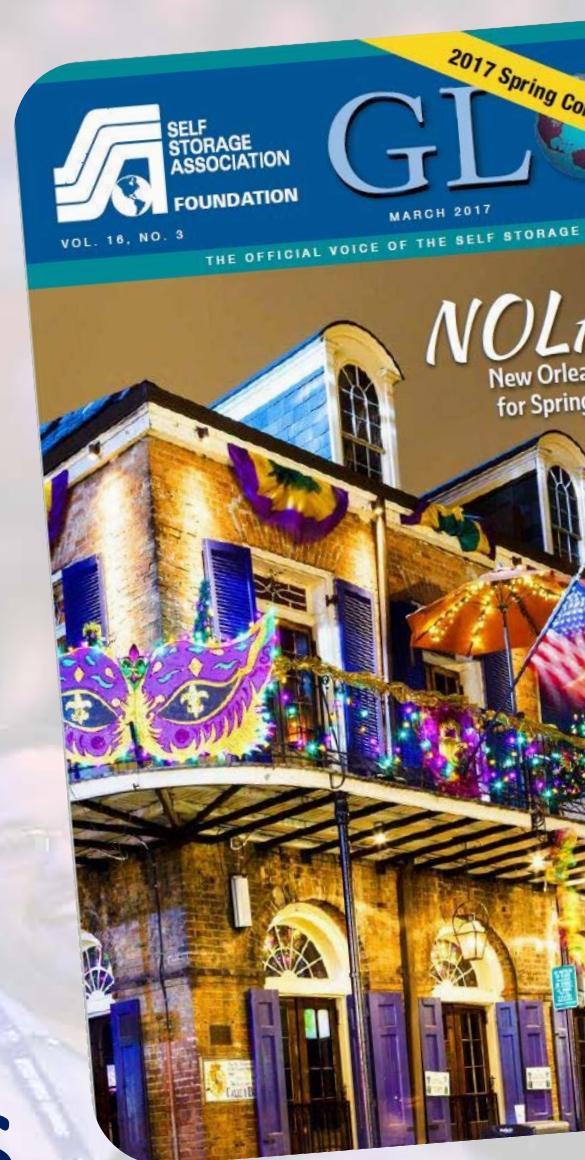
What responsibility do you have in making decisions for purchases of goods and services for your facility?



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# Program Benefits



## GOVERNMENT RELATIONS

### Bienvenue en Louisiane!

By Marcus Dunn, SSA Director, Government Relations



As we hold our Spring Conference & Trade Show in New Orleans this month, please know you are in a state that has the latest updated storage laws in the country.

This past year was a remarkable time in Baton Rouge, the capital of Louisiana. During its legislative session, the national SSA, our hired lobbyists and the legislature were successful in passing two bills to assist the industry.

One bill was a comprehensive update of the state's lien laws. As noted in testimony delivered by SSALA President Lana Griffin, these laws had not been updated since the early 1980s. As we all know, technology has made great progress in the past 30 years, but the state's statutes have not kept pace with the more efficient and less expensive advancements offered by email, online communications and a little thing called the Internet.

Deferring the issue regarding our industry's requirement to advertise lien sales in a newspaper, the Louisiana House and Senate were thoughtful and deliberate in enacting the entire SSA-supported agenda. In 2017, lien law changes are being addressed in California, Montana, New Mexico, Nebraska, Florida, South Carolina, Delaware, New Jersey, Alaska, Hawaii and New York.

Another major enhancement was the passage of legislation authorizing the sale of tenant insurance. Like many other

provisions pursued by the SSA, the insurance measure provides clarity on laws that govern the industry. This year we are working on similar tenant insurance legislation in Hawaii, Nevada, New Mexico, Montana, Kansas, Colorado and Pennsylvania.

Aside from the regular set of issues addressed by the SSA at the state level, there are a few items that have broader appeal—including changes to building codes. If you haven't heard, new building codes are currently in effect across the land. What this means is if you are developing new construction or even remodeling a facility, you may have to adhere to different requirements regarding the number of sprinklers per square foot or the types and frequency of firewalls.

This past fall, the SSA supported two of our members in their effort to get the codes in a more reasonable posture. It is our opinion that the current requirements are excessive for the industry. The process of having our voices heard, against the backdrop of firefighters who were in support of the changes, was not as effective as we wanted.

In an effort to address our approach, to learn more about our options, and the process for effecting change, there will be a Building Codes Working Group meeting during the spring show. As of now, that meeting is scheduled for Wednesday, March 15. If you are interested in receiving more information or would like to participate in this working group meeting or future meetings, please email me at [mdunn@selfstorage.org](mailto:mdunn@selfstorage.org).



#SSASpring17

2017 Spring Conference & Trade Show  
Wednesday, March 15 | 9:00–11:30am

The SSA's MSOG session is dedicated to helping owners of fast-growing self storage organizations to educate themselves and to get expert advice on the key issues affecting their business.

MID-SIZED OWNERS GROUP (MSOG) SPECIAL EDUCATIONAL SESSION:

**Becoming a Category of One with M. Anne Ballard**

Presented by our  
Partner Plus  
Sponsors:



# Sponsorship Levels

BENEFITS	PARTNER PLUS \$80k (1 yr.)   \$75k (2 yr.)		PARTNER \$60k (1 yr.)   \$55k (2 yr.)		PATRON \$30k (1 yr.)	
Category Exclusivity	Intangible	✓	Intangible	✓	N/A	
SSA Membership	\$850	✓	\$850	✓	\$850	✓
Ski Workshop Package (max 10)	\$7,500	✓	\$7,500	add-on	\$7,500	add-on
Spring Conference (max 10)	\$8,000	✓	\$8,000	✓	\$8,000	✓
Spring Conference Booth (2018)	\$2,300	✓	\$2,300	✓	\$2,300	✓
Fall Conference (max 12)	\$10,000	✓	\$10,000	✓	\$10,000	✓
Fall Conference Booth (2018)	\$10,140	✓	\$4,870	✓	\$2,895	✓
SSA <i>Globe</i> Magazine Advertisements	\$21,359	✓	\$19,428	✓	\$13,908	✓
SSA Website Advertising	\$25,900	✓	\$25,900	✓	\$14,400	✓
NFDb Mailing (34,000)	\$5,440	✓	\$5,440	✓	\$0.16/Name	✓
Member/Affiliate Mailing (5,000+)	\$2,750	✓	\$2,750	✓	\$2,750	✓
SSA Intro Letter (5,000+)	\$2,750	✓	\$2,750	✓	\$2,750	✓
MSOG Marketing	\$2,500	✓		✓	N/A	
Roundtables	\$300	✓	\$300	✓	\$300	✓
Spring Conference Mobile App	\$3,500	✓	N/A		N/A	
Fall Conference Mobile App	\$5,000	✓	N/A		N/A	
Hot Coffee/Hot Topics	Intangible	right of first refusal	Intangible	right of first refusal	Intangible	if available
Discretionary Funds	\$10,000	✓	N/A		N/A	
<b>SPONSORSHIP VALUE</b>	<b>\$118,289</b>		<b>\$82,588</b>		<b>\$58,153</b>	



# Event Sponsorship

A unique opportunity to **enhance your presence** at one or more of our well-attended events. Events include the SSA Value & Acquisition Course, the SSA Spring and Fall Conferences and Trade Shows, SSA's sold out Executive Ski Workshop and more! Event sponsorship benefits include:

- ✓ Right to use "SSA Event Sponsor" logo to market your company
- ✓ Complementary advertisement in the *SSA Globe Magazine*
- ✓ Advertising discounts in the *SSA Globe Magazine*
- ✓ Your company logo included in all event promotional materials
- ✓ Trade show booth priority placement (event specific)
- ✓ Your logo included on all event sponsor signage
- ✓ Attendee passes to the sponsored event
- ✓ Plus much more!

\*Inquire for event-specific sponsorship opportunities







**SSA Globe**  
Circulation: 174,000  
Readership: 522,000

**SSA Globe Yearbook & Membership Directory**  
Circulation: 5,000  
Readership: 25,000



Dear SSA Members:

As you may know, the Self Storage Association (SSA) industry sponsorship program was initiated in 2006 to support the growth of the SSA. The highest level of our sponsorship categories is the designation "SSA Partner." Our Partner PLUS and Partner sponsors are leading vendor firms that have made a substantial long-term financial commitment and investment to support the work of your industry's national not-for-profit trade association. The support of these Partner companies not only assists your association in providing more timely and accurate information, educational and other vital programs, but it helps keep membership dues to a minimum.

As a dues-paying member of the Self Storage Association, we ask your support of our SSA Sponsors. If you're already doing business with them, let them know how much you appreciate their support of SSA. If you are not yet doing business with them, we would ask you to make a point of visiting their booth at the Fall Conference & Trade Show (September 6-9, 2016) to see what they have to offer, or ask them to bid on your next project...and let them know you contacted them because of their special status as an SSA Sponsor.

**2016 SSA Partner PLUS Sponsors:**

AN EMPLOYEE OWNED COMPANY  
**BADER**  
Be Assured  
[www.baderco.com](http://www.baderco.com)

**YARDI**  
[www.yardi.com](http://www.yardi.com)

**openedge**  
A division of globalpayments  
[openedgepayment.com](http://openedgepayment.com)

**JANUS**  
INTERNATIONAL GROUP  
[www.janusintl.com](http://www.janusintl.com)

**JERNIGAN Capital**  
SELF STORAGE LENDING  
[www.jernigancapital.com](http://www.jernigancapital.com)

**2016 SSA Partner Sponsors:**

**g Millicap**  
SELF STORAGE CAREER  
[gsmillicap.com](http://gsmillicap.com)

**StorQuest**  
SELF STORAGE  
[www.storquest.com](http://www.storquest.com)

**Charity Storage**  
[www.charitystorage.org](http://www.charitystorage.org)

ation's Board of Directors encourages its members to get to know these vendor members, who help advocacy, data and research, education, communications, and other activities that benefit the self storage and particularly members of the SSA. Next time you see a representative of one of these companies, let them know. Also, the next time you need their products or services, think to give them a call.

*[Signature]*  
President  
Self Storage Association  
[www.ssa.org](http://www.ssa.org)

**SSA Partner/Patron Letter**  
Circulation: 5,000+

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# Visibility

**SELF STORAGE ASSOCIATION**  
Participate. Learn. Benefit. Succeed.

## 2017 Fall Conference & Trade Show

September 5-8, 2017 | Caesars Palace | Las Vegas

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

**A Very Special Thank You...**

**PARTNER PLUS SPONSORS**

**BADER** **JANUS** **JERNIGAN Capital**

**openedge** **YARDI**

**PARTNER SPONSORS**

**Cherry Storage** **GS** **Managing Risk** **StorQuest**

**PATRON SPONSORS**

**Chateau** **CloudQuality** **LifeStorage** **MiniCo**

**On the Move** **Self Storage Direct** **SVA** **Storage Advisor** **Storage** **Supply Side**

**EVENT SPONSORS**

**GS** **Self Storage Manager** **Storage** **Supply Side**





“We have been a long-time partner of the  
Self Storage Association.

*It is an easy and good  
business decision to partner  
with the SSA.*

Through this partnership, we’ve had great opportunities to learn more about the industry, network with its leaders, market our product through conferences/tradeshows and make life-long friends. As a vendor, it is very important to support the entire industry and not just the items that directly impact our company’s business. SSA provides a great avenue to promote, educate and grow the self storage industry and its members.”

**C. Timothy Parnell**  
Executive VP & Chief Operating Officer  
*Bader Company*







# Spring Conference & Trade Show

1,200+ Attendees





# Fall Conference & Trade Show

2,400+ Attendees





# Executive Ski Workshop

250+ Attendees







## OPTIONAL EVENTS (Corporate Fee required)

### Managers Summit

Wednesday, September 6, 8:45-11:30am

**CREATING THE PATH TO RENTALS MARKETING AND OPERATIONS  
WORKING TOGETHER FOR A CONNECTED CUSTOMER EXPERIENCE**

Presenters: Lynn Sykes, Director of Operations and  
Melissa Stiles, Director of Marketing, Storage Asset  
Management

In 2017, consumers have more choices and access to information  
much quicker than ever before. Technology and online marketing  
have disrupted the old model of doing business, but the manager  
and in-store experience are still keys to success. To build awareness,  
trust and loyalty, a self storage facility must give the tenant the same  
experience online and in-person. This session will discuss how self  
storage managers and marketing and operations must work together  
to convert more leads and generate sales for your self storage facility.

Generously sponsored by Precision Structural Engineering

Use the SSA Fall Conference & Trade Show Mobile App  
to access conference program information  
quickly and easily on your  
smartphone or tablet!

Scan the QR code to  
get the mobile app:




Thanks to our Mobile App Sponsors:







Download Your Conference Mobile App Here



#SSAvegal7



1.1 million contacts



announcement to 5,000+ SSA  
member companies



2016 Spring Conference & Trade Show  
March 30 - April 1, 2016 | Hyatt Regency • Dallas, Texas

# DALLAS

The Self Storage Association

Our mission is to promote the highest standards of professionalism, conduct, honesty, integrity and ethical business practices...  
By all Association Members to provide leadership and support for the self storage industry in the United States and throughout the world,  
to address issues which specifically affect the self storage industry, to be the go-to resource for industry information, education,  
research and technical expertise, and to enhance the quality and performance of self storage services and facilities.

Vendor Product Service

Facility Locator

GLOBE MAGAZINE

SELF STORAGE LEGAL NETWORK

Log in  
Account login  
Create an account  
Become a member

Member benefits  
Forgot login

Member services - online resources  
Online Sales, Your Property & Customer Service  
Maintenance & Repair  
Insurance Claims  
Marketing & Promotions  
Self Storage Research  
Self Storage Reports

Member benefits  
Forgot login

Member services - online resources  
Online Sales, Your Property & Customer Service  
Maintenance & Repair  
Insurance Claims  
Marketing & Promotions  
Self Storage Research  
Self Storage Reports



increased exposure to tens of  
thousands of industry  
professionals

Inquire about sponsorship at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)