

2016 Sponsorship Opportunities



Participate. Learn. Benefit. Succeed.

40 YEARS STRONG

Executive Summary

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 is greatly enhanced. This is the result of the many tangible and intangible benefits that are offered during the term of your sponsorship.

In conveying our proud relationship to our members and beyond, your company is highlighted in virtually each and every one of our 1.1 million contacts we have annually. These opportunities include:

- Use of the appropriate SSA sponsorship logo on all your company's printed materials
- Your banner advertisement on the SSA website – 360,000+/- page views annually
- An announcement letter to all 5,000+ SSA member companies
- Recognition during the opening general sessions at the Spring and Fall Conferences
- Extensive and prominent signage at each national conference and trade show
- Your printed logo in each of the brochures we mail and in videos we produce highlighting sponsors
- And much, much more!

As an annual SSA sponsor, you also receive four-color advertisements in all 12 months of the SSA *Globe* Magazine, an advertisement in the SSA Yearbook, and discounted rates for any additional advertising. You also receive recognition advertisements for the SSA Membership Directory, Spring and Fall Trade Show onsite program and the Proceedings Manual.

Your brand will be displayed prominently on multiple mailings and brochures throughout the year, and your company's literature is continually placed in new SSA new member packets. Your literature is also inserted into some 4,000 Fall and Spring Conference and Trade Show registration bags.

At the SSA Partner level, two representatives from your company are invited to attend our Spring Partner Summit. All sponsorship levels include invitations to the Chairman's VIP Reception at the Fall Conference. These events provide access to hundreds of key executives in the industry.

We cherish our relationship with our sponsors and thank you for your consideration in becoming one. Many of our sponsors have renewed year-over-year as they understand the value the SSA offers. We look forward to a 2016 partnership with you. If there is any way we can enhance the relationship or provide you with a reference, we look forward to doing so.

Best regards,

The SSA Board of Directors





Audience Information

A Profile of the SSA

The Self Storage Association is the only national not-for-profit trade association serving the entire industry of some 49,000 facilities in the U.S. The SSA is affiliated with 40 state associations and 9 international self storage associations that represent another 12,000 facilities worldwide.

SSA members range from individual facility owner-operators and investors to multiple-facility operations, to all of the industry's largest publicly traded Real Estate Investment Trusts (REITs). In a 2015 survey, more than 95% of all SSA member-companies recommend SSA membership to others in the industry.

The SSA reaches out to its constituencies via:

- the SSA *Globe* Magazine
- Direct mailings of letters and program/educational brochures
- Email communications
- Weekly SSA Monday Morning *Globe* email newsletter

SSA Vision and Mission

Everything we undertake and accomplish – we do for the viability, success, and prosperity of those who have made an investment in self storage. We do this through responsive leadership, proven advocacy, relevant education, timely and accurate data, and the effective use of communications and social networking.

A Profile of the SSA

The SSA is the registered lobbying entity representing the U.S. self storage industry before the U.S. Congress and federal departments and agencies, and is quite active in representation before state legislative and regulatory bodies.

Over the past decade, the SSA has spent more than \$4 million influencing over 60 relevant laws, as well as adding specialty licenses for the offering of tenant insurance, and authorizing reasonable late fees, dealing with abandoned records and vehicles, and fighting the imposition of sales taxes on self storage rents in a dozen other states.

The self storage industry in the U.S. generates more than \$27 billion in annual revenue. The industry has been the fastest growing sector of the commercial real estate industry over the last 40 years, paying more than \$3.25 billion each year in local and state property taxes.

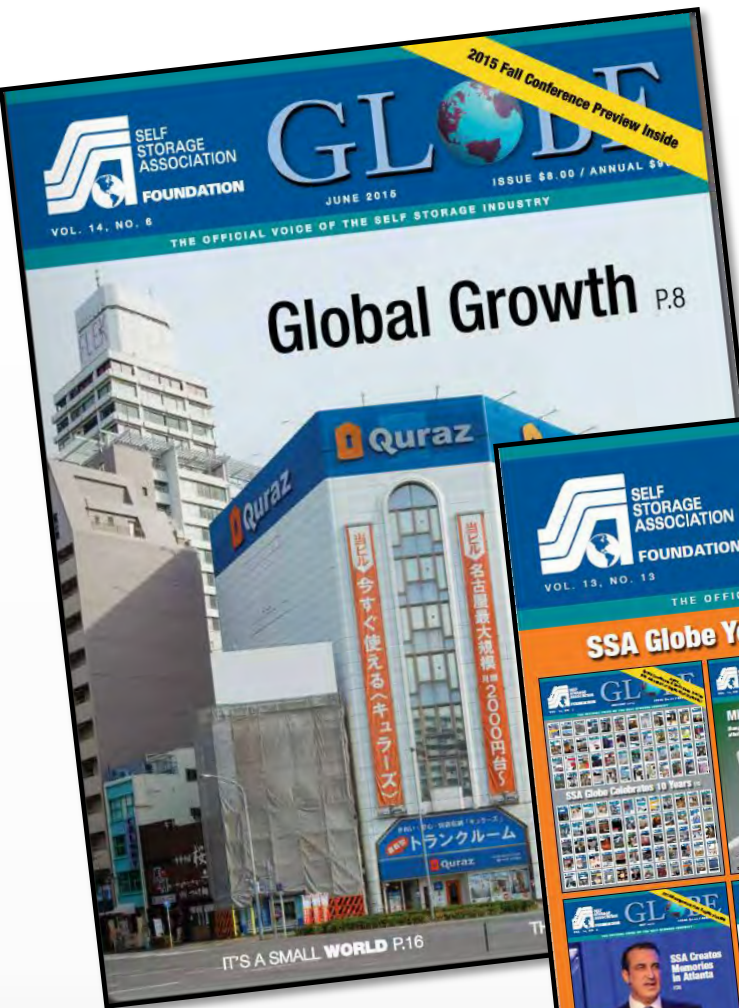




WELCOME
Participate. Learn. Build.
SSA Fall Conference

SEE YOU
NEXT
SPRING!
March 11
March 12
SSA FALL
CONFERENCE
AT THE
HILTON

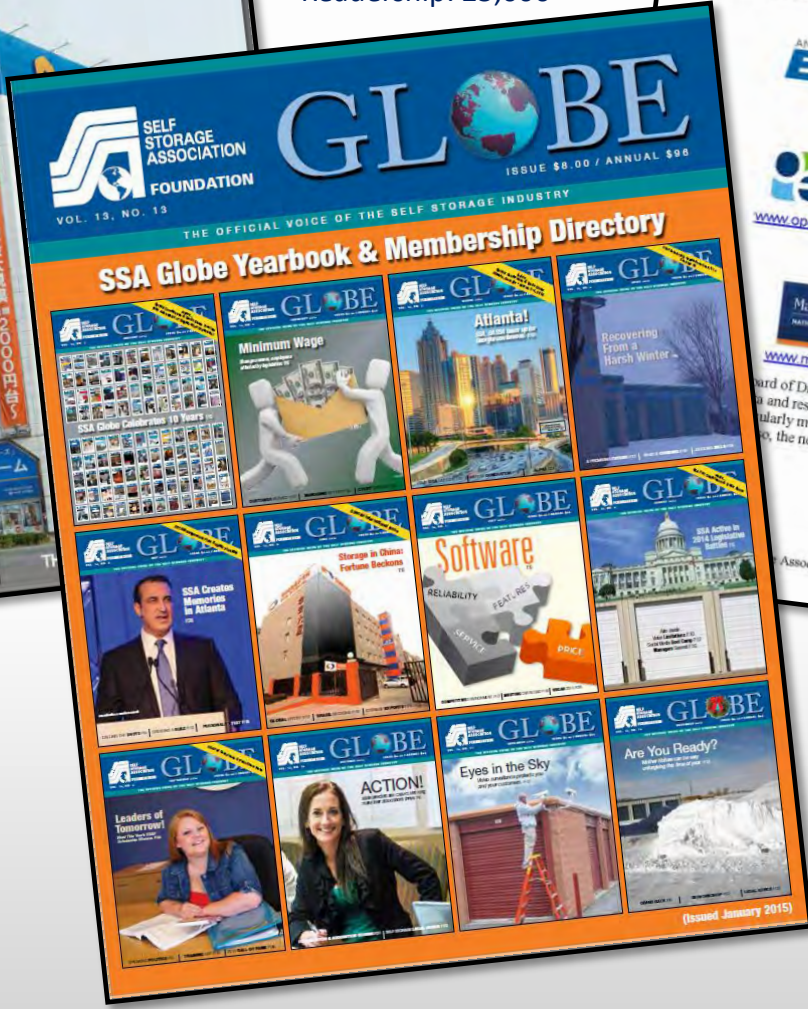
Program Benefit Highlights



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



SSA Partner/Patron Letter
 Circulation: 5,000



SSA Globe
 Circulation: 180,000
 Readership: 360,000



BENEFITS	PARTNER PLUS \$80k (1 yr.) \$75k (2 yr.)		PARTNER \$60k (1 yr.) \$55k (2 yr.)		PATRON \$25k (1 yr.)	
Category Exclusivity	Intangible	X	Intangible	X	N/A	
SSA Membership	\$825	X	\$825	X	\$825	X
Ski Workshop Pckg (max 10)	\$7,500	X	\$7,500	add-on	\$7,500	add-on
Spring Conference (max 10)	\$8,000	X	\$8,000	X	\$8,000	X
Spring Booth	\$3,845	2 booths	\$3,845	2 booths	\$2,245	1 booth
Fall Conference (max 12)	\$10,000	X	\$10,000	X	\$10,000	X
Fall Booth	\$10,240	island (4 Booths)	\$4,870	2 booths	\$2,895	1 booth
SSA <i>Globe</i> Advertisements	\$21,359	11 full-page / 1 two-page spread	\$19,428	4 full-page / 8 half-page	\$13,908	12 half-page
Website Advertising	\$25,900	X	\$25,900	X	\$14,400	X
NFDb Mailing (34,000)	\$5,440	X	\$5,440	X	\$0.16/Name	X
SSA Member/Affiliate Mailing (5,000 pieces)	\$2,750	X	\$2,750	X	\$2,750	X
SSA Intro Letter (5,000 pieces)	\$2,750	X	\$2,750	X	\$2,750	X
MSOG Marketing	\$2,500	X	N/A		N/A	
Roundtables	\$300	X	\$300	X	\$300	X
Spring Mobile App	\$3,500	X	\$3,500	add-on	\$3,500	add-on
Fall Mobile App	\$5,000	X	\$5,000	add-on	\$5,000	add-on
Hot Coffee/Hot Topics	Intangible	right of first refusal	Intangible	right of first refusal	Intangible	if available
Discretionary Funds	\$10,000	X	N/A		N/A	
ACTUAL SPONSORSHIP VALUE	\$119,909		\$84,108		\$58,073	



"Bader's relationship with the SSA has benefitted our company beyond expectation. It is great to have a partnership with an organization that has the industry's interests as their main concern. This collaboration has provided us with tremendous exposure to the industry via our joint marketing efforts. Our partnership dollars have helped the SSA to continue to look for ways to support the self storage industry as a whole, especially from a legislative perspective."

- Timothy Parnell, Client Development Director,
Bader Company

AN EMPLOYEE OWNED COMPANY
BADER
Be Assured

 **openedge**
A division of GlobalPayments

 **YARDI**

 **Charity Storage**

Marcus & Millichap
NATIONAL SELF STORAGE GROUP

Partner PLUS & Partner Visibility

Executive Ski Workshop

225 Attendees



Spring Conference & Trade Show

1,200 Attendees



Fall Conference & Trade Show

2,200 Attendees





"Chateau has enjoyed being a SSA Patron for 10 years and we believe it is important to commit to the program so that the SSA board members are able to plan ahead and implement strategic planning for the good of this great industry."

- Nancy Martin Wagner, Vice President, Chateau Products, Inc.

Patron Visibility



Spring Conference & Trade Show

1,200 Attendees



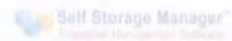
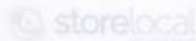
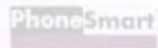
Fall Conference & Trade Show

2,200 Attendees





A VERY SPECIAL THANK YOU
TO OUR SKI WORKSHOP
SPONSORS!



Event Sponsorship

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



Become a SSA Sponsor Today!



1.1 million contacts



announcement to 5,000+ SSA
Member companies



increased exposure to tens of
thousands of industry
professionals