

***“The Premier Bundling of SSA Benefits:  
The SSA Partner Program”  
2010 - 2011***

The number of SSA Partners is limited to “exclusive categories”

**Broad Thematic Benefits:**

- ◆ Exclusive to your business category (no direct competitors can be SSA Partners)
- ◆ Personalized letter from SSA President/CEO introducing/announcing all SSA Partners to all 5,000+ SSA Direct and Indirect members: (Opportunity to include a coupon for real dollar savings on your products/services or to announce a SSA educational scholarship)
- ◆ Right to use “SSA Partner” logo on all your company printed materials (under certain conditions; see verbiage on page 4)
- ◆ SSA Monday Morning Memo (SSA’s weekly electronic newsletter): one paragraph promoting your company news or new product/service releases (1x each year of term) upon request
- ◆ Recognition of your Company as a SSA Partner from the podium by SSA Chairman or President, during the Opening General Session of each SSA Conference Preferred Vendor Status: (SSA buys products/services from your company - when applicable)
- ◆ Opportunity to bestow an SSA scholarship or special SSA promotion on a key client or prospect (can apply Activation Fund to cover 50% of the cost)
- ◆ Set aside of \$3,000 (from fee) for a Promotional-Activation Fund for the two-year period (\$1,500/yr.) to promote jointly-agreed upon activities to promote relationship and/or for additional Registrations/Tickets. (Any year-end balance up to \$1,500 per year becomes a tax-deductible donation to the SSA Foundation; to be recognized in writing)
- ◆ One SSA promotional mailing using SSA Mailing List of all 5,000+ Direct & Indirect members (each year) upon request (SSA does mailing)
- ◆ SSA Vendor Membership (\$775 each year - included in bundle)

**SSA Globe Magazine Benefits:**

- ◆ Four 4-color full-page ads (one each) in Feb-Apr-June-Sep editions (special bonus distribution)
- ◆ Choice of either two additional 4-color full-page ads that can be used in any other months (than the above four jumbo editions) OR one 2-page ad spread (to SSA specs) each year (in a standard audited monthly circulation edition)
- ◆ 30% off rate card on any additional SSA Globe ad purchases during two-year tenure
- ◆ Feature story under header “Presenting an SSA Partner” – either an interview of your company CEO or an article on your newest product or service offering (one 500-word story during two-year term) upon request
- ◆ Ten (10) free annual SSA Globe subscriptions your company executives, upon request
- ◆ SSA Globe Yearbook – One 4/color full/page ad

## Attachment A

### **SSA Web site (the #1 visited self storage Internet Web site):**

- ◆ Your company logo displayed (with other SSA Partners) at the head of the lead SSA Vendor Directory page of the SSA Web site – seen by all persons who visit the directory looking for specific types of vendors
- ◆ Personalized banner ad for your company (exclusively) at the head of each page of the SSA Vendor Directory of the SSA Web site that cover your exclusive SSA partner category of products/services (i.e. – software, insurance, security, etc.) – seen first by all persons who select that particular category of vendor company

### **SSA Conference & Trade Show Benefits (for both Spring & Fall):**

- ◆ Ability to Co-Create (with SSA) an Amenity or Event in Lieu of Existing Component (e.g., buses, hospitality suite - must not compete with any existing SSA event)
- ◆ Promotional Rights:
  - Right of first refusal to choose generic topic and Host/Participate in Roundtable discussion and/or Early Bird Networking Session at Fall and Spring Conferences and Trade Shows related to selected Specific Thematic Content Area selected, provided that the session is not construed as a commercial for your products and services
  - Opportunity to Appear before a General or Concurrent Session audience at Fall and Spring Conferences and Trade Shows (when session is based on the Specific Thematic Content Area selected), as the host, moderator or introducer of Keynote speaker or panel session
- ◆ Company name/logo on Center Stage prior to/during all SSA General Sessions and breaks
- ◆ 10' x 20' trade show booth space (two 10' x 10's) with first tier priority as to placement
- ◆ Twenty (20) trade show passes (1<sup>st</sup> or 2<sup>nd</sup> day) including lunch
- ◆ Partner Sponsorship of SSA Trade Show lunches with appropriate signage
- ◆ On-Site Brochure – half-page 4-color Advertisement
- ◆ Proceedings Manual – full-page Black & White Advertisement
- ◆ Signage – Partners Signage stations (throughout conference trade show venue)
- ◆ Placement of company logo & voice-over promotion in SSA Conference headquarters hotel TV channel Loop program (if available).
- ◆ Right to reserve meeting room space in SSA Conference headquarters hotel for a reception/dinner or other function (no time conflicts with SSA program – subject to hotel availability)
- ◆ Preferred seating at all SSA Conference General Sessions

## Attachment A

### **Publications and Collateral:**

- ◆ Company name/logo in SSA Partner Sponsor Recognition in:
  - SSA Globe magazine
  - SSA Globe Yearbook – 2010 & 2011
  - Spring Summit and Fall Conference and Trade Show On-Site Brochure
  - Spring Summit and Fall Conference and Trade Show Proceedings Manual
  - SSA Owner-Investor Seminar Materials
- ◆ Company name/logo in Spring Summit and Fall Conference and Trade Show Materials:
  - Post Card (band of Partner logos)
  - Marketing/Registration Brochures
  - On-Site Brochure (located with Specific Thematic Content Area sponsored by your Company)
  - Tote Bag provided to all Registered Principals (3,500+/year)
  - Any/all materials related to Partner-selected Specific Thematic Content Area (e.g., on tickets, around component mention in SSA Globe, etc.)
- ◆ Company name recognition in forward section of all SSA Books and Manuals published during term

### **Display/Survey:**

- ◆ Ability to suggest research questions to be included in quarterly SSA electronic surveys of membership (results of questions used provided to Partner), upon request
- ◆ SSA Partners Literature Display permitted at Winter Executive Ski Workshop Event, Owners-Investors Executive Course, and Family Business Program
- ◆ Sponsor's Literature/Premiums Placed in:
  - All New Member Packets (400-500 per year)
  - Spring Summit and Fall Conference and Trade Show Registration packets

### **Special Benefits Bundle:**

- ◆ Opportunity to bestow three (3) FREE, 1-year SSA Memberships (at \$150/per Member), each year of sponsorship term, as part of the SSA TEAM 1 Program (recipients must be non-SSA Members whose combined square footage is under 40,000 sq. ft.)
- ◆ SSA will permit SSA Partners to submit questions and attend any SSA Member Focus Group, upon request
- ◆ SSA Web site – (1.4 million avg. “hits” per month/17,000 avg. “unique visitors” per month)
  - Rotating Ad (w/all Partners) on SSA Home Page
  - SSA Sponsor Recognition Page, with ability for viewers to click to individual SSA Partner Web site. Also a dedicated informational page for each SSA Partner
- ◆ You may provide scholarships to prospects or current clients each year for SSA Owners-Investor Executive Course or SSA Regional Supervisors Course (Partner Activation Fund may cover 50% of each scholarship).

## Attachment A

### **Partner Relationship Servicing:**

- ◆ Participation in the annual SSA Partner Summit, in conjunction with a designated SSA Board of Directors Meeting
- ◆ An annual SSA Partner fulfillment report will be provided by the 4<sup>th</sup> quarter each year

### **Hospitality:**

- ◆ Invitations for two SSA Partner representatives (and spouses) to attend a reception and dinner with the SSA Board of Directors (as part of annual SSA Partner Summit)
- ◆ Invitations for four SSA Partner representatives and/or spouses/clients to attend the Chairman's Receptions at the Fall Conference (usually on the evening before the opening session)

### **First choice of additional Sponsorship:**

SSA Partners will have additional opportunities to sponsor other SSA events/activities during their tenure. Final Sponsorship for any specific event is subject to SSA Board approval. Here are the events (at this time):

- ◆ SSA Winter Executive Ski Workshop
- ◆ SSA Regional Supervisors Program
- ◆ SSA Owners-Investors Executive Course
- ◆ More programs may be added during the term

### **Exclusive categories:**

- ◆ The SSA Board of Directors is the final arbiter of category exclusivity

**SSA Partners possess "Right-of-First-Refusal" with regard to renewal as SSA Partners in their current "exclusive" category.**

**SSA Partners May Only Use The Following Approved Verbiage on Promotional and Marketing Materials:**

***"\_\_\_\_\_ is proud to be the only category provider in the Self Storage Industry that is an official SSA Partner."***

**Anything other than the above verbiage must be submitted, in writing, for SSA approval.**

Attachment A

**Actual Value of this Premier Bundle of SSA Benefits**  
**(not including PRICELESS INTANGIBLES)!**

**\$120,300 One Year Commitment**

**\$240,600 Two Year Commitment**

## Cost of SSA Partner Program

**Payment/Term Choices, please select one:**

**One Year Commitment (2010):**

\$60,000

Terms: Cash or credit card payment due by January 10, 2010.  
Quarterly: Cash or credit card auto-pay charge of \$15,350.00  
Monthly: Cash or credit card auto-pay charge of \$5,150  
All payments due 1<sup>st</sup> of the appropriate month.

**Two Year Commitment (2010 & 2011):**

Year one:                      Year Two:  
\$55,000 (2010) +              \$60,000 (2011)              = \$115,000

Terms: Cash or credit card payment due January 10 of each year.  
Quarterly (2010): Cash or credit card auto-pay charge of \$14,100.00  
Monthly (2010): Cash or credit card auto-pay charge of \$4,700.00  
Quarterly (2011): Cash or credit card auto-pay charge of \$15,350.00  
Monthly (2011): Cash or credit card auto-pay charge of \$5,150.00  
All payments due 1<sup>st</sup> of the appropriate month.

Company: \_\_\_\_\_

Authorized Partner Signature:

\_\_\_\_\_ Date \_\_\_\_\_