

# 2021 Sponsorship Opportunities

*(includes discounted rates)*



**SELF  
STORAGE  
ASSOCIATION**

**Participate. Learn. Benefit. Succeed.**

# Join Us!

Exclusive exposure to SSA members and the industry'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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For more information on our sponsorships, please contact Jen Pettigrew at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)

“We have proudly supported the national Self Storage Association’s Partner and Patron program’s since their inception.

*These programs are a wonderful way to support our industry and to help fund the many educational and legislative efforts that constantly strengthen us.*

They act as our collective voice in good times and in tough times.”

**Nancy Martin**  
Vice President  
Chateau Products, Inc.





# Audience Information

# A Profile of the SSA

Reach the leaders self storage.

Founded in 1975, **SSA is the only not-for-profit 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.

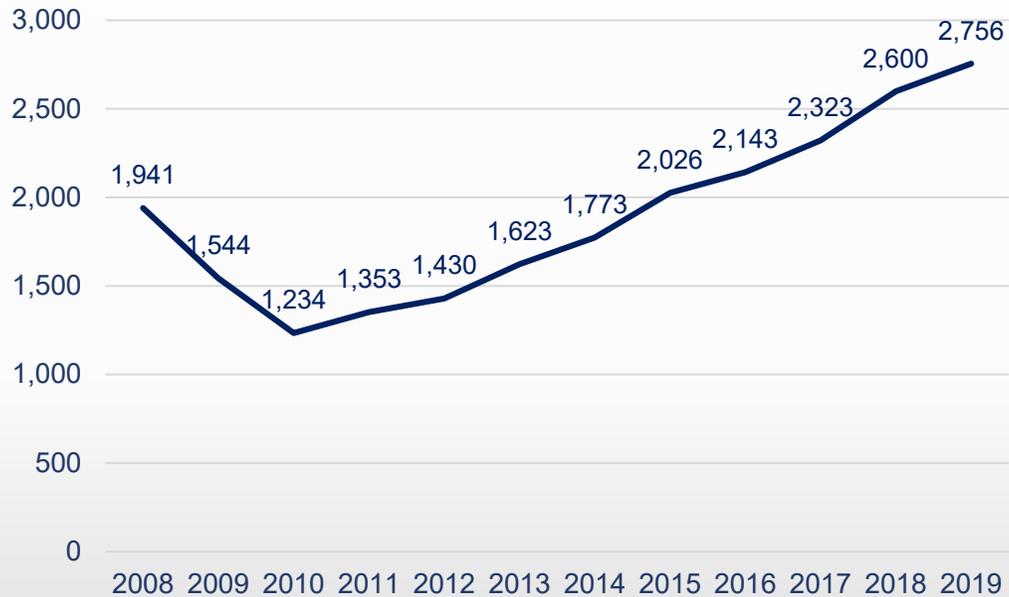
All revenue taken in for membership dues, our two national conferences, and advertising in the *SSA Magazine* is applied to our vast legislative and educational initiatives. Our facility and vendor members know that any money they spend with the SSA is for the overall betterment of the industry in which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



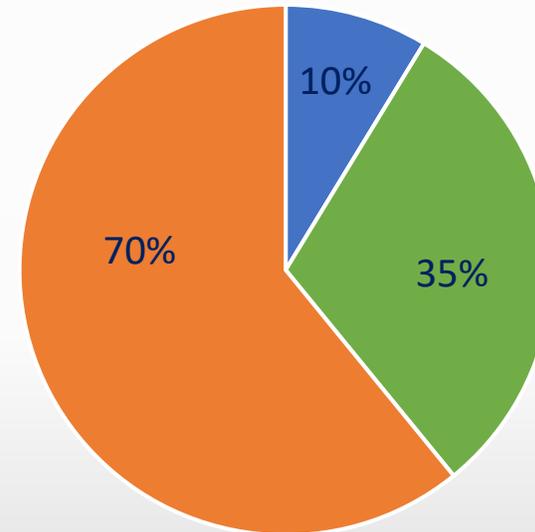
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# 2019 Fall Conference Attendee Survey

Attendee Growth  
YOY



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



■ No responsibility ■ Recommend purchases ■ Full responsibility

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# Program Benefits

We're discounting 2021 sponsorships to show our appreciation during these remarkable times. The price reduction offered in 2021 will not last and now is your chance to lock in the reduced pricing for multiple years.



# 2021 Sponsorship Levels & Fees (DISCOUNTED)

BENEFITS	AMBASSADOR \$76,500 (1 yr.)   \$68,000 (2 yr.)		PARTNER \$58,500 (1 yr.)   \$54,000 (2 yr.)		PATRON \$36,000 (1 yr.)   \$31,500 (2 yr.)	
Write for SSA blog up to 3x annually	Intangible	✓	N/A		N/A	
SSA Membership	\$850	✓	\$850	✓	\$850	✓
Ski Workshop Package (max 10)	\$8,000	✓	\$8,000	add-on	\$8,000	add-on
Spring Conference A La Carte	\$**	✓	\$**	✓	\$**	✓
Spring Conference Booth (2021)	\$5,000	✓	\$5,000	✓	\$2,500	✓
Fall Conference A La Carte	\$**	✓	\$**	✓	\$**	✓
Fall Conference Booth (2021)	\$12,500	✓	\$6,600	✓	\$3,300	✓
SSA Magazine Advertisements	\$33,670	✓	\$25,601	✓	\$22,769	✓
SSA Website Advertising	\$47,850	✓	\$47,850	✓	\$25,850	✓
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	✓
Chartered State Mtg. Recognition	\$10,000	✓	N/A		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	
Concurrent Session Facilitator	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>\$147,610</b>		<b>\$105,141</b>		<b>\$69,069</b>	

\*When available \*\*A La Carte rates vary and are additional

# A La Carte Conference Sponsorships

A unique opportunity to **enhance your presence** at one or more of our well-attended events. A La Carte sponsorship opportunities include\*:

- ✓ Refreshment Breaks
- ✓ Networking Breakfasts
- ✓ Aisle Signs and Floor Clings
- ✓ Young Leaders Group (YLG) Events
- ✓ Welcome Reception
- ✓ 20x20 Meeting Space on Trade Show Floor
- ✓ Mobile Charging Stations
- ✓ SSA Women's Council Educational / Networking Sessions
- ✓ Attendee Lanyards
- ✓ Host Hotel Key Cards
- ✓ Conference Pens
- ✓ SSA Direct Members-Only Lounge
- ✓ Conference Notepads
- ✓ Orientation for First-Time Attendees and New SSA Members

*\*Sponsorship opportunities vary by venue. Sponsorship opportunities are booked on a first-come, first-served basis and have limited availability.*





**SSA Membership Directory**  
 Circulation: 5,000  
 Readership: 25,000



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

**SSA Magazine**  
 Yearly Circulation: 196,000  
 Yearly Readership: 522,000

For more information on our sponsorships, please contact Jen Pettigrew at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)





# 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



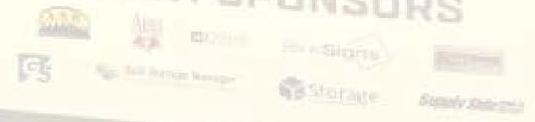
### PARTNER SPONSORS



### PATRON SPONSORS



### EVENT SPONSORS



# Visibility



# Spring Conference & Trade Show

1,600+ Attendees (2019 attendance)



# Fall Conference & Trade Show

2,600+ Attendees (2019 attendance)



SSA 2019 CONFERENCE  
September 3-6, 2019

2019 SPRING CONFERENCE & TRADE SHOW  
**ON-SITE PROGRAM**  
MARCH 13-15, 2019  
GAYLORD NATIONAL HARBOR

Download Your Conference Mobile App Here

Download the SSA Spring 2019 Mobile App

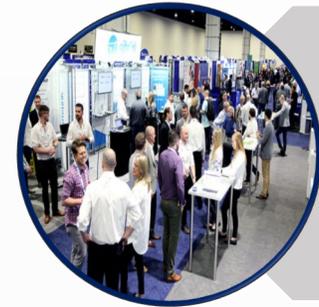
#SSA19

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Facebook, LinkedIn, Twitter, YouTube icons



1.1 million contacts



announcement to 5,000+ SSA member companies

703-575-8000 | 888-735-3784 | info@selfstorage.org

SELF STORAGE ASSOCIATION  
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SSA Fall Conference & Trade Show  
MGM GRAND  
SPONSORSHIPS now available

Welcome To The Self Storage Association

Our mission is to promote the highest standards of professionalism, conduct, honesty, integrity and ethical business practices adhered to 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 paramount resource for industry information, education, research, and technical expertise; and to enhance the quality and performance of self storage services and facilities.

Learn more about our industry here

Parham Group, Vendor Product Service, SSA Magazine, Self Storage Legal Network, CBRE



increased exposure to tens of thousands of industry professionals

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