

2019 Sponsorship Opportunities



**SELF
STORAGE
ASSOCIATION**

Participate. Learn. Benefit. Succeed.

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.



Inquire about sponsorship at 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 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.

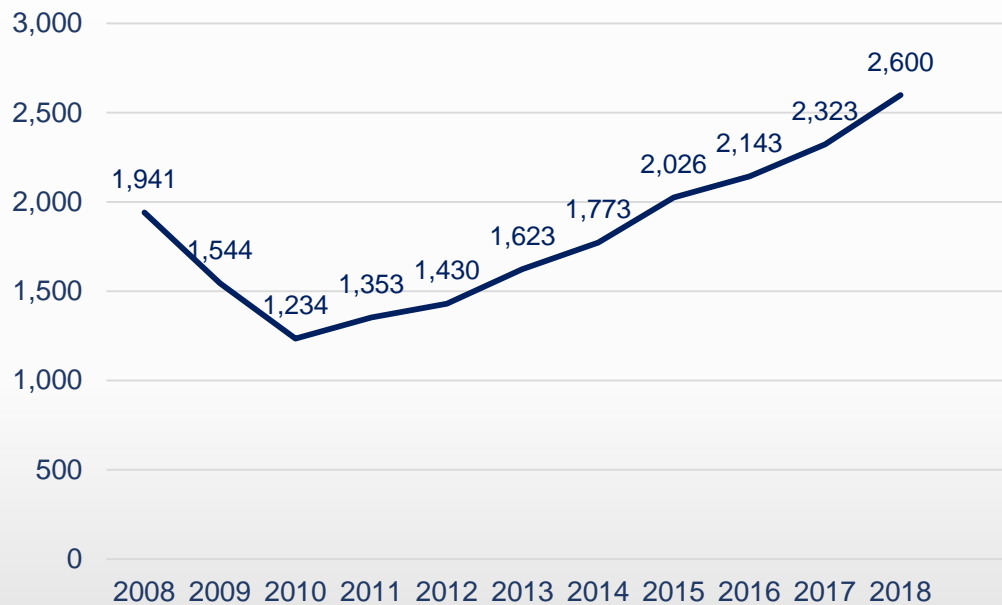
All revenue taken in for membership dues, our two national conferences, and advertising in SSA Globe magazine is applied to our vast legislative and educational initiatives. Our facility and vendor members know that any money they spend with the SSA is for the overall betterment of the industry in which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



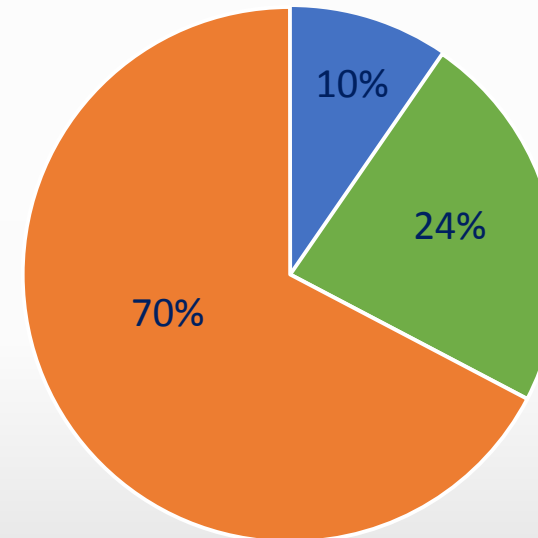
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2018 Fall Conference Attendee Survey

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



VIEWPOINT

Welcome to Orlando!

By Laurie Shader Smith



I'm very excited that the Self Storage Association's Spring Conference & Trade Show is returning to Orlando this month. Orlando is my hometown (my birthplace, too), and you are strongly encouraged to join your self storage friends and vendor partners for what promises to be an excellent conference.

Former NASA astronaut Captain Mark Kelly is a terrific speaker and has wonderful stories to share about his time serving our country and taking care of his wife, former Congresswoman Gabby Giffords, who was severely injured in a 2011 assassination attempt. This conference will also feature many educational opportunities, including the Economic Summit, Managers Summit, Digital Marketing Session, roundtable discussions, concurrent sessions and the trade show.

There are also numerous networking opportunities where you get the rare luxury of talking to and learning from your industry peers. Whether it's attending meetings for the Young Leaders Group (YLG) and the Large Owners Council (LOC) or chatting with folks at the reception and the direct members lounge, I encourage you to meet as many people as you can.

In addition to the incredible aforementioned conference offerings, there is so much to do in Orlando: Disney, Universal Studios, Sea World, water parks and multiple smaller venues. Also, Cape Canaveral and the beaches are less than an hour away, so plan ahead and add a day or two to the beginning or end of your trip to spend with your family.

The Rosen Shingle Creek resort is conveniently located, easy to get to and absolutely beautiful. It's close to many entertainment and dining options and, of course, all of the theme parks. There is even a popular and highly-rated golf course on property, and SSA conference attendees can play for a discounted rate. The highly ranked University of Central Florida Rosen College of Hospitality Management is also located at the resort.

I'd be remiss if I didn't share one of the things that makes the Rosen Shingle Creek extra special. Owner Harris Rosen is a wonderful man with an incredible story. He's done so much for the Orlando community and has changed many lives. You're encouraged to read up on his philanthropic endeavors and, if so inspired, contribute to the SSA Foundation's scholarship program. The SSAF helped a record 34 students last year with more than \$80,000 in donations, and our goal—with your help—is to greatly exceed that in 2018.

Book your plans today to attend the SSA Spring Conference & Trade Show, and please feel free to reach out to me with any questions regarding this conference or things to do while you're in town. See you in Orlando!

Laurie Shader Smith is a member of the SSA Foundation board of governors and vice president of Personal Mini Storage.

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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)	\$8,000	✓	\$8,000	add-on	\$8,000	add-on
Spring Conference (max 10)	\$8,500	✓	\$8,500	✓	\$8,500	✓
Spring Conference Booth (2019)	\$5,000	✓	\$5,000	✓	\$2,500	✓
Fall Conference (max 12)	\$13,000	✓	\$13,000	✓	\$13,000	✓
Fall Conference Booth (2019)	\$12,500	✓	\$6,050	✓	\$3,200	✓
SSA <i>Globe</i> Magazine Advertisements	\$23,491	✓	\$18,703	✓	\$16,575	✓
SSA Website Advertising	\$31,000	✓	\$31,000	✓	\$17,000	✓
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	
SPONSORSHIP VALUE	\$133,081		\$92,068		\$65,150	

*When available

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



SSA Partner/Patron Letter
Circulation: 5,000+

Inquire about sponsorship at jpettigrew@selfstorage.org

Visibility



SELF STORAGE ASSOCIATION
Participate. Learn. Benefit. Succeed.

2017 Fall Conference & Trade Show

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

www.selfstorage.org

A Very Special Thank You...

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On the Move **Self Storage** **SVA** **Value Storage** **STC**

EVENT SPONSORS

CS **Self Storage Manager** **Storage** **Supply Solutions**



“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

1,600+ Attendees



Fall Conference & Trade Show

2,600+ Attendees



Executive Ski Workshop

300+ Attendees





OPTIONAL EVENTS Corporate Not Required

Managers Summit

Wednesday, September 8, 9:45-11:30am

**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 ways to succeed. 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



#SSAVegas17



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, to be followed 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 preeminent resource for industry information, education, research, and technical expertise, and to enhance the quality and performance of self-storage facilities and facilities.

Vendor Product Service

FACILITY LOCATOR

GLOBE MAGAZINE

SELF STORAGE LEGAL NETWORK



increased exposure to tens of thousands of industry professionals

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