

# 2020 Sponsorship Opportunities

*Introducing the new AMBASSADOR Sponsorship level*



# 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.

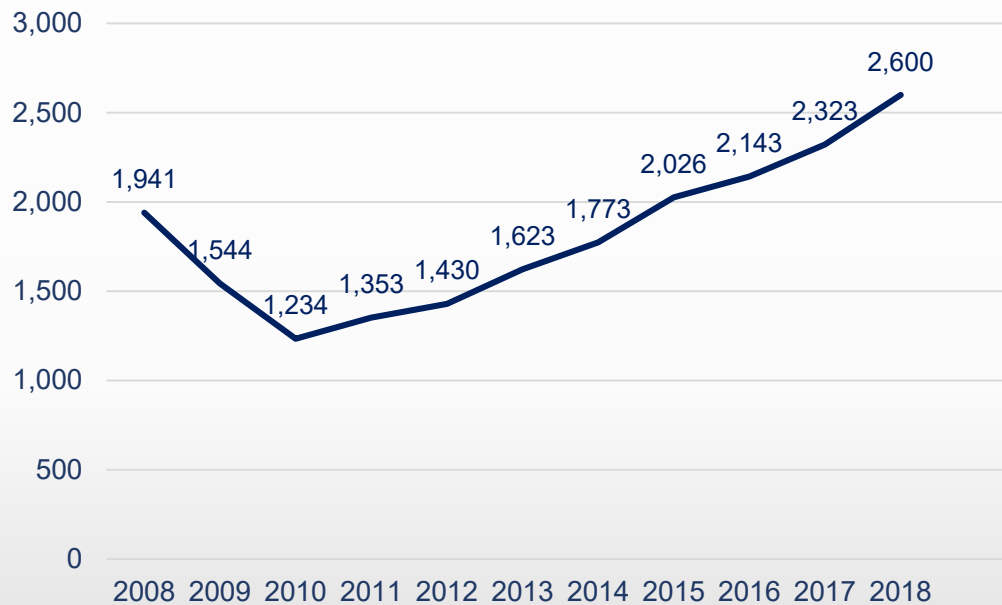
All revenue taken in for membership dues, our two national conferences, and advertising in the *SSA Magazine* is applied to our vast legislative and educational initiatives. Our facility and vendor members know that any money they spend with the SSA is for the overall betterment of the industry in which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



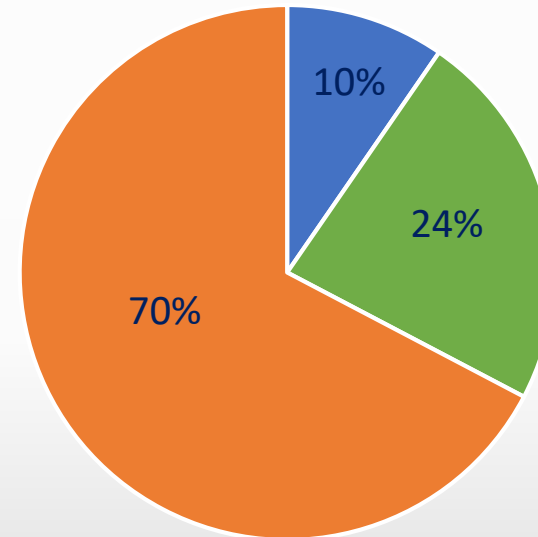
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# 2018 Fall Conference Attendee Survey

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



**VIEW**

## Turning the Page

By Michael Nunez, Chairman, SSA Board of Directors

It's a wrap. The curtain is closing. It is with some sadness and joy that I say those words. We bid a fond farewell to Caesars Palace, which has hosted the SSA Fall Conference & Trade Show 16 times. We are excited and embrace a new beginning of our new locale for many years to come—the MGM Grand in Las Vegas. While we have been very happy with Caesars, the MGM will offer a bigger trade show venue and will allow us the opportunity to provide new offerings for our members.

I have been coming to the SSA conferences for many years, and each time I come I get a new, great idea. These ideas are more than worth the time, effort and money that I put into coming to each conference. I am grateful for what I have learned from all my friends and colleagues.

We advise "first timers" to attend our orientation on September 5 at 8 a.m. and to also ask questions of any of the members that you see. They will be more than happy to help. I guarantee that you will get an immense amount of information from the seminars, from the trade show and from the contacts that you make. I urge you to look at the schedule and conference app to become familiar with all the events and times. Decide which event best suits you. Make a game plan and stick to it, so that you can make the most of your time.

The conference begins with the SSA Economic Summit, where the keynote speaker will be CBRE's Richard Barkham, who is an expert in real estate economics. The keynote address for the conference will be by NSA's Arlen Nordhagen, and we look forward to hearing his story on how he formed the newest REIT on the block.

We will also honor our two newest Hall of Fame members, who truly are legends within the self storage industry. Robert Francis and Patrick Reilly are good friends, excellent operators and truly wonderful human beings. I am honored that I will be on the stage with them to recognize their many contributions to our industry.

The trade show hours have been expanded to 11:30 a.m. to 4 p.m. on both Wednesday, September 5, and Thursday, September 6, so this will give attendees even more time to learn more about the great products that are available.

Lastly, please attend the various get-togethers and cocktail parties that are scattered throughout the sessions. They are truly amazing opportunities to get to know other people with great knowledge, and they are more than willing to share that with you. Enjoy the conference! ♦

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**SELF STORAGE ASSOCIATION**

Participate. Learn. Benefit. Succeed

# Sponsorship Levels

BENEFITS	AMBASSADOR \$90k (1 yr.)   \$80k (2 yr.)		PARTNER \$65k (1 yr.)   \$60k (2 yr.)		PATRON \$40k (1 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 (max 10)	\$8,500	✓	\$8,500	✓	\$8,500	✓
Spring Conference Booth (2020)	\$5,000	✓	\$5,000	✓	\$2,500	✓
Fall Conference (max 10)	\$13,000	✓	\$13,000	✓	\$13,000	✓
Fall Conference Booth (2020)	\$12,500	✓	\$6,600	✓	\$3,300	✓
SSA Magazine Advertisements	\$30,615	✓	\$23,270	✓	\$20,048	✓
SSA Website Advertising	\$34,100	✓	\$30,000	✓	\$18,700	✓
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	
SPONSORSHIP VALUE	\$152,005		\$98,460		\$72,698	

\*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 Magazine*
- ✓ Advertising discounts in the *SSA 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 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)





# 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

#### PARTNER SPONSORS

#### PATRON SPONSORS

#### EVENT SPONSORS





# Spring Conference & Trade Show

1,600+ Attendees





# Fall Conference & Trade Show

2,600+ Attendees





# Executive Ski Workshop

300+ Attendees





**SELF STORAGE ASSOCIATION**  
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# SSA 2018 Conference & Trade Show

September 4-7  
Caesars Palace  
Las Vegas

Download Your Conference Mobile App Here

www.selfstorage.org  
#SSAVegas18

## OPTIONAL EVENTS (separate fee required)

### Managers Summit

Wednesday, September 5, 9:45-11:30 am

#### CREATING A SUCCESSFUL CUSTOMER EXPERIENCE STRATEGY

**Presenter:** Carol Mixon-Krendl, SkillCheck Services, Inc.

Attendees will learn how to create a clear customer experience strategy by learning:

- How their customer base is changing.
- What techniques create an emotional connection with customers from their first interaction on the website to the day they move out.
- The importance of customer feedback and how to respond.
- How to create a framework for development of successful sales skills.
- How to increase ROI from delivering a great customer experience.

Generously sponsored by **Accent Building Restoration**  
**Pella Construction**

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:

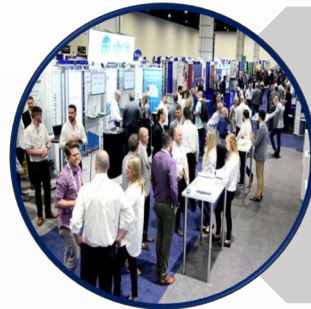
**BADER** **JANUS**  
*Be Assured* *CONSTRUCTION GROUP*

**JERNIGAN Capital** **openedge**  
*A Division of GlobalEquity*

**YARDI**



1.1 million contacts



announcement to 5,000+ SSA member companies

703-575-8000 | 866-735-3784 | info@selfstorage.org

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**YARDI**

ABOUT SSA | MEMBERSHIP | EVENTS & EDUCATION | PRODUCTS & SERVICES | ADVOCACY | ADVERTISING & SPONSORSHIPS | MAGAZINE | BLOG

## 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**  
DEVELOPMENT CONSTRUCTION MANAGEMENT

**TRANSFORMING REAL ESTATE INTO REAL ADVANTAGE.**  
**CBRE**

**Vendor Product Service**

**SELF STORAGE FACILITY LOCATOR**

**SSA**  
MEMBERSHIP

**SELF STORAGE LEGAL NETWORK**



increased exposure to tens of thousands of industry professionals

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