

June 22-24, 2022
San Diego, CA



OUR CLIENT: THE AUDIENCE

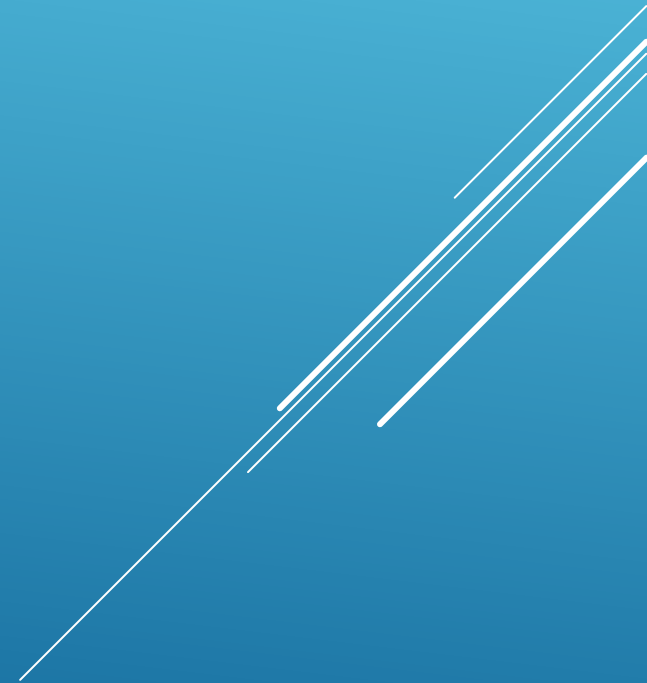


<u>Male</u>	42.34%
<u>Female</u>	56.04%
<u>Non-binary</u>	0.17%
<u>Prefer not to answer</u>	1.46%

GENDER

<u>30 or under</u>	9.51%
<u>31-40</u>	30.68%
<u>41-50</u>	30.59%
<u>51-60</u>	18.34%
<u>61 or older</u>	3.90%
<u>Prefer not to answer</u>	6.98%

AGE



<u>5 years or less</u>	14.18%
<u>6-10 years</u>	19.11%
<u>11-20 years</u>	36.50%
<u>Over 21 years</u>	30.21%

INDUSTRY EXPERIENCE



<u>Owner/president/principal</u>	12.69%
<u>Vice president/corporate executive</u>	26.45%
<u>Property manager</u>	8.29%
<u>Regional property supervisor/manager</u>	18.46%
<u>Regional maintenance supervisor</u>	1.79%
<u>Maintenance professional</u>	1.32%
<u>Leasing professional</u>	0.94%
<u>Independent rental owner</u>	0.04%
<u>Marketing/sales</u>	8.59%
<u>Information technology</u>	1.32%
<u>Asset manager</u>	2.69%
<u>Training/development</u>	3.85%
<u>Human resources</u>	0.77%
<u>Association executive/staff</u>	4.19%
<u>Other</u>	8.59%

PRIMARY JOB TITLE



<u>Apartment owner & manager</u>	58.93%
<u>Apartment fee manager</u>	11.97%
<u>Apartment developer</u>	2.61%
<u>Asset management</u>	4.53%
<u>Association staff</u>	4.83%
<u>Real estate investment trust</u>	2.01%
<u>Architect/engineering</u>	0.38%
<u>Apartment industry supplier</u>	3.59%
<u>Independent rental owner</u>	0.56%
<u>Other</u>	10.60%

PRIMARY BUSINESS

<u>0-20</u>	16.32%
<u>21-50</u>	9.17%
<u>51-100</u>	14.57%
<u>101-500</u>	31.11%
<u>500 or more</u>	28.83%

NUMBER OF EMPLOYEES

BUYING AUTHORITY

<u>Final decision maker</u>	24.63%
<u>Significant influence</u>	45.97%
<u>Recommends products and services</u>	19.16%
<u>None</u>	10.24%

NUMBER OF UNITS

<u>Under 1,000</u>	13.12%
<u>1,000-4,999</u>	23.70%
<u>5,000-9,999</u>	13.67%
<u>10,000-15,000</u>	7.89%
<u>Over 15,000</u>	28.42%
<u>None. We do not own/manage any units</u>	13.20%

Inside of the US	92.92%
Outside of the US	7.08%

UNITS
OUTSIDE OF
THE U.S.

Decorative white lines consisting of several parallel diagonal strokes in the bottom right corner of the slide.

<u>First time</u>	39.67%
<u>Second time</u>	14.68%
<u>Third time</u>	10.18%
<u>Four or more times</u>	35.47%

ATTENDANCE

WHO IS OUR AUDIENCE? MEET AMY

Female

Company recommends
products and services

Vice President / Apartment Owner

Has attended 4+ times



Her company owns
15,000+ units

41 Years Old

Her company pays her way

15 Years of Experience

Motivated to attend by education!

TOPICS/LEARNING AREAS

Affordable Housing

Industry Trends

Maintenance (OPS Mgrs.)

Research

Emergency Preparedness

Leadership

Marketing

Student Housing

Executive

Leasing

Military Housing

Unique Populations

Human Resources

Legal Issues

Operations

Supplier Skills

Independent Rental Owners

Maintenance (Supervisors)

Professional Development

Technology