



**REGARDING: 2017 Convention Program/Reporter Magazine Advertising
and Sponsorship Opportunities**

WMA cordially invites you to participate in the 2017 WMA Convention and Expo, October 16-19. This year our host hotel is the Peppermill Reno in Reno, Nevada.

The upcoming October *special issue* of the *Reporter* is WMA's unique *Convention Program/Reporter* magazine. It is one of our most popular publications with the industry and is certainly one of the most effective with advertisers. It's a great opportunity to begin advertising in this magazine. If you currently advertise, this is a good time to think about expanding, enhancing, or enlarging your existing advert. For example, many of our regular advertisers choose to add color or increase dimensions to their current advert, or run a whole new one with an eye-catching design with graphics for this special issue.

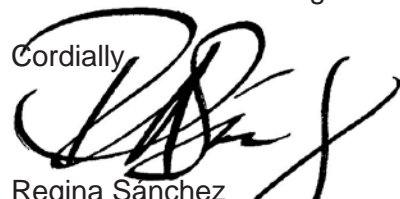
For new advertisers, the good news is that all of this is available to you at the regular monthly *Reporter* advertising rates. Reserve your space today; you'll not only reach thousands of industry members who need your products and services, but as a BONUS, the magazine is also used as a year-round promotional tool and will be handed out to every attendee and exhibitor at the 2017 WMA Convention & Expo. The deadline for ad space reservation is **August 31**, with camera-ready artwork due on September 8, 2017.



If you were not able to grab a booth this year and not able to exhibit or advertise at this year's Expo, please consider sponsorships. Take a look at the Sponsorship Levels and Benefits on the enclosed page. This would be a good way to keep your business presence at Convention amongst the attendees. We have added many new partial sponsorships this year — just take a look! Imagine seeing your company name at the coffee stations early that first Convention morning! How grateful attendees will be! Or, how about seeing your name on cards next to the centerpieces at the President's Dinner Dance?

Please take a moment and review the attached information. If you have any questions, do not hesitate to contact me at 916.448.7002 or regina@wma.org.

I look forward to hearing from you and welcoming you to the Peppermill Reno in October!

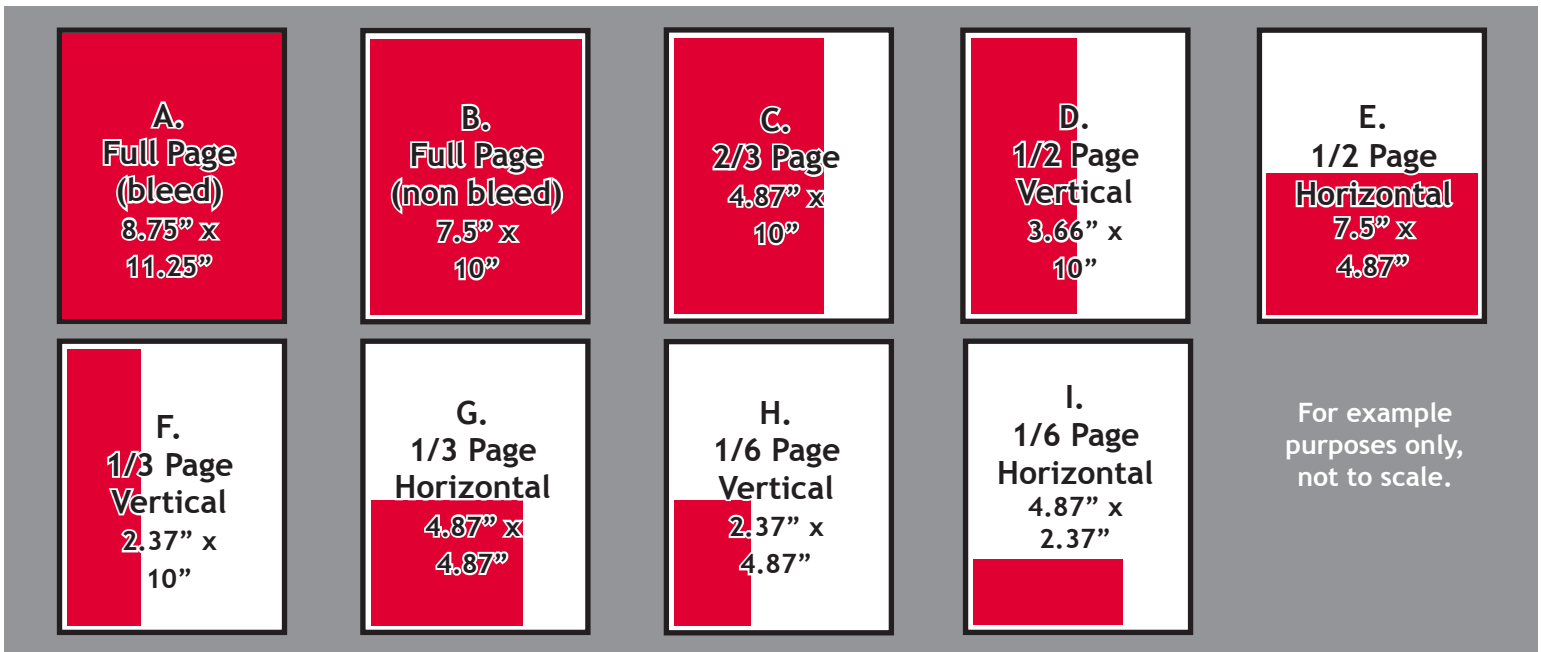
Cordially

Regina Sanchez
Director of Meetings and Publications

SPECIAL ISSUE

Reporter Advertising Contract

2017 October Reporter/Convention Program Issue

Reservation Deadline is August 31, 2017 | Camera-Ready Art Deadline is September 8, 2017



Step 1 (select size): A B C D E F G H I

Step 2 (select color): Full Color Black & White Spot Color

Ad Pricing – Net Price

First come, first served. Rates listed are at single issue rate. If you are a current advertiser, and wish to enhance your current advert with color or size, your rate will be priced at the frequency rate you currently enjoy. Please call me for your pricing information. Adverts must be submitted electronically via email, and must be in .pdf format. Trim size is 8.5" x 11".

Step 3 (select pricing)

Nonmember pricing is double the rates listed below:

- | | | | |
|--|------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> A/B Full Page | <input type="checkbox"/> B&W \$565 | <input type="checkbox"/> Spot \$640 | <input type="checkbox"/> Full Color \$800 |
| <input type="checkbox"/> C 2/3 Page | <input type="checkbox"/> B&W \$380 | <input type="checkbox"/> Spot \$435 | <input type="checkbox"/> Full Color \$615 |
| <input type="checkbox"/> D/E 1/2 Page | <input type="checkbox"/> B&W \$330 | <input type="checkbox"/> Spot \$375 | <input type="checkbox"/> Full Color \$565 |
| <input type="checkbox"/> F/G 1/3 Page | <input type="checkbox"/> B&W \$225 | <input type="checkbox"/> Spot \$260 | <input type="checkbox"/> Full Color \$460 |
| <input type="checkbox"/> H/I 1/6 Page | <input type="checkbox"/> B&W \$155 | <input type="checkbox"/> Spot \$180 | <input type="checkbox"/> Full Color \$390 |

- | | |
|--|---|
| <input checked="" type="checkbox"/> Inside Front Cover—Sold! | <input checked="" type="checkbox"/> Pages 1, 2, 3 and 4—Sold! |
| <input checked="" type="checkbox"/> Center Spread—Sold! | <input type="checkbox"/> Specific Page Placement \$990 |
| <input checked="" type="checkbox"/> Outside Back Cover—Sold! | <input checked="" type="checkbox"/> Inside Back Cover—Sold! |

If using a Pantone color to a B&W advert, please note that is now considered full color.

Step 4 (check ONE)

- I understand that camera-ready art is due by September 8, 2017
- I am a current advertiser but plan to enlarge or add more color to my current advert and understand camera-ready art is due by September 8, 2017
- I am not a current advertiser but advertised in this issue last year. Please use last year's artwork.

Step 5 (complete and sign)

Contact Name _____

Firm _____

Email Address _____ Membership # _____

Mailing Address _____

City, State & Zip _____

Phone Number _____ Fax Number _____

By signing below, I acknowledge have read and agree to the terms of the agreement on the backside.

Print Name _____ Signature _____

Step 6 (return form to us)

Regina Sánchez

email regina@wma.org | f 916.448.7085 | p 916.448.7002
mail WMA | 455 Capitol Mall, Suite 800 | Sacramento, CA 95814

Terms of Agreement

Advertisements must conform to the mechanical requirements as set out in the *Reporter* rate card. Advertiser agrees to pay the rates as set forth in the *Reporter* rate card, or the one-time rates listed on the frontside of this agreement. Advertisements must be received according to space reservation and deadline requirements, also set forth. Advertiser will be charged for any art or film provided by publisher.

Advertiser must currently have a *Reporter* contract with specific insertion dates set forth to be eligible for a frequency discount for this specific issue. Cancellations must be submitted in writing, prior to the advertising deadline. Cancellations received after the deadline will not be honored.

Advertiser agrees to pay the one-time rate. If advertiser increases the size or adds color to the advertisement, rate will be adjusted according to the frequency rate already contracted for.

Publisher reserves the right to decline any advertisement for any reason it deems sufficient. Publisher retains the right to reject or cancel any advertisement that does not conform to the publication's standards, purpose or audience. Advertisements of a political nature will not be accepted. Advertiser assumes liability and agrees to hold publisher harmless for content of advertising published, and for any and all claims arising from content, which might be made against publisher, including claims or suits for libel, violation of right of privacy, plagiarism and copyright or trademark infringement. The liability on the part of the publisher for any error or omission is not to exceed the cost of the advertisement. The publisher is not liable for any delays beyond the control of the publisher, including accidents or acts of God. In the event of a legal dispute, the prevailing party is entitled to recover attorney's fees and costs.

Acceptance of advertising does not in itself constitute recommendation or endorsement of advertisers' firm or product by the publisher. If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney's fees and court costs. The words "Western Manufactured Housing Communities Association", the WMA logo or initials "WMA" may not be used in any advertisements without prior permission.

2017 EXHIBITOR SPONSORSHIP LEVELS AND BENEFITS

BENEFITS	PLATINUM \$5,000	GOLD \$3,500	SILVER \$2,500	BRONZE \$2,000	EXHIBITOR \$750	SPECIAL SPONSOR- SHIPS
Convention (October 2017) issue of the <i>Reporter</i> listing	●	●	●	●	●	●
Highlights (January 2018) issue of the <i>Reporter</i> listing	●	●	●	●	●	●
Branding on registration materials (prior to deadline)	●	●	●	●		
Signage at all scheduled Convention meal events	●	●	●	●		
Branding on registration bags	●	●	●	●		
Insertion of one item into registration bags	●	●	●	●		
Special announcement during all scheduled meal events	●	●	●	●		
Tickets for VIP seating/lunch at Annual Meeting and Luncheon	4	4				
Tickets for VIP seating/dinner at President's Dinner Dance	2					
Logo on the WMA Convention website	●					
Logo advert on Convention Mobile App	●					
Two standard booths in WMA's Expo for sponsor	●					
One standard booth in WMA's Expo for sponsor		●			●	
Exhibitor floor pass only badges	4	2			2	
One table and two chairs per booth	●	●			●	
Upgrade to premium booth @ \$200 per booth	●	●			●	
Full Convention registration upgrades @ \$350 per person	●	●			●	
Order of priority in booth selection	First	Second	Third	Fourth	Fifth	
See listing below for additional benefits/signage						●

Special Sponsorships

Cost These Special Sponsorships will receive the following:

Drink Tickets (one opportunity available/ <i>sold!</i>).....	\$2,500	Signage in all the bars, as well as on the tickets that are included in registration
Name Badge Holders (one opportunity available/ <i>sold!</i>)	at cost/approx \$2,500	Imprint on the badge holders
Convention Mobile App (one opportunity available/ <i>sold!</i>).....	\$1,500	Logo advert on Convention Mobile App
Pocket Schedules (one opportunity available/ <i>sold!</i>)	\$1,500	Advert on Pocket Schedules
Tuesday Morning Coffee Service (four opportunities available)	\$750	Signage at the coffee stations on Tuesday morning
Kick Off Lunch (four opportunities available)	\$750	Scattered signage throughout the ballroom during the Kick Off Lunch
Expo Opening/Welcome Reception (four opportunities available).....	\$750	Scattered signage throughout the Expo during the Welcome Reception
Expo Breakfast (four opportunities available).....	\$750	Signage at the breakfast bars in the Expo
Desserts in Expo (two opportunities available/ <i>one available!</i>)	\$1,000	Signage at the dessert bars in the Expo
Pre-Lunch Cocktail Reception (four opportunities available)	\$500	Signage at the bars during the Cocktail Reception in the Expo
Annual Meeting and Luncheon (four opportunities available)	\$750	Scattered signage throughout the ballroom during the Annual Meeting and Luncheon
Pre-Dinner Cocktail Reception (four opportunities available).....	\$750	Scattered signage throughout the foyer during the Dinner Dance
President's Dinner Dance Wine (four opportunities available)	\$750	Scattered signage throughout the ballroom during the Dinner Dance
President's Dinner Dance Centerpieces (four opportunities available)	\$750	Signage on the tables next to the centerpieces
Final Breakfast (two opportunities available).....	\$500	Scattered signage throughout the ballroom during the Breakfast
Seminar/Directional Signage (four opportunities available)	\$750	Logo branding on all the directional and event signage
Golf Sponsorships — Contact Catherine Borg for details! catherine@wma.org		Signage at appropriate holes or events during the tournament

Sponsorship of an event does not automatically entitle a sponsor to complimentary attendance. Full Convention registration packages, day passes and individual event tickets allow admission into WMA Convention & Expo events.

Contact Regina Sánchez for more sponsorship details! regina@wma.org or 916.448.7002