



**REGARDING: 2022 Convention Program/Reporter Magazine Advertising
and Sponsorship Opportunities**

WMA cordially invites you to advertise in the Special Edition of the WMA Reporter!

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. This is a great opportunity to begin advertising in this magazine. If you are a current advertiser, 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 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 2022 WMA Convention & Expo. The deadline for ad space reservation is **August 26**, with camera-ready artwork due on September 2, 2022.

If you are not able to exhibit at this year's Expo, please consider keeping your business presence through advertising in the October issue of the *Reporter* at the Convention amongst the attendees. Another way is through sponsorships. Look at the Sponsorship Levels and Benefits page and consider your options. You have many! Imagine seeing your company name at the coffee stations early that first Convention morning! How grateful attendees will be for that wake-up coffee we all need! Or how about knowing your company provided the wi-fi access to ALL the attendees?

Please take a moment and review all the information. If you have any questions, do not hesitate to contact me at 916.448.7002, extension 4034 or regina@wma.org.

I look forward to hearing from you and welcoming you to the M Resort in October!

Cordially,

Regina Sanchez
Director of Communications and Events



SPECIAL ISSUE

Reporter Advertising Contract

2022 October Reporter/Convention Program Issue

Reservation Deadline is September 1, 2022 | Camera-Ready Art Deadline is September 10,

A. Full Page (bleed) 8.75" x 11.25"	B. Full Page (non bleed) 7.5" x 10"	C. 2/3 Page 4.87" x 10"	D. 1/2 Page Vertical 3.66" x 10"	E. 1/2 Page Horizontal 7.5" x 4.87"
F. 1/3 Page Vertical 2.37" x 10"	G. 1/3 Page Horizontal 4.87" x 4.87"	H. 1/6 Page Vertical 2.37" x 4.87"	I. 1/6 Page Horizontal 4.87" x 2.37"	For example purposes only, not to scale. Please refer to measurement references.

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 \$575 | <input type="checkbox"/> Spot \$665 | <input type="checkbox"/> Full Color \$810 |
| <input type="checkbox"/> C 2/3 Page | <input type="checkbox"/> B&W \$390 | <input type="checkbox"/> Spot \$465 | <input type="checkbox"/> Full Color \$625 |
| <input type="checkbox"/> D/E 1/2 Page | <input type="checkbox"/> B&W \$350 | <input type="checkbox"/> Spot \$410 | <input type="checkbox"/> Full Color \$585 |
| <input type="checkbox"/> F/G 1/3 Page | <input type="checkbox"/> B&W \$275 | <input type="checkbox"/> Spot \$325 | <input type="checkbox"/> Full Color \$510 |
- Inside Front Cover — **Sold!**
 Pages 1, 2, 3 and 4 — **Sold!**
 Center Spread — **Sold!**
 Specific Page Placement \$990
 Outside Back Cover — **Sold!**
 Inside Back Cover — **Sold!**

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

Step 4 (PLEASE check ONE)

- I understand that camera-ready art is due by September 1, 2022
 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 10, 2022 (please adjust pricing accordingly)
 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, ext. 4034
 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 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.

2022 EXHIBITOR SPONSORSHIP LEVELS AND BENEFITS

BENEFITS	PLATINUM \$5,500	GOLD \$4,000	SILVER \$3,000	BRONZE \$2,500	EXHIBITOR \$800	SPECIAL SPONSOR- SHIPS
Convention (October 2022) issue of the Reporter listing	●	●	●	●		
Highlights (January 2023) issue of the Reporter 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	●	●	●	●		
Number of full Convention & Expo registrations included	2	1				
Logo on the WMA Convention website	●					
Listing and logo on Convention Mobile App	●	●	●	●		
Two standard booths in WMA's Expo for sponsor	●					
One standard booth in WMA's Expo for sponsor		●				
One table and two chairs per booth	●	●			●	
Upgrade to premium booth @ \$200 per booth (\$400 non-member)	●	●			●	
Full Convention registration upgrades @ \$400 per person (\$800 non-member)	●	●			●	
Order of priority in booth selection	First	Second	Third	Fourth	Fifth	
Special sponsorships see listing below for benefits						●

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 lanyard
Expo wine glasses (one opportunity available)	at cost/approx \$2,500	Imprint on wine glasses — take home
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
Wi-fi Access (three opportunities available/ <i>sold!</i>)	\$4,000	Signage in ballrooms and foyer
Charging Stations (two opportunities available).....	\$2,000	Logo branding on table sides; company materials on table
Seminar/Directional Signage (two opportunities available/ <i>sold!</i>).....	\$1,500	Logo branding on all the directional and event signage
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 (four opportunities available).....	\$750	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)	\$500	Signage on the tables next to the centerpieces
Final Breakfast (four opportunities available)	\$500	Scattered signage throughout the ballroom during the Breakfast

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

2022 SPONSORSHIP LEVELS AND BENEFITS

WMA is offering Service & Industry members an opportunity to choose from different levels of sponsorship at the Expo. The following benefits come with each level.

Platinum Sponsorship — \$5,500

- Published listing in Convention magazine and highlights issue of the Reporter, and on registration packet materials (prior to deadline).*
- Signage at all Convention events (Expo cocktail receptions, the Welcome Reception/Expo opening, Expo breakfast, the Annual Meeting and Luncheon, and the President's Dinner Dance).*
- Listing on registration bags. In addition, you may insert up to ONE item into these bags (i.e. pens, keychains or brochures that are single page not any larger than 8.5" x 11" folded or flat; and, bulky items such as mugs are not acceptable). You must provide a volunteer to assist with inserts at 10:00 a.m. on Monday, October 11 at the Convention registration desk. Please do not send these items to WMA. Your volunteer must bring them to the registration desk. Plan to provide 600 items.*
- Special announcement during President's Dinner Dance.*
- Two standard booths in WMA's Expo for sponsor (cannot be shared with or given to another company). Premium space upgrades available at nominal fee.
- First priority booth selection.
- Two Full Convention & Expo registrations
- Return this page with pages three (3) and four (4). Also, return page five (5) AND booth contract if exhibiting.

Gold Sponsorship — \$4,000

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (*), and the following:
- One standard booth in WMA's Expo for sponsor (cannot be shared with another company or given to another company). Premium space upgrades available at nominal fee.
- Second priority booth selection.
- One Full Convention & Expo registration
- Return this page with pages three (3) and four (4). Also, return page five (5) AND booth contract if exhibiting.

Silver Sponsorship — \$3,000

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (*), and the following:
- Third priority booth selection.
- 4 tickets with reserved seating to the Annual Meeting and Luncheon.
- Return this page with pages three (3), five (5) AND booth contract if exhibiting.

Bronze Sponsorship — \$2,500

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (*), and the following:
- Fourth priority booth selection.
- Return this page with pages three (3), five (5) AND booth contract if exhibiting.

Special Sponsorships (name badges, pocket schedules, directional signage, wi-fi access, and drink tickets—\$1,000 to \$4,000+)

- Published listing in Convention magazine and highlights issue of the Reporter.
- Branding on items sponsored.

Special Sponsorship — charging stations: You will be allowed to place pens, note pads or brochures on tables. You will also be allowed to place a feather-flag style banner next to the charging station. You will have logo branding on the sides of the tables.

Special Sponsorships — window wraps: Contact Regina Sánchez at regina@wma.org or 916.448.7002, extension 4034, for customized pricing and locations.

Partial Sponsorships — \$500 to \$2,500

- Published listing in Convention magazine and highlights issue of the Reporter.
- Signage at the sponsored food and beverage event.

Major Sponsorship of Events

(See listing of benefits on the left side of this sheet.)

- Platinum Sponsor \$5,500
- Gold Sponsor \$4,000
- Silver Sponsor \$3,000
- Bronze Sponsor \$2,500

Special

- Wi-fi Access *Sold!* \$4,000
- Charging Station (each) \$2,000
- Name Badge Holders *Sold!* At cost
- Seminar/Directional Signage \$1,500
- Mobile App *Sold!* \$1,500
- Pocket Schedules *Sold!* \$1,500
- Drink Tickets *Sold!* \$2,500

Partial Sponsorships (four opportunities in each category)

- Tuesday Morning Coffee Service \$750
- Kick Off Lunch \$750
- Expo Opening/Welcome Reception \$750
- Expo Breakfast \$750
- Pre-Lunch Cocktail Reception \$500
- Annual Meeting and Luncheon \$750
- Desserts in Expo \$750
- Pre-Dinner Cocktail Reception \$750
- President's Dinner Dance Wine \$750
- President's Dinner Dance Centerpieces \$500
- Final Breakfast \$500

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. This confirms our participation in the 2022 WMA Convention and Expo. As a participating sponsor, we hereby agree to assume financial responsibility as indicated for the above mentioned item/event. It is further acknowledged that the person signing below is authorized to do so on behalf of the participating company.

Firm Name _____

Contact Name _____

Email _____

Telephone Number _____

Name on Credit Card _____

Credit Card Number _____

Expiration Date and Security Code _____

Billing Address _____

City, State & ZIP _____

Signature _____

Total Sponsorships Charge \$ _____

Check # _____ Amount \$ _____ (Enclosed)

Complete this form and return by US post or fax to Regina Sánchez at

Western Manufactured Housing Communities Association
455 Capitol Mall, Suite 800 • Sacramento, CA 95814
fax 916.448.7085 | regina@wma.org

Thank you for your sponsorship!