



**REGARDING: 2016 Convention Program/Reporter Magazine Advertising
and Sponsorship Opportunities**

WMA cordially invites you to participate in the 2016 WMA Convention and Expo, October 10-13. This year, our host hotel is the Green Valley Ranch Resort in Henderson, 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 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.

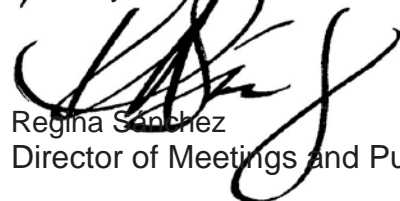
For new advertisers, the good news is that all of this is available to you at the regular monthly *Reporter* advertising rates. Reserve your space today; you'll not only reach thousands of industry members, who need your products and services, but as a BONUS, the magazine is also used as a year-round promotional tool and will be handed out to every attendee and exhibitor at the 2016 WMA Convention & Expo. The deadline for ad space reservation is **August 31**, with camera-ready artwork due on September 5, 2016.

If you are not exhibiting or advertising 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.

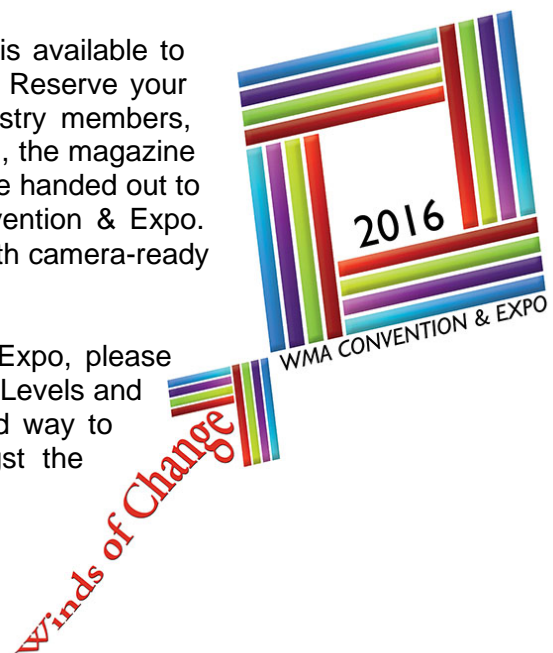
Please take a moment and review the attached information. If you have any questions, do not hesitate to contact me at 916.448.7002 or regina@wma.org.

I look forward to hearing from you and welcoming you to Green Valley Ranch in October!

Cordially,



Regina Sanchez
Director of Meetings and Publications



Advertising Space Contract

2016 October Reporter/Convention Program Issue

Reservation Deadline is August 31, 2016 | Camera-Ready Art Deadline is September 5, 2016

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.

Step 1 (select size)

- A B C
 D E F
 G H I

Step 2 (select color)

- Full Color Black & White
 Spot Color Pantone (Add \$79 regardless of size)

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 \$605 | <input type="checkbox"/> Full Color \$800 |
| <input type="checkbox"/> C 2/3 Page | <input type="checkbox"/> B&W \$380 | <input type="checkbox"/> Spot \$415 | <input type="checkbox"/> Full Color \$615 |
| <input type="checkbox"/> D/E 1/2 Page | <input type="checkbox"/> B&W \$330 | <input type="checkbox"/> Spot \$360 | <input type="checkbox"/> Full Color \$565 |
| <input type="checkbox"/> F/G 1/3 Page | <input type="checkbox"/> B&W \$225 | <input type="checkbox"/> Spot \$250 | <input type="checkbox"/> Full Color \$460 |
| <input type="checkbox"/> H/I 1/6 Page | <input type="checkbox"/> B&W \$155 | <input type="checkbox"/> Spot \$175 | <input type="checkbox"/> Full Color \$390 |

■ 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 adding a Pantone color to a B&W advert, add \$79 regardless of size.

Step 4 (complete and sign)

- I understand that camera-ready art is due by September 5, 2016
 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 5, 2016
 I am not a current advertiser but advertised in this issue last year. Please use last year's artwork.

Contact Name _____ Email Address _____

Firm _____ 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 5 (return form to us)

Regina Sánchez

email regina@wma.org | fax 916.448.7085

mail WMA | 455 Capitol Mall, Suite 800 | Sacramento, CA 95814 | 916.448.7002

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.

2016 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 — \$5,000

- 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). *
- Branding on registration bags. In addition, you may insert up to **ONE** item into these bags (i.e. pens, keychains or brochures and provide a volunteer to assist with inserts on Monday, October 10, beginning at 12:00 p.m.). *
- 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.
- 4 tickets with reserved seating to the Annual Meeting and Luncheon.
- 2 tickets with VIP reserved seating to the President's Dinner Dance.

Gold Sponsorship — \$3,000

- 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.
- 4 tickets with reserved seating to the Annual Meeting and Luncheon.

Silver Sponsorship — \$2,000

- 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.

Bronze Sponsorship — \$1,500

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (*), and the following:
- Fourth priority booth selection.

Drink Tickets — \$2,500 (one opportunity available)

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Branding on drink tickets.

Desserts in Expo — \$1,000 (two opportunities available)

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Signage in Expo during Dessert Reception.

Name Badge Holders — \$2,000 (one opportunity available)

Pocket Schedules — \$1,500 (one opportunity available)

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Signage at the Registration Desk.

Partial/Special Sponsorships — \$500 to \$2,000

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Signage at the sponsored food and beverage event.
- Special announcement during the Annual Meeting and Luncheon.

Golf Sponsorships — Please call Catherine Borg at 916.448.7002

- Published listing in Convention magazine and highlights issue of the *Reporter* (prior to deadline).

Sponsorship of Events

- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Silver Sponsor..... \$2,000
- Bronze Sponsor..... \$1,500

Special

- Name Badge Holders..... *Sold!* \$2,000
- Pocket Schedules *Sold!* \$1,500
- Desserts in Expo \$1,000
- Drink Tickets *Sold!* \$2,500

Partial Sponsorships (four available in each category)

- Opening Lunch \$500
- Expo Opening/Welcome Reception..... \$500
- Expo Continental Breakfast..... \$500
- Pre-Lunch Cocktail Reception \$500
- Annual Meeting and Luncheon \$500
- Pre-Dinner Cocktail Reception..... \$500
- President's Dinner Dance Wine \$500
- Final Breakfast..... \$500

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

This document confirms our participation in WMA's Convention and Expo in Henderson, NV. As a participating sponsor, we hereby agree to assume financial responsibility as indicated for the below-mentioned program component. 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

Total Sponsorships Due \$ _____

Please return this form with Pages 3 and 8 to:

Regina Sánchez

Western Manufactured Housing Communities Association

455 Capitol Mall, Suite 800

Sacramento, CA 95814

Thank you for your sponsorship!