

Sponsorship Prospectus for AIM 2009



Apartment Internet Marketing (AIM, www.aimconf.com) is the only multifamily industry conference that focuses exclusively on internet marketing, web applications and the online customer experience. It is the most focused and informative event in the industry, and is sure to sell out again in 2009.

The conference will be held April 29 - May 1, 2009 at the Denver Marriott City Center.

It will be the most important business event of the year for everyone who is involved with internet marketing, online leasing, revenue management, online payments, prospect lead management and building an integrated web presence.

In April of 2008, we hosted over 300 attendees at AIM – about 250 of whom were executives from owner-manager firms. In 2009, we expect 450 – 550 attendees of the same profile. Conference attendance is limited to owner/managers, sponsors and speakers.

Program Sessions Under Development

We expect the conference content to include the following sessions. We will separately be targeting two different groups of executives: beginners/intermediate distinct from the advanced group who have



seen much of the usual conference content before. These session ideas are subject to change, and are only a partial list:

- Social media marketing case studies showing how apartment firms are using Web 2.0 sites to generate leases;
- Hands-on session in building web media;
- An audit and critique of a multifamily company's entire web presence;
- Internet communications with residents and media in an emergency situation;
- One-on-one consultations with selected Internet marketing experts (limited opportunity);
- Local search and other targeted opportunities in search engine management;
- A new product showcase featuring new ideas and new products being presented in rapid back-to-back presentations
- Revenue management and yield optimization techniques
- Effective sales conversion from online leads

The Attendees

Our attendees are some of the industry's most forward-thinking and active adopters of online technology. For a partial list of the companies that attended in 2008, and the positions of the people attending, please see the appendix to this prospectus.

The Venue

The conference hotel is centrally located in the midst of the fun of downtown Denver, and a short walk to LoDo. The Denver Marriott City Center is located at 1701 California, Denver, Colorado.
www.denvermarriott.com.



About AIM

AIM was the brainchild of the team at Realty DataTrust, and was originally the Vaultware User Conference. AIM was sold in 2007 to Joshua Tree Internet Media, LLC, a company owned by Steve Lefkovits. AIM was held in 2005, 2006 and 2008 in Scottsdale, Arizona.

Steve was the founder of the NMHC Technology conference series in 1998, and is the industry's top technology strategist.

General Sponsorship Benefits

- Unrestricted participation for three representatives to three-day, two-night owners-only event
 - Expected number of owner/manager executives: 400
 - Size of company represented 2,000 – 200,000 units
 - Types of attendees:
 - Marketing, Operations or IT decision-makers
 - Chief Operating Officers and Presidents
- High owner-to-vendor ratio – we expect 4:1.
- Advance access to attendee contact list with mailing address and phone (but no emails except for Presenting Sponsor (if any)).

AIM 2008 Sponsors

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- Hassle-free sponsorship levels all at the same \$15,000 level except for Presenting Sponsor (if any).*
- Convenient, central location with plenty of ancillary business to be done in Denver.
- Priority invitation to sponsor future conferences. With limited opportunities to sponsor and a growing number of interested attendees, priority locks in your future participation.

Sponsorship Opportunities

As of October 2008

- **Reserved Business Lounge Area** (14 available) \$15,000
 - A reserved business area with sofa, chairs and table for doing business with attendees – product demos, contract signing, negotiating
 - Not a trade show booth. It's an office with waist-high walls.
 - Open for entire conference (though we suggest omitting appointments during the keynote speaker)
 - Light refreshments, electricity and wireless internet available
 - Basic signage provided
 - All General Sponsorship benefits



Reserved Business Lounge - AIM 2008

- **Receptions** -- \$15,000 (4 sponsorships available)
 - Signage and introduction at dinner
 - Opportunity for dinner-related branded gift at extra charge
 - All General Sponsorship benefits
- **Hospitality - Lunches** -- \$15,000 (2 sponsorships available)
 - Signage at lunch event



- All General Sponsorship benefits
- **Hospitality - Breakfasts** -- \$15,000 (2 sponsorships available)
 - Signage at breakfast event
 - All General Sponsorship benefits
- **Hospitality – Refreshment Breaks** -- \$15,000 (2 sponsorships available)
 - Signage at breakfast event
 - All General Sponsorship benefits
- **Speaker Sponsors** -- \$15,000 (2 sponsorships available)
 - Signage and mention during speaker introduction or option to introduce speaker if desired
 - All General Sponsorship benefits
- **Room Key and Lanyard Sponsorship** -- \$15,000 (1 sponsorship available)
 - Logo on guest room keys and name badge lanyard
 - All General Sponsorship benefits
- **Attendee Gift Notebooks** -- \$15,000 (1 sponsorships available)
 - Sponsor logo on folio along with AIM logo
 - All General Sponsorship benefits
- **Video Sponsors** - -\$15,000 (2 sponsorships available)
 - As with past years, conference will be videotaped and videos distributed online to our contact list
 - Video sponsors will have logo credits in all videos created
 - All General Sponsorship benefits
- **Onsite AV Sponsor** -- \$15,000 (1 available)
 - Signage in conference main hall
 - All General Sponsorship benefits
 - All General Sponsorship benefits
- **Onsite Internet Access Sponsor** -- \$15,000 (1 available)
 - Provides support for conference-wide wireless internet convenience for all attendees
 - Custom branded landing page for all users to see when they connect to internet (if technically available)
 - All General Sponsorship benefits



JTI Media will also carefully consider other sponsorship opportunities that are presented by sponsors that are integral to the industry and the topics at hand.

*** Vaultware/Realty Data Trust will be billed and recognized as “Founding Sponsor” for their groundbreaking work in recognizing the importance of internet marketing in multifamily.**

**** JTI Media, LLC reserves the right to offer the opportunity to be Presenting Sponsor to select companies that have expressed an interest. Presenting Sponsors will have the option of having their company or product name inserted in the title of the conference.**

Appendix - 2008 Attendees – Partial List

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|--|---------------------------------------|
| Director of Marketing | Advanced Management Company |
| CIO & SVP of Technology | AIMCO |
| Director of Marketing | AIMCO |
| Marketing Analyst | AIMCO |
| VP eCommerce | AIMCO |
| VP, Interactive Marketing | AIMCO |
| Director of Marketing | Alliance Residential |
| Business Development | Alliance Residential Company |
| Managing Director of Asset Management | Alliance Residential Company |
| Vice President - SW Operations | Alliance Residential Company |
| Vice President of Technology | Alliance Residential Company |
| IT Manager/Trainer | American Residential Management |
| Assistant Community Manager | AMLI Residential |
| CIO | AMLI Residential |
| Sales-Marketing Associates | AMLI Residential |
| Director of Operations | Archon |
| Director of Internet Marketing | Archstone |
| Group Vice President, Strategic Systems | Archstone |
| Internet Marketing Analyst | Archstone |
| Internet Marketing Analyst | Archstone |
| Manager Internet Marketing | Archstone |
| Marketing Director | Ashley Management Group |
| Property Manager | Ashley Management Group |
| Regional Marketing Manager | Associated Estates Realty Corporation |
| Vice President | AvalonBay Communities, Inc. |
| Marketing Coordinator | Babcock and Brown Residential |
| Marketing Director | Babcock and Brown Residential |
| VP of Operations | Babcock and Brown Residential |
| Director of Marketing | Bainbridge Companies |
| Area Manager | Banner Property Management |
| Vice President Product and Brand Development | Beacon Communities |
| CFO | Benj. E. Sherman & Sons |
| Director of Marketing | Berkshire Property Advisors |
| Regional Marketing Specialist | BH Management |
| Marketing Director | Boardwalk REIT |
| Marketing | Bozzuto Management Company |
| VP of Management Systems | Bozzuto Management Company |
| | Bozzuto Management Company |
| Internet Marketing Manager | BRE Properties, Inc. |
| President | C & M Realty |
| VP of Operations | Cambridge Management Services, Inc. |
| Marketing Coordinator | Camden Property Trust |
| Project Manager | Camden Property Trust |
| Regional Marketing Director | Camden Property Trust |
| VP, Business Services | Camden Property Trust |

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| Vice President of Marketing and New Business Projects | Campus Living Villages |
| Asset Manager | Capital Valley Investments |
| Senior Vice President, Operations | Capital Valley Investments |
| Leasing Manager | Cheney Companies |
| Owner | Cheney Companies |
| IT Manager | CNC Investments |
| Regional Vice President | CNC Investments |
| Consultant | Colonial Properties Trust |
| Director of Marketing | Colonial Properties Trust |
| Sales Director | Colonial Properties Trust |
| VP of Information Technology | Colonial Properties Trust |
| Director of System Strategies | ConAm |
| Creative Director | ConAm Management Group |
| VP Marketing /Education | Conam Management |
| Marketing Director | Concierge Asset Management |
| Vice President of Sales & Solutions | Concord Management Ltd. |
| Director | Consumer Source Inc |
| Managing Director, Leasing & Marketing | Del American Realty Group |
| Area Supervisor | Demmon Partners |
| Mktg Analyst & Coord. | Dominium Management Services |
| CEO | Doublehaul Investments, LLC |
| Owner | Drucker & Falk |
| National Director, Marketing | Drucker & Falk, LLC. |
| Web Designer | Drucker & Falk, LLC. |
| Marketing Manager | E&S Ring Management |
| Marketing Director | Engel Realty |
| Asst. Vice President, Interactive Marketing | Equity Residential |
| Director of IT Business Relations | Equity Residential |
| Marketing Director | Equity Residential |
| Vice President | Equity Residential |
| Vice President Customer Service | Equity Residential |
| Director | Essex Property Trust |
| Leasing Trainer | Fairfield Properties |
| Marketing Director | Fairfield Properties |
| Senior Trainer | Fairfield Properties |
| Senior Vice President | Fairfield Properties |
| Vice President of Marketing & Training | Fairfield Properties |
| Web Designer | Fairfield Properties |
| VP, Sales & Marketing | First Centrum |
| V.P. Hosp. Assets & Acquis. | Florida Capital |
| Director of Marketing | Fore Property Company |
| Director of Training and Marketing | Fore Property Company |
| Marketing and Training Associate | Fore Property Company |
| VP Information Technology | Forest City Enterprises |
| National Marketing Manager | Gables Residential |
| Vice President, Information Technology | Gables Residential |
| Software Engineer | Gerson Bakar |
| CIO | GID Investment Advisers LLC |

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Director of Operations
 President
 Sr. Vice President
 Director of Marketing and Training
 Management Coordinator

Director of Marketing/Training
 Marketing Director
 CEO
 Director of Residential Marketing
 Community Manager
 IT Manager
 Regional Marketing Director
 Marketing Manager
 Marketing Director
 Marketing Manager
 Marketing Specialist
 Regional Asset Manager
 Analyst
 Vice President
 President
 Partner and Alliance Manager,
 eCommerce Marketing Manager
 Senior Director, Marketing
 Creative Director
 V.P., Director of Marketing & Training
 VP Technology Services
 Principal Broker
 Vice President
 Director of Marketing
 Software Administrator
 General Manager
 Marketing Coordinator
 Manager
 Director of Management Services
 Director of Training
 Vice President, Marketing & Training
 Director of Sales & Marketing
 Marketing Manager
 Regional Property Manager
 President
 Director of Marketing
 Director of Sales and Training
 National Marketing Manager
 CEO
 Co-Owner
 Vice President
 Asset Manager
 Regional Marketing Director

Graham Property Management Company
 Graham Property Management Company
 Graham Property Management Company
 Gray Clow Residential
 Greystar Real Estate Partners
 Greystone Property Management
 Corporation
 Hamilton Zanze
 Hamilton Zanze & Company
 Harbor Group Management Company
 Heartland Realty Investors, Inc
 Hirschfeld Management, Inc.
 Hirschfeld Management, Inc.
 Holland Residential
 Home Properties
 Home Properties
 HOMZ Management Corporation
 HSC
 HSL Asset Management, LLC
 HSL Asset Management, LLC
 HSL Asset Management, LLC.
 Intuit Real Estate Solutions
 Irvine Co. Apartment Communities
 Irvine Co. Apartment Communities
 J.C. Hart Company, Inc.
 J.C. Hart Company, Inc.
 JPI
 JPM Real Estate Services
 Jupiter Investments
 Kay Apartment Communities
 Klingbeil Capital Management
 Korman Residential
 Korman Residential
 Liberty Court Associates, LLC
 Lincoln Property Company
 Lincoln Property Company
 Lincoln Property Company
 Lyon Management Group, Inc.
 Lyon Management Group, Inc.
 Madison Development Co.
 Marketplace Capital Group
 Mark-Taylor
 Mark-Taylor
 MAXX Properties
 McIntyre Trust Property
 MEB Property Management
 MEB Property Management
 Metropolitan Development
 Mid America Apartment Communities

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| Regional Marketing Director | Mid America Apartment Communities |
| VP, Director of Marketing | Mid-America |
| Regional Marketing Director | MidAmerica Apartment Communities |
| Regional Marketing Director | Mid-America Apartment Communities |
| Regional Marketing Director | Mid-America Apartment Communities |
| Marketing Manager | Miles Properties |
| National Marketing & Internet Advertising Associate | Mission Residential |
| Director of Sales & Marketing | Morgan Properties |
| Executive Director | Morgan Stanley |
| VP, Operations | NESSEL DEVELOPMENT |
| Sales Director | Network Multifamily Security |
| President | Nexus Properties |
| Vice President | NMHC |
| IT Supervisor | Nolan Real Estate Services, Inc. |
| General Partner | North Bay Group LLC |
| CEO/President | NWP Services Corporation |
| Sales Executive | NWP Services Corporation |
| Marketing Manager | Pacific Property Company |
| Assistant to the President | Patrician Management, LLC |
| CEO | Perry Reid Properties |
| Director of Marketing | Perry Reid Properties |
| Iowa Regional Manager | Perry Reid Properties |
| Vice President | Picerne Real Estate Group |
| General Manager | Polo Club Residences |
| V.P. - Corporate Sales and Media | Princeton Properties |
| Director of Application Svcs | Prometheus Real Estate Group |
| Vice President, Marketing | Prometheus Real Estate Group |
| Manager | Radford Management Associates |
| Marketing Coordinator | Ray Stone Incorporated |
| Marketing Executive Director | Real Estate Equities |
| Portfolio Manager | RedPeak Properties |
| President | Related Management |
| Leasing Coordinator | REMS, Inc |
| Director of Marketing | Riverstone Residential Group |
| Regional Manager | Riverstone Residential Group |
| Vice President | Riverstone Residential Group |
| Director of Marketing & Creativity | Sawyer Realty Holdings LLC |
| President | Sheryl Erenberg & Associates |
| Marketing Director | Shorewood Properties |
| Public Relations Director | Simco Management Corp. |
| Senior Vice President, Marketing and Training | Simpson Housing |
| Marketing Director | Simpson Property Group, LP |
| VP | Southern Management |
| CEO | Spherexx.com |
| Vice President of Marketing & Investor Relations | Sterling Equities |
| Director of Strategic & Internet Marketing | Steven D. Bell & Company |
| Vice President of Information Technology | Steven D. Bell & Company |
| Marketing Coordinator | Steven Scott Management |

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| Owner | Stewart Properties, Inc |
| Managing Partner | Stratford Management |
| | Stratus Real Estate / Riverstone Residential Group |
| CFO | Tarragon |
| Marketing Manager | Tarragon |
| VP of Marketing and Training | The Dermot Company |
| Director of Operations | The Dolben Company, Inc. |
| Sr. Regional Manager | The Dolben Company, Inc. |
| Vice President-Marketing | The Dolben Company, Inc. |
| Vice President-Property Management | The Donaldson Group |
| Director of Sales and Marketing | The Habitat Company |
| Marketing Director | The Irvine Company |
| Vice President Technology Advancement | The NRP Group |
| Director of Marketing | The NRP Group LLC |
| IT Director | Timberland Partners |
| VP Sales and Marketing | Towne Properties |
| VP Marketing | Trammell Crow Residential |
| CIO | TransGlobe Property Management |
| Director of Marketing | Trilar Management Group |
| Vice President | Trinity Property Consultants |
| Information Systems Director | Trinity Property Consultants |
| Regional Vice President | TVO North America |
| Director of Training and Development | UDR, Inc |
| Marketing I.S. Manager | UDR, Inc |
| SVP, CIO | University Towers |
| Marketing Director | Vertica Resident Services |
| Director, Marketing | Vertica Resident Services |
| Vice President | Village Green |
| VP Auditing and Operations | |
| Vice President of Marketing and Communications | Village Green Companies |
| COO | Waterton Residential |
| Training and Marketing Director | Waterton Residential |
| National Marketing Director | Weidner Property Management |
| Marketing Manager | Weinstein Properties |
| Marketing Director | Western National Property Management |
| Regional Vice President | Western National Property Management |
| Marketing Liaison | Westlake Village Apartments |
| Rental Director | Westlake Village Apartments |
| Webmaster/Internet Marketing Manager | Windsor Property Management Company |
| Asset Manager | WLA Investments, Inc |
| Marketing Director | Woodmont Real Estate Services |
| Marketing Director | ZOM Residential |