

*Pennsylvania
Association of
Housing and
Redevelopment
Agencies*



PARTNER WITH PAHRA.
New opportunities. New networks. New buyers.

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“As a housing authority executive director, the annual PAHRA exhibition gives me a chance to talk informally with both existing and potential vendors. It seems each year I hear about new products and come away with some new ideas.”

Dan Kanuch (far right)
Johnstown Housing Authority



“Talking with all the vendors at PAHRA’s Spring Exhibition helps me find cost saving products and techniques for constructing and maintaining affordable housing units. It’s a great chance to see such a variety of products and services and talk directly with their sales staff.”

Jeannine Matulevic (center)
Perry Housing Partnership, Carlisle, PA



“I think it’s the friendly environment at PAHRA exhibitions that keeps our company coming back—that and plenty of opportunities to make new contacts and chat with existing customers. It’s always a worthwhile event for us.”

Blu Bartes (right)
Duro-Last Roofing, Inc.

WANT TO GET MORE...

from Your Marketing Dollar?

PARTNER WITH PAHRA.

PAHRA member agencies will purchase over \$800 million in products and services to build, renovate and maintain housing, revitalize local neighborhoods, or redevelop and expand industrial properties. Here's some of the ways that PAHRA can help you to connect with the board members, executive directors, property managers and maintenance supervisors who will make these spending decisions.



Membership

A small investment in affiliate membership:

- gets your business listed in PAHRA's annual membership directory, keeping your name and services at the finger tips of key decision-makers throughout the year
- provides a direct link to your business's web site from PAHRA's web site which gets hundreds of thousands of hits annually
- earns substantial discounts on advertising in PAHRA's publications and exhibit space at the Spring Conference.

Sponsorships

Sponsoring, or co-sponsoring, one of PAHRA's conferences or a conference event, is an excellent way to showcase your company, its products or services. There are many opportunities for sponsorship available, at many different levels. And you can be assured that your that your sponsorship and support of PAHRA will be well recognized!

Spring Conference & Exhibition

This annual June event gives you plenty of chances to connect with agency CEOs and personnel who are making purchase decisions every day. Many conference events are scheduled in the exhibit hall, giving you visibility from opening to



closing of the exhibition. PAHRA believes that this intimate, more personal approach is a value-added feature not offered by many other trade shows.

Advertising

PAHRA's widely circulated periodic publications are another way to get your marketing message to a diverse audience, at a very affordable cost. There are three venues to target your message:

- the **PAHRA Monitor**, the association's news magazine, published three times a year;
- the annual **Membership Directory**; and
- the **conference programs** for PAHRA's three major conferences.

Find all the details about PAHRA's exciting marketing opportunities inside this brochure or visit our web site at www.pabra.org.



CONFERENCE SPONSORSHIP

Reach Customers and Support PAHRA's Mission

PARTNER WITH PAHRA.

Becoming a named sponsor of one of PAHRA's conferences, or sponsoring an event at a conference, puts your company's name and message before the hundreds of housing and development professionals attending each conference. You may want to target your sponsorship to one conference, held in a particular region of the state, or you may want to choose a type of educational or social event that best meets your marketing needs.

The 2010 conference schedule includes:

Harrisburg Conference

February 7-10, 2010

Harrisburg Hilton & Towers

Harrisburg, PA

Community Development & Housing Practitioners (CD&H) Conference

April 12-13, 2010

Nittany Lion Inn

State College, PA

Spring Conference & Exhibition

June 6-9, 2010

Seven Springs Mountain Resort

Champion, PA

Annual Conference

September 14-17, 2010

Holiday Inn Harrisburg/Hershey

Grantville, PA

A named conference sponsor:

- is listed in all conference announcements and on the PAHRA web site
- has their company's name prominently displayed at the conference and in the conference program and
- is able to have a display during the conference in the registration area.

If you sponsor an event costing \$2,000 or more, you will be able to have a display or exhibit during that event. All sponsors, no matter the level, receive a FREE full-page ad in the conference program (a \$310 value) and recognition sign during the sponsored event.

2009 SPONSORSHIP OPPORTUNITIES

Named Conference Sponsor

Full Conference Sponsor \$10,000

Conference Co-Sponsor \$5,000

Special Events and Receptions

Harrisburg Conference

Legislative Reception \$5,000

Tuesday, February 9

CD&H Conference

Practitioners Reception \$2,200

Monday, April 12

Spring Conference & Exhibition

Exhibitors' Lunch

and Presentation \$2,500

(Co-Sponsor.... \$1,250)

Monday, June 7

Pizza & Beer Party

with the Exhibitors \$1,200

Monday evening, June 7

Scholarship Golf Outing \$3,000

Tuesday afternoon, June 8

Presidential Reception \$2,000

Tuesday evening, June 8

Spring Barbecue \$4,000

Tuesday evening, June 8

Annual Conference

Best Practices Showcase \$2,500

Thursday morning, September 16

Presidential Reception \$2,000

Thursday evening, September 16

Annual Banquet \$4,000

Thursday, September 16

Regular Conference Events

Closing Breakfast & Speaker ... \$1,200

Harrisburg Conference, Wednesday,

February 10; Spring Conference,

Wednesday, June 9; and Annual

Conference, Friday, September 17

Morning Breaks \$500

Harrisburg, CD&H, Spring and Annual

conferences (two per conference)

Afternoon Breaks \$500

CD&H Conference (two per conference)

Delegate Breakfasts \$500

Harrisburg, CD&H, Spring and Annual

conferences (two per conference)

Friends of PAHRA \$500

All conferences

Please indicate your selections on the enclosed PAHRA Marketing Contract. Please call us to discuss options to co-sponsor an event with another organization.

EXHIBIT SPACE

Show Your Products and Services First Hand

PARTNER WITH PAHRA.

Exhibiting at the 2010 Spring Conference & Exhibition, at Seven Springs Mountain Resort, Champion, PA, offers you considerable opportunities to meet and talk with conference participants. Here's how PAHRA helps you reach potential customers:

- A NEW, compact, one and one-half day (Monday-Tuesday) exhibit format that includes more dedicated time for conference attendees to spend viewing the exhibits, with games and prizes to attract conference participants into the exhibit hall.
- Booths arranged around the perimeter of the exhibit hall where all breakfasts, refreshment breaks and other events are held—giving you constant visibility.
- Two special events in the exhibit hall on Monday, to encourage more interaction with the vendors: the

lunch with the exhibitors, where the sponsoring and/or co-sponsoring exhibitor can make a presentation about their company, and the evening “Pizza & Beer with the Exhibitors” from 7 to 9 p.m.—of course, with more games and prizes.

- Evening hospitality hours, hosted by PAHRA, on Sunday and Monday, provide additional time to greet old and new customers, in a relaxed and casual setting.
- The exhibitors' prizes drawing at the close of the exhibition on Tuesday, at 11:00 a.m. (Attendees must be present to win!)
- All exhibitors may choose to stay Tuesday afternoon, after the exhibits close, for the annual PAHRA scholarship fund golf outing, volleyball tournament or other special activities. These offer more ways for you to meet and socialize with people important to your business.
- Each exhibitor receives a FREE, full-page, black and white ad in the conference program (a \$310 value).

Booth sizes and rates:

Size	Member	Non-member
Single, 8' X 10'	\$400	\$500
Double, 8' X 20'	\$750	\$900

Booth rate includes cost of all scheduled meals and conference functions for up to two people from your company. For more than two company representatives attending the exhibition, an additional fee of \$100 each is due.

Deadline for booth reservations:

Friday, May 7, 2010

Deadline for free ad:

Friday, May 14, 2010

Booth setup time:

Sunday, June 6, 2010 -
12:00 p.m to 10:00 p.m.

Exhibit opens:

Monday, June 7, 2010 - 7:30 a.m.

Exhibit closes:

Tuesday, June 8, 2010 - 11:45 a.m.

Booth tear down time:

Tuesday, June 8, 2010 - after 11:45 a.m.

Hotel reservations should be made directly with Seven Springs Mountain Resort by calling 800-452-2233, and requesting the special PAHRA conference room rate. Deadline to receive the special rate is May 7, 2010. Room rates include lodging and the resort's famous breakfast buffet.

Please use the enclosed PAHRA Marketing Contract to reserve your booth space and return with your check to PAHRA. Once you have registered, you will receive a complete exhibitor package in the mail approximately three weeks before the conference.

Cancellation policy: Cancellations on or before May 7, 2010, will receive a full refund, minus a \$50 processing fee; cancellations after this date will not receive a refund.



ADVERTISING

Reach Your Customers for an Affordable Cost

PARTNER WITH PAHRA.

PAHRA's three publications provide a cost effective way to get your message to our members, elected and appointed officials and housing professionals throughout Pennsylvania.

CONFERENCE PROGRAMS

If you advertise in both the Harrisburg and Spring conference programs, you will receive a FREE ad in the Annual Conference Program.

Publication dates:

Harrisburg Conference

February 7-10, 2010
Harrisburg (PA) Hilton & Towers,
Harrisburg, PA

Spring Conference & Exhibition

June 6-9, 2010
Seven Springs Mountain Resort,
Champion, PA

Annual Conference

September 14-17, 2010
Holiday Inn Harrisburg/Hershey,
Grantville, PA

Publication size:

5 1/2" wide x 8 1/2" high

Advertising sizes and rates:

One conference

Size	Member	Non-member
Full page <i>Size: 4.75" wide x 7.625" high</i>	\$250	\$310
1/2 page <i>Size: 4.75" wide x 3.75" high</i>	\$170	\$210
Inside front and back covers <i>Size: 4.75" wide x 7.625" high</i>	\$270	\$340
Outside back cover <i>Size: 4.75" wide x 7.625" high</i>	\$290	\$360

Two conferences (third conference free)

Size	Member	Non-member
Full page <i>Size: 4.75" wide x 7.625" high</i>	\$400	\$500
1/2 page <i>Size: 4.75" wide x 3.75" high</i>	\$280	\$350
Inside front and back covers <i>Size: 4.75" wide x 7.625" high</i>	\$450	\$560
Outside back cover <i>Size: 4.75" wide x 7.625" high</i>	\$500	\$615

Space reservations close and artwork due:

Harrisburg Conference

Friday, January 15, 2010

Spring Conference & Exhibition

Friday, May 14, 2010

Annual Conference

Friday, August 20, 2010

PAHRA reserves the right to refuse any unsuitable advertising. Advertisers and their advertising agencies assume liability for all content and also assume responsibility for any claims arising therefrom made against the publisher.

PAHRA MONITOR

Publication dates:

Spring (April, 2010), Summer (August, 2010) and Winter (January, 2011)

Publication dimensions:

8 1/2" wide x 11" high

Advertising sizes and rates for three issues:

Size	Member	Non-member
Full page Size: 7 3/4" wide x 10 1/4" high	\$750	\$900
1/2 page horizontal Size: 7 3/4" wide x 5 1/8" high	\$575	\$750
1/2 page vertical Size: 4 3/4" wide x 10 1/4" high	\$575	\$750
1/4 page Size: 3 1/8" wide x 5 1/8" high	\$525	\$600

Space reservations close and artwork due:

Friday, March 5, 2010

MEMBERSHIP DIRECTORY

Publication date: October, 2010

Publication size:

5 1/2" wide x 8 1/2" high

Advertising sizes and rates:

Size	Member	Non-member
Full page Size: 4.75" wide x 7.625" high	\$400	\$500
1/2 page Size: 4 3/4" wide x 3 3/4" high	\$270	\$330
Inside front cover Size: 4.75" wide x 7.625" high	\$500	\$630

Space reservations close and artwork due:

Friday, August 27, 2010

Please indicate on the enclosed PAHRA Marketing Contract the ad size(s) and in which publication(s) you wish them to appear.

PRODUCTION REQUIREMENTS

The preferred format for an ad is a PDF file. Ads should have an image resolution of 300 dpi. Use the "Print" or "Press" setting and be sure to embed all fonts and images.

PC Microsoft Word 98 and Publisher 2000 can be accepted, but will require the minimum charge to reformat.

Submitting ads

Please email the ad directly to our printer at jim@champprinting.com. In the subject line, please include the name of the PAHRA publication(s) where the ad is to appear.

Ads or files that are too large to e-mail can be downloaded to the **Champ Printing FTP site**. If you are using FTP software, the address is www.champprinting.com, the user name is **client_ftp** and the password is **champ2003**. Please include the file(s) in one folder named "PAHRA Ad" before you download them. If you don't have FTP software, contact Jim Thunell at Champ Printing for instructions on how to automatically download a file to the FTP site.

If you have any questions on formatting or transmitting your ad, please call Jim Thunell at Champ Printing for more details (412-269-0197).

Please note: If ads are not submitted in the appropriate size or format, you will incur a minimum charge of \$100 to alter the ad to conform to these specifications.

PAHRA MARKETING CONTRACT

Step 1 - CONTACT INFORMATION

Name _____ Date _____

Title _____

Company _____

Products/Services _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone _____ Fax _____

E-mail _____

Signature _____ Total amount enclosed _____

Membership

I would like to become a **PAHRA Affiliate Member**. Enclosed is my \$250 check for annual dues.

Information Request

Please send me more information on the **PAHRA Scholarship Fund Golf Outing** scheduled for 1:30 p.m., Tuesday, June 8, 2010.

Please select your Marketing Opportunities on the other side and complete all sections that apply.

**Return completed contract with
your check payable to PAHRA to:**

Pennsylvania Association of Housing and
Redevelopment Agencies
P.O. Box 91367
Pittsburgh, PA 15221

*If you have any questions,
please call PAHRA at 412-247-0699.*

Please fill out contact information on the other side.

PARTNER WITH PAHRA.

Step 2 - CONFERENCE SPONSORSHIP

Harrisburg Conference

Event _____ Day or Date _____ Cost _____

Community Development & Housing Practitioners (CD&H) Conference

Event _____ Day or Date _____ Cost _____

Spring Conference & Exhibition

Event _____ Day or Date _____ Cost _____

Annual Conference

Event _____ Day or Date _____ Cost _____

Named conference sponsor - Full Named conference co-sponsor Friend of PAHRA

Harrisburg Conference Spring Conference & Exhibition Annual Conference Cost _____

Total Conference Sponsorship Cost _____

Step 3 - EXHIBIT SPACE

Single booth Double booth

We will exhibit the following products or services: _____

Individuals representing our firm:

Name _____ Title _____

Name _____ Title _____

Additional individuals representing our firm (at an additional cost of \$100/person):

Name _____ Title _____

Name _____ Title _____

Total Exhibit Space Cost _____

Step 4 - ADVERTISING

PAHRA Monitor

Issue: Spring Summer Winter

Ad size: Full page 1/2 page 1/4 page Cost _____

Membership Directory

Ad size: Full page 1/2 page Inside front cover Inside back cover Cost _____

Conference Programs

Harrisburg Conference Spring Conference & Exhibition Annual Conference

Ad size: Full page 1/2 page Inside front cover Inside back cover Cost _____

Total Advertising Cost _____

PAHRA Scholarship Fund Contribution* _____

TOTAL COST _____

*Monies raised from the Scholarship Fund will benefit residents of public housing and redevelopment/community development areas, who want to continue their education. Scholarships are awarded to adults as well as teens.

PAHRA

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Pennsylvania Association of Housing and Redevelopment Agencies

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Executive Director

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First Class
U.S. POSTAGE
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Pittsburgh, PA
Permit No. 425

Pittsburgh, Pennsylvania 15221

P.O. Box 91367

PAHRA