

**DISTRICT**

---

**MARKETING GROUP**

Passionate people. Inspiring campaigns.

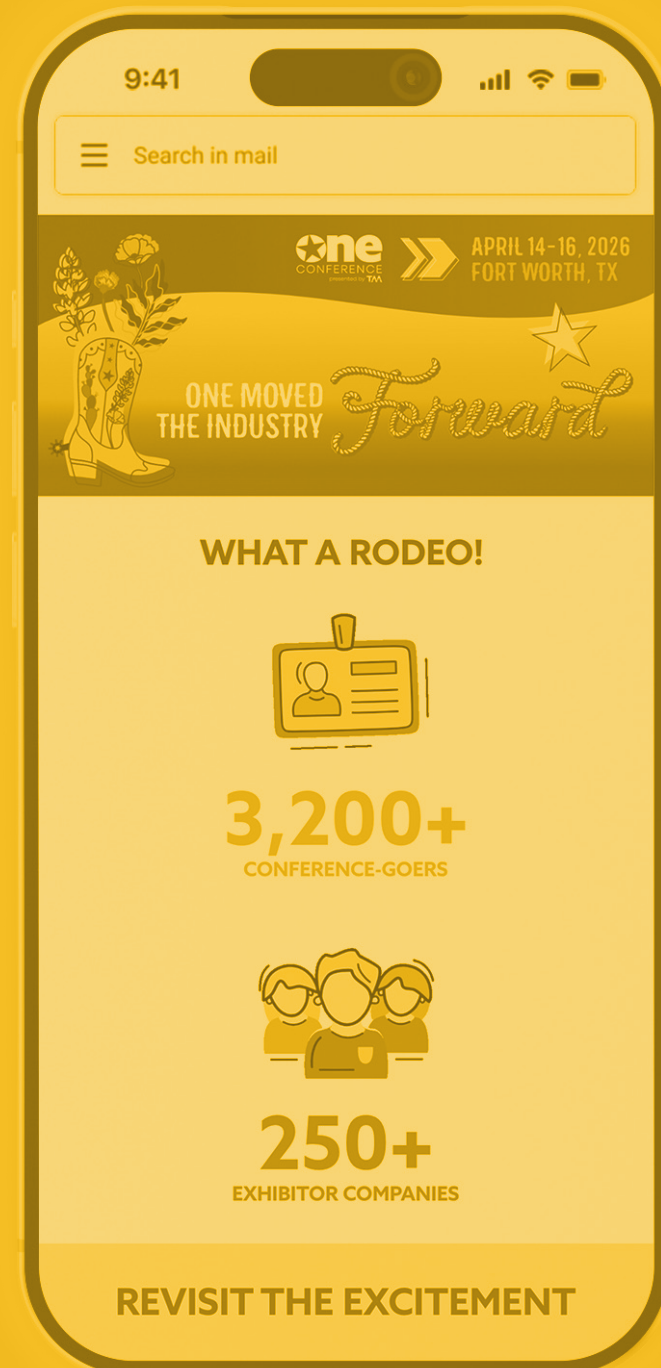
# 01

Event & Program Design



# 02

Marketing & Digital Creative



# 03

Content Design & Publications

**JOIN US IN ATLANTA TO KEEP UP WITH YOUR COMPETITION**

**EXPLORE THE INDUSTRY'S TOP 3 TRENDS**

- Sustainability
- Sanitation
- Automation

See state-of-the-art equipment and materials in action from **400 EXHIBITORS**

**MAKE SMARTER INVESTMENTS IN EQUIPMENT**  
Here's where CPGs are investing the most:

- Conveying, Feeding & Handling
- Cartoning, Multipacking & Case-Packing
- Inspecting & Testing
- Palletizing & Load Stabilization

**MEET WITH AI SOLUTIONS PROVIDERS WHO CAN HELP YOU:**

- Increase staff productivity
- Improve machine performance and OEE
- Mitigate skills gaps

**TOP AI PACKAGING SOLUTIONS TO EXPLORE AT THE SHOW**

- AI co-pilots
- Machine vision
- Predictive maintenance
- Digital twins
- Connected worker platforms

**FIND EXHIBITORS WHO OFFER REMOTE SUPPORT**  
55% of end-users are currently utilizing remote support

# 04

Video & Motion



# 05

Brand Stewardship

**Additional Approved Color Combinations**

The four color combinations below are approved for use **only** when the text size is 18pt and above. Graphic components pass on these combinations as well.

**Do not overlay text on these backgrounds when it is sized 17pt and below.**

|  |  |   |
|--|--|---|
| <b>Regular Text</b><br>A high color contrast makes anything easier to read | <b>Large Text</b><br>A high color contrast makes anything easier to read | <b>Graphic Components</b><br>PASS for icons and actionable graphics |
| Fail for 17pt and below  | Pass for 18pt and above / 18pt bold and above                            | Pass for icons and actionable graphics                              |
| <b>Regular Text</b><br>A high color contrast makes anything easier to read | <b>Large Text</b><br>A high color contrast makes anything easier to read | <b>Graphic Components</b><br>PASS for icons and actionable graphics |
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# Event & Program Design

# 01



# Event Program Booklet

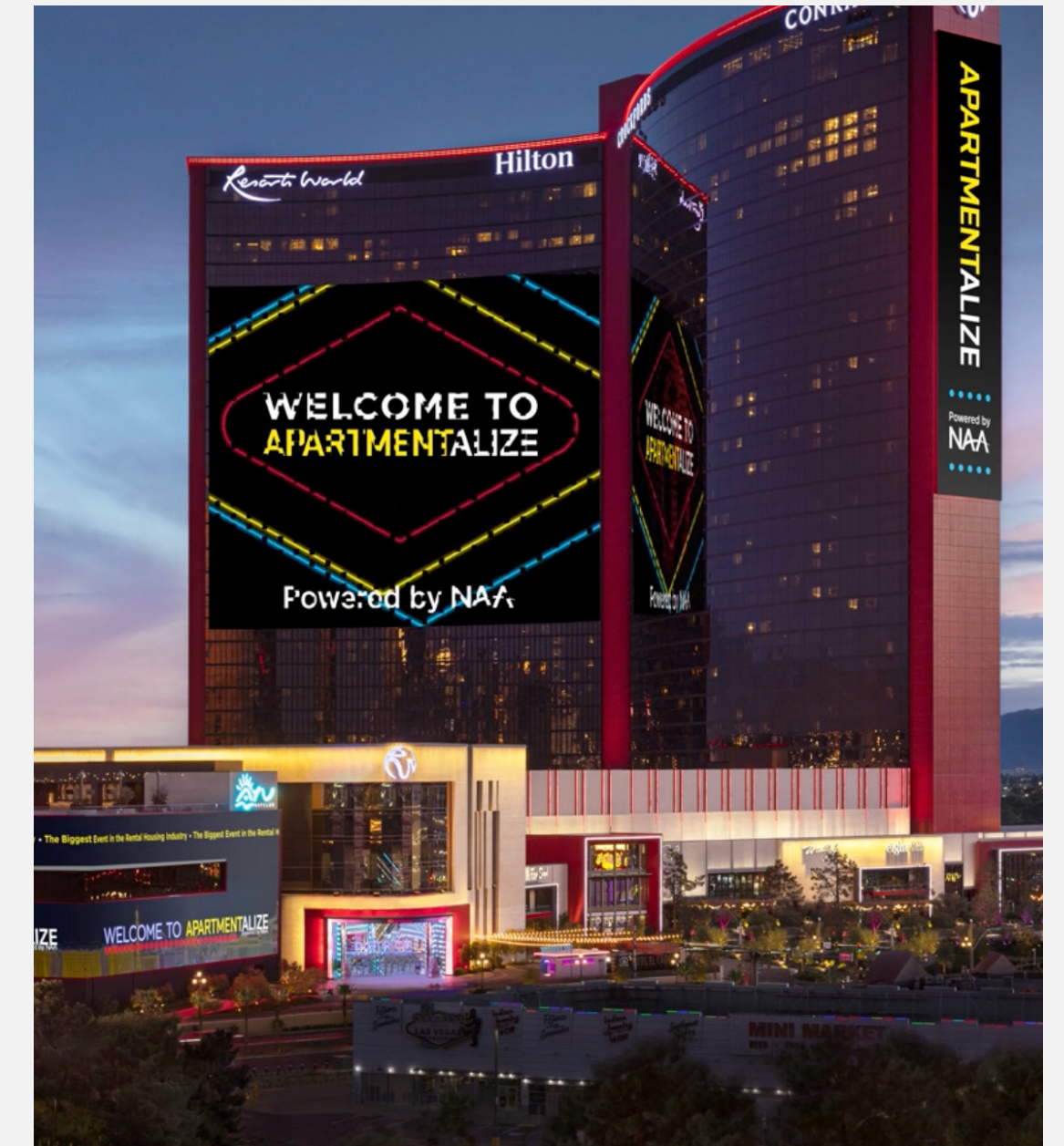
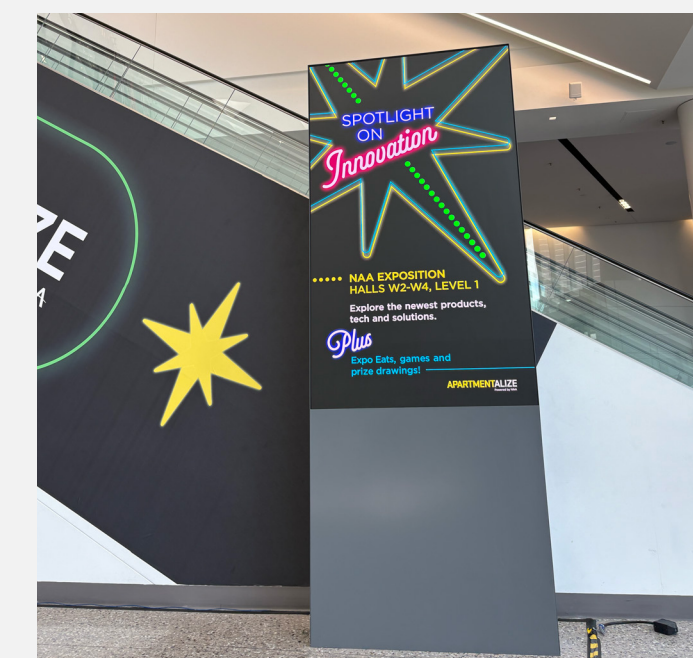
ASHP Midyear 2026  
Spark Brilliance

The booklet features several pages of event information:

- ASHP Midyear 2026 Clinical Meeting & Exhibition:** Celebrating 60 Years! December 7-10, Las Vegas. Register Today! MIDYEAR.ASHP.ORG
- Let's Spark What Comes Next!** This year's event shimmers with potential. Highlights include 20,000+ pharmacy professionals, 100+ educational sessions, and 21.5 hours of CE.
- What Happens in Vegas... ..Will Give You an Edge** Explore exciting opportunities. Includes a QR code to book your hotel.
- Gain Illuminating Perspectives from the Court and the Clinic** Opening Session with Cathie Clark, Monday, December 8, 10:00 - 11:30 a.m. Wednesday General Session featuring Dr. Abraham Varghese, Wednesday, December 10, 10:00 - 11:30 a.m.
- Explore New Facets of Your Practice** Research, Connections, Career-Building - It's All Here. Includes a QR code for a complete schedule.
- Implement a Higher Level of Care** Earn up to 21.5 hours of CE. Includes a QR code for a complete schedule.
- Brilliance for Every Stage of Your Career** Midyear Exhibit Program. Includes a QR code for a complete schedule.
- Get Even More Value from Your Trip** Brilliant Educational Offerings. Includes a QR code for a complete schedule.
- Save on Your Hotel** Spark Big Savings. Register by September 26 for the best rates.

# Event Signage

NAA Apartmentalize 2025



# Main Stage Screen

NAA Apartmentalize 2026



# Marketing & Digital Creative

# 02

# Social Campaigns

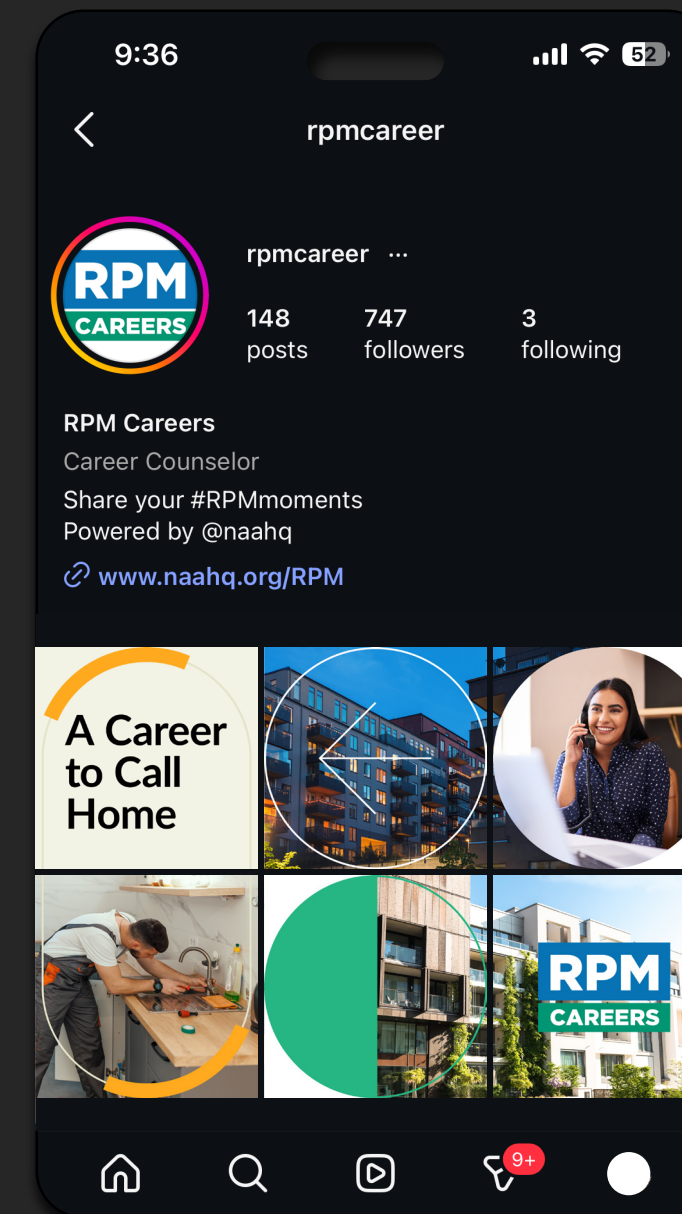
PMMI  
PACK EXPO Las Vegas 2025



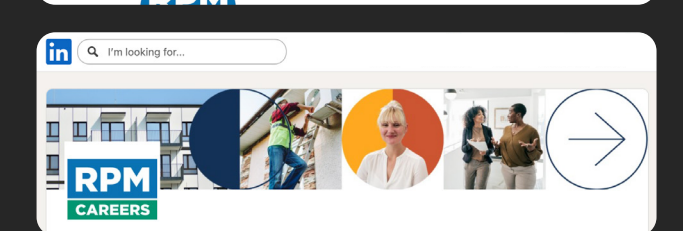
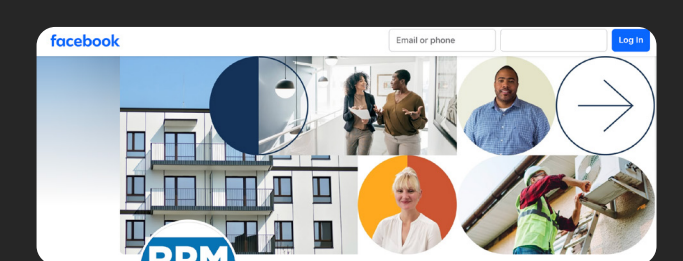
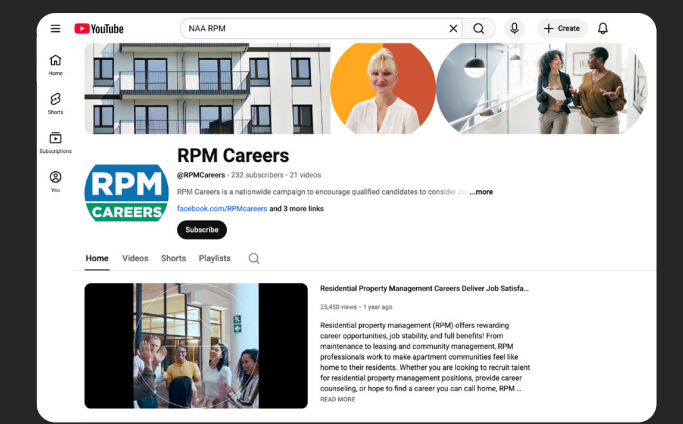
TAA  
ONE Conference 2026



RPM Careers  
Brand Refresh Initiative



YouTube, LinkedIn and Facebook Header Systems



# Email Graphics

NAA Click & Lease

9:41

Search in mail

## Streamlined Leasing, Zero Regrets

If your leasing program made leases seamless, paperless, legally compliant, *and* backed them up with litigation insurance—wouldn't YOU keep it?

Did you know?

# Over 90%

of customers stick with NAA Click & Lease year after year.

**Get In Now Before Rates Go Up**

9:41

Search in mail

Explore | Get Quote | Sample Lease

## A Better Way to Lease

Leasing doesn't have to be laborious or full of guesswork.

In the latest issue of *units*, we highlight the **Top 10 Things to Know about NAA Click & Lease**, from its compliance safeguards to how it simplifies workflow. For starters, you can:

- Generate complete lease packages in minutes.
- Rely on compliance with forms reviewed and updated by attorneys.
- Customize leases with a robust library of addenda.
- Streamline the process with e-signatures and PMS integration.

With NAA Click & Lease, you can simplify the entire process and protect your business.

[Read the Full Article](#)

9:41

Search in mail

## Make Leasing a Slam Dunk

If your team is playing defense on compliance and scrambling to get paper leases signed, it's time to run a smarter offense. With **NAA Click & Lease**, your leasing game becomes an easy win.

### NAA Click & Lease's Starting Five:

# 1

9:41

Search in mail

Explore | Get Quote | Sample Lease

## Boost Productivity and Compliance in 2026

NAA Click & Lease empowers your leasing teams to achieve important annual goals in 2026. From airtight compliance and faster lease execution to easier onboarding for new hires, NAA Click & Lease simplifies leasing at every stage.

And with leasing streamlined, you'll have more time to focus on community-building and resident retention.

[Learn More](#)

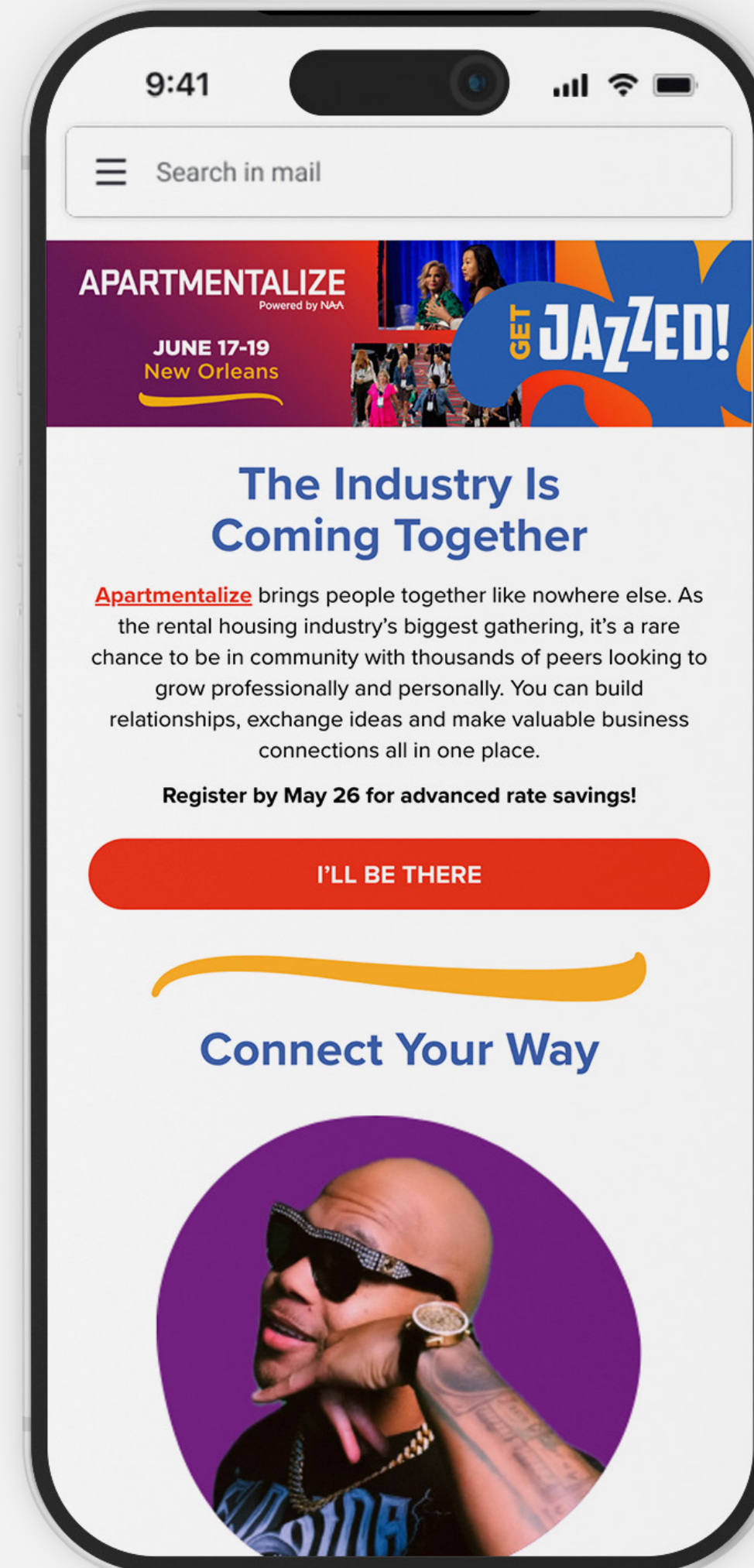
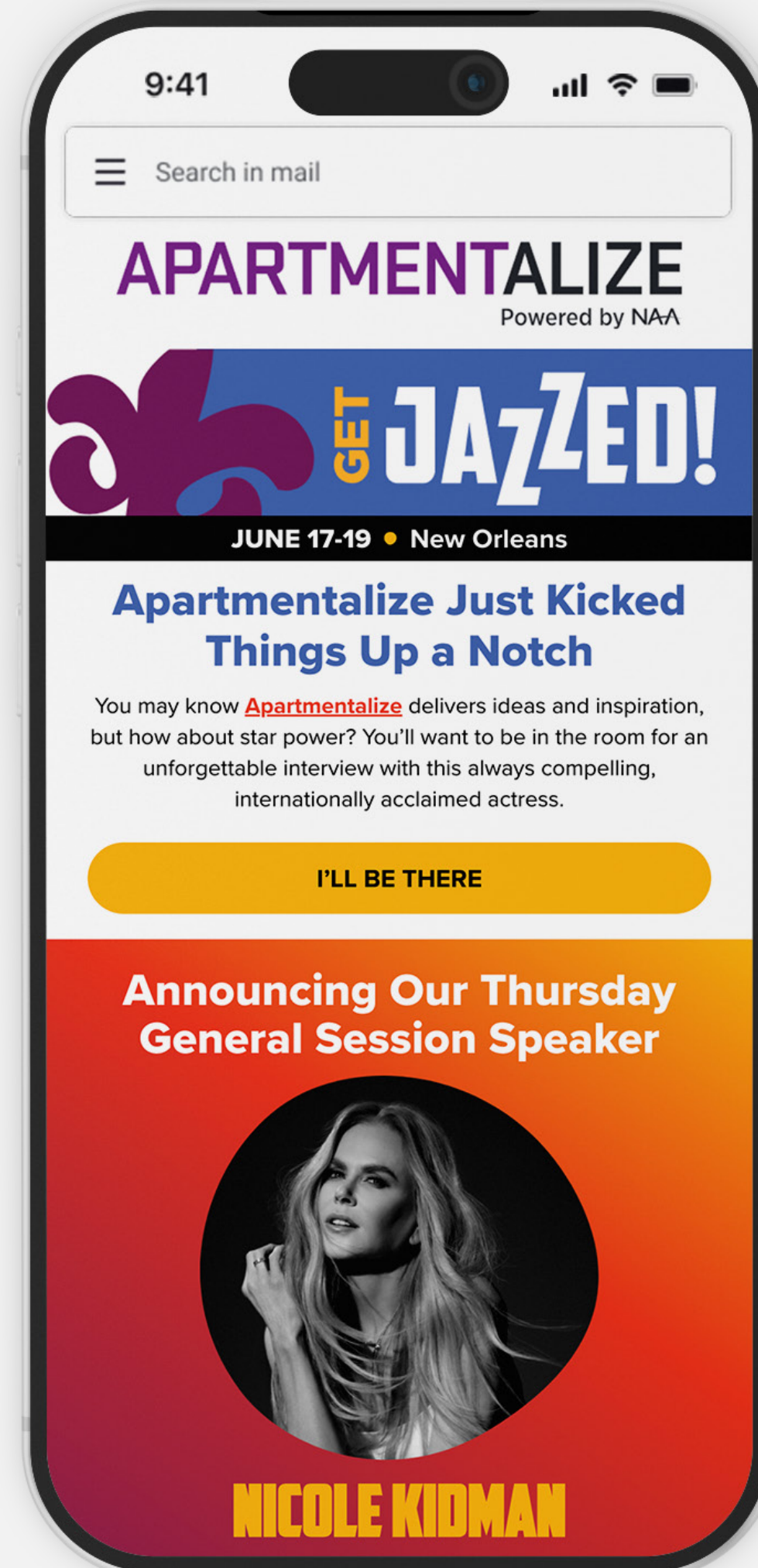
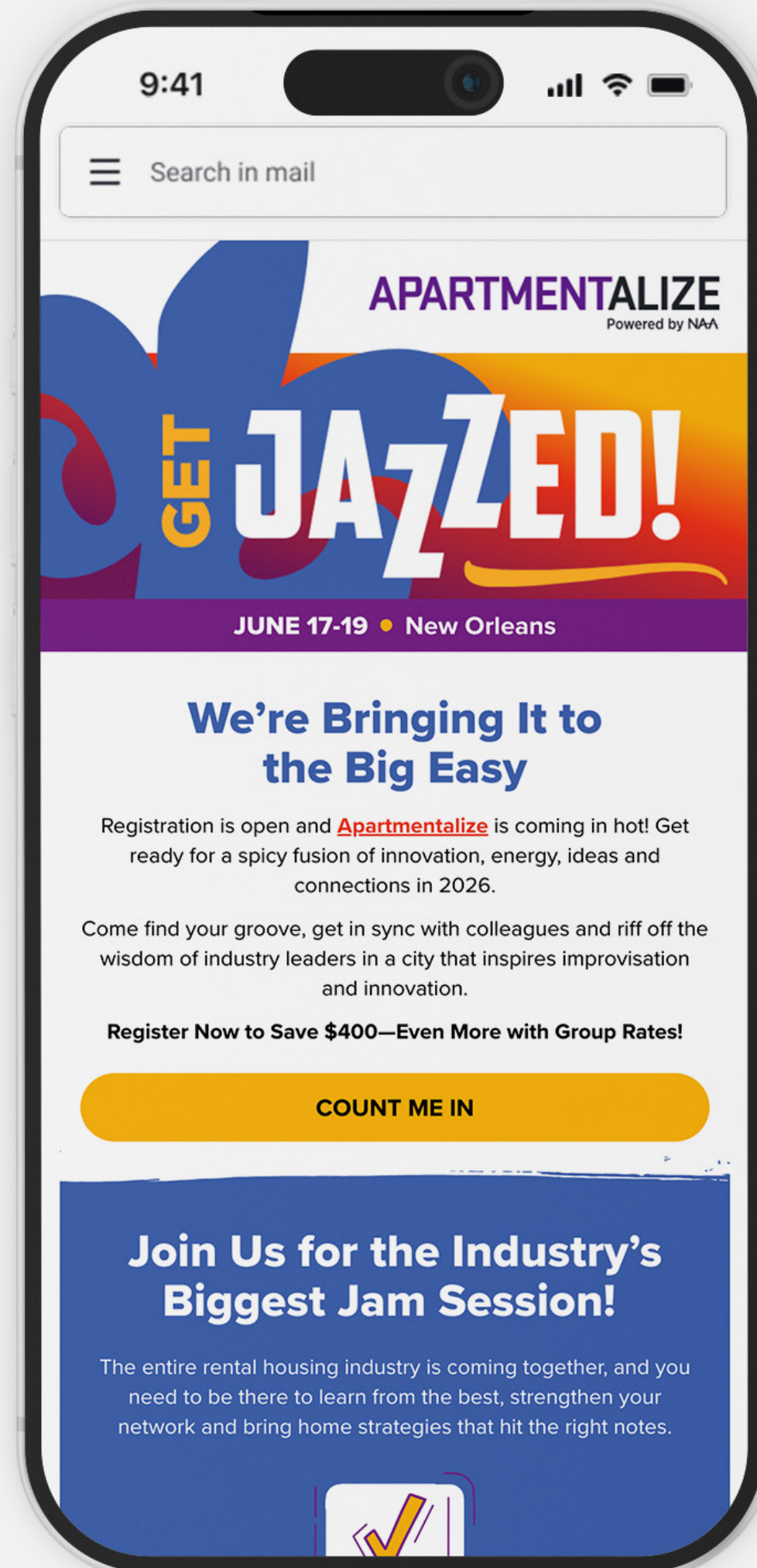
[Request a Quote](#)

### Why Property Managers Count on NAA Click & Lease

In case you missed it: watch why property managers consider NAA Click & Lease an essential part of every leasing office.

# Email Graphics

NAA Apartmentalize 2026



# Email Graphics

PMMI PACK EXPO International 2026

9:41

Search in mail

## REGISTER TODAY!

October 18-21, 2026 ■ Chicago, Illinois, USA

You already know what a PACK EXPO event delivers. Now experience the most comprehensive show of them all—the one that brings the entire industry together with more solutions, innovation, product launches, resources and connections than ever.

Registration is now open for **PACK EXPO International**, and you can secure your badge for just \$30.

**COUNT ME IN**

### COUNTLESS POSSIBILITIES AWAIT

**2,600**  
Exhibitors

9:41

Search in mail

## IDEAS THAT POWER PROGRESS

October 18-21, 2026 ■ Chicago, Illinois, USA

### UNBOX WHAT'S NEXT IN PACKAGING AND PROCESSING

AI. Digitalization. Sustainability. Food safety. They aren't just buzzwords—they're some of the biggest forces reshaping the industry today.

At **PACK EXPO International**, see these trends in action across thousands of innovations, in live demos. Take home a short list of real-world solutions to future-proof your operations!

**MAXIMUM UPTIME**

**TELL ME MORE**

**SIGN ME UP**

9:41

Search in mail

## DISCOVER THE BIG PICTURE

October 18-21, 2026  
Chicago, Illinois, USA

### WHY YOU SHOULD ATTEND— ATTENDEES SHARE THEIR ROI

There's a ton of machinery in action and materials to interact with at **PACK EXPO International**. But ask attendees what the show is really about and you'll hear something bigger.

Hit play and then see below to get your special offer!

Use code **FINDOUT** to register for free.\*

**SIGN ME UP**

9:41

Search in mail

## IDEAS THAT POWER PROGRESS

October 18-21, 2026 ■ Chicago, Illinois, USA

FLASH PROMO: The first 25 to register using code **FREECOF**

### WHY INDUSTRY PROS KEEP COMING BACK

Here's why packaging and processing professionals show up for **PACK EXPO International**—and why it pays off:

- #### 1 You Get So Much Done in One Trip

See equipment running, compare solutions side by side and talk to experts face to face and narrow down your options.
- #### 2 Stay Current on What's Changing

The trends hit different when you see them in front of you. See what's new and coming next—in a whole new way.
- #### 3 Leave with Real Solutions

Not just ideas, but actual next steps. You'll make

# Email Graphics

TAA ONE Conference 2026

9:41

Search in mail

**one** CONFERENCE presented by TAA  
 APRIL 14-16, 2026 FORT WORTH, TX

Welcome to FORT WORTH

**SADDLE UP FOR ONE HECKUVA WEEK, TEXAS!**

You're in for an exhilarating ride starting tomorrow at **ONE Conference**. Watch your inbox each morning for details on the day.

**ARRIVAL NEED-TO-KNOWS**

**PARKING**  
 Onsite parking is available at the Fort Worth Convention Center at duration-based rates. A full day at the conference runs \$20.  
[Get Parking Details >>](#)

**TRANSPORTATION OPTIONS**  
 Find the hotel map and transportation

9:41

Search in mail

**one** CONFERENCE presented by TAA  
*howdy* FORT WORTH  
 APRIL 14-16, 2026 FORT WORTH, TX

**SET YOURSELF UP FOR A WIN AT ONE**

On the **Expo floor**, find hundreds of innovative solutions, new tech, and services to streamline operations, support your teams, and enhance the resident experience. Engage in thought leadership and networking opportunities, too. What's more, you can score amazing prizes while you're there!

**Secure your spot today to get in on the action.**

**COUNT ME IN**

**WIN BINGO PRIZES WORTH \$500+**

|   |                              |                         |                                  |                                       |
|---|------------------------------|-------------------------|----------------------------------|---------------------------------------|
| RASA FLOORS<br>BOOTH 819                    | ANCHOR UTILITY<br>BOOTH 1211 | SWAG SALOON             | BLUE RIVER COATINGS<br>BOOTH 111 | THE GUARANTORS<br>BOOTH 404           |
| INNOVATIVE PACKAGE MANAGEMENT<br>BOOTH 1337 | PETSCREENING<br>BOOTH 1401   | NETVENDOR<br>BOOTH 1739 | GATEWISE<br>BOOTH B-0018         | AMERISTAR SCREEN & GLASS<br>BOOTH 534 |

9:41

Search in mail

**one** CONFERENCE presented by TAA  
 APRIL 14-16, 2026 FORT WORTH, TX

**DEEP IN THE HEART OF ONE**

Innovations. Connections. Interaction. You'll find them at the heart of the **TAA ONE Conference**—in the **Expo Marketplace**. It's where you get inspired, discover solutions, build relationships, and reignite your passion for the industry.

**DISCOVER MORE**

**REGISTER NOW**

**LEARN AT THE TAA TALK SHOW STAGE**

Get insights and inspo straight from industry thought leaders during lively mini-sessions happening right on the

9:41

Search in mail

**one** CONFERENCE presented by TAA  
 APRIL 14-16, 2026 FORT WORTH, TX

ONE MOVED THE INDUSTRY *Forward*

**WHAT A RODEO!**

**3,200+**  
 CONFERENCE-GOERS

**250+**  
 EXHIBITOR COMPANIES

**REVISIT THE EXCITEMENT**

# Content Design & Publications

# 03

# One-page Promotional Flyer

RPM Careers

**RPM CAREERS**  
Elevating Careers in Residential Property Management  
Supported by the NAA Education Institute

**DISCOVER A REWARDING CAREER IN Residential Property Management**

Looking for a career that will give you great opportunities as well as a sense of purpose? Whether you're interested in marketing & sales, helping others, problem-solving, running an office or working with your hands, you can find many rewarding career paths in Residential Property Management (RPM).

**CAREERS IN RESIDENTIAL PROPERTY MANAGEMENT OFFER:**

- Job security
- Comprehensive benefits
- Growth opportunities
- People-centered atmosphere
- Something new all the time!

See why RPM professionals love their careers.

Flip over to find a title that works for you!

Learn more at [RPMCareers.org](http://RPMCareers.org).

# Opportunity Is Knocking

What do Residential Property Management (RPM) professionals do?

RPM professionals run rental housing communities. They help people find apartments, make sure residents have a great place to live and work to create a welcoming community. They also make sure everything in the community is functioning smoothly and that the property complies with laws and regulations.

"A lot of people don't understand that property management is a very big career. There's multiple things that you can do."  
- KERRIANN SMITH-HEATH, Leasing Specialist

In RPM Careers, There's a Career Path for Everyone!

**COMMUNITY MANAGERS**  
**LEASING CONSULTANTS**

**MAINTENANCE PROFESSIONALS**  
**PRODUCT & SERVICE SUPPLIERS**

Explore the NAAEI Career Map and find a career path that fits!

# Half-page Ad

RPM Careers

**RPM CAREERS**  
Elevating Careers in Residential Property Management  
Supported by the NAA Education Institute

**A Career To Call Home**

Learn more and connect with RPM Careers at [naahq.org/rpm](http://naahq.org/rpm)

**EXPLORE PATHS TO LONG-TERM SUCCESS**

RPM Careers, an NAAEI program, offers valuable support for the rental housing industry to recruit, nurture and retain talented people for careers in residential property management.

Find a treasure trove of free resources on the rewarding career paths in our industry, including:

- Brochures
- Videos
- Job Support

Follow us on social media!

# Report

NAA Click & Lease

**2026 Multifamily Housing Outlook**  
Defining the economic factors affecting the rental housing industry.  
By George Rattiu

Research insights provided through NAA

# Brochure

RPM Careers

**RPM CAREERS**  
Elevating Careers in Residential Property Management

**A Career to Call Home**

Secure your future. Get paid. Build community.

Explore careers that will grow with you! [RPMCareers.org](http://RPMCareers.org)

**Why Choose RPM?**

Build a rewarding, future-proof career.

- JOB SECURITY & FLEXIBILITY**  
Work in a growing industry with hybrid/remote options for some roles.
- COMPETITIVE SALARIES**  
Earn a steady income and potential bonuses.
- COMPREHENSIVE BENEFITS**  
Get health insurance and paid time off.
- CAREER ADVANCEMENT**  
Enjoy opportunities to move up the ladder—even without a degree.
- INCLUSIVE ENVIRONMENT**  
Thrive in a workplace that includes people from all walks of life.

**Explore Your Career Path**

RPM has multiple career pathways that match your interests and strengths.

- LEASING**  
Help prospective residents find their perfect home.  
Leasing Consultant → Marketing Specialist → Assistant Community Manager → Multi-Site Leasing Manager
- MAINTENANCE**  
Keep communities running smoothly through hands-on problem-solving.  
Maintenance Tech or Groundskeeper → Maintenance Supervisor → Regional Maintenance Manager
- COMMUNITY MANAGEMENT**  
Lead teams, manage budgets and ensure resident satisfaction.  
Community Manager → Multi-Site Manager → Regional Manager
- SUPPLIER PARTNERS**  
Provide essential products and services that support RPM operations.  
Field Staff → Account Manager → GM or Owner

**What is Residential Property Management (RPM)?**

Residential Property Management (RPM) is a fast-paced industry with real career opportunities.

RPM professionals work onsite at apartment homes and at the offices of companies that manage or own multiple communities. Here's what that work can look like:

- Marketing and showing apartments
- Handling leases and resident concerns
- Fixing things and maintaining the property
- Managing finances and rent collection

Every day brings something new...I've had the opportunity to travel, lead teams, mentor others... This career has given me purpose, growth, and lifelong friendships."  
- SHEENA GRIFFIN

# Publication Full Page Ads

NAA Click & Lease

**NAA Click & Lease**  
Choose the Industry's Hottest Leasing Tool

During this busy summer season, make your lease process easier with a subscription to NAA Click & Lease.

**37,000+** properties are using the program

**50** states and D.C. are covered

**3,000+** management companies rely on NAA Click & Lease!

**9.5+** million units leased with confidence

**Your All-in-One Leasing Toolkit**

Take the guesswork, hassle and risk out of your lease process by subscribing to **NAA Click & Lease**. The nation's most used and trusted leasing software gives you everything you need.

- Comprehensive Lease Library**  
Access ready-to-use forms for apartments, student housing and build-to-rent communities.
- Litigation Defender Insurance**  
Insurance kicks in to protect you when a resident challenges any NAA-supplied provision.
- Customizable Addends**  
Tailor your lease packages for different communities with a robust addenda library. Add or remove with a click!
- Attorney Review & Automatic Updates**  
NAA's attorney network reviews leases for compliance after every legislative session.

"I enjoy the fact that it's quick and easy. We don't have to worry about being in line with federal and state regulations because that's already taken care of!"  
- Dominique Walker, Sr. Property Manager

Request a Demo Today! [naahq.org/lease](http://naahq.org/lease)

**Less Hassle, Less Risk, More Confident Leasing**

Let **NAA Click & Lease** take the heavy lifting out of leasing. This lease program integrates with most Property Management Software (PMS) systems to help you quickly generate accurate, attorney-reviewed leases with just a few clicks.

- Efficient, paperless leases with e-signatures
- Easy customization for each of your properties
- More time to focus on community needs
- Peace of mind from NAA Litigation Defender Insurance

Take advantage of this NAA member offering! Learn more and request a demo at [naahq.org/lease](http://naahq.org/lease).

# Executive Deck

NAA Cultivate 2026

**cultivate**  
Powered by NAA

**FEBRUARY 17-18  
NASHVILLE  
#NAACultivate**




**AN EXEC-TO-EXEC EXPERIENCE**




## Meet the Facilitators

FIRST NAME  
LAST NAME  
*Title*  
Company

FIRST NAME  
LAST NAME  
*Title*  
Company

FIRST NAME  
LAST NAME  
*Title*  
Company

FIRST NAME  
LAST NAME  
*Title*  
Company



#NAACultivate

## Divider Slide



## Header Goes Here

Regular text goes here

- Bullet point goes here add text here lorem ipsum etc etc
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#NAACultivate



## Divider Slide

## Meet the Facilitators

FIRST NAME  
LAST NAME  
*Title*  
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FIRST NAME  
LAST NAME  
*Title*  
Company



#NAACultivate

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#NAACultivate

## Meet the Facilitators

FIRST NAME  
LAST NAME  
*Title*  
Company

FIRST NAME  
LAST NAME  
*Title*  
Company

FIRST NAME  
LAST NAME  
*Title*  
Company



#NAACultivate

## Divider Slide



## Meet the Facilitator

FIRST NAME  
LAST NAME  
*Title*  
Company



# Video & Motion

04

### Video & Motion

PMMI PACK EXPO International 2026

CLICK HERE TO PLAY



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### Video & Motion

RPM Careers

CLICK HERE TO PLAY

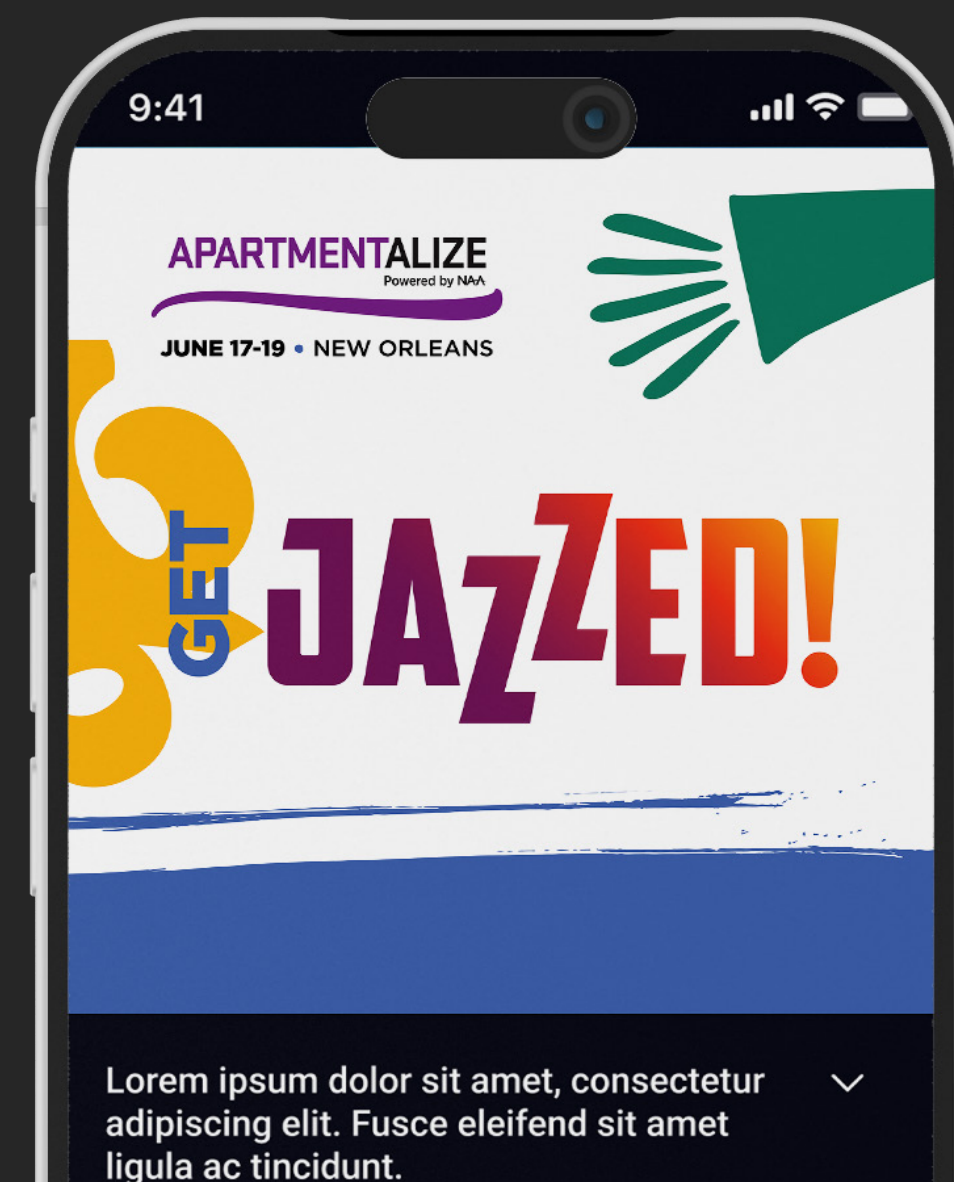


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### Video & Motion

NAA Apartmentalize 2026

CLICK HERE TO PLAY



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### Video & Motion

NAA Apartmentalize 2025

CLICK HERE TO PLAY



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# Brand Stewardship

05

# Campaign Brand Guidelines

## NAA Apartmentalize 2025

Client Name: NAA Apartmentalize 2025 Creative Guidelines Date: 06.26.25

**Logos**

**Logo Usage**

**Full Color Logo**

**Reverse Logo**

**Color Palette**

**Typography**

**Neon Effect**

**Accessibility**

**Graphic Elements and Examples**

**Graphic Elements and Examples, continued**

**Apartmentalize 2025 Mood Board**

**Apartmentalize 2025 Mood Board, continued**

**Signage Recommendations**

**Logos**

# Campaign Brand Guidelines

## NAA Apartmentalize 2026

Client Name: NAA Apartmentalize 2026 Creative Guidelines Date: 06.26.25

**Logos**

**Color Palette**

**Typography**

**Accessibility**

**Graphic Elements**

**Usage Examples**

**Apartmentalize 2026 Mood Board**

**Apartmentalize 2026 Mood Board, continued**

**Signage Recommendations**

**Signage Recommendations, continued**

**Photography**