

DISTRICT

MARKETING GROUP

Passionate people. Inspiring campaigns.

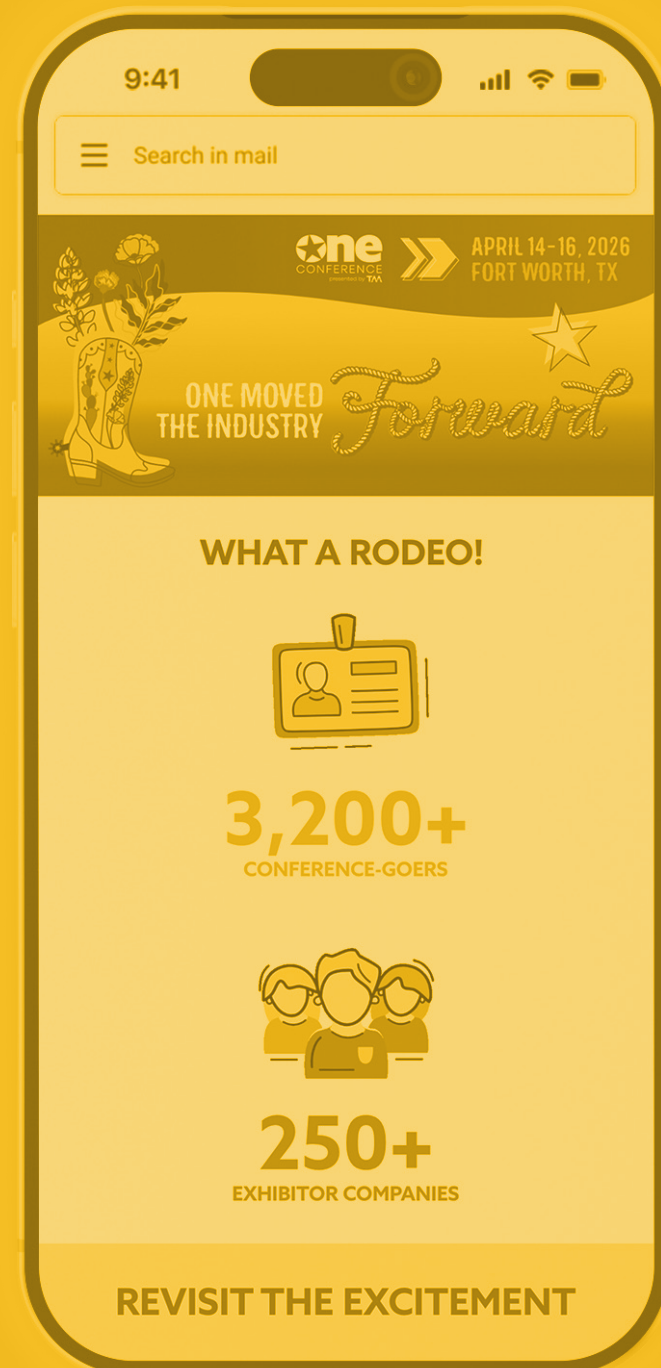
01

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:

1. Conveying, Feeding & Handling
2. Cartoning, Multipacking & Case-Packing
3. Inspecting & Testing
4. 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.

Regular Text A high color contrast makes anything easier to read ❌ Fail for 17pt and below	Large Text A high color contrast makes anything easier to read ✅ Pass for 17pt and above / 17pt bold and above	Graphic Components ✅ Pass for icons and actionable graphics
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Event & Program Design

01

Event Themes & Visual Systems

NAA
Apartmentalize 2024

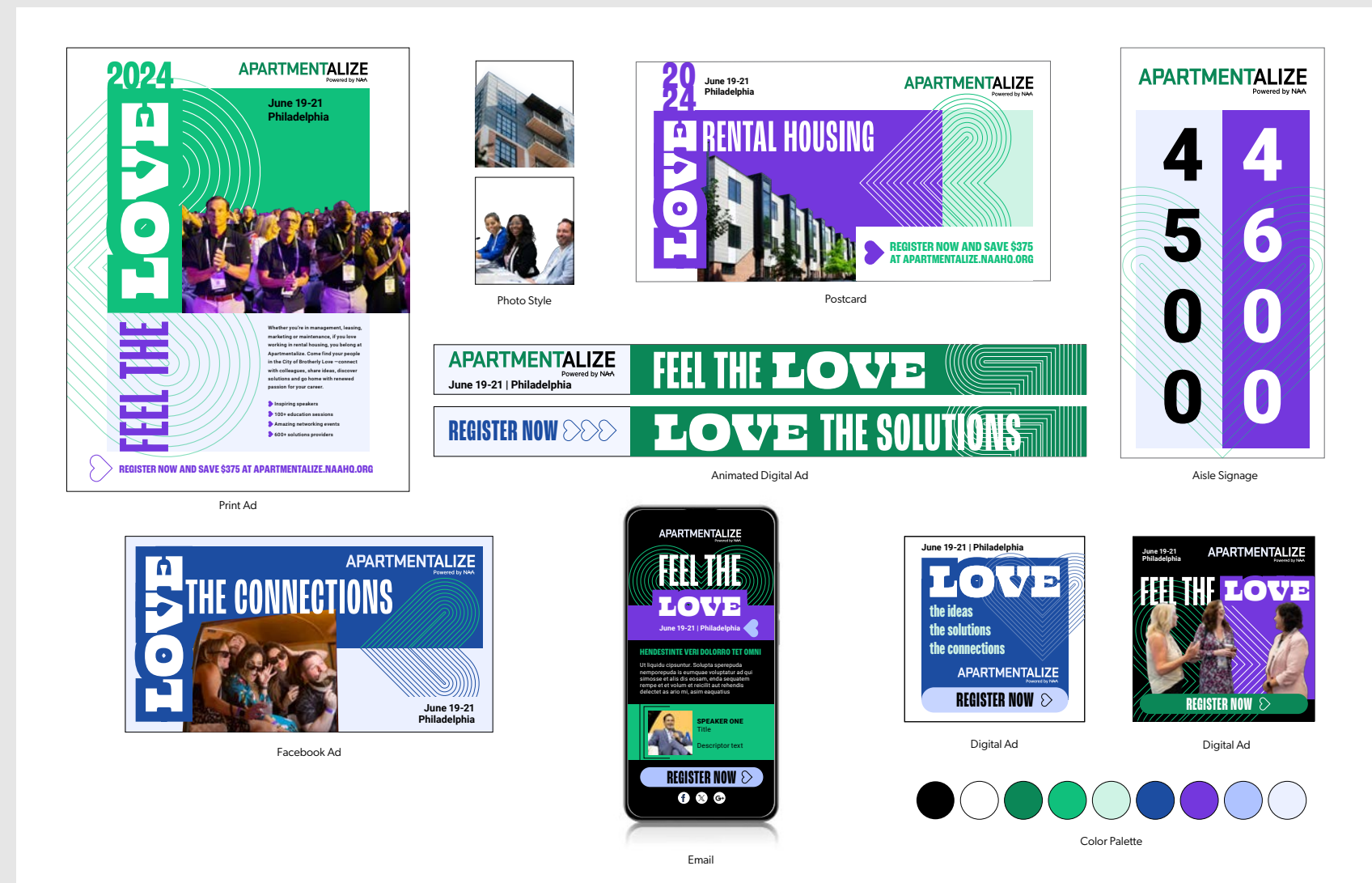
FEEL THE LOVE

Love The Ideas

Love The Solutions

Love The Connections

Love Rental Housing



Event Themes & Visual Systems

**PMMI PACK EXPO
Southeast 2025**

A NEW HUB FOR INNOVATION



Event Themes & Visual Systems

ETA
Transact 2023

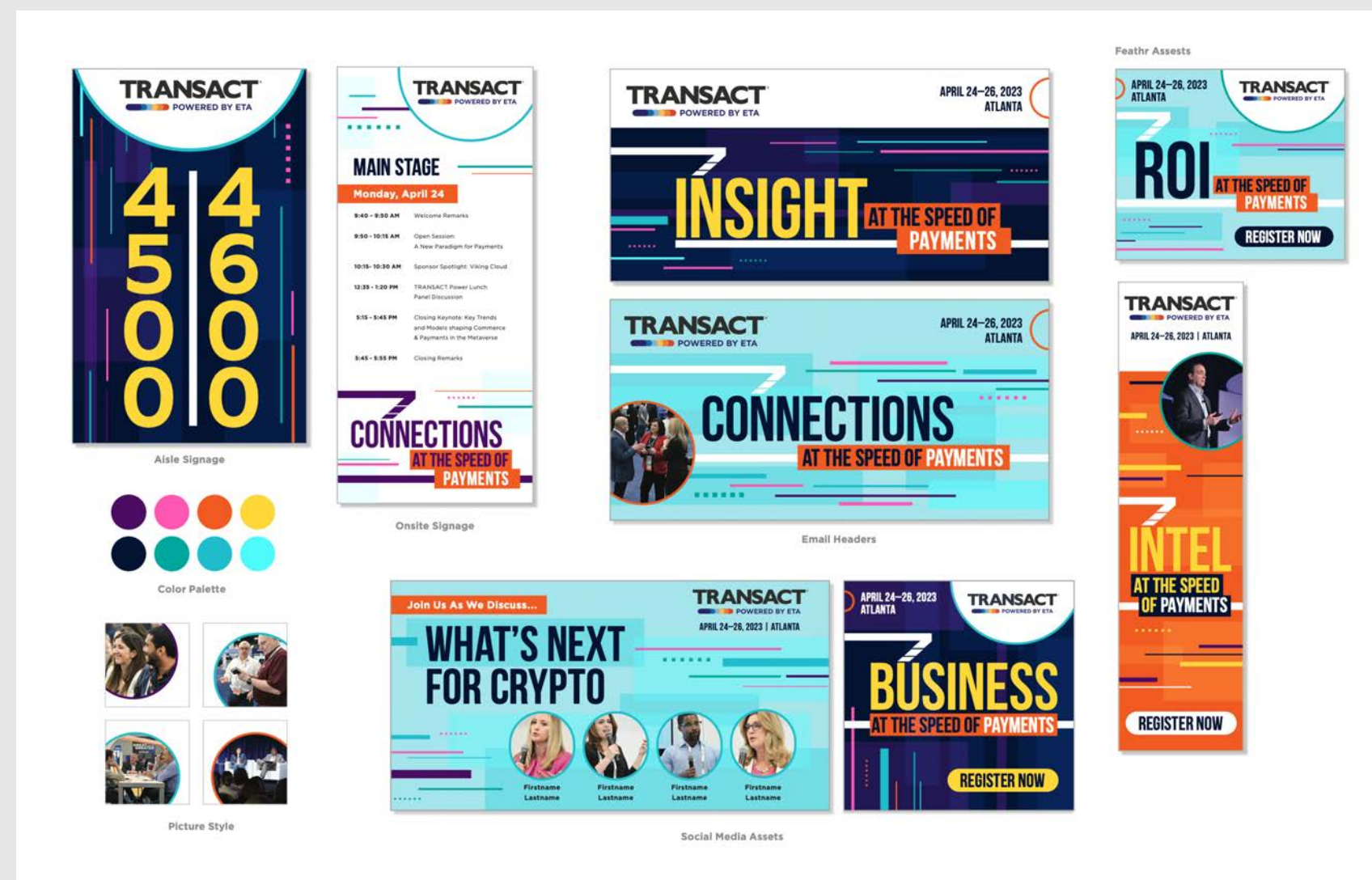
Insight at The Speed of Payments

ROI at The Speed of Payments

Business at The Speed of Payments

Intel at The Speed of Payments

Connections at The Speed of Payments



Event Themes & Visual Systems

NAA Cultivate 2026

Futurizing Your Leadership



Marketing & Digital Creative

02

Social Campaigns

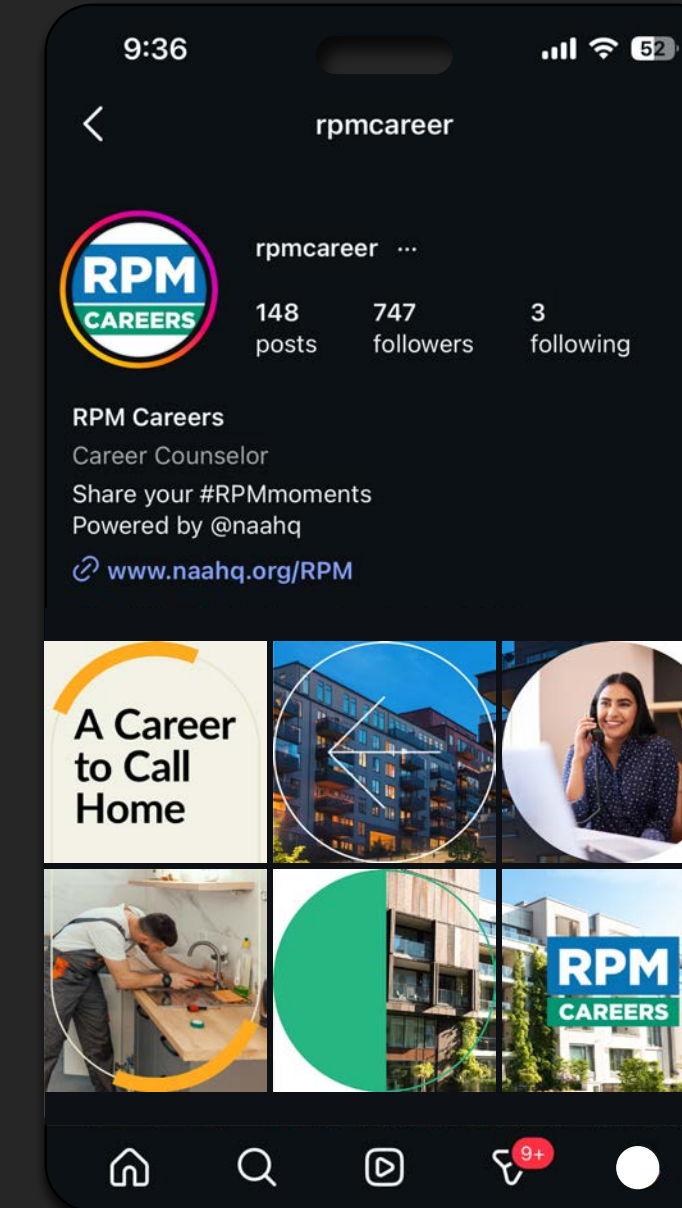
PMMI
PACK EXPO Las Vegas 2025



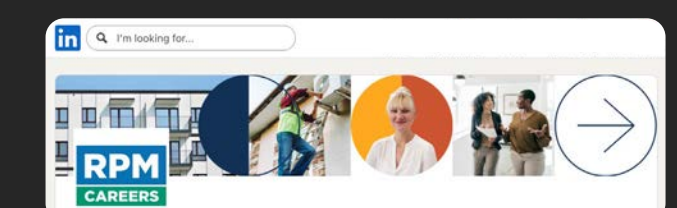
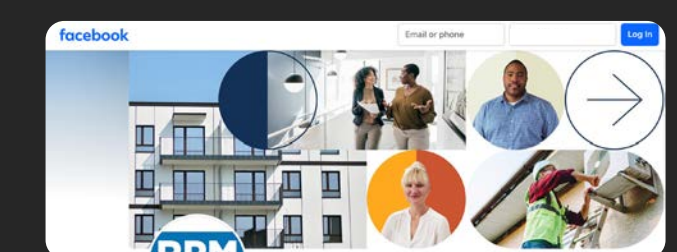
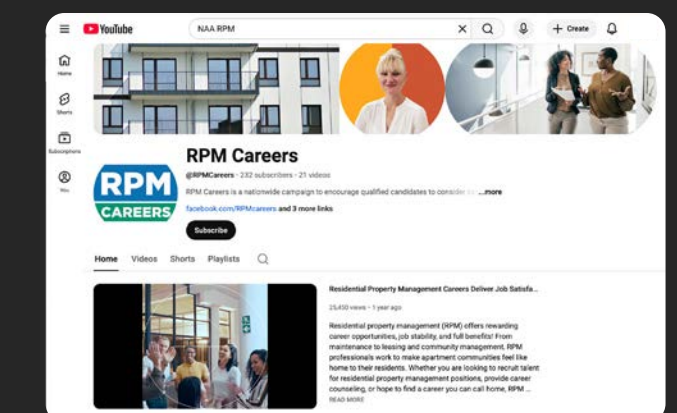
TAA
ONE Conference 2026



RPM Careers
Brand Refresh Initiative

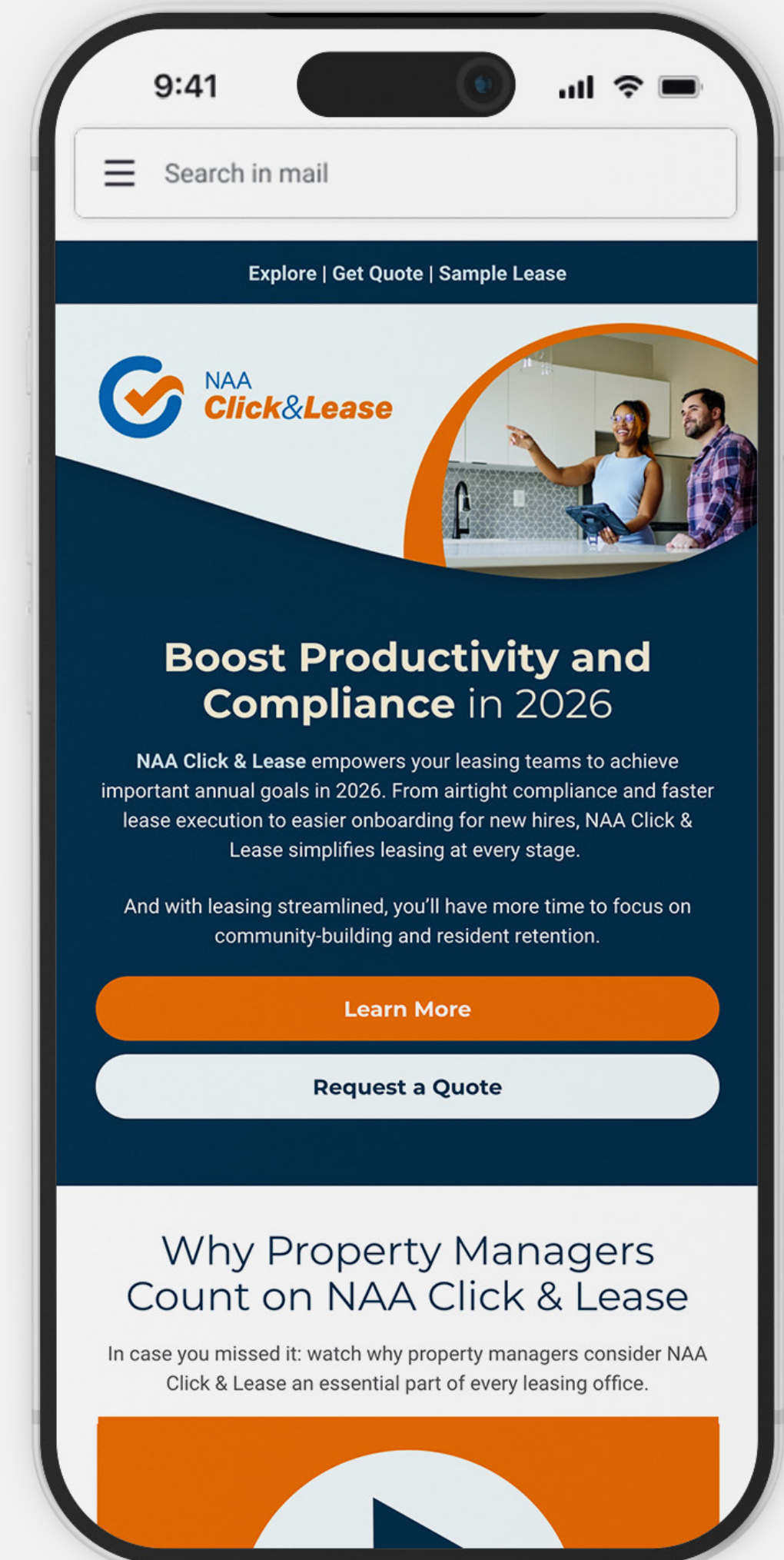
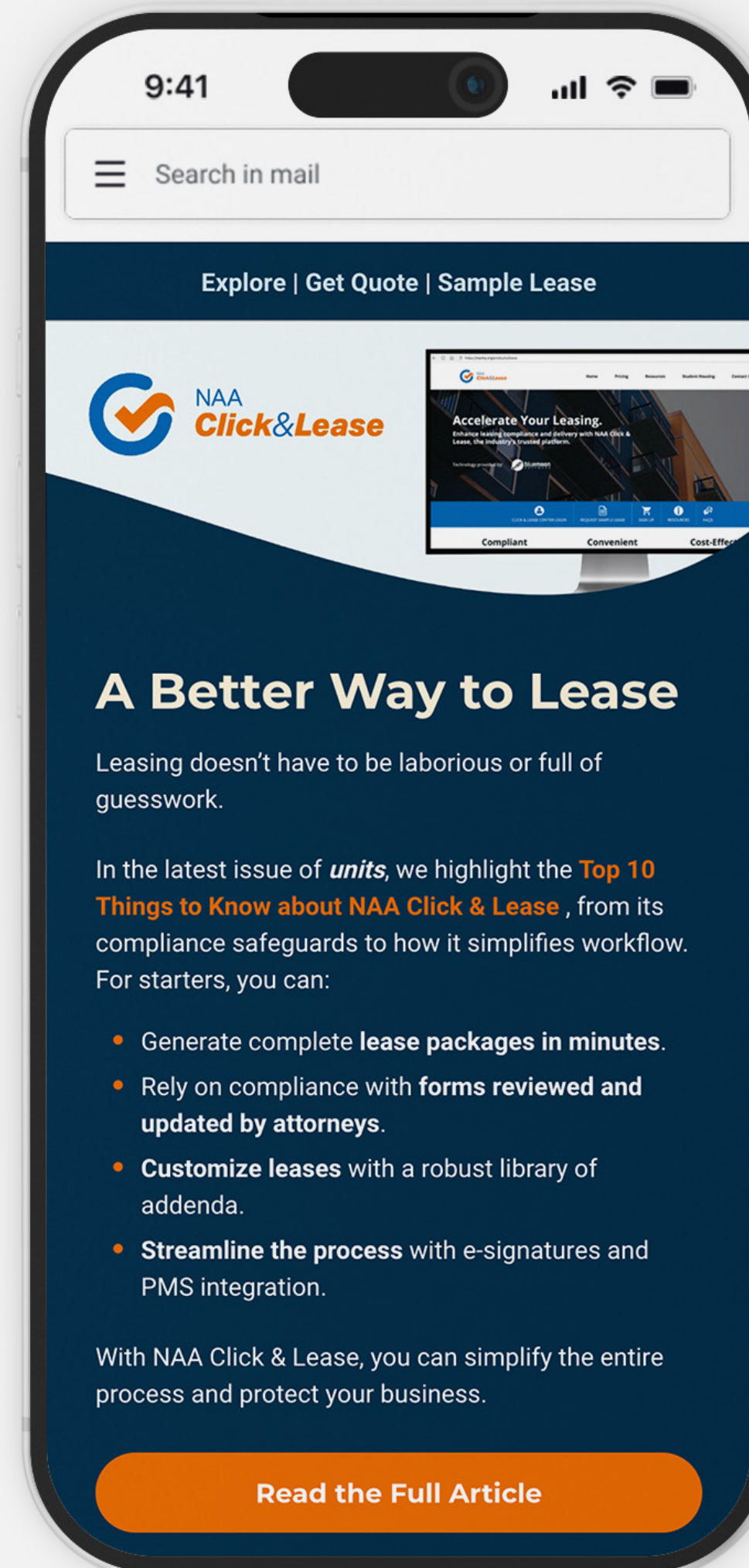
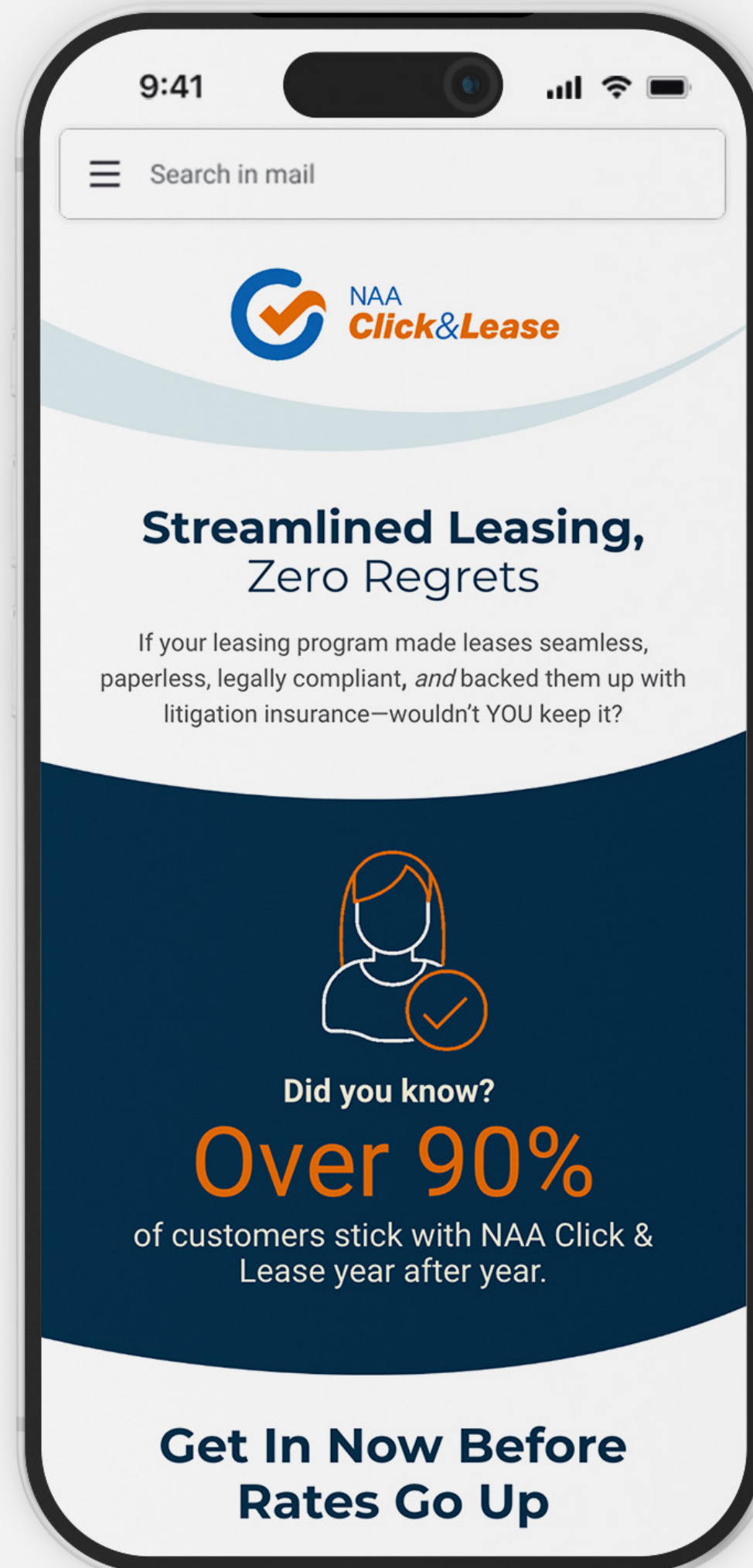


YouTube, LinkedIn and Facebook
Header Systems



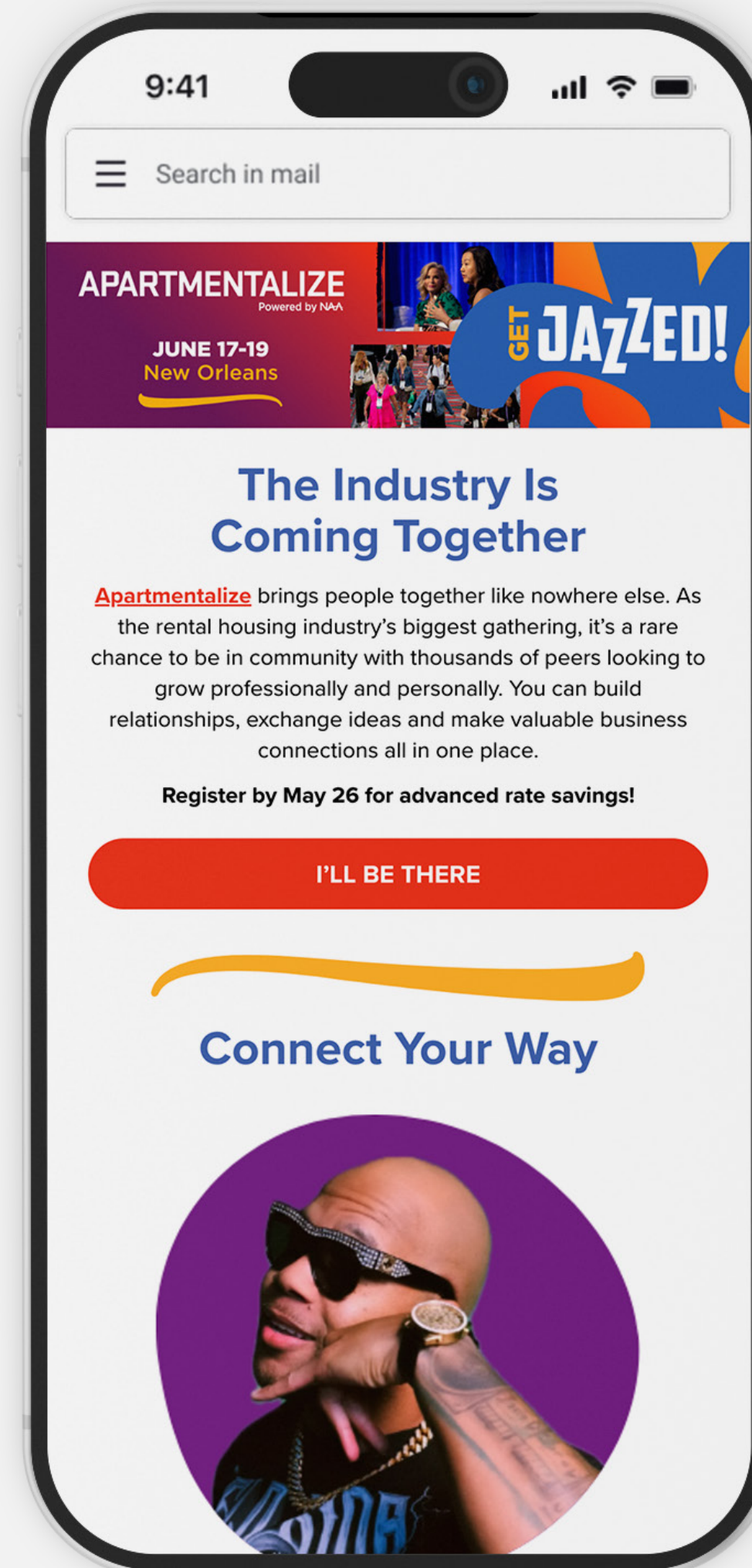
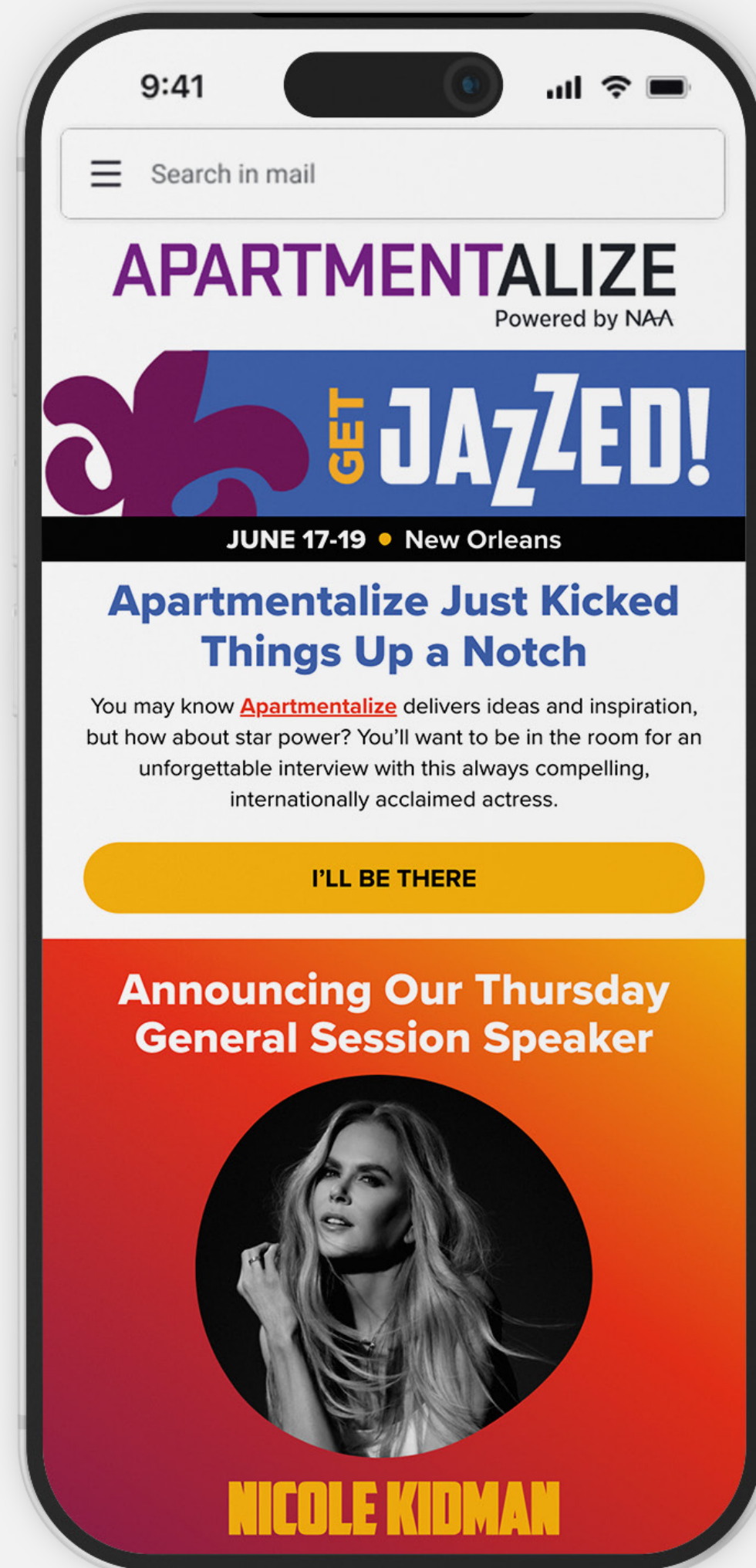
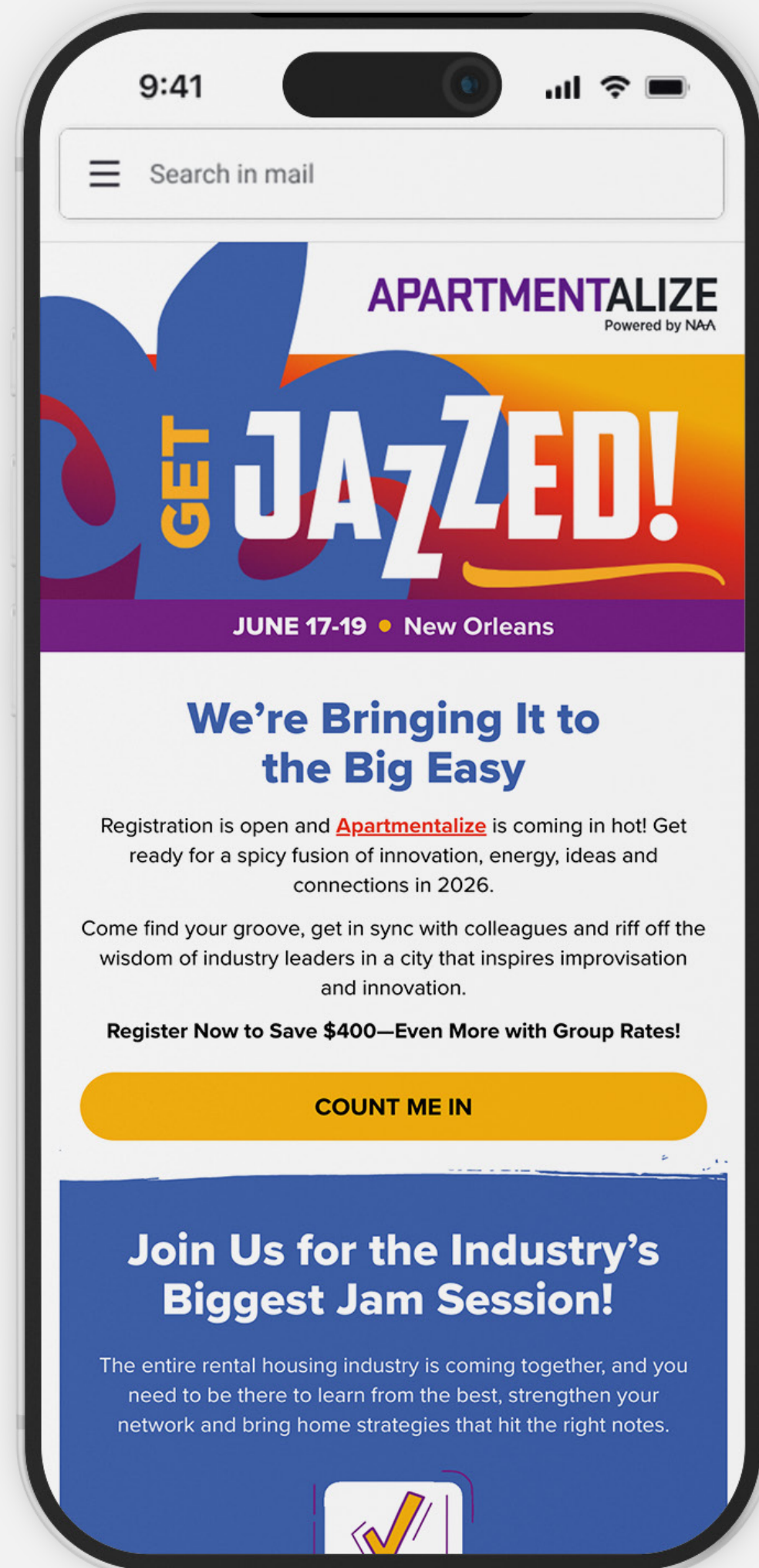
Email Graphics

NAA Click & Lease



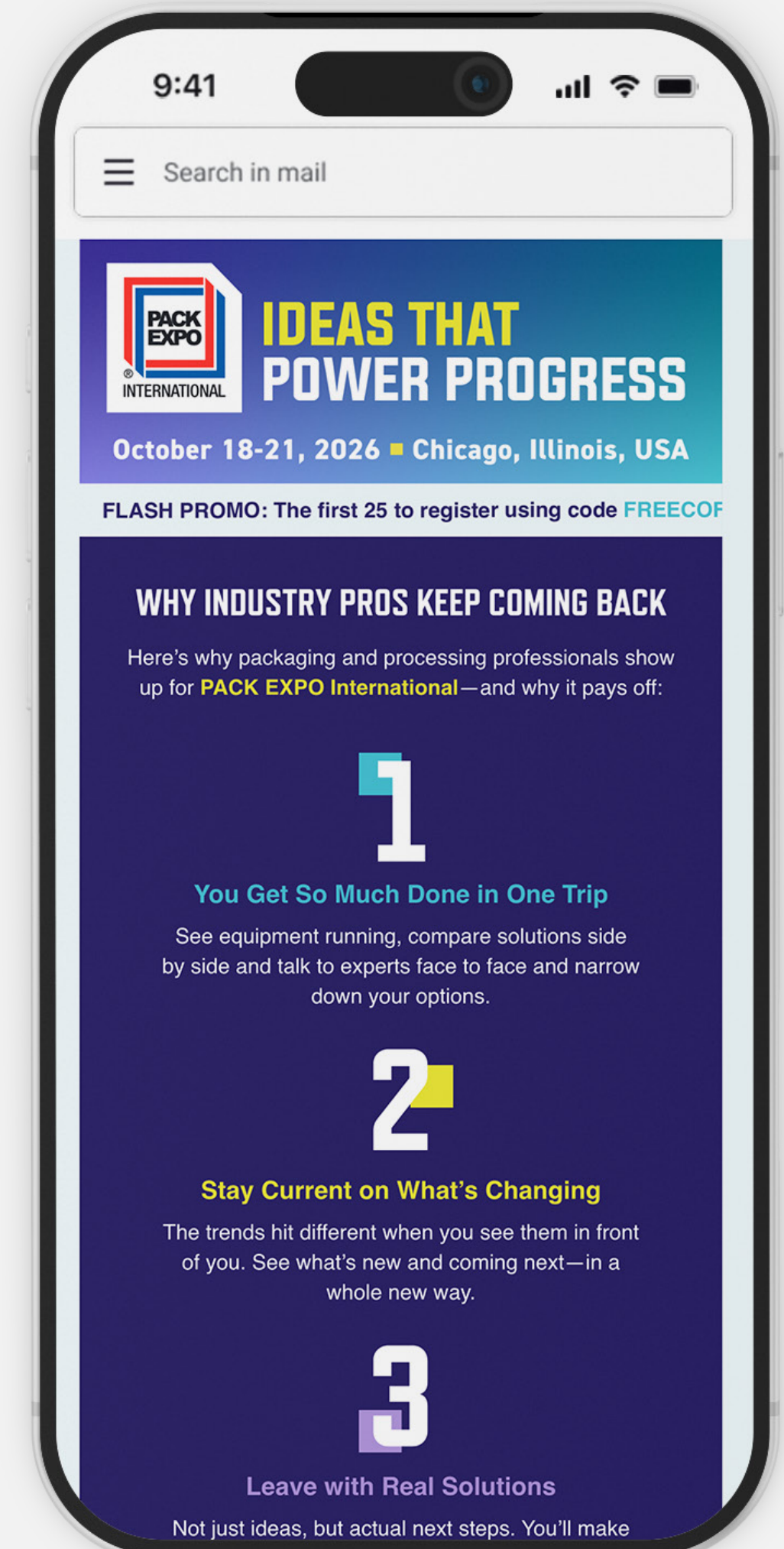
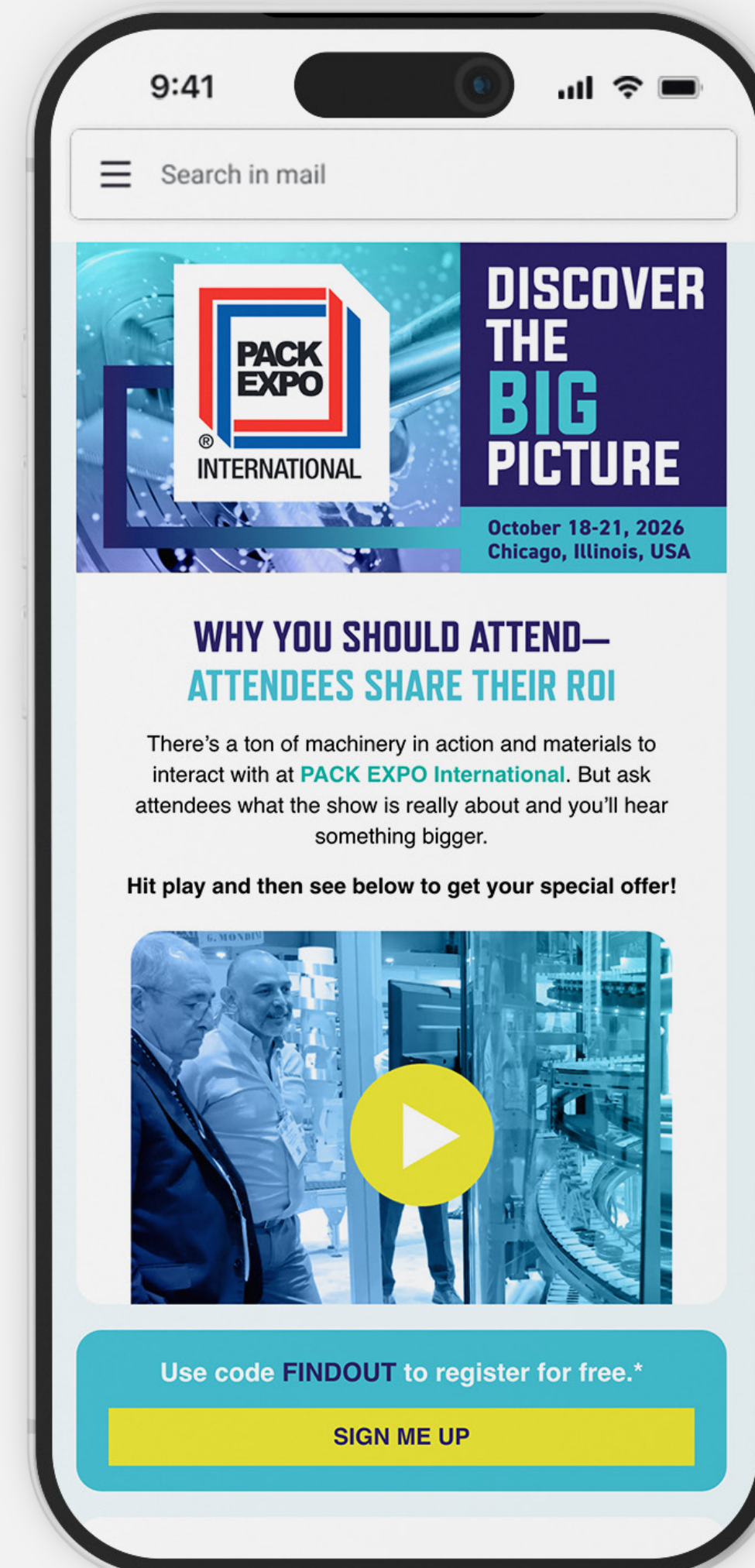
Email Graphics

NAA Apartmentalize 2026



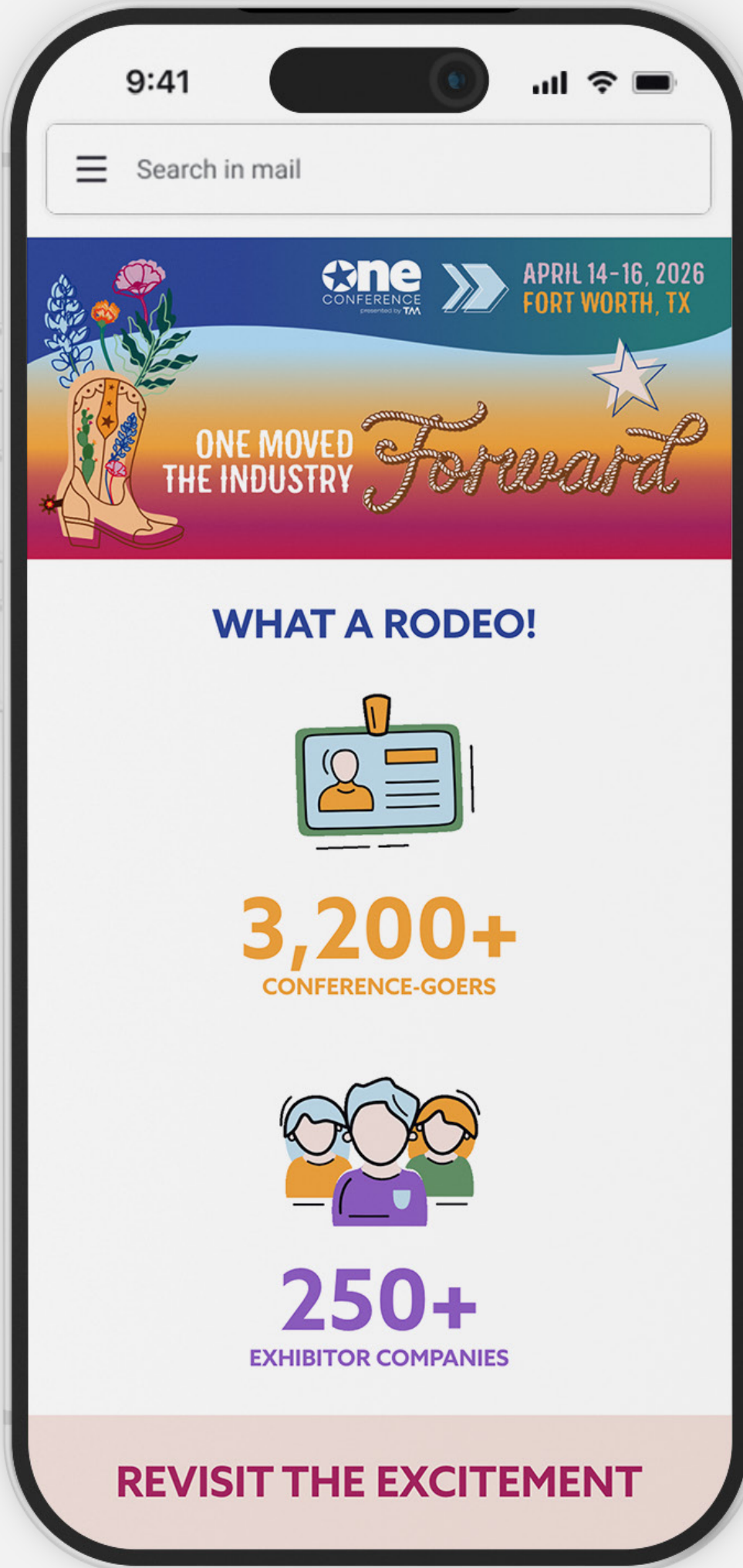
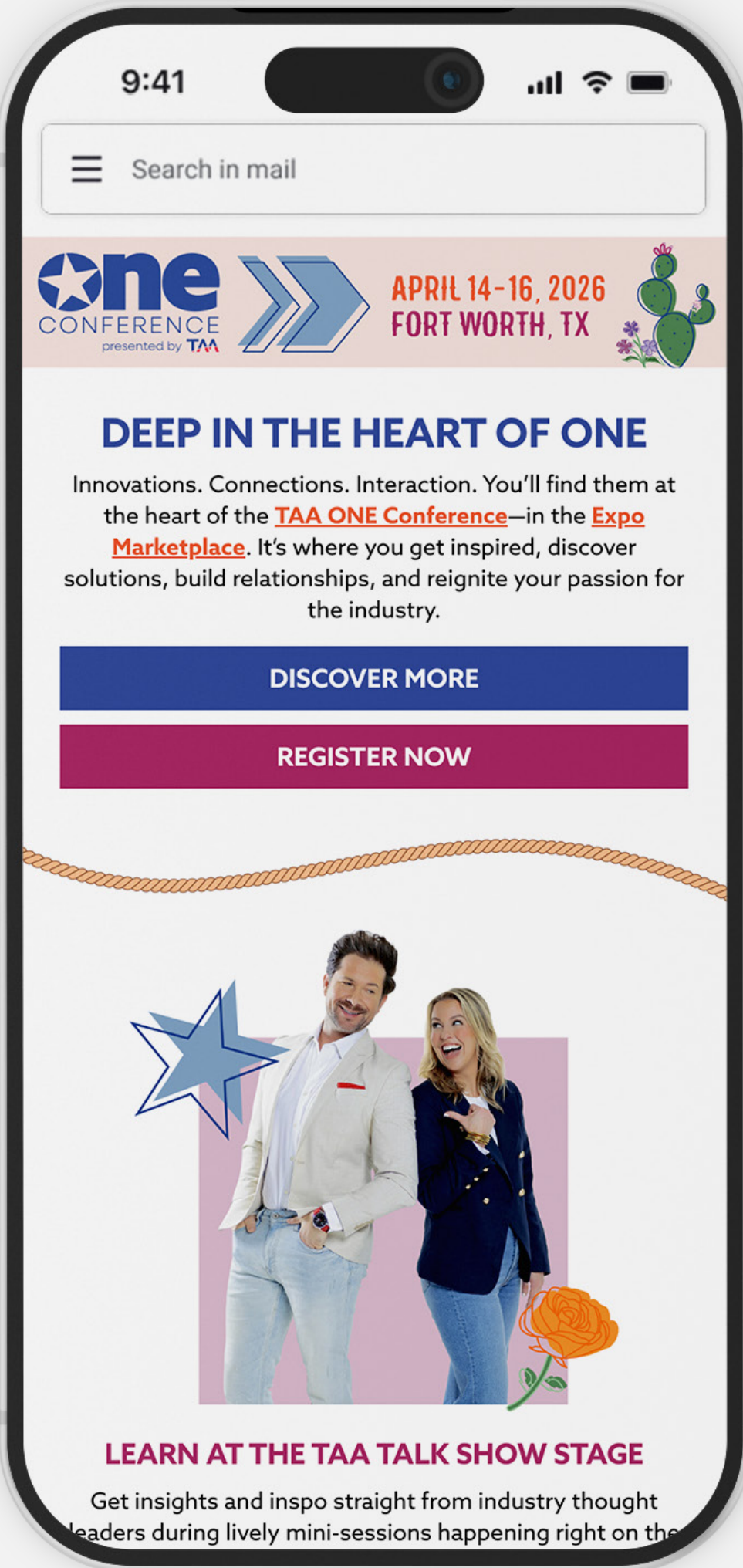
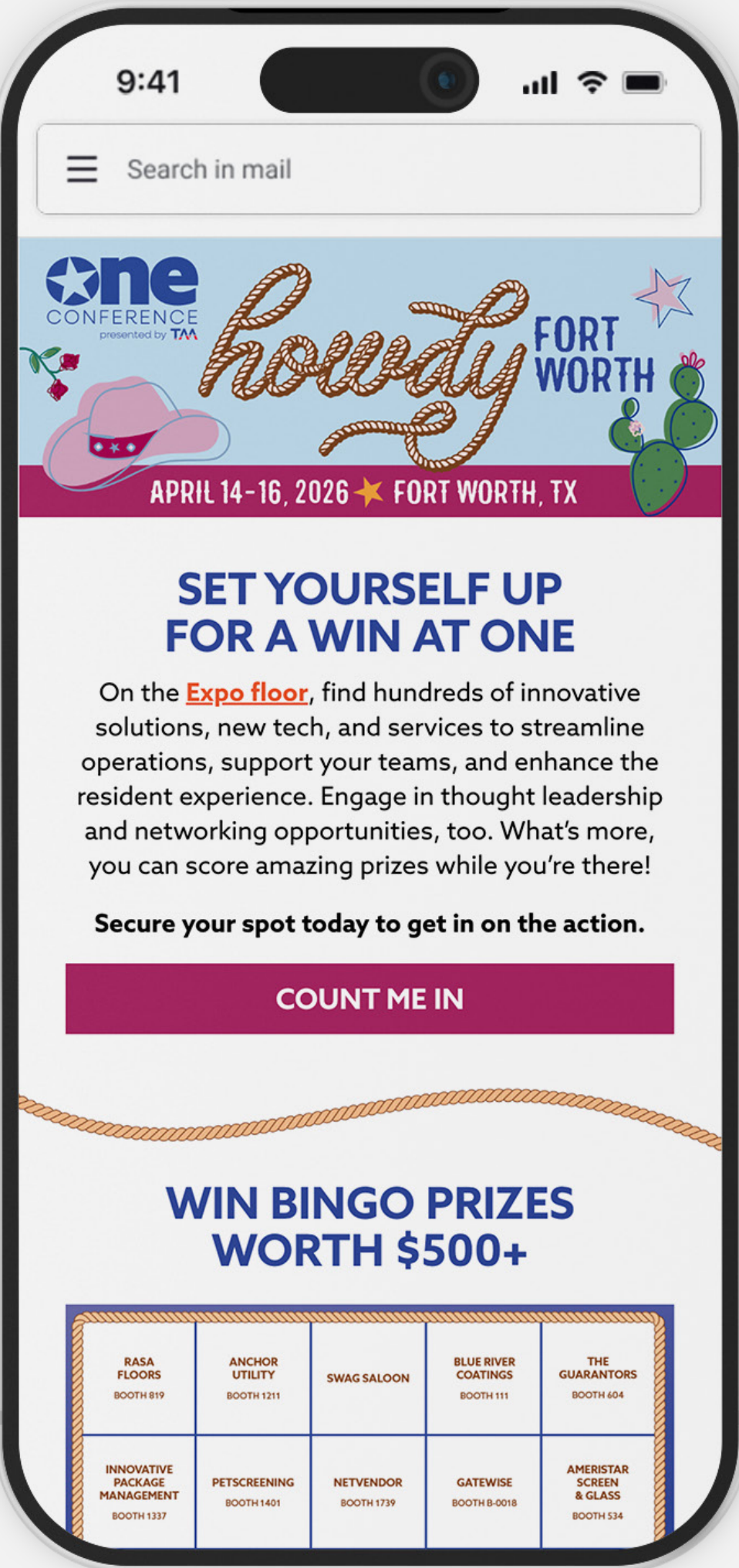
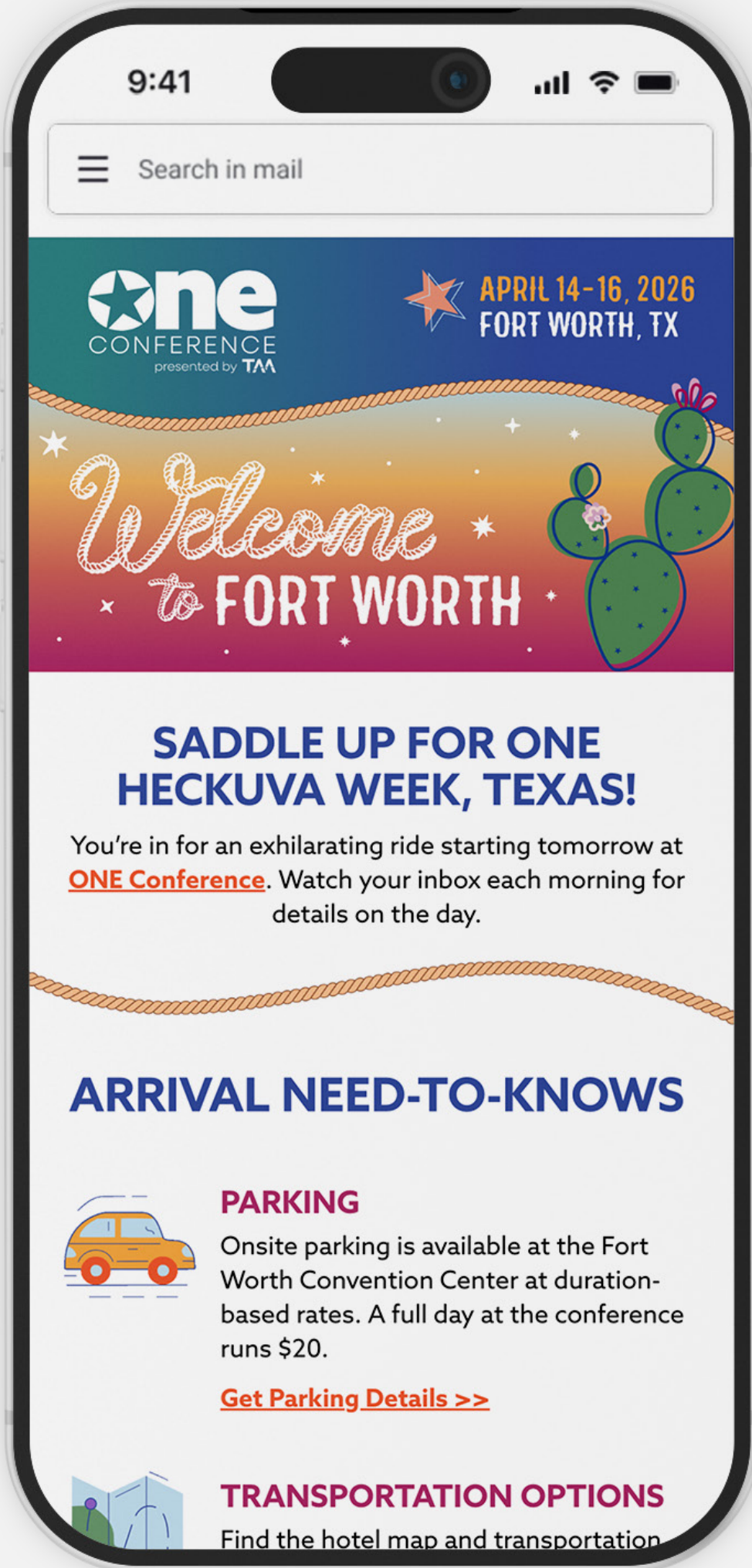
Email Graphics

PMMI PACK EXPO International 2026



Email Graphics

TAA ONE Conference 2026



Content Design & Publications

03

One-page Promotional Flyer

RPM Careers

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

A Career To Call Home

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

See why RPM professionals love their careers.

Learn more at RPMCareers.org.

Flip over to find a title that works for you!

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

RPM CAREERS
RPMCareers.org

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

Half-page Ad

RPM Careers

RPM CAREERS
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A Career To Call Home

Learn more and connect with RPM Careers at 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 Ratu

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

See what RPM professionals say about their experiences.

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

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.

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

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

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

Check out our Career Map to discover the path that's right for you!

Publication Full Page Ads

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

Request a Demo Today!
naahq.org/lease

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**
NAA's attorney network reviews leases for compliance after every legislative session.
- Customizable Addenda**
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

See what else Dominique has to say:

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
- More time to focus on community needs
- Easy customization for each of your properties
- 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.

Executive Deck

NAA Cultivate 2026

cultivate

Powered by NAA

FEBRUARY 17-18

NASHVILLE

#NAACultivate

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AN EXEC-TO-EXEC EXPERIENCE

Meet the Facilitators

FIRST NAME
LAST NAME
Title
Company

FIRST NAME
LAST NAME
Title
Company

FIRST NAME
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Company

FIRST NAME
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Divider Slide

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Regular text goes here

Bullet point goes here add text here lorem ipsum etc etc

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Content Design & Publications

14

Video & Motion

04

Video & Motion

PMMI PACK EXPO International 2026

CLICK HERE TO PLAY



Video & Motion

RPM Careers

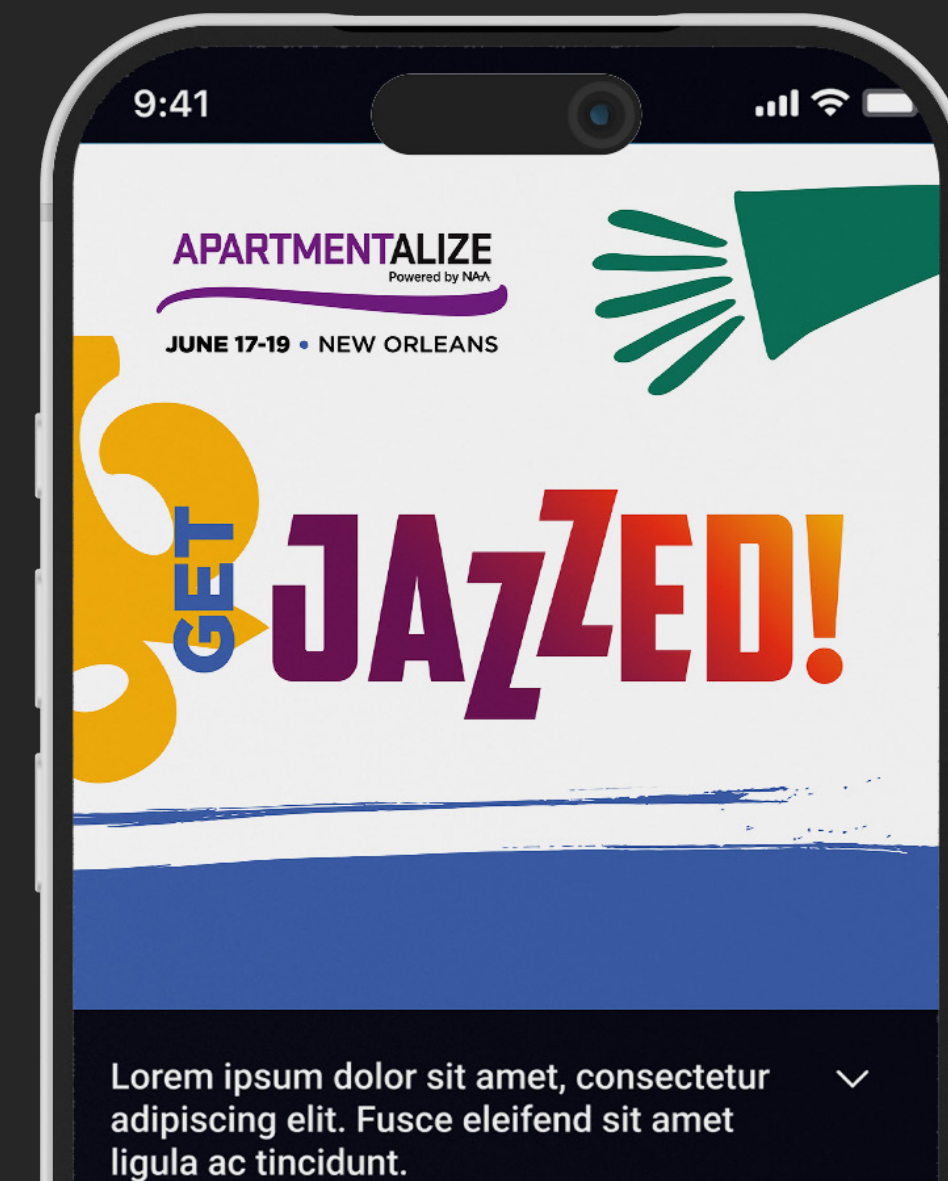
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Video & Motion

NAA Apartmentalize 2026

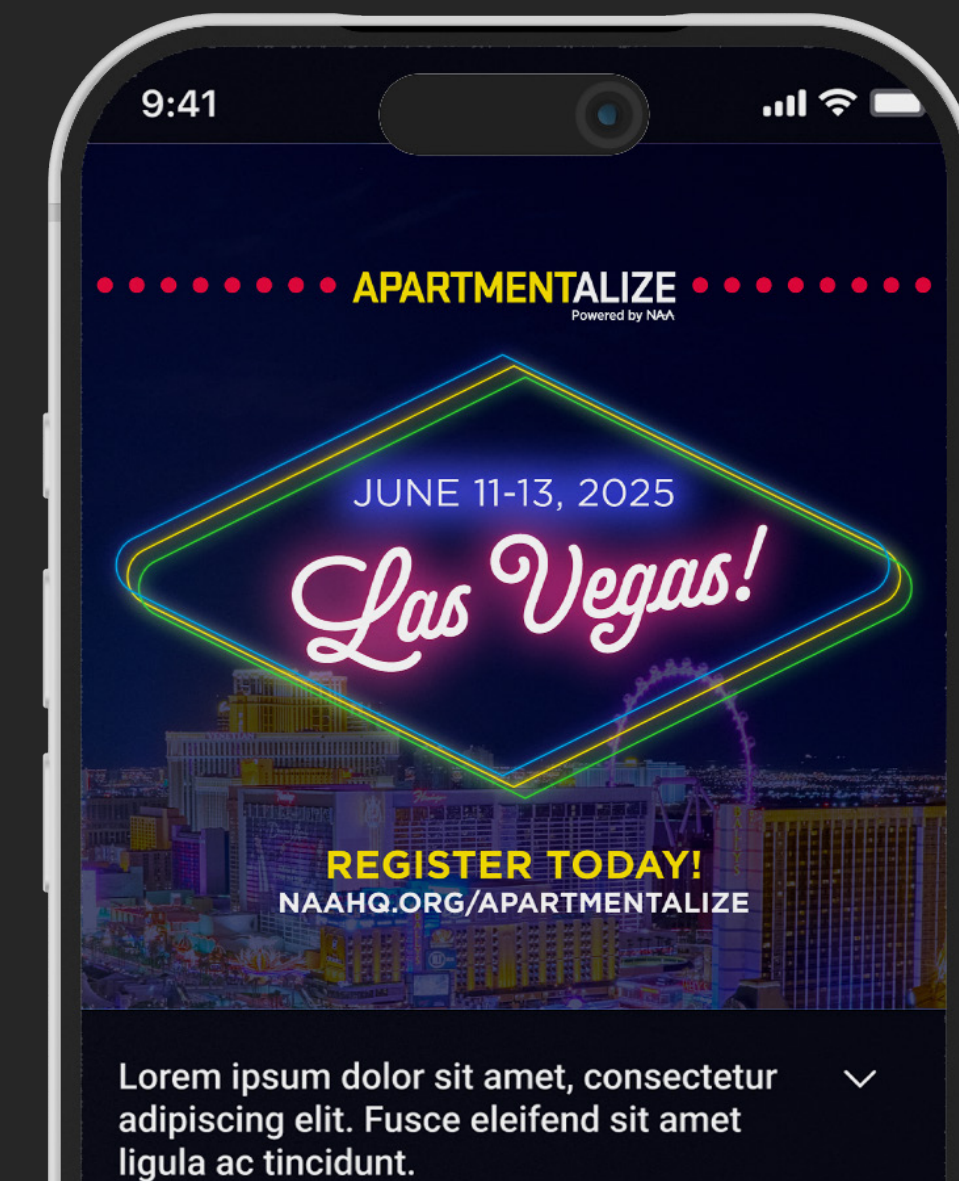
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Video & Motion

NAA Apartmentalize 2025

CLICK HERE TO PLAY

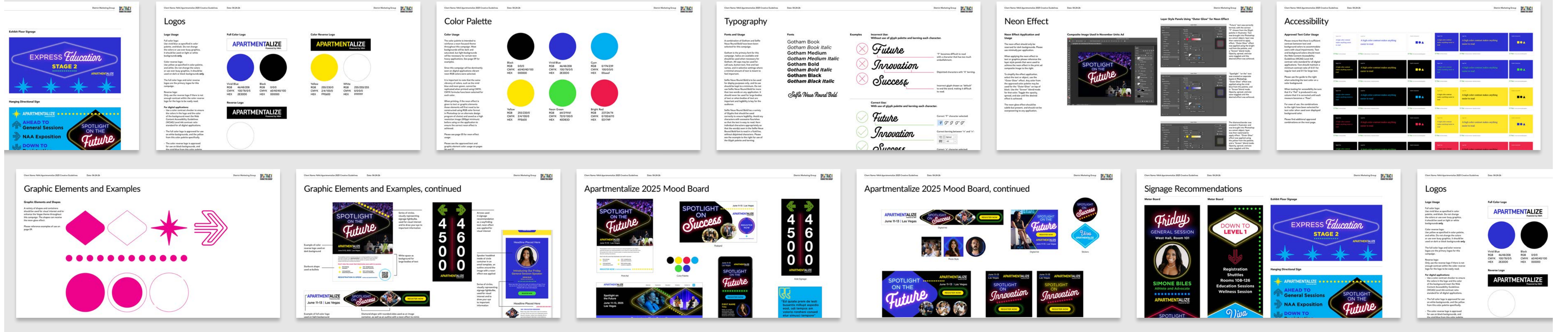


Brand Stewardship

05

Campaign Brand Guidelines

NAA Apartmentalize 2025



Campaign Brand Guidelines

NAA Apartmentalize 2026

