



Pivotal

Powered by AAA



Supplier Prospectus

OCTOBER 22, 2025

Mobile Convention
Center

1 S Water St.
Mobile, AL 36602



**ALABAMA APARTMENT ASSOCIATION
ANNUAL CONFERENCE & TRADE SHOW**
Wednesday OCTOBER 22nd 8am- 8pm
MOBILE CONVENTION CENTER, MOBILE AL

Pivotal 2025, Powered by AAA, will take place on October 22nd at The Mobile Convention Center in Mobile, AL. This premier state conference caters to the apartment industry, bringing together hundreds of multifamily housing professionals eager to keep up with the latest trends in legal issues, social media and marketing, recruitment and retention, efficiency, technology, and more. Attendees will be inspired by nationally recognized speakers and engaging breakout sessions that encourage networking and foster discussions on relevant industry topics. The AAA trade show will showcase exhibit booths, offering direct access to innovative solutions from numerous experienced suppliers, empowering attendees to improve their bottom line.

Keynote



Scott "Intake" Kartvedt

President of the Blue Angels Foundation

Prepare to be inspired by a true aviation legend! With an illustrious career spanning combat leadership, elite aerobatic precision, and Hollywood blockbuster performances, Scott Kartvedt is the living embodiment of excellence under pressure. From commanding the first-ever F-35C squadron to gracing the skies as a Blue Angel and leading missions that shaped history, Scott's story will captivate, motivate, and empower your team to reach new heights.



Our Speakers



Brandon Baker

Operations Director-
Chick-Fil-A



Michelle Ford

Regional Director-
Apartments.com



Eddie Ivey

Vice President of Operations-
Freeman Webb



Katie Rigsby

Multifamily Consultant &
Inspiration Specialist
CAPS, CAM, CALP



Leigh Stevens

Director of Maintenance and
Training- RangeWater Real
Estate



Russ Webb

Executive Director -Bay Area
Apartment Association

Conference Agenda

**WEDNESDAY
OCTOBER 22nd**

8:00am-9:00am

Breakfast

Grab & Go

The Alabama Apartment Association welcomes you to Pivotal!

**Keynote Speaker
9:00am-10:00am**

9:00am-10:00am

Keynote: A Culture of Excellence - Developing High Performing Individuals and Team

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**Session 1
10:15am-11:15am**

Tech: Russ Webb: Artificial Intelligence - Engaging Presentation on How to Utilize Chat GPT

Katie Rigbsy: "T.R.U.S.T. : 5 Steps to Creating Loyal Residents

Marketing: Michelle Ford - SEO & Social Media for On-Site Staff

Maintenance: Leigh Stevens

**Lunch & Tradeshow
11:45am-1:45pm**

11:45am-1:45pm

Lunch and Tradeshow

Enjoy lunch with your colleagues and peers, then take some time to network at the tradeshow before returning for the afternoon educational sessions.

Conference Agenda

Session 2 **2:00pm-3:00pm**

Leadership: Russ Webb: “Strategic Planning” with Your Team

Marketing: Katie Rigsby: "Emotional Intelligence: Shifting Our Mindsets to Master Skills for Success"

Management: Financial Class: Leadership

Master the financial side of property management, from budgeting to cost-saving strategies.

Maintenance: Leigh Stevens

Closing Session **3:00pm-4:00pm**

3:00pm-4:00pm

**Closing Session: “My Pleasure”
Brandon Baker, Chick-fil-A**

An engaging cultural discussion focused on their corporate mission: Discover how Chick-fil-A's service-oriented culture and the renowned "My Pleasure" attitude can enhance your leadership and service within the multifamily industry.

Trade Show **4:00pm-6:00pm**

Expo

4:00pm-6:00pm

Gather and enjoy drinks and good conversations with your favorite supplier partners.

After Party **6:30pm-9:30pm**

“Multifamily Carnival: Let the Good Times Roll”

6:30pm- 9:30pm

“Multifamily Carnival: Let the Good Times Roll” is the ultimate Mardi Gras after-party, where the fun never stops! Grab your beads, hit the dance floor, and let the music take over as we keep the celebration going all night long. It's a festive fusion of vibrant energy, unforgettable beats, and a touch of Mardi Gras magic.

Attendee Companies

- Abbey Residential
- Adcock Properties
- Advenir Living, LLC
- Alexander Properties Group, Inc.
- Allegiant Carter Management
- Alpha Omega Property Management
- AMP Residential
- Apartment Management Consultants LLC
- Arbour Valley Management
- Arcan Capital LLC
- Arlington Properties
- Asset Living
- Balfour Beatty Communities
- Ball Holdings, LLC
- Benchmark Group
- BH Management Services, LLC
- Book and Ladder, LLC
- Brick Lane
- Brookside Properties
- Caliber Living, LLC
- Capstone Properties, LLC
- Cardinal Group Management
- Carter Haston Real Estate Services
- City Heights Asset Management
- CLK Multifamily Management
- Coastal Ridge Real Estate
- Commonwealth Development
- Contour Companies
- Core Campus Management
- Cortland
- Crowne Partners
- Cushman & Wakefield
- Daniel Realty Service
- Dasman Residential
- Davis Development
- Eagles Management, Inc
- East West Homes
- EBSCO Income Properties
- Elandis
- Elmingtom
- Engel
- Estes- Manning Management Group
- Fairin Realty, LLC
- Farris Properties
- First Communities
- Fogelman Management Group
- First Realty Property Management
- Fortis Property Management, LLC
- Foshee Residential
- Friedman Management Company
- Gateway Management Company
- Greystar
- Gulfbelt Properties, Inc
- GWR Management
- H2 Real Estate
- Hardy Properties
- Harvest Apartment Management
- Hawthorne Residential Partners
- Hensley-Graves Properties
- Highlands Vista Group
- Highmark Residential
- Horizon Property Management Specialists
- Huntsville Housing Authority
- IMS Management

Attendee Companies

- Inland Residential Real Estate Services
- Integral Property Management
- Irby Management, Inc.
- IRT Living
- J&P Apartment Management
- JH Berry Multifamily Inc.
- Joseph & Company
- KH Management
- Laramar Group
- LMS Real Estate
- MAA
- Manage Karma, LLC
- Maxus Properties
- McKay Management Group
- MDIC Realty Services
- Morrow Realty Co, Inc,
- MT3 Properties
- Multi-South Management Services
- Navigate Affordable Housing
- Nissi Management
- OPMI
- Ore Living
- Orion Real Estate Services
- Oxford Properties, Inc
- Peak Made Real Estate
- Pegasus Residential, LLC
- Penn Capital Group
- Pennrose
- Precision Management
- Preferred Apartment Communities
- Prime Investment Group
- Prime Property Managers
- Providence Investments, LLC
- Providian Real Estate Management
- RADCO Residential
- Rangewater Real Estate
- RCPM, LLC
- Reilly Real Estate Management
- RISE Real Estate
- Royal American Management
- S&S Property Management, LLC
- Sandhurst
- Sealy Realty
- Sentinal Corp
- SPM
- Stellar Management Group
- Sterling Resident Services
- Stonemark Management Company
- Stoneriver Property Management
- Strategic Management Partners
- Sunbelt Properties
- Sundance Property Management
- SVN Toomey Property Advisors
- The Housing Authority of Birmingham
- The Sterling Group
- TIBS Realty Company
- Timberland Partners, Inc
- Tonsmeire Properties
- Unicorn RE
- Vicinia Property Management
- Westdale Asset Management
- Westminster Management
- Wilhoit Properties
- Willow Bridge Property Company

Sponsorship Levels

Elevate your brand to new heights with our elite level sponsorships, offering unparalleled visibility and prestige. Gain exclusive access to prime marketing opportunities, heightened exposure to targeted audiences, and prominent recognition across all event platforms. Position your brand as a leader in the industry and maximize your impact with our elite sponsorship packages, designed to elevate your visibility and leave a lasting impression.

<div><h2>Titanium</h2><hr/><p><i>Must spend \$20,000 in booth + sponsorships.</i></p><p>Receive these benefits in addition to your selected sponsorship opportunities</p><ul style="list-style-type: none">• 25 drink tickets given• 5 premium spots for signage• Exclusive advertising on email marketing• VIP Reserved Table at the After Party.• Early registration 2026</div>	<div><h2>Platinum</h2><hr/><p><i>Must spend \$15,000 in booth + sponsorships.</i></p><p>Receive these benefits in addition to your selected sponsorship opportunities</p><ul style="list-style-type: none">• 20 drink tickets given• 4 premium spots for signage• Logo included on social media posts<p>-</p></div>	<div><h2>Gold</h2><hr/><p><i>Must spend \$10,000 in booth + sponsorships.</i></p><p>Receive these benefits in addition to your selected sponsorship opportunities</p><ul style="list-style-type: none">• 15 drink tickets given• 3 premium spots for signage• Logo included on social media posts</div>
	<div><h2>Silver</h2><hr/><p><i>Must spend \$7,500 in booth + sponsorships.</i></p><p>Receive these benefits in addition to your selected sponsorship opportunities</p><ul style="list-style-type: none">• 10 drink tickets given• 2 premium spots for signage• Logo included on social media posts</div>	<div><h2>Bronze</h2><hr/><p><i>Must spend \$5,000 in booth + sponsorships.</i></p><p>Receive these benefits in addition to your selected sponsorship opportunities</p><ul style="list-style-type: none">• 5 drink tickets given• 1 premium spot for signage• Logo included on social media posts</div>

Elite Level Signage



Banner at Crosswalk From Hotel



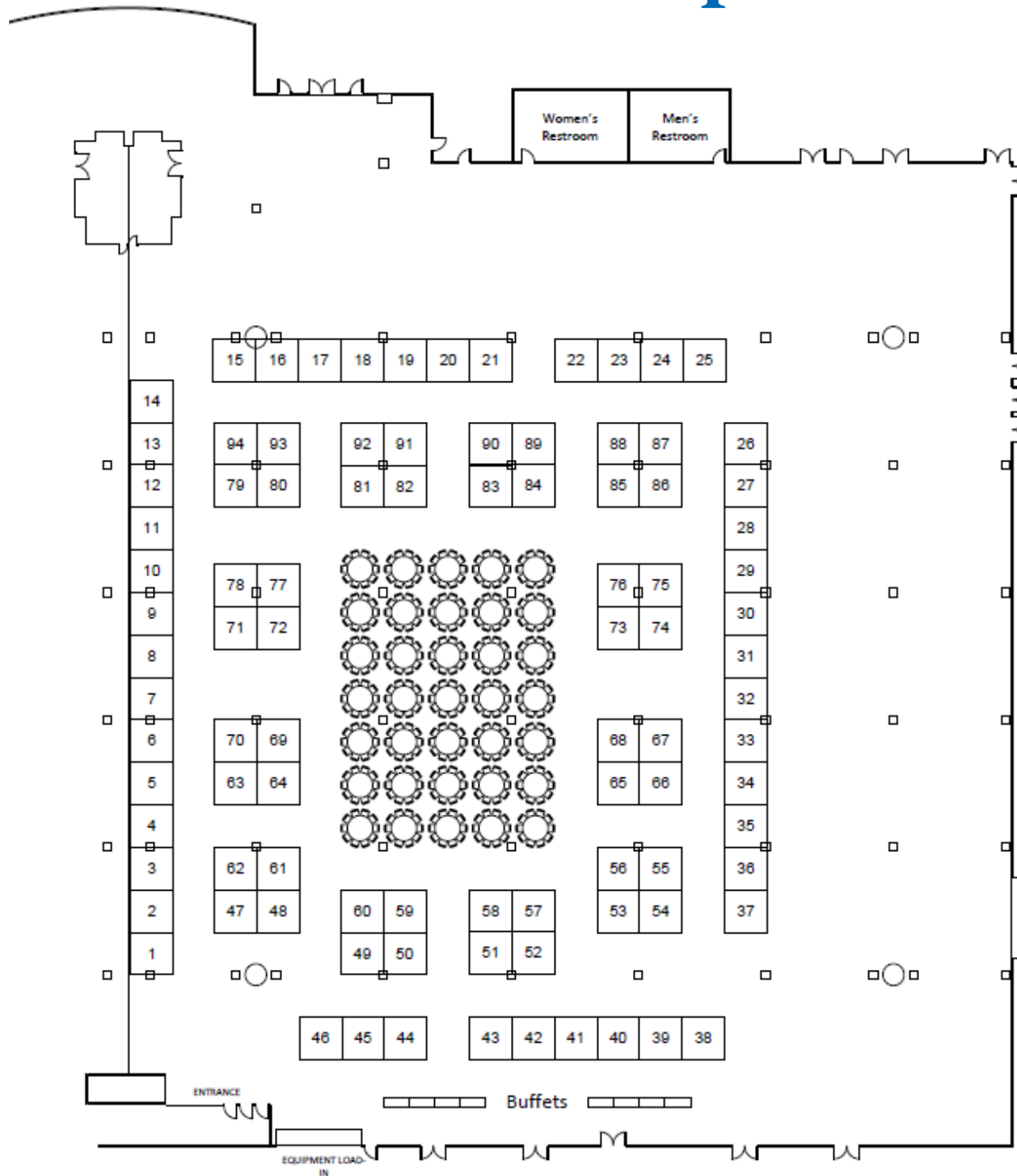
Signage on Concrete Pillars Throughout



Booth Levels

<p><i>QUAD BOOTH</i></p> <hr/>	<p>\$3,400 20'x20' Includes 8 Attendees to Expo, Lunch & After Party</p> <hr/>
<p><i>TRIPLE BOOTH</i></p> <hr/>	<p>\$2,550 10'x30' Includes 6 Attendees to Expo, Lunch & After Party</p> <hr/>
<p><i>DOUBLE BOOTH</i></p> <hr/>	<p>\$1,700 10'x20' Includes 4 Attendees to Expo, Lunch & After Party</p> <hr/>
<p><i>SINGLE BOOTH</i></p> <hr/>	<p>\$900 10'x10' Includes 2 Attendees to Expo , Lunch & After Party</p> <hr/>

Booth Map



The floor plan allows for 10' x 10' booth spaces.
(which may be combined to accommodate 10' x 20', 10'x 30' booths, and 20'x20')

Sponsorships



Conference Registration Tote Sponsorship

\$7,500

- Company logo on tote to be given to all full conference and maintenance attendees
- One available



Registration T-Shirt Sponsorship

\$6,500

- Company logo on t-shirt that will be given to every conference attendee.
- One available



Lanyard Sponsorship

\$6,000

- Company logo on lanyard given to all conference attendees.
- One available



WIFI Sponsorship

\$3,000

- "Presented by:" on all screens before and after presentations
- Logo on ticket given to attendees on how to access the WIFI
- One available

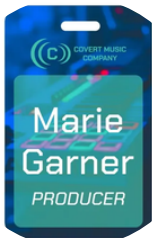
Sponsorships



Turndown Sponsorship

\$3,000

- Wednesday night turndown service for overnight attendees staying in the room block at the Riverview Renaissance Hotel attached to the Convention Center
- Pouch with Hangover Kit included for each hotel guest
- One available



Badge Sponsorship

\$3,000

- Company logo on badge given to all conference attendees
- One available



Hotel Key Card Sponsorship

\$3,000

- Branded hotel key cards for conference attendees in the block at the Riverview Renaissance Hotel
- One available



Conference Photography Sponsorship

\$2,500

- Professional photos throughout the day and digitally distributed with company logo and free to print by any attendee
- One available

Sponsorships



Headshot Sponsorship

\$2,000

- Professional Headshot photos during Expo hours
- Able to have collateral material at Headshot booth
- Signage at Headshot booth
- One available



After Party Bar Sponsorship

\$1,750

- Signage at The After Party bar
- Hurricane Cup with company logos to be given out at After Party
- Four available



Expo Bar Sponsorship

\$1,750

- Signage at Expo bar
- Company Logo on Drink tickets
- Four available



After Party Tattoo Sponsorship

\$1,500

- Signage at location of tattoo stations
- Two available



After Party Caricature Sponsorship

\$1,500

- Signage at artist's station
- Logo on caricature paper
- One available

Sponsorships



Keynote Sponsorship

\$1,500

- 1 sponsorship (of the 2 available) includes your logo on a luggage tag and the other available sponsorship includes your logo on a pen. 1st sign up receives their choice.
- Logo on screen before Keynote
- Introduction of keynote speaker and closing remarks
- Option to bring swag to leave for attendees
- Two available



AAA Board Meeting Sponsorship

\$1,500

- Signage at buffet area.
- BOD Meeting held on Tuesday, October 21st from 2 PM-3:30 PM
- Opportunity to speak for 2-3 min prior to Board Meeting
- Option to bring swag and leave on tables
- One available



Closing Session Sponsorship

\$1500

- 1 sponsorship (of the 2 available) includes your logo on a Chick-fil-A car sauce holder and the other available sponsorship includes your logo on a plus cow beanie. 1st sign up receives their choice.
- Introduction of closing speaker and closing remarks
- Option to bring swag to leave for attendees
- Two available



After Party Photobooth Sponsorship

\$1,250

- Sign by photobooth
- Logo printed on picture
- One available

Sponsorships



Mardi Gras Beads Sponsorship

\$1,000

- Company logo on Mardi Gras Beads
- One available

SOLD OUT



After Party Band Sponsorship

\$750

- Company logo on sign by band
- Shoutout by band through the night
- Three available

X 1



Parking Sponsorship

\$750

- Company logo on parking tickets
- Signage in parking deck
- Two available



Sears Photo Shoot @ Afterparty Sponsorship

\$700

- Signage in "Sears Photo Shoot" Area
- Two available

/ 1

NEW



Attendee Lunch Sponsorship

\$600

- Signage at attendee lunch area
- Company Logo on Napkins
- Three Available

X 2

Sponsorships



After Party Food Sponsorship

\$500

- Sign by themed food
- Four available



Breakfast/Coffee Sponsorship

\$500

- Signage in coffee area
- Cardboard coffee sleeve with company logo
- Four available



Charging Station Sponsorship

\$500

- Signage by charging area
- Two available



Conference Bathroom Sponsorship

\$500

- Wrap on mirror with company logo
- Option to fill bathroom with needed items (mouthwash, floss..)
- Six available

X 1



Maintenance Classroom Sponsorship

\$500

- Signage in front of classroom
- Opportunity to speak for 2-3 min prior to session
- Option to leave swag for attendees
- Two available

Sponsorships



Management Classroom Sponsorship

\$500

- Signage in front of classroom
- Opportunity to speak for 2-3 min prior to session
- Option to leave swag for attendees
- Six available



Break Sponsorship

\$450

- Signage in break area that will happen between sessions
- Five available



Hotel Registration Gift Bags

\$300

- Gift bags at registration with waters
- Supplier can include swag and flyers for promotion in bag
- Five available



Floor Clings

\$125

- Provides you with three rows featuring the company logo, which will be displayed on the expo floor
- 10 available

Extras and Add Ons

Management Attendee After Party Ticket*: \$75
*(Not attending Conference)

Additional Supplier Booth/After Party and Lunch ticket: \$125

Drink Tickets for Expo and After Party: \$15

***Drink tickets will only be sold online and before the event.
You will not be able to purchase drink tickets the day of the event - however the bars will accept cash
and credit cards at the event.***

FAQ

I am a supplier, is the attendee lunch free?

Each booth comes with tickets for representatives, which also includes lunch passes and access to the afterparty. Additional lunch tickets can be bought for \$35 per person. Suppliers will have the opportunity to enjoy lunch from 11:00 to 11:30 A.M.

I need my booth set up delivered to the event space, what is the address?

Mobile Convention Center: 1 S Water Street, Mobile, AL, 36602. Additional fees may apply for shipping.

Do drink tickets or additional attendees count towards the dollar amount needed to be an Elite sponsor?

No, they do not count.

Can I schedule a night out with my clients?

Yes, please utilize Tuesday, October 21st, to treat your customers. Wednesday, October 22nd is reserved for the After Party event.

Can I attend the conference without purchasing a booth or sponsoring?

You must have a booth in order to attend Pivotal. Sponsorships are only available to suppliers that have a purchased booth at the event.

Is there a host hotel?

Yes, the host hotel is the Renaissance Riverview Plaza Hotel. The room block rate is \$185/night and the cutoff date for reservations is September 22, 2025. A link to register will be provided via email.