



National Association of Residential Property Managers

Checklist for Tradeshow Participation

When planning your tradeshow you want to have volunteers that are passionate about NARPM® and can pass that passion on to other potential members. Include with your marketing information from National information on your local chapter. Also be ready to have someone talk to vendors should they stop by your booth.

- Ensure that contract terms are understood by Chapter who is sponsoring the event prior to signing the agreement. If you need assistance contact ceo@narpm.org and staff will review for you.
- If needed, rent tables, chairs, table clothes, and other supplies at least 45 days prior to the event. If this is required, the sponsoring trade show will have a decorator you can contact. Not all trade shows supply tables and chairs so determine this upfront.
- 3 months prior to event submit request to National NARPM® for marketing materials to be given out at the event. If your chapter feels it needs more than the minimum amount given out by National, request additional items.
- Chapters should have small table top pull up banners that were supplied by National. If not, contact staff and they will order one for your chapter or if replacement is needed will supply you with costs.
- 2 months prior to the trade show start collecting giveaways for the event. Ask vendors and members to donate items for the booth.
- 1 month prior to the trade show secure list of volunteers and times they can work the booth. Send out time schedules with volunteers' phone numbers so if someone cannot make their time they can switch with others. Make sure all volunteers have the main chapter contacts phone number as emergencies do happen.
- 1 week prior to event confirm with all volunteers they will be at the trade show and their times to work the booth.
- Purchase some candy/goodies to have at the booth to draw people to your table.
- Make sure all volunteers understand their role is to promote NARPM® and your chapters at this event. Do not sit at booth checking email and talking on the phone. Be up and greet people as they walk by.
- Remember you are there representing NARPM® so let people who stop by know of all the great things NARPM® offers them. The following pages give you a brief outline of what benefits you get from NARPM® National. Make sure all attendees see this ahead of time and have copies at the booth for the volunteers to refer to.

Overall, have a great time at the Trade Show. This is a wonderful time to make new contacts for your chapters.



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What Do You Receive From Your NARPM® Membership?

- **Business Building Referrals and Marketing Support** – Build your business with referrals through networking with other members across the country and through the NARPM® website and Annual Membership Directory.
- **National Website** – A free listing on the NARPM® website at www.narpm.org gives you international exposure.
- **Code of Ethics and Standards of Professionalism** – NARPM® members are committed to the highest level of professionalism and ethics, giving them a powerful marketing advantage with prospective clients.
- **Unparalleled Networking Opportunities** – Membership in NARPM® opens up networking opportunities with property management colleagues throughout North America and around the world.
- **Industry Specific Educational Opportunities** – Education is a focal point of the association. Through its Annual Convention and Trade Show, Leadership Training sessions, state conferences, and locally sponsored education courses, NARPM® provides property management courses, seminars and roundtable workshops. NARPM® education promotes an exchange of ideas among members and offers fundamental as well as advanced training in many facets of property management. NARPM® offers one and two-day courses cover topics such as marketing, operations, maintenance, tenancy, risk management, technology and personnel practices. Coursework is required of members who wish to earn NARPM® designations.
- **NARPM® Offers Free Webinars** - As a NARPM® member, you can participate for FREE in any scheduled Webinar. The schedule of webinars is updated at <https://www.narpm.org/education/webinars/> and all webinars are recorded and archived on NARPM.org for future viewing
- **Nationally Recognized Professional Designation Program** – NARPM® has developed a certification program that enables the property management professional to continually update and refine crucial skills. Achieving skills and overall competence in a changing market. There are four such designations: RMP® – Residential Management Professional, MPM® – Master Property Manager, CRMC® – Certified Property Management Company, and CSS® – Certified Support Specialist.
- **Annual Convention & Trade Show and Business Development/Leadership Training** – The Annual Convention and Trade Show is filled with opportunities for learning, networking and examining the latest technology for property management. Learn more at <https://www.narpmconvention.com/>. The Business Development/Leadership Training sessions offer members the opportunity to learn about new techniques to motivate, inspire, lead and succeed. Learn more at <https://www.narpm.org/education/course-schedule/>.



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- **Regional Conferences** – NARPM® holds regional conferences throughout the country. Personal, professional and company growth are the direct results of NARPM® at the grassroots level of our chapters. It's where the core energy of NARPM® resides, and the conferences organized by the local chapters are key to many of the National Association's accomplishments. To find the latest schedule go to <https://www.narpm.org/conferences/>.
- **Broker/Owner Retreat** – Brokers and owners of residential property management companies come together annually for the NARPM® Broker/Owner Retreat. This event allows company owners and decision makers to meet with their fellow owners to discuss ideas on how to run their business more successfully. For details on this exciting event go to <https://www.narpmbrokerowner.org/>.
- **Current Industry-Related News and Information** – Regular publications keep you current on issues of interest and concern to residential property managers. The NARPM® monthly news magazine, the *Residential Resource*, is the source for industry information, legislative updates, association news and tips for making your business more successful and effective. Monthly NARPM® supplies an email publication sharing the latest information from the organization along with some hot off the press information.
- **Awards Programs** – Prestigious awards are presented each year to NARPM® members and chapters who distinguish themselves with outstanding achievements.
- **Leadership Opportunities** – Participation in national committees and local chapters is an excellent way to build your individual leadership skills—skills that are transferable to your professional career. You can participate in shaping the residential property management industry by joining a NARPM® committee, serving as a local chapter leader or serving as a national director. Learn more at <https://www.narpm.org/about/officers-and-board-2/committees/>.
- **NARPM® Logo** – As a NARPM® member you are entitled to use the NARPM® logo. This logo is most often used by our members on company letterhead, in advertising, on business cards, etc. Guidelines for using the NARPM® logo are available online at www.narpm.org.
- **Publications** – In addition to the monthly *Residential Resource*, NARPM® has available to members a various supply of publications giving ideas and possible enhancements to lease forms, office management, website, etc. To find out what is available, contact NARPM® National at info@narpm.org.