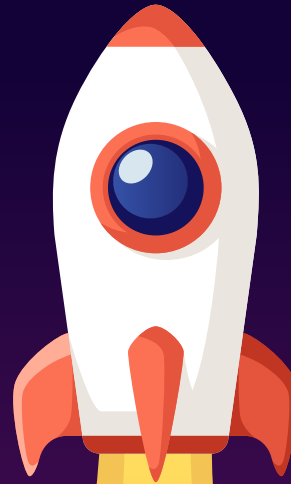


Boost Your Business with Echo



(408) 297-3246
www.echo-ca.org

**2022 MARKETING
OPPORTUNITIES**

Digital, Print & Event

The Echo Journal

PUBLISHED 4X PER YEAR: ALL ISSUES PRINT/MAIL + ELECTRONIC DISTRIBUTION

Print advertising is time tested effective marketing tool. It provides long-term brand awareness and effective messaging. Combine the power of print with expanded electronic distribution DIRECTLY to your target audience and your brand's overall exposure gets a MEGA BOOST... all with a single investment!

2022 SHOWCASE + DIRECTORY ISSUES
6,100+ Print/Mail Distribution
11,800+ Electronic Distribution!

Issue 1 – Print & Electronic, first quarter release

Issue 2 – Print & Electronic, Professional Service Providers Showcase + Directory

Issue 3 – Print & Electronic, Management Showcase + Directory

Issue 4 – Print & Electronic, Legal Showcase + Directory

Echo is committed to showcasing our members **IN PRINT AT LOWER RATES!** Each issue will focus on a specific segment of the CID industry – providing unique opportunities to highlight your company with an advertorial, logo listing, or an ad.

The Echo Journal will also be circulated to our 11,800+ (and growing!) subscribers. Each advertisement is linked to your website and provides an immediate extension of your brand with every click!



Echo's flagship publication – the Echo Journal – offers unparalleled exposure to HOA decision makers. No other organization has HOA boards and homeowners as its primary audience.

2022 SPECIAL JOURNAL WITH THREE PRINTED SHOWCASE ISSUES INCLUDING MEMBER SERVICE DIRECTORIES

Advertorials and logo listings are placed in the Showcase Issues of the Journal. Each issue will highlight specific specialties within the CID industry. Each advertorial purchased includes a free logo listing in the Professional Directory with live links to your website and email contact (electronic distribution). **See page 3 for complete information.**

■ **Full Page Advertorial – Single Issue Only \$899 (each)**

■ **Logo Listing Only \$199 (each)**



Print & Electronic Advertising Rates – All Advertisements are in Color

STANDARD ADVERTISING OPTIONS – AVAILABLE IN ALL 4 JOURNAL ISSUES

	1-2 Issues (per issue)		3+ Issues (per issue)	
<input type="checkbox"/> Premium – Back Cover*	\$ 1,400	NEW!	\$ 1,595	\$ 1,300
<input type="checkbox"/> Premium – Inside Front Cover	\$ 1,400	NEW!	\$ 1,560	\$ 1,300
<input type="checkbox"/> Premium – Inside Back Cover	\$ 1,400	NEW!	\$ 1,560	\$ 1,300
<input type="checkbox"/> Full Page	\$ 1,490	\$ 1,300	\$ 1,340	\$ 1,150
<input type="checkbox"/> 1/2 Page (vertical or horizontal)	\$ 1,090	\$ 900	\$ 1,025	\$ 825
<input type="checkbox"/> 1/3 Page (vertical or square)	\$ 910	\$ 825	\$ 860	\$ 750
<input type="checkbox"/> 1/6 Page (vertical or horizontal)	\$ 670	\$ 445	\$ 645	\$ 375



***FOUR ISSUE DISCOUNT! Advertisers receive 10% off their total invoice (4 issue contracts only) when paid in full, in advance. Applies to print advertising only. Advertorials are not included in discounted prices.**

Print Ad Specifications (width x height)

Full page, Inside Front Cover, Inside Back Cover	7.5" x 10"
Back Cover	7.5" x 7.5"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	4.75" x 7.5"

1/3 Vertical	2.5" x 10"
1/3 Square	4.75" x 4.75"
1/6 Vertical	2.5" x 4.75"
1/6 Horizontal	4.75" x 2.5"

**Back Cover placement includes mailing panel at top. Mail panel does not interfere with advertisement area. Preferred format for all advertisement submissions: press quality, high resolution CMYK PDF files, all fonts embedded or outlined. Other file formats will not be accepted. Please email all advertisements to advertising@echo-ca.org*

ECHOjournal

SERVING HOA BOARD MEMBERS
& HOMEOWNERS

SHOWCASE & PROFESSIONAL DIRECTORY

Issue 2: Professional Service Providers (PSPs)

Issue 3: Management Companies & related services

Issue 4: Legal Services & related services

PRINT & ELECTRONIC DISTRIBUTION:
Reach more than 11,800+ HOA board members and homeowners by securing your Advertorial in the Echo Journal – the leading homeowner association and board member-focused publication in California.

Echo's Showcase & Professional Directory – a dedicated publication featuring the brightest and best professionals serving the HOA industry. Advertorials are an informative and highly effective way to reach your target market and showcase your company and the services you offer.

☐ Business Advertorial – \$899 ea.

Each Advertorial will be tailored to your company colors (based upon your logo), includes up to two images you provide and features up to 400 words about your company and the services offered.

- Full page Advertorial, created by Echo and customized with your corporate colors (see full size sample on next page)
- Up to 400 words about your company (provided by advertiser in Word doc)
- One or two high resolution color photos (provided by advertiser, JPG, TIF, PNG)
- Company logo and contact information in Professional Directory
- High resolution PDF for your marketing needs
- Mailed to 6,100+ and electronically distributed to 11,800+ HOA decision makers

☐ Professional Directory Logo Listing – \$199 ea.

- Enhance your free listing with the addition of a full color logo
- Mailed to 6,100+ and electronically distributed to 11,800+ HOA decision makers

☐ Additional Listings – \$59 ea.

- List your company in an additional service category. We will send you a predetermined list of choices but if a category you prefer is not on the list, let us know and a new category may be added just for you!

Don't miss this unique opportunity to connect your business to over 11,800+ HOA decision-makers including HOA board members, homeowners and management professionals throughout California.



ROOFING CONTRACTORS



Attorney & Law, APC

James A. Roffer

1001 Great Oaks Circle South

Anywhere, CA 99999

800-800-8000

james@websiteaddress.com

www.websiteaddress.com

URBAN PROJECTS, INC.

This is short introduction that explains something about your company. It could be about how many years you have been in business, your company slogan, a simple statement or some other quick fact a reader would find important.



Customized to your company colors!

**SO EASY!
YOU PROVIDE
THE CONTENT,
ECHO DOES
THE REST!**

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Urban Projects is your complete management solution. From proper bookkeeping and consulting to administration of your association, our purpose is to efficiently and professionally execute every community board decision.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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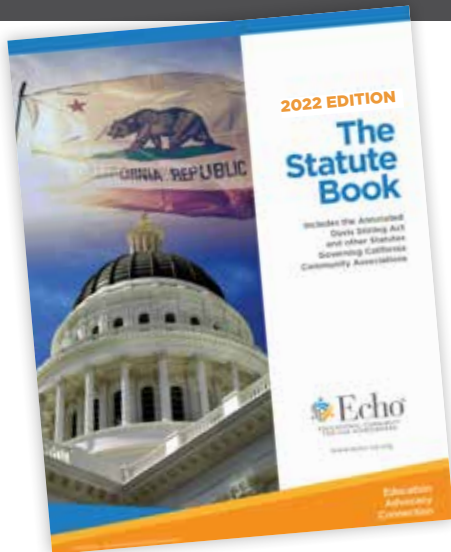
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**1001 Great Oaks Circle South
Anywhere, CA 99999
800-800-8000 | www.websiteaddress.com**

San Francisco • Bay Area • Novato



2022 STATUTE BOOK & LEGAL DIRECTORY

Available February 2022

Every new Echo HOA Member receives a Statute Book and digital download is available all year in the Online Store.

All Echo attorney members and legal service providers are listed for free in the Legal Directory under their current membership category.

If you provide legal services to Echo HOA members and don't see your category represented, let us know!

FREE Bonus Listing for Law Firms!

Are you willing to represent individual homeowners? If so, you will be listed free in the "Individual Homeowner Representation" category. Competent legal representation helps everyone and improves our image in the eyes of lawmakers and the public. Contact jprice@echo-ca.org.

Custom orders for your law firm or business are available. Contact Jacqueline at jprice@echo-ca.org or 408-816-1543.

☐ Full Page Color Advertisement – \$300

- Outside Back Cover or Inside Front Cover available

☐ Legal Directory Logo Listing – \$199

- Enhance your free listing with the addition of a full color logo
- Printed copy mailed to every new HOA member
- Always available for member download from the Echo website

☐ Additional Listing – \$59

- List your company in an additional service category

FREE LISTING CATEGORY (choose one)

- ☐ Assessment Collection Services
- ☐ Attorneys
- ☐ Bylaw & CC&R Revisions
- ☐ Construction Defect Litigation
- ☐ Election Services
- ☐ General Counsel
- ☐ Individual Homeowner Representation
- ☐ Inspectors of Elections
- ☐ Reserve Studies

ADDITIONAL LISTING CATEGORIES (\$59 EA)

- ☐ Assessment Collection Services
- ☐ Attorneys
- ☐ Bylaw & CC&R Revisions
- ☐ Construction Defect Litigation
- ☐ Election Services
- ☐ General Counsel
- ☐ Individual Homeowner Representation
- ☐ Inspectors of Elections
- ☐ Reserve Studies

COMPANY NAME

CONTACT NAME

BUSINESS ADDRESS

CITY STATE ZIP

PHONE

EMAIL

WEBSITE

LISTING EXAMPLES

ASSESSMENT COLLECTION SERVICES



COLLECTION PARTNERS, INC.

Judith Philburn
1001 Great Oaks Circle South
Anywhere, CA 98237
800-999-9900
judith@collectionpartners.com
www.websiteaddress.com

ATTORNEYS



HOA LEGAL EXPERTS, A PLC

James A. Partner, Esq.
1001 Great Oaks Circle South
Anywhere, CA 99999
800-800-8000
james@attorneylaw.com
www.websiteaddress.com

Echo Insight E-Newsletter Advertising



Over 11,800 subscribers receive the Echo Insight e-newsletter bi-monthly. Published 8x per year, it's designed to augment our print publication, the Echo Journal. Insight offers fresh perspectives on topics relevant to HOA living including legal issues, financial matters and other timely news. Repurposing and distribution of content for HOA community newsletters is welcomed and encouraged!

- Up to six advertisers per email – first come, first served. Echo determines placement
- Ad hyperlinked to your website or email
- 28% discount with 8 issue contract!

**28%
DISCOUNT
ON A EIGHT
ISSUE
CONTRACT!**

<input type="checkbox"/>	Single Issue	\$175
<input type="checkbox"/>	Four Issue Discounted Rate (prepaid only).....	\$700 \$550
<input type="checkbox"/>	Eight Issue Discounted Rate (prepaid only) ..	\$1,400 \$1,000

UNBEATABLE PERFORMANCE
Average Open Rate 30% • Average Click-Through Rate 36%



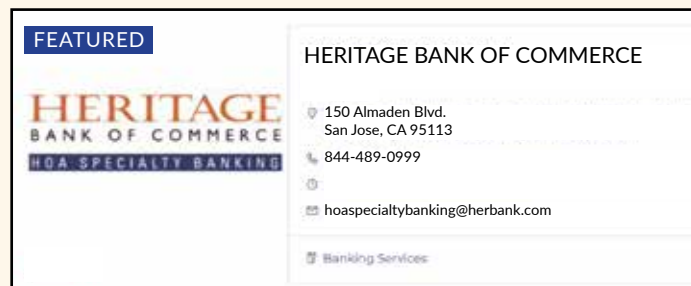
11,800+ Subscribers and Growing!

Our opt-in policy means an engaged, responsive audience

Online Professional Directory BOOST! Listings

BOOST! Your company's presence in Echo's online Professional Directory and get noticed! When Echo gets a call for services, the online Professional Directory is where a board member or homeowner are referred. It is the place to be!

**38%
INCREASE
IN
VISITORS**



☐ **FEATURED Listing \$600**

Only 2 Available, Top of Directory Landing Page Placement. First come, first served.

- 12 consecutive months
- Includes six listing categories
- Company logo w/link
- Up to 3 company locations
- Company description
- "Email Now" Option

☐ **GUARANTEED Listing \$500**

Move to the top of your service category, even if your business name begins with a "Z"!

- First position in category
- 12 consecutive months
- Includes six listing categories
- Company logo w/link
- Up to 3 company locations
- Company description
- "Email Now" Option

☐ **SUPERIOR Listing \$100**

- 12 consecutive months
- Company logo
- Includes six listing categories
- Up to 3 company locations
- Company Description
- "Email Now" Option

☐ **Video Add-On \$125 each**

- Add your promotional video to your listing
- 12 consecutive months

BONUS LISTING FOR LAW FIRMS!

Are you willing to represent individual homeowners? If so, you will be listed free in the "Individual Homeowner Representation" category. Contact jprice@echo-ca.org

Echo Website Advertising

Digital advertising keeps your company and services top of mind and helps to reinforce your other marketing efforts.

Echo's website has high traffic from your target market. Everyday, HOA board members and homeowners seek the information that's available on our website.

High Visibility Premium Banner Ads

Linked to your website, above the fold placement, high traffic, exclusive advertising area. First come, first served, maximum 4 per area.

- ☐ Home Page Placement
- ☐ Events & Registration Page Placement
- ☐ HOA Law Page Placement

- ☐ 12 months.....\$3,250 **BEST VALUE!**
- ☐ 6 months.....\$2,400
- ☐ 3 months.....\$1,350

- ☐ Membership Page Placement
- ☐ HOA Education Page Placement

- ☐ 12 months.....\$2,750 **BEST VALUE!**
- ☐ 6 months.....\$2,400
- ☐ 3 months.....\$1,200



HOA boards and engaged homeowners rely on Echo.
More than 457,000 visits in the last 12 months!

GRAPHIC SPECS: 1500 pixels x 90 pixels. Must be JPEG, GIF, PNG or SWF (Flash Based Ad, limit 15 seconds, non-looped).

Side Bar Website Ad

Only 3 available per page location. High visibility. First come, first served. Placed in order of receipt of completed and paid in full contract.

- Choose your placement: Membership, The Learning Center, Events & Registration, HOA Law, and the Online Store
- Linked to your website
- 3 flexible contract terms

- ☐ 12 months.....\$1,800
- ☐ 6 months.....\$1,050
- ☐ 3 months.....\$600

SPECS

300 pixels x 250 pixels

Must be JPEG, GIF, PNG and SWF

(Flash based ad, limit 15 seconds, non-looped).

Ask the Attorney Q&A Corner (Website)

Showcase your knowledge and expertise as a legal leader in the industry. This all new, high profile area will appear on the home page of Echo's website. Your firm will supply the answers to three "hot topic" questions (provided by Echo). Each set of questions and your firm information will appear for two different months (assigned by Echo, i.e. February and September).

- Six spaces available, max of 4 months per firm
- Company logo, contact information and website link
- Attorney headshot or group photo (only one per firm)

- ☐ 2 months.....\$900
- ☐ 4 months.....\$1,800

All images are for demonstration purposes only.

Event Sponsorships

All sponsorships include event attendance by a company representative.
Most virtual events are recorded and posted to the Echo YouTube channel.



Community Conversations

Average registration is 220+. This is an excellent opportunity to reinforce your brand and be recognized as a leader in the industry. Speaking opportunities are available, email dzepponi@echo-ca.org for more information.

See Master Calendar for 2022 broadcast dates.

☐ Premier Bundle Package \$1,000 (\$250 discount) | 2 Available per Event

- Combine all three sponsorships – Program, Q&A and Registration – into a bundle and SAVE \$150!
- Each Premiere sponsor receives all the benefits for each sponsorship shown below

☐ Program Sponsor \$600 | 3 Available per Event

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided)
- Recognition at the beginning and end of the presentation by host
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel
- List of opt-in attendees

☐ Q&A Sponsor \$350 | 3 Available per Event

- Recognition at the beginning and end of the presentation by event host
- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel
- List of opt-in attendees

☐ Registration Sponsor \$300 | 3 Available per Event

- Recognition at the beginning and end of the presentation by event host
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel
- List of opt-in attendees (available to Echo members and event attendees only)

☐ Gift Card Sponsor \$75 | 5 Available per Event

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information
- Prizes awarded will be \$50 gift cards.

220+

Average number of
HOA board members and homeowners
who register for Echo virtual events



Educational Seminar

Educational Seminars are a deep dive for HOA board members into specific HOA related topics. These programs are structured to provide interaction with and feedback from the audience. If your target market is HOAs, then sponsoring a Seminar is a smart investment. Speaking opportunities are available, email dzepponi@echo-ca.org for more information. (See Master Calendar for 2022 broadcast dates.)

☐ Premier Bundle Package \$1,000 (\$250 discount) | 2 Available per Event

- Combine all three sponsorships – Program, Q&A and Registration – into a bundle and SAVE \$150!
- Each Premiere sponsor receives all the benefits for each sponsorship shown below

☐ Program Sponsor \$900 | 3 Available per Event

- Logo featured on Echo co-branded PPT (1 per session)
- 30-45 second recorded or live commercial at the beginning of assigned session
- Includes a Virtual Table, 90 scheduled minutes for board member interaction
- Recognition in the Echo Journal, logo with link in promotional e-communications, etc.
- List of opt-in attendees

☐ Q&A Sponsor \$700 | 3 Available per Event

- Logo featured on sponsor slide prior to each presentation
- Company logo featured on Q&A slide
- Includes a Chatroom for member interaction
- Recognition in the Echo Journal, e-communications, etc.
- List of opt-in attendees

☐ Breakout Chatroom Sponsor \$500 | 10 Available per Event

- Exclusive Chatroom with unlimited space to meet with attendees
- Freedom to showcase your company and interact with attendees in this virtual setting using live conversation, video, chat and screen share
- 20-30 minute Breakout Chatroom after each presentation
- List of opt-in attendees

☐ Registration Sponsor \$300 | 3 Available per Event

- Logo on registration page w/live link
- 10% discount on Breakout Chatroom Sponsorship
- Recognition in the Journal, e-communications, etc.
- List of opt-in attendees

☐ Gift Card Sponsor \$75 | 10 Available per Event

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information
- Prizes awarded will be \$50 gift cards.

Echo Ask the Attorney Webinar

There will always be legal questions in an HOA! These highly interactive virtual meetings are well attended by HOA board members and engaged homeowners. These sell out quickly so reserve your sponsorship today! Speaking and branded Breakout Chatroom opportunities are available, email jprice@echo-ca.org for more information.

See Master Calendar for 2022 broadcast dates.

☐ **ATA Premier Sponsor \$900 | 2 Available per Event**

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided).
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing.
- Showcased on the "Meet HOA Legal Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.
- All sponsors recognized at the beginning and end of the program by event host.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel
- Optional prize give-away participation.
- List of opt-in attendees.

☐ **ATA Breakout Sponsor \$350**

- Scheduled general session speaking opportunity on a first-come, first-served basis (shared w/other firms)
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing. Must be moderated by an attorney, no exceptions.
- Showcased on the "Meet HOA Legal Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.
- All sponsors recognized at the beginning and end of the program by event host.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel
- Optional prize give-away participation.
- List of opt-in attendees

☐ **ATA Program Sponsor \$300 | 4 Available per Event**

- All sponsors recognized at the beginning and end of the program by event host.
- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel
- List of opt-in attendees.



☐ **ATA Registration Sponsor \$300 | 2 Available per Event**

- All sponsors recognized at the beginning and end of the program by event host.
- Company logo featured on Echo website
- Company logo featured registration page
- Company logo featured on promotional emails.
- Company name on registration confirmation and reminder emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel
- List of opt-in attendees.

☐ **Gift Card Sponsor \$75 | 5 Available per Event**

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Prize winner's name and contact information
- Prizes awarded will be \$50 gift cards.



Echo Ask the Experts Webinar

Your customers and clients want to learn from you, the expert. At this online event, we focus on industry categories such as insurance, solar, roofing, paving, painting, construction, and others – just ask! The ATE is organized to attract customers. In the general sessions, you objectively present knowledge to attending board members. We then break into Branded Chatrooms where you can discuss your specific products and services. Each attendee will receive an advertorial about your company, a recording of the general sessions, and the opt-in attendee list. We guarantee you will talk with prospects by randomly placing attendees in each Chatroom! Speaking and Branded Chatroom opportunities are available but sell out quickly, so reserve your sponsorship today! Email jprice@echo-ca.org for more information.

See Master Calendar for 2022 broadcast dates.



☐ Premier Sponsor \$900 | 2 Available per Event

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided).
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing.
- Showcased on the "Meet HOA Legal Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.
- All sponsors recognized at the beginning and end of the program by event host.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel.
- Optional prize give-away participation.
- List of opt-in attendees.

☐ Breakout Sponsor \$350

- Scheduled general session speaking opportunity on a first-come, first-served basis (shared w/other firms)
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing. Must be moderated by a representative, no exceptions.
- Showcased on the "Meet the HOA Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.
- All sponsors recognized at the beginning and end of the program by event host.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel.
- Optional prize give-away participation.
- List of opt-in attendees

☐ Program Sponsor \$300 | 4 Available per Event

- All sponsors recognized at the beginning and end of the program by event host.
- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel.
- List of opt-in attendees.

☐ Registration Sponsor \$300 | 2 Available per Event

- All sponsors recognized at the beginning and end of the program by event host.
- Company logo featured on Echo website.
- Company logo featured registration page.
- Company logo featured on promotional emails.
- Company name on registration confirmation and reminder emails.
- Webinar general sessions are recorded and posted to the Echo YouTube Channel.
- List of opt-in attendees.

☐ Gift Card Sponsor \$75 | 5 Available per Event

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information.
- Prizes awarded will be \$50 gift cards.

Educational Workshops

Educational Workshops provide a deeper understanding of specific HOA-related topics and gives boards of directors practical application strategies within their community. Breakout rooms offer attendees more focused small group discussion and problem solving opportunities. This is a unique opportunity for your company to get noticed and receive attention from HOA boards! **(See Master Calendar for 2022 broadcast dates.)**

☐ Program Sponsor

\$600 | 3 Available per Event

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided)
- Recognition at the beginning and end of the presentation by Workshop host
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel
- List of opt-in attendees

☐ Q&A Sponsor

\$350 | 3 Available per Event

- Recognition at the beginning and end of the presentation by Conversation host
- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel
- List of opt-in attendees

☐ Registration Sponsor

\$300 | 3 Available per Event

- Recognition at the beginning and end of the presentation by Workshop host
- Company logo on the registration page and promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel (available to Echo members and event attendees only)
- List of opt-in attendees

☐ Gift Card Sponsor

\$75 | 5 Available per Event

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information
- Prizes awarded will be \$50 gift cards.



New “Benefactor” Lifetime Membership – \$10,000

The Echo Board of Directors has launched a special benefactor membership program to recognize individuals and, individuals and companies, who have gone beyond customary market opportunities to support Echo and its mission to educate, advocate, and connect with HOA boards and engaged homeowners. For a contribution of \$10,000, the Benefactor will be enrolled as a LIFETIME member of Echo and forever recognized as a Benefactor of the association.

In addition to lifetime Echo membership, the Benefactor receives:

- Featured full-page recognition (one time) in a printed edition of the Echo Journal.
- Masthead recognition in each Echo Journal as an Honorary Member of the Board and open invitation to attend all regular Echo board meetings.
- Recognition on the Echo website.
- Invitations to special functions and events.
- A special one-time appreciation event with leadership.
- Free access to all webinar events and attendance at the HOA University.
- Commemorative plaque or engraved artistic vase in recognition of Benefactor status.
- The Benefactor benefits continue after retirement from the industry.

This special Benefactor membership would be a wonderful recognition of someone who has been a long-time member in the CID industry and a supporter of HOA education for board members and community homeowners.



**For more information on
this special membership
please contact
jprice@echo-ca.org or
call 408-816-1543**

Echo Board Members' Club & Resource Panels

Board Members' Club

Echo is offering a fantastic opportunity for its board of director members to meet monthly and discuss issues affecting them in their role as HOA community leaders. These events, exclusively available to board members and immediate past board members, will give HOA decision makers a place to discuss board business and anxieties in a safe peer-to-peer forum.

This is a great opportunity for Echo professional service providers and management companies to support this learning opportunity and let board members know you care about their success!

☐ Board Members' Club Sustaining Sponsor \$1,500 includes Echo Membership

- Includes an annual Echo membership (\$95 – \$650 Value)
- Two invitations to the annual holiday get-together
- 30-45 second pre-recorded video played at all planned 2022 meetings
- Custom Zoom background with company logo (co-branded with Echo)
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide
- Recognition as Board Members' Club Sustaining Sponsor in an Echo Journal

☐ Board Members' Club Annual Sponsor \$1,000 (All 2022 meetings)

- 30-45 second pre-recorded video played at all planned 2022 meetings
- One invitation to the annual holiday get-together
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide
- Recognition as a Board Members' Club Annual Sponsor in an Echo Journal

☐ Board Members' Club Meeting Sponsor \$175 per Meeting

- Recognition by event host at the beginning of the program
- Company name on sponsorship slide

☐ Board members' Club Get-Together Holiday Cheer Sponsor (Date and venue TBA)

Coastal Resource Panel

A board member driven political action initiative, the statewide Coastal Resource Panel has plans to hold four online resource panel meetings per year, one Educational Seminar, one annual holiday get-together, and monthly core team meetings. This is an opportunity to support HOA coastal communities as they organize to educate and advocate for communities within the coastal management zones of the California Coastal Commission.



☐ Coastal Resource Panel Sustaining Sponsor \$1,500 includes Echo Membership

- Includes an annual Echo Membership (\$95 – \$650 Value)
- Exclusive invitation to sit on the Coastal Resource Panel Core Team
- 30-45 second pre-recorded video played at all planned 2022 meetings
- Recognition at all Coastal Resource Panel Meetings
- Recognition in Echo Journal
- Company logo on sponsorship slide

☐ Coastal Resource Panel Annual Sponsor | \$750

- 30-45 second pre-recorded video played at all planned 2022 meetings
- Recognition at all Coastal Resource Panel Meetings
- Recognition in Echo Journal
- Company logo on sponsorship slide

☐ Coastal Resource Panel Meeting Sponsor | \$275

- Recognition at the beginning of the meeting by event host
- Self-introduction at the beginning of the meeting
- Company logo on sponsorship slide

Regular Resource Panels: Lunch & Learn, In-Person, 90 Minute Meetings

Due to the pandemic and other factors, restart of our regular Resource Panel meetings is uncertain. Our Resource Panels are at the heart of Echo and its mission to bring community leaders together and connect them with providers to build better communities. We hope to begin them again early in 2022 but, out of an abundance of caution, the restart is unscheduled.

☐ Resource Panel Annual Commitment | \$750 for 4 meetings (Start date TBD)

☐ Resource Panel Meeting Sponsor | \$250 per meeting

Per Meeting:

- Recognition at the beginning of the meetings by event host
- 1 to 2-minute attendee welcome presentation
- Recognition in marketing materials for the meetings

Regular Resource Panel locations include:

- Wine Country (Rohnert Park)
- North Bay (Novato)
- Central Coast (Santa Cruz/ Monterey)
- East Bay (San Francisco Bay Area)
- Sacramento
- Orange County
- San Diego





COMMUNITY MANAGEMENT COMPANIES &
PROFESSIONAL SERVICE PROVIDERS

Give the Gift of Knowledge!

Bundle Purchase HOA Community Memberships at a 50 to 84% Discount!

This is your opportunity to Spread the Cheer! As part of Echo's "We Care" Program, we want to make all the exceptional educational offerings that Echo provides available to MORE HOAs in 2022. Support your HOA clients and help them to build effective board leadership by gifting them an Echo membership – at a fraction of the cost! Let's bring in the new year with new possibilities.

For more information or to reserve this limited time offer contact jprice@echo-ca.org.

Up to 84% Off HOA Community Membership When Purchased as a Bundle!*

No tiered pricing based on number of residents or units! Whether the HOA has 32 units or 3,200 units, they can be included under the bundle pricing structure.

We Care Discounted Bundle Rates*

# of HOAs	REGULAR PRICE	BUNDLE PRICE
10	\$2,000	\$1,000
25	\$5,000	\$2,500
50	\$10,000	\$5,000
100	\$20,000	\$10,000

Details

- Only available in bundles as shown. Combine bundles to customize to your specific needs. For example, membership for 60 HOA communities would require a bundle of 50 and a bundle of 10 to equal an order of 60.
- Only applies to NEW and reinstated HOA Community members (must be 2+ years since a member of Echo).
- All bundles must be purchased with applications submitted by December 31, 2022.
- Memberships are good for 1 calendar year from the date received and will renew at published pricing.
- This program is available to Echo Professional Service Provider members only, including management companies. Individual members and managers are not eligible for the program.

*Based on an average \$200 membership fee. Number of units in an HOA is not applicable for membership bundle purchases. The largest HOA communities receive a discount of 84% off the standard membership price.

Terms & Conditions

The Executive Council of Homeowners (Echo) requires all Exhibitors, Sponsors, and Advertisers to be members of Echo in good standing during the term of their secured contracts. Good standing requires that association dues and all outstanding balances be paid in full to Echo prior to the event. All published Schedules are subject to change. The membership requirement may be waived with the express permission of the Executive Director.

PAYMENT POLICY. Prepayment is required prior to all in-person or online events ("Events") and advertising unless otherwise agreed upon. Echo reserves the right to refuse or cancel any contract it deems appropriate to avoid conflicts of interest. Sponsorship contract and payment are required prior to the marketing activity and/or ad placement unless otherwise agreed upon. Marketing benefits begin once Echo receives a signed contract and payment for the sponsorship and/or advertisement. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. Refunds or cancellations cannot be made after any promotional materials have been created.

CLAIMS & LIABILITIES. Each sponsor or advertisement or event participant ("Participants") agrees to defend, indemnify and hold Echo harmless, including reasonable attorney's fees, by reason of any demand, claim, action, cause of action or liabilities for any injury or damage resulting, sustained or alleged to be sustained by any person or persons, whether they are employees and subcontractors of Echo, or others, occurring at or connected with the production of events, as well as from any demand, claim, action, causes of action or liability arising by virtue of viruses, malware, other malicious software or components resident within any downloadable content or software files that is available to other event participants or attendees ("Viruses"). Echo reserves the right to cancel the event for any reason, or for no reason. All published schedules are subject to change. Echo shall not be held liable for any errors or omissions on signage, promotional material, or references in catalogues, etc. All points not covered by this contract and all disputes that may arise as a consequence are subject to the final decision and determination of the Echo Board of Directors.

Expo Participants are responsible for ensuring that content and material submitted for inclusion on Echo's website, on any event website, and/or for downloading by Participants and attendees is accurate and complies with applicable laws. Echo shall neither be held responsible for the legality of or the accuracy or correctness of content or materials of contracted Participants, nor shall they be held responsible for any financial or property damage caused by Viruses to Participants or attendees. Participants expressly warrant that the content they provide is legal and correct. They further agree to hold harmless and indemnify Echo if any claims or actions arise in this regard. Each Participant agrees that if he, she, or it suffers property, financial or other liability or damage as a result of downloading content available at Expo that contains Viruses that he, she or it (i) will not assert or maintain against Echo, its board members, officers, employees or agents any claim, action, suit or demand of any kind or nature whatsoever relating to any such damages and/or liability, and (ii) releases such parties, and each of them, from and against any and all claims, liabilities, demands, actions, causes of action, costs and expenses whatsoever, at law or in equity, known or unknown, anticipated or unanticipated, which he, she, or it ever had, now have, or may, shall or hereafter have by reason of such damages and/or liability. Echo does not represent or warrant that the Echo website or any virtual platform utilized by Echo ("Site") will be error-free, free of viruses, or that defects will be corrected. Echo does not represent or warrant that the information available on or through the Site will be correct, accurate, timely or otherwise reliable. Echo reserves the right to make changes to the features, functionality,

or content of the site at any time. Echo reserves the right in their sole discretion to edit or delete any documents, information or other content appearing on the site including Photography and Video. Exhibitor grants permission to Echo to use their image(s) in video or other or marketing activity, and of the likeness and sound of their voice as recorded on audio or video tape without payment or any other consideration unless otherwise agreed upon. Exhibitor further agrees that images may be edited, copied, exhibited, published, or distributed for marketing purposes and in educational settings and waive the right to inspect or approve the finished product wherein their likeness appears.

SALES & SOLICITATIONS (Suitcasing). Echo considers the practice of suitcasing to be unethical business conduct and strictly prohibits the practice at any Echo event. Suitcasing refers to the practice of companies or persons who attend events as attendees who engage in "working the aisles" (or chat rooms in a virtual setting) from their "suitcase" to solicit business from other attendees and Exhibitors. For the good of the event, and the Exhibitors who financially support the event, the only legitimate place to conduct business during event hours is within a contracted virtual exhibit booth area or, in the case of an in-person event, at the space contracted for sales including the table and exhibit areas as appropriate. There is to be no sales messaging by nonexhibiting suppliers within the event using event virtual, video, or other communication platforms.

ADVERTISER & SPONSOR TERMS & CONDITIONS. All art mechanical requirements, and the terms and conditions set forth in this Echo Mmarketing Kit, apply fully and are part of this contract. All publication rights, reproduction rights and copyrights (except trademarks) are the property of Echo unless otherwise noted in this contract. Advertisers are responsible for ensuring that material submitted for inclusion on the site is accurate and complies with applicable laws. Echo is not responsible for the illegality or any error, inaccuracy, or problem in the Advertiser's or Sponsor's materials. Advertisers expressly warrant that the content they provide is legal and correct, and further they agree to hold harmless and to indemnify Echo if claims or actions arise in this regard. All advertisements are subject to approval by Echo. All advertisements for the Echo website are accepted and published by Echo on the representation that the Advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The Advertiser and/or advertising agency will defend, indemnify, and hold Echo harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation or right of privacy or publicity, plagiarism, copyright or trademark infringement, and any claims or suits that may arise out of publication of such advertisement. The liability for any error, omission or delay for which Echo may be held responsible shall not exceed the cost of the ad placement in question and may be remedied by placing compensating ad(s), at Echo's sole discretion.

CONVERSION OF IN-PERSON 2020 CONTRACTS TO 2021 MARKETING OPPORTUNITIES. Echo will make every attempt to transition Sponsors and Exhibitors, contracted with Echo in 2020 for live, in-person events and canceled due to the coronavirus pandemic, to future agreed Echo marketing opportunities presented herein. The transition will be of equal or better monetary value and may include virtual exhibit booths, sponsorships, advertising, and other marketing opportunities.

ECHO JOURNAL AND INSIGHT. The Echo Journal and Echo Insight are published bi-monthly. Rates reflect the per issue insertion cost. Ads qualifying for the 3x rate must be placed in consecutive issues. Ads will be placed not more than 90, nor less than 60 days after receipt of ad contract.

INSIGHT E-NEWSLETTER: The Echo Insight ads are placed on a per newsletter basis and is emailed bi-monthly or as needed, especially for special community “Alert” publications. The Insight ad deadline is receipt of ad five days prior to planned circulation.

AD SUBMISSION & CHANGES: Advertisements (including Advertorials) that do not meet the publication specifications will be charged a minimum of \$95. The closing date for insertion orders is 60 calendar days before the first day of the publication month for the Journal and 5 days before circulation of the Insight. Any advertising materials, changes to, or cancellations of, a written standing order must be provided to Echo for the Journal 45 calendar days prior to the first day of the publication month and for the Insight 15 days prior to circulation, and may void multi-month placement discounts, determined at the sole discretion of Echo. Orders cancelled or changed after the ad/change dates provided will be billed, the standing placement order will be fulfilled, and fees will become owed.

Payment: Once placed, contracts are non-refundable and will not be prorated should the advertiser wish to cancel the contract prior to the end of the contract. Installments will be billed monthly and consecutively with first installment due at time of contract. Overdue accounts will be charged a 1.5% per month fee, and Echo reserves the right to terminate overdue accounts. Advertisers shall be held liable for all costs incurred to collect delinquent funds including late fees, collection fees, attorney fees and Court costs.

Ad Placement: Ad placement in the Echo Journal and Echo Insight shall, except as specifically set forth in the contract (premium positions), be at the sole discretion of Echo, and no request for specific positioning shall bind Echo, nor relieve advertiser of payment obligations hereunder.

DIGITAL ADVERTISING

BOOSTED LISTING: Professional Service Providers (including Association Management Firm Members) are responsible for providing all information and artwork to Echo in a timely manner, especially if updates are needed. All content posted in the Professional Directory Listing are subject to approval by Echo.

WEBSITE ADVERTISING: The Echo website advertising runs monthly.

VISIBILITY AND KEYWORDS: Ads will display on applicable pages of the website alongside ads that have the same keywords and size. Only one ad per advertiser will be displayed at a time. No single ad will have priority or be seen more than any other ad with the same keywords and size. Keywords are limited to 5 per ad type.

MARKETING OPPORTUNITY CHANGES: As we saw in 2020 and 2021, marketing opportunities are subject to change due to circumstances beyond our control. Echo may change a marketing opportunity at its discretion. If an event or other marketing opportunity must be cancelled or changed, clients will receive future marketing opportunities of equal or greater value. The credit for the marketing activity must be used within twelve months of the cancelled or changed activity or as agreed by both parties.