



2024 MARKETING OPPORTUNITIES

DIGITAL | PRINT | EVENT



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

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DIGITAL | PRINT | EVENT

If you have any questions,
please contact Jacqueline Price
at jprice@echo-ca.org or
408.297.3246, ext. 203.

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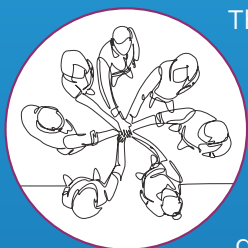


www.echo-ca.org | 408.297.3246 | jprice@echo-ca.org
Mailing Address: 5669 Snell Avenue, #249 | San Jose, CA 95123



EDUCATIONAL COMMUNITY
FOR HOA HOMEOWNERS

www.echo-ca.org



The Educational Community for Home Owners (Echo) is a non-profit membership corporation dedicated to

assisting California homeowners associations. Since 1973, Echo has been committed to serving thousands of HOA board members and engaged homeowners across the state, presenting important and relevant topics which allow them to govern with confidence in an ever-changing industry.

By partnering with Echo, you have unparalleled access to HOA decision makers, and you support Echo's mission to foster a better quality of life in community associations through education, advocacy, and connection.

To learn more about Echo membership or sponsorship opportunities visit our website, www.echo-ca.org, or email jprice@echo-ca.org Jacqueline Price, jprice@echo-ca.org

**50 YEARS OF SUCCESS
IN THE HOA INDUSTRY BY DELIVERING**

ORIGINAL + **TARGETED** = **MAXIMUM**
Content + **Distribution** = **Audience**

14,300,000



Number of California
HOA Homeowners

286

AVERAGE NUMBER
UNITS IN AN HOA
COMMUNITY

**ONLINE
READERSHIP:**

85%

**INCREASE IN
THE PAST
12 MONTHS**



**HOA BOARD
MEMBERS &
HOMEOWNERS LOVE
ECHO EVENTS**



5,300+
Attendees YTD

\$244,000 Annual Average Revenues at a California Association



**Echo is the only organization that
has HOA boards and homeowners
as its primary audience.**

41%

**OPEN RATE ON
E-DELIVERED
COMMUNICATIONS**



4,500+
Print & Mail



14,000+
Electronic



Build your brand and nurture existing leads.

95%

Percentage of businesses that believe webinars are an important part of their marketing strategy*

(Source: *bloggingwizzard* January 2023)



I appreciate all Echo continues to do to keep directors and members like me informed about HOA matters. Excellent work!

T. Groeper



The Echo Connection April 10, 2024

Echo is excited to offer this new opportunity for professional service providers to meet one-on-one with individual HOA community board members. This lightning-paced event will match boards with professionals. Each professional will be guaranteed a certain number of appointments with HOA board members. Depending on the number of professionals and HOAs participating, you will be guaranteed a minimum of 10 meetings with different boards in private Zoom meeting rooms.

One on One Speed Connections with Board Members

This event is a perfect opportunity for a personal connection with board members. It will generate leads, follow-up calls, and the opportunity to close a sale by establishing a relationship directly with board members. The richness of this process is that you are making meaningful connections that will continue beyond the meeting. Even if the board may not be considering your service today, they may need your service in the future. This process is an excellent way for you to form direct relationships with board members and become familiar with the ultimate decision makers and their communities.

Online sponsorships include (Gift Card excluded):

- Recognition at the beginning and end of the presentation
- Company logo on the event registration page and in promotional emails
- List of opt-in registered attendees
- Optional prize giveaway participation



Program Sponsor \$700 | 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)
- Exclusive Zoom meeting room with unlimited attendee space
- Freedom to showcase your company and interact with attendees using live conversation, video, chat and screen share
- 100 scheduled minutes for board member interaction



Exclusive Zoom Meeting Room \$500 | 20 Available per Event

- Exclusive Zoom meeting room with unlimited attendee space
- Freedom to showcase your company and interact with attendees using live conversation, video, chat and screen share
- 100 scheduled minutes for board member interaction



Registration Sponsor \$300 | 2 Available per Event

- Logo and website on the registration confirmation email
- Logo on each session's title slide



Gift Card Sponsor (stand alone or added to any sponsorship) \$100 | 5 Available per Event

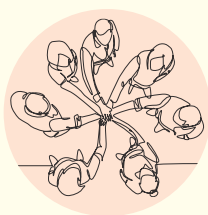
- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$75 gift card



NEW IN 2024!

BUNDLE & SAVE!

**Sponsor all
10 Echo HOA
University Core
Classes at a
discounted rate**



**ECHO'S WEBINARS
BOOST AWARENESS,
EDUCATE YOUR
TARGET AUDIENCE,
AND SHOWCASE
YOUR PRODUCTS
AND SERVICES**



**LOOK FOR THIS
SYMBOL IN THE
MARKETING KIT
FOR EDUCATIONAL
EVENTS ASSOCIATED
WITH ECHO HOA
UNIVERSITY.**



Echo HOA University

**NEW IN
2024**

In 2024, Echo will launch a new educational program focused on HOA board preparedness. The core curriculum of 10 courses is designed for high-quality training and is available for HOA board members, interested homeowners, and professionals. Your support of this program will help students work toward their Certificate of HOA Board Member Preparedness.

The courses will initially be offered live via webinar – with eight of the ten courses recorded – to be offered on-demand throughout the year.

Echo HOA University Chancellors and Academic Deans will be refining the program and courses. This is your opportunity to support the Echo HOA University Board Member Preparedness Program and to help the industry establish a strong institution to build board competency. You will be giving the gift of knowledge to those enrolled and you will be building a positive body of knowledge in support of common interest developments.

Directly support your HOA clients with the gift of knowledge and support the new Echo HOA University.

Each sponsorship includes:

- Recognition at the beginning and end of the presentation
- Company logo on the event registration page and in promotional emails
- List of opt-in registered attendees (not included with Scholarship Bundle Program)



Chancellor's Circle – \$5,000

- Strategic involvement with the University development, including a seat on the university development advisory committee
- Recognition with colleagues and peers as a supporter of HOA education
- Access to all Echo HOA University educational courses
- Company logo on a master sponsor slide for all core courses
- Included on core course slides as a member of the Chancellor's Circle
- Choose from a 30-45 second recorded commercial at the beginning of each core course or promotional slide with live sponsor commercial (sponsor provided)
- Recognition in Echo periodicals and marketing channels
- Recognition for your support in correspondence with students who have successfully completed the core curriculum
- Recognition on the Echo website on the Education tab



Academic Dean's Circle – \$2,500

- Listed as a member of the Academic Dean's Circle course review and development
- Access to all Echo HOA University educational courses
- Included on core course slide as a member of the Academic Dean's Circle
- Recognition on the Echo website under the Education tab
- Company logo on the core event registration pages and in promotional emails



Scholarship Bundle Program – \$400

- Includes 5 scholarships
- Company recognition on scholarships supporting Echo HOA University courses
- Logo on scholarship related promotional activities
- Listed on the "Financial Aid" website tab as a scholarship donor
- Must be used within 12 months of purchase

Contact Jacqueline Price, jprice@echo-ca.org, about pricing for higher quantity scholarship bundles and for more information.



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

READERSHIP & DISTRIBUTION PER ISSUE



4,500+
Print & Mail



14,000+
Electronic

**NEW IN
2024**

500 + 500 INCENTIVE!

Spend \$5,000 in combined advertising and sponsorships and receive **\$500 off your total! PLUS a \$500 in-house credit** for additional online webinar(s) or digital advertising.*

The Echo Journal – Published 4x per Year



Print advertising is a time-tested effective marketing tool providing 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!

Advertorials and logo listings are placed in the Journal Showcase issues (issues 2, 3 and 4). Each issue will highlight specific specialties within the CID industry. Advertorial purchases include a free logo listing in the Professional Directory with live links to your website and email contact (electronic distribution).

RATES – ALL COLOR, PRICING IS PER ISSUE | **INDICATES ADVERTORIAL SHOWCASE

PREMIUM

	1-2 ISSUES	3+ ISSUES
Back Cover*	\$ 1,500 <input type="checkbox"/>	\$ 1,375 <input type="checkbox"/>
Inside Front or Back Cover	\$ 1,500 <input type="checkbox"/>	\$ 1,375 <input type="checkbox"/>
Choose Issue(s):	MARCH <input type="checkbox"/> **JUNE <input type="checkbox"/> **SEPTEMBER <input type="checkbox"/> **DECEMBER <input type="checkbox"/>	

STANDARD

	1-2 ISSUES	3+ ISSUES
Full Page	\$ 1,400 <input type="checkbox"/>	\$ 1,200 <input type="checkbox"/>
Advertorial Only	\$ 1,000 <input type="checkbox"/>	N/A
1/2 Page (vertical or horizontal)	\$ 1,000 <input type="checkbox"/>	\$ 875 <input type="checkbox"/>
1/3 Page (vertical or square)	\$ 925 <input type="checkbox"/>	\$ 800 <input type="checkbox"/>
1/6 Page (vertical or horizontal)	\$ 545 <input type="checkbox"/>	\$ 400 <input type="checkbox"/>
Choose Issue(s):	MARCH <input type="checkbox"/> **JUNE <input type="checkbox"/> **SEPTEMBER <input type="checkbox"/> **DECEMBER <input type="checkbox"/>	

**LOWEST
COMPETITIVE
RATES IN THE
INDUSTRY**

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. Mail panel does not interfere with advertisement area.

Preferred format for all advertisements: PDF – Press quality, CMYK high resolution, all fonts embedded or outlined. Email all advertisements to advertising@echo-ca.org.

*Must include a minimum of \$600 in webinar sponsorships, gift card sponsorship not included. Must be used in 2024, events subject to prior sellout.

PROFESSIONAL SHOWCASE + DIRECTORY

Advertorials and logo listings are placed in the Journal Showcase issues (issues 2, 3 and 4). Each Showcase issue highlights specific specialties within the CID industry. Advertorial purchases include a free logo listing in the printed Professional Directory with live links to your website and email contact (electronic distribution).



**SHOWCASE +
DIRECTORY
PUBLICATION
DATES**

JUNE
Professional
Service Providers

SEPTEMBER
Management
Companies

DECEMBER
Legal Services



**Purchase an
Advertorial
and receive
a discount
on Journal
advertising!***

ASSESSMENT COLLECTION SERVICES



COLLECTION PARTNERS, INC.

Raymond Warren

1001 Great Oaks Circle South

Anywhere, CA 98237

800-999-9900

rwarren@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

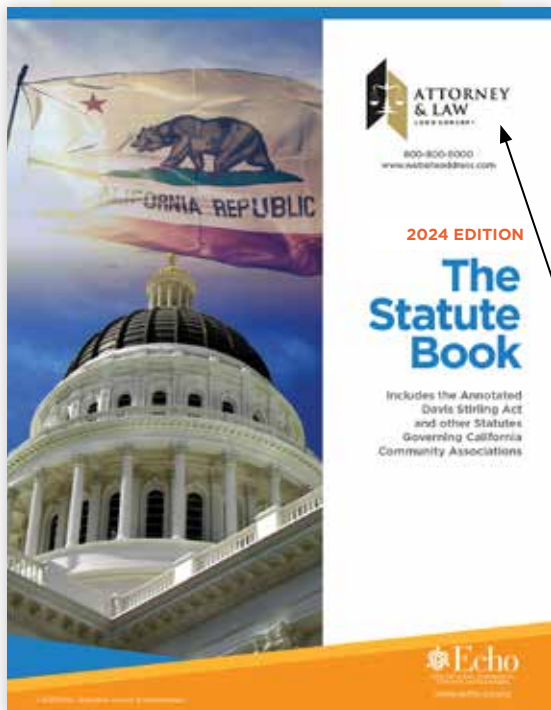
james@attorneylaw.com

www.websiteaddress.com

- ☐ **Business Advertorial – \$1,000 ea.**
 - Full page Advertorial, created by Echo and customized with your corporate colors and images (sample above)
 - Up to 375 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
- ☐ **Professional Directory Logo Listing – \$200 ea.**
 - Enhance your free listing with your full color logo
- ☐ **Legal Professional Logo Listing Package – \$275**
 - **Two publications, two listings!** Your company listed in both the Legal Showcase (Issue 4) and Echo's Statute Book (published in January)
- ☐ **Additional Category Listings – \$60 ea.**
 - List your company in additional service categories. Choose from a predetermined list of categories. If your preferred category is not on the list a new category may be added just for you!

*Four issue contract required to receive discount.

Echo's #1
Purchased
Publication



The *2024 Statute Book* is published in an expanded version to include the annotated Davis-Stirling Act and other laws and case citations governing California community associations. This comprehensive reference provides the legal framework for HOA board members, homeowners, and professionals in an easy-to-use coil bound format.

Purchase your *2024 Statute Book* in quantity orders and save up to 40%. Custom brand your books with your logo and contact information to make it your own. Place your full page color advertisement on the inside front cover or back cover to further establish your brand.

The *2024 Statute Book* is an excellent gift or leave-behind for your boards and prospective clients. Now is the time to place your order!

2024 Edition of The Statute Book

The Davis-Stirling Act & Other HOA Laws

Echo's statute book is a well sought out resource used by board members all year long! Every new Echo HOA Community Member receives a printed copy of *The Statute Book*. Available for purchase in our online store in both printed book and digital download.

Full Page Advertisement (Only 2 available)

- ☐ Outside Back Cover Full Page Advertisement...\$300
- ☐ Inside Front Cover Full Page Advertisement.....\$300

Customize for Only \$60!

The **2024 Statute Book** is an excellent gift or leave-behind for your boards and prospective clients.

Customize the Cover with Your Firm's Branding!

- ☐ Customized Cover (Minimum Order 25 Books)
Your Logo and Contact Information on Cover..... \$60
- ☐ Option to remove the Legal Directory section N/C

Quantity Pricing (Available only to Echo members)

Discount is off single book cover price of \$40

- ☐ 2 - 24 books (10% discount).....\$36 ea.
- ☐ 25 - 49 Books (25% discount).....\$30 ea.
- ☐ 50 - 99 Books (30% discount).....\$28 ea.
- ☐ 100 - 199 (40% discount).....\$24 ea.
- ☐ 200+ Books.....Call for Special Pricing

Shipping and applicable sales tax are not included in the cover price and will be added to the final invoice.

FREE full page color advertisement with purchase of **100+ Statute Books!** For more information or to place an order contact jprice@echo-ca.org.

Insight e-Newsletter Digital Advertising



14,000+
AUDIENCE



41%
OPEN RATE



Advertising with Echo changes the game! You have the opportunity to network directly with the decision-makers who want to hear from you!

Laura Ravazza,
CCAM-PM, PCAM
Silvercreek Management

Over **14,000+ engaged HOA board members and homeowners** receive the Echo Insight e-newsletter. Published 8x per year, it's a not-to-be missed opportunity as an industry leader to engage with the decision makers of our communities. Our opt-in policy means you will have an engaged, responsive audience. You can be assured your branding is reaching your target audience.

☐ **EXCLUSIVE BANNER AD**
700 x 100 pixels

High profile placement at top of e-newsletter, hyperlinked to URL or email of choice.

☐ Single Issue\$500

☐ Four Issues – **SAVE \$250!**
Discounted Rate (prepaid only).....\$1,750

☐ **STANDARD AD**
300 x 300 pixels

Ad is hyperlinked to URL or email of choice. Echo determines placement.

☐ Four Issues (prepaid only)..... \$750

☐ Eight Issues – **SAVE \$300!**
(prepaid only).....\$1,200

**Save with an
8 Issue
Contract!**

ECHOinsight | The resounding voice for HOA homeowners

EXCLUSIVE BANNER AD

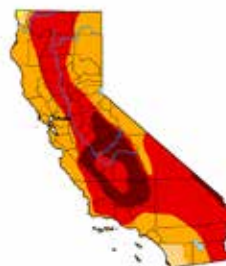
[Join Echo](#) | [Education](#) | [Events](#) | [Professional Directory](#)

JULY 2022



**California's New
Composting Law – SB 1383**

U.S. Drought Monitor
California



July 12, 2022
(Revised Thursday, Jul 14, 2022)
10:06 a.m. EDT

Detailed Comparison of Performance						
	Team	Q1	Q2	Q3	Q4	Avg
Team A	0.00	0.01	0.02	0.03	0.04	0.02
Team B	0.00	0.01	0.02	0.03	0.04	0.02
Team C	0.00	0.01	0.02	0.03	0.04	0.02
Team D	0.00	0.01	0.02	0.03	0.04	0.02
Team E	0.00	0.01	0.02	0.03	0.04	0.02
Team F	0.00	0.01	0.02	0.03	0.04	0.02
Team G	0.00	0.01	0.02	0.03	0.04	0.02
Team H	0.00	0.01	0.02	0.03	0.04	0.02
Team I	0.00	0.01	0.02	0.03	0.04	0.02
Team J	0.00	0.01	0.02	0.03	0.04	0.02



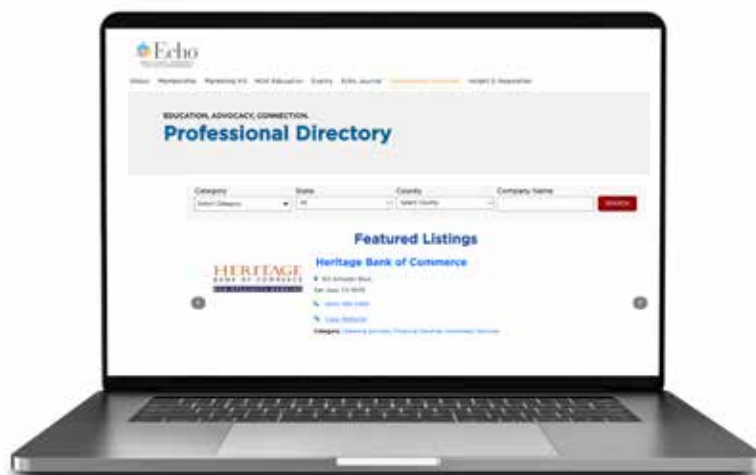
**NEW NAVIGATION
FEATURES AND A
FRESH LOOK!**

260
**AVERAGE NUMBER
OF VISITS
PER BOOSTED
LISTING
(2022)**



**ECHO'S
PROFESSIONAL
SERVICE PROVIDER
DIRECTORY
IS A HIGH
TRAFFIC AREA!**

Online Professional Directory BOOST! Listings



ELEVATE your listing for the best branding experience.

- Top of your service category placement
- Landing page placement

All **BOOST!** listings receive:

- 12 consecutive months
- Six service categories
- Company logo w/link
- Company description
- "Email Now" Option

Bonus Listing for Law Firms!

Does your firm represent individual homeowners? If so, your firm will be listed free in the "Individual Homeowner Representation" category. Contact jprice@echo-ca.org.



Featured Listing \$600

Four available, Directory Landing Page placement. First come, first served.

- Up to 6 company locations



Guaranteed Category Listing \$500 Two available per category

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

- First position in category
- Up to 6 company locations



Superior Listing \$125

- Up to 3 company locations



Video Add-On \$150 each

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

**HIGH
EXPOSURE**

PROFESSIONAL DIRECTORY SIDEBAR ADVERTISING

Your ad appears each time a user does a directory search. Term is 12 consecutive months.

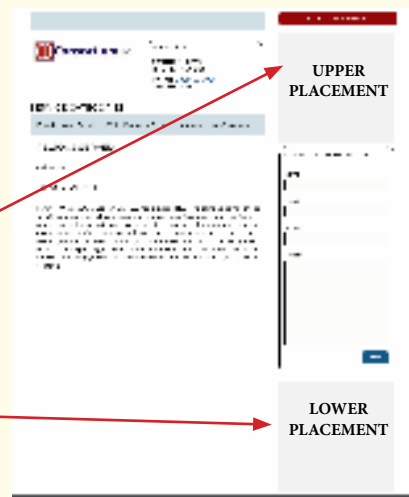


Exclusive Upper Placement \$1,500



Lower Placement \$800

- Your ad rotates with up to 3 other businesses





**REACH YOUR
TARGET MARKET**

457,000
TOTAL WEBSITE
VISITS IN PAST
12 MONTHS



**HIGH VISIBILITY
DRIVES TRAFFIC TO
YOUR WEBSITE**

Echo Website Advertising

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

Echo's website has high traffic from your target market. HOA boards and engaged homeowners rely on Echo and the information and education we provide. Everyday, HOA board members and homeowners seek the information that's available on the Echo website.

☐ **High Visibility Premium Banner Ads**

Linked to your website, top of the page placement, high traffic. First come, first served, rotates with up to 4 advertisers per area. Three flexible contract terms.

Choose from:

- ☐ Home Page
☐ Events & Registration Page

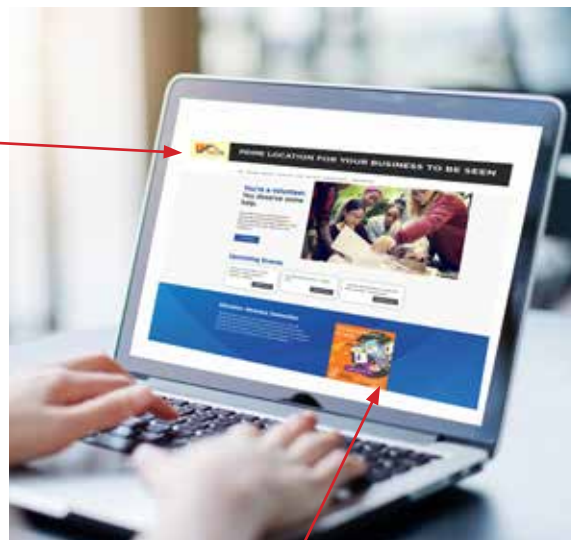
- ☐ 12 months.....\$3,250
☐ 6 months.....\$2,400
☐ 3 months.....\$1,350

Choose from:

- ☐ Membership Page
☐ HOA Education Page

- ☐ 12 months.....\$2,850
☐ 6 months.....\$2,100
☐ 3 months.....\$1,200

BANNER SPECS: 1400 pixels x 180 pixels.
Must be JPG, GIF, PNG or SWF (10 second max
animation, non-looped).



☐ **Landing Page Advertisement**

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

Choose your placement: Home page,
Membership, Education, Events

- Linked to your website
- 3 flexible contract terms

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

**NEW IN
2024**

**500 + 500
INCENTIVE!**

Spend \$5,000 in combined advertising and sponsorships and receive
\$500 off your total! PLUS a \$500 in-house credit for additional online
webinar(s) or digital advertising.*

**Must include a minimum of \$600 in webinar sponsorships, gift card sponsorship not included.
Must be used in 2024, events subject to prior sellout.*



2024 COMMUNITY CONVERSATIONS ONLINE PROGRAM SCHEDULE

January 18
February 1
February 15
April 18
May 2
June 20
July 25
August 15
August 29
September 12
October 3
October 24
November 7



Community Conversations

***This is an excellent opportunity to reinforce your brand
and be recognized as an industry leader.***

Topics focus on current events within the HOA industry or targeted information for new or current HOA board members. Each Community Conversation includes a 50-minute presentation followed by 20 minutes of Q&A with attendees. Speaking opportunities are available, email dzepponi@echo-ca.org for more information.

Each sponsorship (gift card excluded) includes:

- Recognition by Echo at the beginning and end of the presentation
- Company logo on the event registration page and in promotional emails
- Recorded webinar posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees



Premier Bundle Package \$1,000 (\$150 savings) | 2 Available per Event

- **SAVE \$150!** Bundle all three sponsorships – Program, Q&A and Registration
- Includes all the benefits listed below for each sponsorship

Dates Requested: _____



Program Sponsor \$500 | 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)

Dates Requested: _____



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

- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session

Dates Requested: _____



Registration Sponsor \$300 | 3 Available per Event

- Logo featured on the registration confirmation email
- Website link included in the registration email

Dates Requested: _____



Gift Card Sponsor (stand alone or added to any sponsorship) \$100 | 5 Available per Event

- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$75 gift cards

Dates Requested: _____



SHARE YOUR EXPERTISE!

Interested in becoming a
speaker at an Echo event?

Contact

dzepponi@echo-ca.org



ATA WEBINAR DATES

(All occur on Saturdays)

March 9, 2024
Davis-Stirling Act
Overview

June 1, 2024
Judicial Interpretations -
HOA Case Law

November 2, 2024
Laws Other than the
Davis-Stirling Act



The Echo ATA webinars have been very informative. Learning about new legal requirements and what it means to be in compliance is essential.

Steven Rubin
Secretary/Treasurer
Villa Via Joaquin
Community Association



ONLINE

Ask the Attorneys 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 Room opportunities are available, email jprice@echo-ca.org for more information.

Each sponsorship (gift card excluded) includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize give-away participation



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 Room, 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.

Dates Requested: _____



ATA Breakout Sponsor \$350

- Scheduled general session speaking opportunity on a first-come, first-served basis (shared w/other firms)
- Dedicated Breakout Room, 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.

Dates Requested: _____



ATA Program Sponsor \$300 | 4 Available per Event

- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.

Dates Requested: _____



ATA Registration Sponsor \$300 | 2 Available per Event

- Logo placed on the registration confirmation email
- Website link placed on the registration email

Dates Requested: _____



Gift Card Sponsor (stand alone or added to any sponsorship) \$100 | 5 Available per Event

- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$75 gift cards

Dates Requested: _____



ATE WEBINAR DATES

(All occur on Wednesdays)

April 24, 2024
Construction & Maintenance

May 22, 2023
Insurance

August 7, 2024
Topic TBA



130+
AVERAGE NUMBER OF ATTENDEES



By sharing your expertise in a webinar, you position yourself as a thought leader in the industry.

ONLINE

Ask the Experts Webinar

During this online event, the focus is on industry specialties such as insurance, solar, roofing, paving, painting, construction, and others – just ask! In the general sessions, you objectively present knowledge to attending board members. We then break into branded Breakout Rooms (attendees are randomly placed) where you discuss your specific products and services. Each attendee will receive an advertorial about your company and a recording of the general sessions. Speaking and Branded Breakout Room opportunities are available but sell out quickly, so reserve your sponsorship today! Email jprice@echo-ca.org for more information.

Each sponsorship (gift card excluded) includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize giveaway participation



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).
- Breakout Room (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Panel Speaker Sponsor \$900

- Scheduled general session speaking opportunity on a first come, first served basis (shared w/other firms)
- Breakout Room (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Breakout Sponsor \$350

- Breakout Room (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Program Sponsor \$300 **4 Available per Event**

- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.

Dates Requested: _____



Registration Sponsor \$300 **2 Available per Event**

- Logo placed on the registration confirmation email
- Website link placed on the registration email

Dates Requested: _____



Gift Card Sponsor (stand alone or added to any sponsorship) **\$100 | 5 Available per Event**

- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$75 gift card

Dates Requested: _____

Please note: Breakout Rooms must be moderated by a representative, no exceptions.



EDUCATIONAL WORKSHOP DATES

March 27-28

Board Ethics (Part 1)
Board Ethics (Part 2)

April 4

Evaluating Your HOA
Management Company

June 15

Leadership &
Governance

July 11

Disabilities, Housing,
and Harassment

September 7

HOA Financial
Management &
Reserves



228+

AVERAGE NUMBER
OF ATTENDEES

53%

INCREASE IN
ATTENDANCE
(2022 VS 2023)



ONLINE Educational Workshop Webinars

Educational Workshops provide a deeper understanding of specific HOA-related topics and gives boards practical application strategies within their community. This is a unique opportunity for your company to get noticed and receive attention from HOA boards!

Each sponsorship (gift card excluded) includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize give-away participation



Product Spotlight Sponsor \$950 | 2 Available per Event

- Provide a 3 minute recorded commercial during event intermission or promotional slide with live sponsor commercial (sponsor provided)

Dates Requested: _____



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)

Dates Requested: _____



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

- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session

Dates Requested: _____



Registration Sponsor \$300 | 3 Available per Event

- Logo placed on the registration confirmation email
- Website link placed on the registration email

Dates Requested: _____



Gift Card Sponsor (stand alone or added to any sponsorship) \$100 | 5 Available per Event

- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$75 gift card

Dates Requested: _____



BOARD MEMBERS CLUB MEETING DATES

The Board Members Club meets online the second Tuesday of every month

(Except July & December)



BMC allows me to personally engage with other community leaders to share knowledge, experiences and support for practical, real-world problem solving and improving our communities.

Miguel Sanchez
BMC Chair



ECHO
BOARD MEMBERS CLUB

ONLINE 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, 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 unique learning experience 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)
- 30-45 second pre-recorded video played at all planned 2023 meetings
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide



Board Members Club Annual Sponsor \$1,000 (All 2023 meetings)

- 30-45 second pre-recorded video played at all planned 2023 meetings
- One invitation to the annual holiday get-together
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide



Board Members Club Meeting Sponsor \$175 per Meeting

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





IN-PERSON EDUCATIONAL SEMINAR DATES

(All occur on Saturdays)

Northern California
May 18, 2024

Southern California
October 12, 2024

Northern California
Legislative Update
& Holiday Party
Rossmoor
Community Center
Walnut Creek
November 16, 2024



Half-Day,
In-person event!



ATTENDED BY HOA
BOARD MEMBERS &
HOMEOWNERS



Educational Seminars

IN-PERSON PROGRAMS

These events offer new opportunities for direct interaction with our unique audience. Don't wait, reserve your spot today!

Each sponsorship (Educational Sponsor excluded) includes:

- Recognition at the beginning and end of the presentation by Echo
- Recognition on event signage
- Company logo on the event registration page and in promotional emails
- List of opt-in registered attendees
- Optional prize giveaway participation
- 2 Company Attendees (Educational sponsor not included)

☐

Premier Bundle Package
\$1,600 (\$550 Savings)
2 Available per Event



- Combine the perks and benefits of two sponsorships – Q&A and Registration sponsor and save!

Dates Requested _____

☐

Q&A Sponsor
\$1,200 | 4 Available per Event

- Choose from a 30 to 45-second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided). 2 per session, in order reserved
- Exclusive Tabletop to meet with attendees and showcase your company
- Company logo on Q&A Slide during each Q&A session, slide remains visible for the duration of the Q&A session

Dates Requested _____

☐

Audio/Visual Sponsor
\$1,050 | 1 Available per Event

- Exclusive tabletop next to podium
- Company logo on every session Title Slide
- Promotional slide shown during breaks

Dates Requested _____

☐

Registration Sponsor
\$950 | 2 Available per Event

- Exclusive Premium Placement tabletop
- Greet attendees at Registration table
- Logo and website on the registration confirmation email
- Signage featuring company logo at Registration Table
- Logo on every session Title Slide

Dates Requested _____

☐

Food & Beverage Sponsor
\$850 | 4 Available per Event

- Exclusive tabletop to meet with attendees
- Table Placement as close as possible to Food & Beverage area
- Company logo featured on signage at Food & Beverage area

Dates Requested _____

☐

Tabletop Sponsor
\$750 | 20 Available per Event

- Tabletop to meet with attendees and showcase your company
- 60-minutes of interaction with attendees

Dates Requested _____

☐

Educational Sponsor
\$350 | 5 Available per Event

- Company recognition on confirmation email
- Includes one company attendee

Reserve your Premier Bundle Sponsorship prior to 2/1/2024 and receive a \$300 credit applied to a future in-person event!

IN-PERSON Resource Panel Meetings

Organized by Echo in partnership with our members, the purpose of Resource Panels is to provide a space for HOA board members, engaged homeowners and Professional Service Providers to meet regularly to build connections, share information and ideas, and learn about the HOA industry. By doing this, two key Echo mission objectives are achieved: 1) education and 2) connection.

Get involved and help us grow your local Resource Panel! Contact David Zepponi, dzepponi@echo-ca.org for more information.

Our panels are led by Professional Service Provider members working in partnership with Echo. If you would like to speak at a meeting or be on a leadership team, reach out to dzepponi@echo-ca.org.

Each sponsorship includes:

- Recognition at the beginning of each meeting with a 30-second speaking option
- Free company representative attendance at all meetings
- Company logo featured on event registration page
- Company recognition on confirmation email to all registered attendees
- Distribute one promotional item to attendees (brochure, promotional giveaway gifts, etc.)
- Display table, space permitting
- Recognition on the Echo website Resource Panel landing page

☐ Premier Resource Panel Sponsorship \$1,000

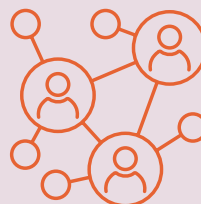
- Annual sponsorship, includes 4 in-person meetings in your choice of regions (North Bay includes 6)
- Company logo featured on roll-up banner displayed at each meeting
- Badge featured on the Professional Service Provider Online Directory

☐ A la Carte Resource Panel Sponsorship (per meeting) \$350

- Recognition at the beginning of each meeting with a 30-second speaking option
- Badge featured on the Professional Service Provider Online Directory



Resource Panel dates and locations vary by region. Reach out today to learn more.



**CONNECT WITH
ECHO MEMBERS
LOCALLY!**



**Echo
Benefactor**
LIFETIME MEMBER

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

Benefactor Lifetime Membership

The Echo Board of Directors has launched a special benefactor membership program to commemorate those who have supported 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 and unique way to recognize someone who is a leader in the CID industry and supports HOA board member and homeowner education.





COMMUNITY MANAGEMENT
& PROFESSIONAL SERVICE PROVIDERS

Give the Gift of Knowledge!

**Bundle Purchase
HOA Community Memberships
at a 50% Discount!**

Our goal is to make all the exceptional educational offerings that Echo provides available to MORE HOAs. Support your HOA clients and help them to build effective board leadership by gifting them an Echo membership – at a fraction of the cost! For more information contact jprice@echo-ca.org.



IMPACTFUL OPPORTUNITIES

"A knowledgeable board makes our job as community managers much more, well, manageable. We believe it is in our best interest to guide our clients to these educational resources. Nobody fulfills that mission better than Echo. By buying memberships in bulk, we save money, and by having educated boards, we save precious time."

Paul Collins, Collins Management

Up to 50% 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.

Discounted Bundle Rates*

# of HOAs	REGULAR PRICE	BUNDLE PRICE
10	\$2,000	\$1,000 <input type="checkbox"/>
25	\$5,000	\$2,500 <input type="checkbox"/>
50	\$10,000	\$5,000 <input type="checkbox"/>
100	\$20,000	\$10,000 <input type="checkbox"/>

*Based on an average \$200 membership fee. Number of units in an HOA is not applicable for membership bundle purchases.

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, 2024.
- Memberships are good for one calendar year from the date received and will renew at published pricing.
- This program is available to Echo Professional Service Provider and Community Association Management Company members only. Individual members and managers are not eligible for the program.

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.

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 non-exhibiting 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 Marketing 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.

ECHO JOURNAL AND INSIGHT. The Echo Journal is published quarterly and Echo Insight is published 8x annually. 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. May not apply in all instances of website advertising.

MARKETING OPPORTUNITY CHANGES: 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.