



2025

ECHO MARKETING OPPORTUNITIES

DIGITAL | PRINT | EVENTS

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



2025 MARKETING OPPORTUNITIES

DIGITAL | PRINT | EVENT

If you have any questions, please contact:

NORTHERN CALIFORNIA

Jacqueline Price
jprice@echo-ca.org
408.297.3246, ext. 203

SOUTHERN CALIFORNIA

Jared Giguere
jared@echo-ca.org
cell 619.665.9440

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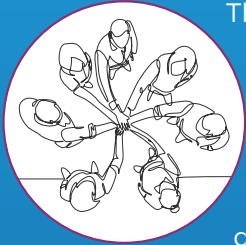
www.echo-ca.org | 408.297.3246 | jprice@echo-ca.org

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
Jacqueline Price, jprice@echo-ca.org

**51 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 + Digital



**You must reserve
and pay in full by
January 31, 2025**

Maximize your marketing dollars with a MAX bundle!

Enjoy 2024 pricing when you purchase Resource Panel Bundles!

Save \$200 per panel when you bundle!

These special MAX packages with discounted pricing is only available until January 31, 2025, terms and conditions apply.

☐ **NorCal MAX Networking Resource Panel Premier Sponsorship**

Limited time pricing available as bundle purchase only, regular price is \$1,200 per Resource Panel.

- ☐ 2-4 Panels – \$1,000 ea + 5% off your bundle total
- ☐ 5 or More Panels – \$1,000 ea + 10% off your bundle total

Check your preferred panels:

- ☐ Sacramento ☐ The Echo Club at Rossmoor ☐ East Bay
- ☐ Wine Country ☐ North Bay ☐ San Francisco
- ☐ San Pablo Bay ☐ South Bay ☐ Central Coast

☐ **SoCal MAX Networking Resource Panel Premier Sponsorship**

Limited time pricing available as bundle purchase only, regular price is \$1,200 per Resource Panel.

- ☐ 3 Panel Bundle – \$2,850 (\$750 savings)
- Orange County, San Diego, Los Angeles

☐ **NorCal MAX Connection | \$2,500 (\$300 savings)**

- Table top Exhibitor at **TWO** Northern California Educational Seminars
- Premier Resource Panel Sponsorship – Northern California

Check your preferred panel:

- ☐ Sacramento ☐ The Echo Club at Rossmoor
- ☐ East Bay ☐ Wine Country ☐ North Bay
- ☐ San Francisco ☐ San Pablo Bay ☐ South Bay
- ☐ Central Coast

☐ **SoCal MAX Connection | \$1,800 (\$200 savings)**

- Table top Exhibitor at Southern California Educational Seminar (\$850 value)
- Premier Resource Panel Sponsorship – Southern California (\$1,200 value)

Choose your preferred panel:

- ☐ Orange County ☐ San Diego ☐ Los Angeles

☐ **MAX Awareness Sponsor | \$5,000 (\$750 savings)**

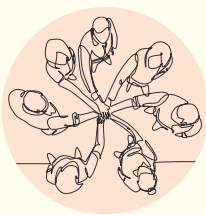
- Registration Sponsorship at **13** Community Conversations webinars in 2025
- Echo Insight e-newsletter standard advertisement (linked to your website), emailed 8 times throughout 2025 to over 15,500 opted-in recipients

☐ **MAX Education Sponsor | \$1,750 (\$350 savings)**

- Registration Sponsor for 6 Echo HOA University Educational Online Workshop Programs

BUNDLE & SAVE!

See page 4 for
special limited
time offers!



**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™

In 2024, Echo successfully launched 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 via live 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 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)



Chancellors 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
- **Be featured as a sponsor on all 10 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 Chancellors 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 HOA University page on Echo's website



Academic Dean's Circle – \$3,000

- Listed as a sponsor of the Academic Deans Circle course review and development
- **Be featured as a sponsor on all 10 Echo HOA University educational courses**
- Included on core course slide as a member of the Academic Deans Circle
- Recognition on the HOA University page on Echo's website
- 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 + Digital



Share Your Expertise!

Interested in writing an article? Contact dzeppeoni@echo-ca.org



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: Jun, Spetember, and December). 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*	\$ 1,550 <input type="checkbox"/>	\$ 1,375 <input type="checkbox"/>
Inside Front or Back Cover	\$ 1,550 <input type="checkbox"/>	\$ 1,375 <input type="checkbox"/>

Choose Issue(s): MARCH ☐ **JUNE ☐ **SEPTEMBER ☐ **DECEMBER ☐

STANDARD

	1-2 ISSUES	3+ ISSUES
Full Page	\$ 1,450 <input type="checkbox"/>	\$ 1,200 <input type="checkbox"/>
Advertorial Only	\$ 1,050 <input type="checkbox"/>	N/A
1/2 Page (vertical or horizontal)	\$ 1,050 <input type="checkbox"/>	\$ 875 <input type="checkbox"/>
1/3 Page (vertical or square)	\$ 975 <input type="checkbox"/>	\$ 800 <input type="checkbox"/>
1/6 Page (vertical or horizontal)	\$ 595 <input type="checkbox"/>	\$ 400 <input type="checkbox"/>

Choose Issue(s): MARCH ☐ **JUNE ☐ **SEPTEMBER ☐ **DECEMBER ☐

**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.

PROFESSIONAL SHOWCASE + DIRECTORY

Advertorials and logo listings are featured in the *Echo Journal* Showcase issues: June, September, and December. Each Showcase 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). **BONUS:** Save \$200 over the cost of a full page advertisement!*



**SHOWCASE +
DIRECTORY
PUBLICATION
DATES**

JUNE
Professional
Service Providers

SEPTEMBER
Management
Companies

DECEMBER
Legal Services



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

- ☐ **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!

* Single issue insertion price. **Four issue contract required to receive discount.

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

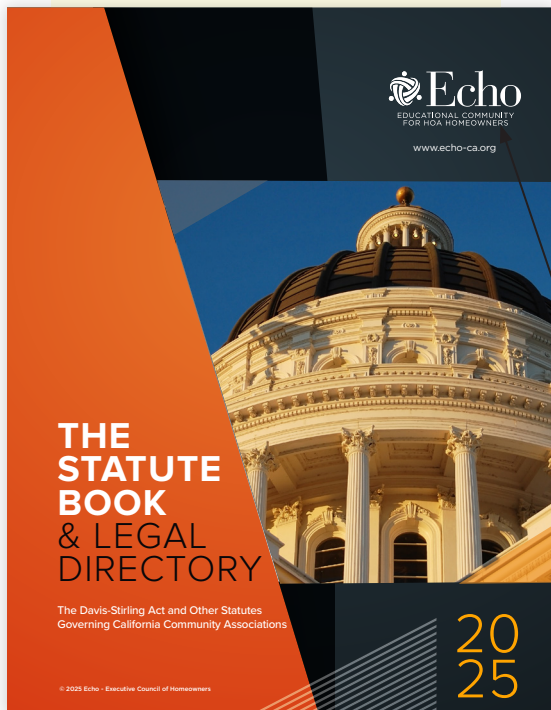
ATTORNEYS



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

Echo's #1
Purchased
Publication



The 2025 Statute Book is an excellent gift or leave-behind for your boards and prospective clients. Order in bulk and save up to 25% off the single book price!

The 2025 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.

2025 Edition: The Statute Book

The Davis-Stirling Act & Other HOA Laws

Available February 2025

Echo's statute book is a sought out resource used by board members all year long! Every new Echo HOA Community Membership receives a printed copy of *The Statute Book*, new Individual members receive a digital copy. Available for purchase as a printed book and a digital download.

Full Page Advertisement (Only 2 available)

- ☐ Outside Back Cover Full Page Advertisement...\$500
- ☐ Inside Front Cover Full Page Advertisement.....\$500

Customize for Only \$100!

The **2025 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.....\$100
- ☐ Option to remove the Legal Directory section N/C

Quantity Pricing (Available only to Echo members)

Discount is off single book cover price of \$45

- ☐ 2 - 24 books (10% discount)\$41 ea.
- ☐ 25 - 49 Books (15% discount)\$38 ea.
- ☐ 50 - 99 Books (20% discount).....\$35 ea.
- ☐ 100 - 199 (25% discount)\$32 ea.
- ☐ 200+ Books.....Call for Special Pricing

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

FREE full page color advertisement (order by 1/31/25)
with purchase of 100+ Statute Books!

**For more information or to place an order
contact jprice@echo-ca.org.**

Regional Postcard Program

Reach New Prospects with Direct Mail

**NEW FOR
2025**

Choose a region!

- ☐ Alameda
- ☐ Contra Costa
- ☐ Marin
- ☐ Monterey
- ☐ Napa
- ☐ Orange County
- ☐ Sacramento
- ☐ San Diego
- ☐ San Francisco
- ☐ San Joaquin
- ☐ San Mateo
- ☐ Santa Clara
- ☐ Santa Cruz
- ☐ Solano



Your QR code
(you choose what
to link it to!) is
featured on the
back side of the
postcard

Direct mail advertising is a tangible form of messaging that connects your business with your target market. It's easy to do with Echo's all new Regional Postcard Program.

Partner with Echo to Reach HOA Decision Makers!

A co-branded, oversized color postcard will be mailed directly to 1,000 HOA board members (targeted list) within a 45-mile radius of any region(s) you choose. Whether your company serves one region or multiple regions across the state, we've got you covered. Choose from two options and add your very own QR code! This is an affordable marketing opportunity with the potential for huge impact!

Direct mail marketing facts:

- 9 out of 10 consumers engage with promotional mail
- 56% of consumers of all generations have made purchases from direct mail
- 42% of consumers have visited a website mentioned in a piece of direct mail
- Direct mail has an average engagement rate of 95% (MarketReach)
- Direct mail generates 108 seconds of attention across 28 days (JIC Mail)
- Consumers are most comfortable receiving direct mail advertisements, and rely on print for making smart purchasing decisions



DESIGN A | Single Send \$1,500 (per mailing) **Double Send \$1,300 (per mailing)**

- Choice of region (1)
- 1,000 postcards, includes postage
- QR code (you choose the link!) featured on the back of the postcard



DESIGN B | Single Send \$1,100 (per mailing)

- Choice of region (1)
- 1,000 postcards, includes postage
- QR code (you choose the link!) featured on the back of the postcard



15,500+
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

ECHOinsight

*The resounding voice for
HOA homeowners*

Insight e-Newsletter Digital Advertising

Over **15,500+ 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)..... \$800
- ☐ Eight Issues – **SAVE \$400!**
(prepaid only).....\$1,200

**Save with an
8 Issue
Contract!**

ECHOinsight | *The resounding voice for
HOA homeowners*

EXCLUSIVE BANNER AD

ECHOinsight | *The resounding voice for
HOA homeowners*

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

AUGUST 2024



Mastering HOA Financials: A Guide for Board Members

By Carolina Ramos

Understanding the homeowners association's financials is like having a crystal ball into its operational health. For board of directors members whose fiduciary duty includes reviewing and signing off on the association's financials or questioning any unclear items, this skill is indispensable.

[Read More](#)



LEGISLATIVE UPDATE
**2024 California
Legislation Status**





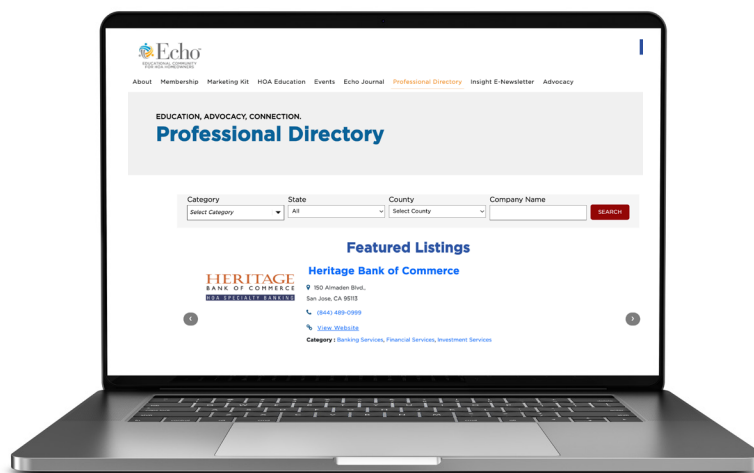
NEW NAVIGATION
FEATURES AND A
FRESH LOOK!

250
AVERAGE NUMBER
OF VISITS
PER BOOSTED
LISTING



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

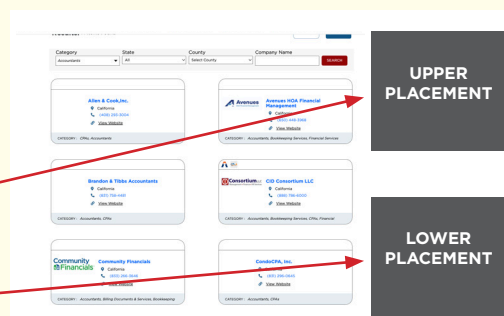
Your company can always be at the top of **EVERY** Professional Directory search! 12 consecutive month term.

☐ Upper Placement \$1,500

- Maximum of two advertisers, ads rotate

☐ Lower Placement \$800

- Maximum of three advertisers, ads rotate





**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

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.

- Linked to your website
- 3 flexible contract terms

Choose from:

- ☐ Home Page ☐ Membership Page
- ☐ Advocacy Page
- ☐ 12 months (best value!)\$1,925
- ☐ 6 months.....\$1,125
- ☐ 3 months.....\$650

**GREAT
VALUE!**

**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 2025, events subject to prior sellout.*



Build
your brand
and nurture
existing
leads in your
region!

**GREATER
SOUTH BAY**

May 21, 2025

EAST BAY

September 3, 2025



*I am about 9 jobs
deep since that
seminar - one of
those "jobs" is
another seminar
just for another
organization
who oversees
and advises, 175
properties - WOW!*

*Rick Sheibley Reliable
Pavement Services*

**Highly successful,
sold out in 2024!**

10 + 10 + 10
VENDORS HOAs MINUTES



ONLINE EVENTS

The Echo Connection

Echo is excited to once gain offer this 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. This event will put you into private Zoom meetings with qualified leads from local HOAs that are actively seeking services for their communities.

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 \$550 | 10 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 \$350 | 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



2025 COMMUNITY CONVERSATIONS ONLINE PROGRAM SCHEDULE

January 16
February 13
March 13
April 24
May 8
May 29
June 19
July 10
August 14
September 18
October 30
November 6
December 4



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 (\$250 savings) | 2 Available per Event

- **SAVE \$250!** 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 \$400 | 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 \$350 | 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



2025 ATA WEBINAR DATES

(All occur on Saturdays)

February 22
Davis-Stirling Act
Overview

May 17
Laws Other than the
Davis-Stirling Act

October 25
Judicial Interpretations -
HOA Case Law



320+

**AVERAGE BOARD
MEMBER
& HOMEOWNER
ATTENDANCE**



*I have found the Echo
Webinars to be very
educational. I feel all
board members need
to be educated
and Echo is the
place to go!*

V. Harvey
Twin Pines Condominium



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 \$450

- 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 \$350 | 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 \$350 | 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: _____



2025 ATE WEBINAR DATES

(All occur on Wednesdays)

March 26
**Construction &
Maintenance**

June 4
Insurance

July 31
**Managing a
Well-Maintained
Community**



220+
**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).
- **Includes** 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 \$800

- Scheduled general session speaking opportunity on a first come, first served basis (shared w/other firms)
- **Includes** 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 \$400

- Breakout Room (two sessions) for board member interaction and screen sharing (minimum 40 minutes).
- 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 \$350 **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 \$350 **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.



2025 EDUCATIONAL WORKSHOP DATES

January 30

Good Governance –
Elections, Voting, and
Candidacy

March 19-20

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

April 10

Evaluating Your HOA
Management Company

June 14

Good Governance –
Leadership &
Governance

October 16

Good Governance –
Meetings and Best
Practices



250+

AVERAGE NUMBER
OF ATTENDEES



EchoWorkshop



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 \$400 | 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 \$350 | 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

(10 meetings per calendar year, no meeting July or 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 Annual Sponsor \$1,100 (Save \$900 over per meeting price)

- 30-45 second pre-recorded video played at all planned 2025 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 \$200 per Meeting

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





IN-PERSON 2025 EDUCATIONAL SEMINAR DATES

(All occur on Saturdays,
dates subject to change)

Northern California
June 7

Southern California
October 11

**Northern California
Legislative Update**
November 15

ON AVERAGE,
ATTENDEES
REPRESENT

60+

DIFFERENT HOAs
AT ECHO EVENTS



*Thank you so much
for such a great
conference last
Saturday. I am
new(ish) to being
an HOA board
member and really
appreciate the volume
of information I am
getting from your
seminars. It's quite an
education!*

S. Hubbart
Northpoint HOA



Educational Seminars

IN-PERSON PROGRAMS

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

Each sponsorship 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 Package **\$1,600 (\$600 Savings)** **2 Available per Event**



- Preferred tabletop placement at front of 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 **\$1,000 | 2 Available per Event**

- Exclusive tabletop placement
- 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 **\$900 | 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 **\$800 | 20 Available per Event**

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

Dates Requested _____

See page 4 for special Bundle offers!
Reserve your Bundle Sponsorship prior to 1/31/2025
and save hundreds of dollars!



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:

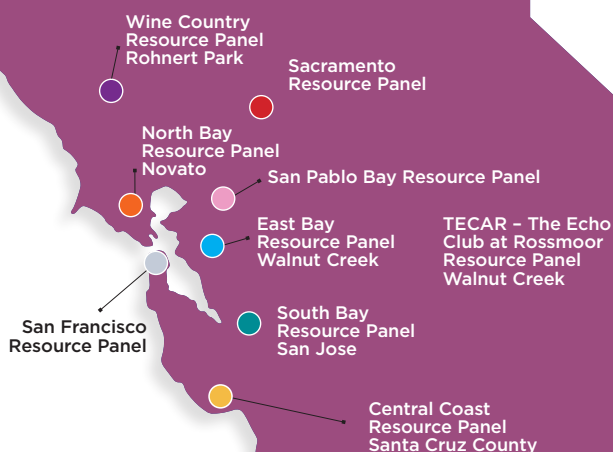
- Recognition at the beginning of each meeting with a 30-second speaking option
- **FREE** company representative attendance at all meetings
- Company logo featured on event registration page
- Company recognition on confirmation email to all registered attendees
- Distribute one promotional item to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

☐ Premier Resource Panel Sponsorship \$1,200

- Annual sponsorship, includes 4 in-person meetings in your choice of regions (North Bay includes 6)
- Custom roll-up banner created for your company to display at each meeting
- Badge featured on the Professional Service Provider Online Directory

☐ A la Carte Resource Panel Sponsorship (per meeting) \$400

- Recognition at the beginning of each meeting with a 30-second speaking option

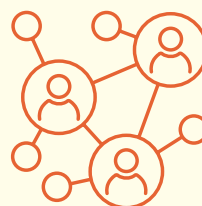


Los Angeles
Resource Panel

Orange County
Resource Panel
Irvine

San Diego
Resource Panel
San Diego

2025 Leadership Teams are forming!
Contact jared@echo-ca.org or
dzepponi@echo-ca.org to get involved today



**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

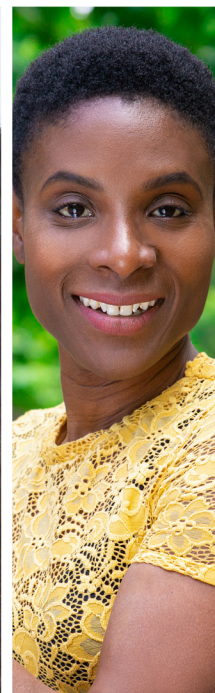
The Echo Board of Directors has launched a special benefactor membership program to commemorate those who have supported Echo and its mission to educate, advocate, and connect with HOA boards and engaged homeowners.

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.

"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, 2025.
- 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 8x annually or as needed 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.