

The Apartment and Condo Meeting Place, North 254

The Apartment and Condo Meeting Place is the place to be during the 2010 International Builders' Show. Visit The Meeting Place, where you can take advantage of a myriad of choices – from networking and socializing with your peers and industry leaders to learning or just relaxing.

The Meeting Place's hours are as follows:

- Tuesday, January 19 – 7:00 a.m. – 6:00 p.m.
- Wednesday, January 20 – 7:00 a.m. – 6:00 p.m.
- Thursday, January 21 – 7:00 a.m. – 6:00 p.m.
- Friday, January 22 – 7:00 a.m. – Noon

Official sponsors for The Apartment and Condo Meeting Place include:

[AT&T Connected Communities](#)
[Design House](#)
[Humphreys & Partners Architects, L.P.](#)
[KTGY Group Inc.](#)
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[The Preston Partnership, LLC](#)
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[Wells Fargo Home Mortgage](#)
[Wells Fargo Multifamily Capital](#)

Tuesday, January 19

- **Multifamily Meet & Greet Breakfast**
7:00 – 8:30 a.m.
North 254

Start the first day of IBS right by dropping by The Apartment and Condo Meeting Place, the official headquarters for NAHB Multifamily, for a complimentary breakfast. Network with your peers in multifamily housing.

- **Technology Power Hour: Get Wired into the Future**
9:00 – 10:00 a.m.
North 254

Create the ultimate home experience through cutting-edge technology. Find out how to provide an automated and connected home environment in your apartments and condominiums. This interactive, high-energy session will cover everything from structured wiring to home security while also highlighting the latest high-tech products. Hear from industry experts who will share emerging trends and manufacturers who will discuss products that are perfect for your multifamily communities.

- **Multifamily Connections Lunch**
Noon – 1:00 p.m.
North 254

Take a break from IBS and stop by The Apartment and Condo Meeting Place for a complimentary lunch. Make valuable business connections and find out more about the value of membership in NAHB Multifamily. Lunch is open to NAHB Multifamily members and multifamily builders and developers.

- **Multifamily Peer-to-Peer Topic Tables**

3:30 – 4:30 p.m.
North 254

Topic roundtables are interactive group discussions facilitated by multifamily industry leaders to spark idea sharing with your colleagues that will lead to helpful insight and strategy building. You'll then be able to follow up with your peers and seek out others who share the same multifamily interests as you.

- **Multifamily Reception**
5:00 – 6:00 p.m.
North 254

Cap your first day at IBS by dropping by The Apartment and Condo Meeting Place, NAHB Multifamily's official headquarters, for a reception with your peers in multifamily housing. In addition to networking, there will be a drawing for free registration and hotel stay during the 2011 International Builders' Show in Orlando, Florida.

Wednesday, January 20

- **Multifamily Meet & Greet Breakfast**
7:00 – 8:30 a.m.
North 254

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- **Social Networking Using Facebook, Blogs and New Media to Market Your Apartment and Condo Communities**
9:00 – 10:00 a.m.
North 254

Social media is the buzzword these days, and it's gaining a foothold in the housing industry. It seems like everyone has a Facebook page, a LinkedIn or Twitter account or a favorite blog they read. Social media, like signage to your apartment or condominium community, steers prospects to your web site and builds awareness and credibility.

In this lively, interactive presentation, Mitch Levinson, MIRM, CMP, CSP, of mRELEVANCE and a team of experts will show you how to utilize these new tools and technologies to connect to potential renters and condo buyers and get them talking about your community. The end result is increased occupancy and sales.

- **Multifamily Connections Lunch**
Noon – 1:00 p.m.
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- **Multifamily Consumer Preference Surveys: What Renters and Condo Buyers Want**
3:30 – 4:30 p.m.
North 254

Before you plan your next apartment or condominium community, get the facts on your target market. NAHB recently released its Multifamily Consumer Preferences Survey, which highlights what renters and condo buyers want in their next home and community.

In this information-packed presentation, Rose Quint, NAHB's assistant vice president of survey research, will reveal the top reasons why consumers will move during the economic downturn. You'll discover what features and amenities are a must, the primary source of down payment and popular mortgage options for condo buyers and preferred rents. Quint also will compare the current environment for multifamily housing to past cycles to examine trends and provide a historical perspective

- **Multifamily Reception**
5:00 – 6:00 p.m.
North 254

Network with your peers in multifamily housing at this reception sponsored by [AT&T Connected Communities](#). It's the perfect venue to make deals and valuable business connections. NAHB Multifamily members and apartment/condo builders and developers are invited to attend.

Thursday, January 21

- **Multifamily Meet & Greet Breakfast**
7:00 – 8:30 a.m.
North 254

Start your day at IBS right by dropping by The Apartment and Condo Meeting Place, the official headquarters for NAHB Multifamily, for a complimentary breakfast. Network with your peers in multifamily housing.

- **How to Get Your Project Approved: Positive Economic Impacts of Multifamily and Tax Credit Projects**
9:00 – 10:00 a.m.
North 254

Concerned about getting your next multifamily project approved by your local municipality? NAHB has created a resource that could make life easier for your company. Building multifamily housing generates substantial local economic activity, including new income and jobs for residents and additional revenue for local governments. This also applies to multifamily projects financed with Low-Income Housing Tax Credits.

In this informative presentation, Paul Emrath, NAHB's vice president of survey and housing policy research, will present data from two NAHB impact models. Learn how to share this vital information with your local zoning or planning board, other government agencies and the general public to illustrate how multifamily construction can benefit the surrounding community.

- **Multifamily Connections Lunch**
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- **Multifamily Reception**
5:00 – 6:00 p.m.
North 254

End your day at IBS by dropping by The Apartment and Condo Meeting Place for a reception with your peers in multifamily housing. The reception is a great place to make deals and build valuable business connections. NAHB Multifamily members and apartment/condo builders and developers are invited to attend.

Apartment and Condo Architectural Plan Reviews and Meet the Experts
Tuesday, January 19 – Thursday, January 21
North 254

Here's your opportunity to have your multifamily design plans reviewed and critiqued one-on-one by a top architect. Or, just stop by to get some great design tips and ideas. Either way, you'll get invaluable feedback you can take away with you!

Drop by The Meeting Place to schedule your review. Appointments are available at the following times:

- Tuesday, January 19 – 10:30 – 11:03 a.m. and 2:00 – 3:00 p.m.
- Wednesday, January 20 – 10:30 – 11:30 a.m. and 2:00 – 3:00 p.m.
- Thursday, January 21 – 10:30 – 11:30 a.m. and 3:00 – 4:30 p.m.

Meet the Multifamily Experts

Don't miss the chance to spend some one-on-one time with industry experts. Ask questions and share ideas in a small group setting with leading industry professionals on topics addressing all aspects of the multifamily housing industry.

- Tuesday, January 19, 10:30 – 11:30 a.m. and 2:00 – 3:00 p.m.
- Wednesday, January 20, 10:30 – 11:30 a.m. and 2:00 – 3:00 p.m.
- Thursday, January 21, 10:30 – 11:30 a.m. and 3:00 – 4:00 p.m.

Visit www.buildersshow.com/multifamily to find out about multifamily activities in The Apartment and Condo Meeting Place during the International Builders' Show!