



2020

THA ANNUAL MEETING SPONSORSHIP REQUEST AND ATTENDEE REGISTRATION INFORMATION

Dollywood's
DREAMMORE
RESORT AND SPA®
2525 DreamMore Way
Pigeon Forge, TN 37863
Resort Front Desk: 865-365-1900



New for
2020!

OUTDOOR
Event Space
Added!

Continuing
Education
Class Added

Visit www.tnmha.org
to download a copy
of this booklet!

THE EARLY YEARS!





**2020: ‘Power of the Past – Force of the Future’
THA Annual Meeting
Dollywood’s DreamMore Resort & Spa
2525 DreamMore Way, Pigeon Forge, TN 37863
June 7 – 9, 2020**

Draft Schedule of Events

Arrival Date: Sunday, June 7, 2020

Departure Date (for some): Tuesday, June 9, 2020, (see day schedule below)

Special Addition: Tuesday, June 9, 2020, Licensing Education w/Vendors

Other Meetings: Tuesday, June 9, 2020, Clayton Manager’s Meeting

| | | | |
|-------------------------------|--|---|---|
| <u>Sunday, June 7</u> | 7:30a – 12:30p | Golf Tournament | <i>Gatlinburg Golf Course</i> |
| | 4:00p – 5:00p | Board Meeting | <i>Falls Salon C</i> |
| | 4:00p – 6:00p | Event Registration | <i>Falls Salon A</i> |
| | 6:00p – 8:30p | <i>Reception on the Lawn</i> | <i>Tented: Meadow Event Lawn Area</i> |
| <u>Monday, June 8</u> | 7:45a – 8:45a | Registration Continues | <i>Falls Salon A</i> |
| | 7:45a – 8:45a | <i>Breakfast on the Lawn</i> | <i>Tented: Meadow Event Lawn Area</i> |
| | 8:45a – 12:15p | Business Meeting & Informational Sessions: | <i>Peaks Salon D/E/F</i> |
| | 08:45a – 09:30a | ✓Business & Officer Elections | THA Executive Committee |
| | 09:30a – 09:50a | ✓Commerce & Insurance | <i>TBA ...</i> |
| | 09:50a – 10:30a | ✓Consumer Marketing Opportunities | Rick Robinson |
| | 10:30a – 12:00n | ✓Motivational Moments | <i>TBA ...</i> |
| | 12:00p – 12:15p | ✓Final Comments | <i>THA Leadership</i> |
| | 12:15p – 5:00p | Free Time (exploration or rest) | |
| | 5:00p – 6:00p | Dinner Reception | <i>Tented: Meadow Event Lawn Area</i> |
| | 6:00p – 7:15p | <i>Dinner on the Lawn</i> | <i>Tented: Meadow Event Lawn Area</i> |
| | 7:15p – 9:00p | Recognition & Entertainment 🎵🎶🎷🎸🎹 | <i>Tented: Meadow Event Lawn Area</i> <i>[Entertainer, contract pending]</i> |
| <u>Tuesday, June 9</u> | Departure Day for Some; Family Day at Dollywood; or Educational & Sales Force Meetings | | |
| | 7:15 a – 8:30a | (a) Breakfast - Installers/Retailers/Transporters | <i>Peaks Salon F</i> |
| | | (b) Breakfast - Clayton Sales Force | <i>Falls Salon C</i> |
| | 8:30a – 3:00p | (a) Installers/Retailers/Transporters Continuing Education + Vendors | <i>Peaks Salon D/E</i> [Note: Lunch in <i>Peaks Salon F</i>] |
| | 8:30a – 3:00p | (b) Clayton Sales Force Mtg [Designated Employees Only] | <i>Skies G/H</i> [Note: Lunch in <i>Falls Salon C</i>] |



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Industry Members & Affiliates!

You are cordially invited to join the Tennessee Housing Association for our 2020 Annual Meeting scheduled June 7-9, 2020, at Dollywood’s DreamMore Resort & Spa in Pigeon Forge. **“Power of the Past – Force of the Future”** is the theme for this year’s 65th Anniversary event. We have expanded the event space by utilizing tented space on the lawn, for our larger gatherings! As well, with abundant shopping, plentiful attractions and beautiful scenery, our chosen location is one of the top tourist destinations in the country. We had a blast last year!

Your THA Board of Directors, Convention Committee and THA Staff are working now to plan an exciting 65th Anniversary Meeting! Golf, welcome reception, networking opportunities, ‘Association State of Affairs’ (a general business meeting), industry updates, informational sessions, dinner, entertainment and an industry continuing education class, with vendor demonstrations. We are packing it in, to best utilize your time! Once again, we are offering a discount option for tickets to the adjacent Dollywood Theme Park! **THA will have 100 tickets to give to those who register early (up to 4 per family), and a reduced park rate for those still wanting to purchase tickets!*** All you need to do is mark your registration form, and you can earn free tickets or utilize the discount payment option! Come on! Bring the kids and enjoy some family time!

Sponsorship Opportunities

For our sponsoring partners, we are offering multiple levels of opportunities for the Host and Event sponsors. The Host Sponsorship packages include various recognition levels for your company. This allows your company to be recognized by your industry associates. We hope you, your employees and family, will join us and help make this a successful Annual Meeting! **Please have your sponsorships submitted by April 15th!** We need time to adequately advertise your participation, and to submit your name on all host or event signage! Please, allow us time for printing! Also, we would be honored to include any ‘goodies’ you might want added to our attendee swag bags! **‘Goodies’ need to arrive at THA no later than May 15th!**

General Attendee Information

We encourage our members to come and invite a non-member company! This event is open to all! Attendee registration forms are included in this package! As a note.... All individuals are required to make their own hotel reservations! We have a block of rooms at a negotiated rate, but you must make your reservations early, as this will be a sellout event! Rates will be honored two days before our planned meeting arrival, and two days after our meeting departure! Yay! **Deadline to make your room reservation is May 6th! When you call reservations at 800-DOLLYWOOD (800-365-5996), YOU MUST identify yourself as part of the ‘THA – 2020 Annual Member’s Meeting’!** Do not delay! If you have questions regarding any of the forms or the additional information included, please contact the THA office at (615) 256-4733.

*** If you register early, you may have up to 4 tickets per family, for Dollywood! THA will bulk purchase tickets at a discount! After the first 100 tickets are given out (with paid registration only), we will take orders for additional ticket purchases at the discounted rate. See enclosed ticket form! Register EARLY!**



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GENERAL HOTEL RESERVATION & LOCATION INFORMATION



Dollywood's DreamMore Resort and Spa™ always makes your family feel welcome. The resort offers a variety of room types, many connecting so you can make the most of your time together. So, settle in, reconnect, have fun and share your dreams.

1. You must book your own lodging. **DEADLINE for hotel registration is May 6th, 2020.**
2. Please contact Dollywood's DreamMore Resort at 800-DOLLYWOOD (800/365-5996).
3. **YOU MUST** refer to THE EVENT NAME - 'THA 2020 65th Anniversary Annual Meeting', to receive the group rate. (If you need to cancel your room after May 6th, *please contact the Association first*. If our room block is full, we can swap your name with someone from the waiting list (there is always a waiting list!).
4. Check-in is at 4 p.m. on your scheduled arrival day.
5. Check-out is at 11 a.m. on your scheduled departure day.
6. Daily self-parking at the hotel is complimentary.
7. Valet parking is available for an added fee.
8. **The negotiated nightly room rate is \$210, plus tax, for the below identified room types.**
 - a. **King with Bunk** - This family-friendly room features a comfy king-size bed and twin bunk beds. The full bath includes a tub, and the room offers a working desk with multiple charging stations. Sleeps up to 4 guests.
 - b. **Double Queen** - Featuring two queen-size beds, this family-friendly room with full bath includes a tub, and the room offers a working desk with multiple charging stations. Sleeps up to 4 guests.
 - c. **King with Sleeper** - Perfect for solo travelers or couples, this spacious room features a comfy king-size bed, a sofa/sleeper and full bath with tub, plus a working desk with multiple charging stations. Sleeps up to 4 guests.

Other room types/amenities are available but may be subject to additional charges.

King – Sleeps up to 2 guests.

Patio Poolside King with Bunk - Sleeps up to 4 guests.

King with Sleeper - Sleeps up to 4 guests.

Family Suite – A little more room; Sleeps up to 4 guests.

Patio Poolside Suite - Sleeps up to 4 guests.

Junior Suite - For those looking for a bit more space, a Junior Suite sleeps six comfortably, including a king bed, two twin bunk beds and a sleeper sofa. Sleeps up to 6 guests.

Reunion King Suite - Perfect for larger families, this two-room suite features a separate master bedroom with a king-size bed, a separate living room with queen-size sleeper sofa, individual baths and TVs in each room. Sleeps up to 4 guests.

2 Bedroom Suite - Perfect for larger families, these three-room suites feature a separate master bedroom with a king-size bed, a separate living room with queen-size sleeper sofa and a second bedroom with two queen beds. Individual baths and TVs are in each room. Sleeps up to 8 guests.

- From Interstate 40:**
- ✓ Take Exit 407 toward Sevierville / Pigeon Forge / Gatlinburg.
 - ✓ Follow TN Hwy. 66 South which becomes US 441.
 - ✓ At Traffic Light #8 in Pigeon Forge, turn left and follow the signs to Dollywood's DreamMore Resort.

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EVENTS MAP!



Gatlinburg Golf Course
(Course is approximately 2.5 miles away.)
520 Dollywood Lane * Pigeon Forge, TN 37863
(800) 231-4128



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SPONSORSHIP OPPORTUNITIES – DEADLINE TO RECEIVE IS APRIL 15TH!

| HOST Level Sponsors Receive: | PLATINUM | GOLD | SILVER | BRONZE |
|--|-----------------|----------------|---------------|----------------|
| | \$5,000 | \$3,000 | 2,000 | \$1,000 |
| Name on table signs at all events. | ✓ | ✓ | ✓ | ✓ |
| Signage at all events. | ✓ | ✓ | ✓ | ✓ |
| Recognition in THA newsletters and industry updates. | ✓ | ✓ | ✓ | ✓ |
| Recognition on THA's website. | ✓ | ✓ | ✓ | ✓ |
| Sponsor ribbon on badge. | ✓ | ✓ | ✓ | ✓ |
| Free convention registrations (company representatives). | 4 | 3 | 2 | 1 |

ALL Sponsors, please consider donating 300 'Goodies' for our attendee swag bags! – Deadline to receive is May 15th.

Sunday June 7th

- Golf Tournament, 8:00 am – 12:30 noon, 4 Sponsorship availabilities, **\$1,000 each**
- Golf Beverage Cart, 8:00 am – 12:30 noon, 2 Sponsorship availabilities, \$ **500 each**
- Golf Lunch/Gifts, at the end of play 2 Sponsorship availabilities, \$ **500 each**
- Golf Hole Sponsor 18 Sponsorship availabilities, \$ **100 each**
- Board of Directors Meeting, 4:00 pm – 5:00 pm 5 Sponsorship availabilities, \$ **100 each**
- Welcome Reception, 6 pm – 8:30 pm, 5 Sponsorship availabilities, **\$1,000 each**

Monday, June 8th

- Industry Breakfast, 7:45am – 8:45am, 6 Sponsorship availabilities, \$ **500 each**
- Informational/Speaker Sessions, 8:45am – 12:15 pm, 5 Sponsorship availabilities, \$ **500 each**
- Evening Dinner Reception, 5:00 pm – 6:pm, 6 Sponsorship availabilities, \$ **500 each**
- Dinner Banquet/Recognition, 6:00 pm – 8:00 pm, 6 Sponsorship availabilities, **\$1,000 each**
- Entertainment, 8:00 pm – 9:00 pm, 4 Sponsorship availabilities, **\$1,000 each**

Tuesday, June 9th

- Educational Session Breakfast, 7:45am – 8:30 am, 3 Sponsorship availabilities, \$ **500 each**
 (to include sales force meeting attendees)
- 05 Hour Continuing Ed Class + Vendor Demonstrations
 (Retailer/Installer/Transporter/Interested)
 8:30 am – 3:00 pm, to include provided lunch 5 Sponsorship availabilities, \$ **500 each**

General – Family Day

- Dollywood Theme Park Tickets for Attendees, 6 Sponsorship availabilities, **\$1,000 each**
 (Tickets will be good for any one day, during the event stay.)

General – Attendee 65th Anniversary Logo Swag Bag!

- The THA 65th Anniversary Logo will be printed!** 6 Sponsorship availabilities, \$ **500 each**



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SPONSORSHIP Payment Form – DEADLINE TO RECEIVE IS APRIL 15TH!

Company Name (**EXACTLY** as you wish for signage purposes.) _____

Contact Name _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

No. of each X amount =

HOST Sponsors:

| | | |
|------------------------|----------------|-----------------------|
| Platinum Host Sponsor, | [\$5,000 each] | ___ @ \$5,000 = _____ |
| Gold Host Sponsor, | [\$3,000 each] | ___ @ \$3,000 = _____ |
| Silver Host Sponsor, | [\$2,000 each] | ___ @ \$2,000 = _____ |
| Bronze Host Sponsor, | [\$1,000 each] | ___ @ \$1,000 = _____ |

EVENT Sponsors:

| | | |
|---|------------------------------|-----------------------|
| Sunday (06/07/2020): Board of Directors Meeting, | (5 available @ \$ 100 each) | ___ @ \$ 100 = _____ |
| Golf Tournament, | (4 available @ \$1,000 each) | ___ @ \$1,000 = _____ |
| Beverage Carts, | (2 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Golf Lunch/Gifts | (2 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Hole Sponsor | (18 available @ \$ 100 each) | ___ @ \$ 100 = _____ |
| Welcome Reception | (5 available @ \$1,000 each) | ___ @ \$1,000 = _____ |

| | | |
|---|------------------------------|-----------------------|
| Monday (06/08/2020): Industry Breakfast, | (6 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Informational Sessions, | (5 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Evening Dinner Reception, | (6 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Dinner Banquet/Recognition, | (6 available @ \$1,000 each) | ___ @ \$1,000 = _____ |
| Entertainment, | (4 available @ \$1,000 each) | ___ @ \$1,000 = _____ |

| | | |
|--|-----------------------------|----------------------|
| Tuesday (06/09/2020): Educational Session Breakfast, | (3 available @ \$ 500 each) | ___ @ \$ 500 = _____ |
| Continuing Education Session, (to include lunch, vendors) | (5 available @ \$ 500 each) | ___ @ \$ 500 = _____ |

| | | |
|--|------------------------------|-----------------------|
| General – Dollywood Theme Park Tickets, | (6 available @ \$1,000 each) | ___ @ \$1,000 = _____ |
| General – Attendee Swag Bag, | (6 available @ \$ 500 each) | ___ @ \$ 500 = _____ |

Sponsorship total: \$ _____

Pay by check or credit card, see payment form and instructions (page 13) included with this package!



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ATTENDEE Registration Form – **DEADLINE TO RECEIVE IS May 6th!**

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Postal/Zip Code: _____

Telephone: (____) _____ Fax: (____) _____

Email: _____

Additional Guests (please include any children as well as their ages):

Spouse/Significant Other: _____

Children: _____, Age _____
_____, Age _____
_____, Age _____
_____, Age _____

Registration Fees:

Adults _____ @ \$125 each; \$175 Late registration = \$ _____

Children ages 12 - 17 _____ @ \$ 50 each; \$ 75 Late registration = \$ _____

Children (under 12, free)

Attendee Registration Total \$ _____

Included in the Registration Fee is access to all scheduled events, including the state required continuing education class for retailers and installers/transporters. Each paid adult will receive a free Swag Bag, with the 65th Anniversary Logo. (See disclaimer on Dollywood tickets.)

Pay by check or credit card, see payment form and instructions (page 13) included with this package!



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GOLF PARTICIPATION REGISTRATION FORM

Sunday, June 5, 2020
7:30 a.m. Sign-In; 8:00 a.m. Shot Gun Start
\$125 – per player; register via this form.

Gatlinburg Golf Course
(Course is approximately 2.5 miles away.)
520 Dollywood Lane * Pigeon Forge, TN 37863
(800) 231-4128

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Postal/Zip Code:** _____

Telephone: (____) _____ **Fax:** (____) _____

Email: _____

If you are paying for a team, please list all player names below:

| | |
|--------------------|-----------------------------------|
| _____ | _____ |
| Player Name | Company Name, if different |
| _____ | _____ |
| Player Name | Company Name, if different |
| _____ | _____ |
| Player Name | Company Name, if different |
| _____ | _____ |
| Player Name | Company Name, if different |

(You may pre-pay mulligans, maximum 2 per player.)

_____ @ \$125 each player = \$ _____
 _____ @ \$ 10 each player = \$ _____

Pay by check or credit card, see payment form and instructions (page 13) included with this package!

5 HOUR CONTINUING EDUCATION for Retailers/Installers
 Registration Form – **DEADLINE TO REGISTER IS May 6th!**

YOU MUST be Pre-Registered to attend this training!! – No Walk-Ins....



Dollywood’s DreamMore Resort & Spa
 2525 DreamMore Way
 Pigeon Forge, TN 37863
TUESDAY ... June 9, 2020
 (To include breakfast, lunch, vendors.)

7:15am – 8:30am - Educational Breakfast/Lunch - *Peaks Salon F*
 8:30am – 3:00pm - Continuing Education Session - *Peaks Salon D/E*

You must register to attend this class. If you are registered and paid to attend the conference, you will not be charged an additional class fee for this session. If you are not attending the conference but would like to attend the class, please mark the appropriate box below, and provide class payment.

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Postal/Zip Code:** _____

Telephone: (____) _____ **Fax:** (____) _____

Email: _____

THA Member ____ @ \$ 75 each = \$ _____
 THA NON-Member ____ @ \$ 125 each = \$ _____
 Paid Conference Attendee ____ @ \$ 000 each = \$ N/C

Pay by check or credit card, see payment form and instructions (page 13) included with this package!



Exclusive Park Tickets for Event/Resort Guests

- **Complimentary Timesaver Pass** - Spend less time in line for your favorite rides and shows and more time enjoying Dollywood! (Valid for theme park only; does not apply to water park.)
- **Door-To-Door Transportation** - Enjoy the convenient shuttle from the resort to Dollywood!
- **Exclusive Theme Park Entry** - Arrive in style and enter Dollywood through the special resort VIP entrance.
- **Complimentary Package Delivery** - Let Dollywood staff carry your park purchase and take advantage of the package delivery service, back to the hotel!
- **Return to The Park Later in the SAME Day** - Have your hand stamped at the exit at the Dollywood Emporium. Keep your ticket so it can be scanned when you return.

| | | |
|--------------------|----------------------------------|----------|
| Adult Ages 10+ | _____ @ \$57 each (includes tax) | \$ _____ |
| Child (ages 4-9) | _____ @ \$48 each (includes tax) | \$ _____ |
| 3 & under are Free | | |

Total amount of ticket purchases: \$ _____

If you register early, you may take advantage of up to 4 theme park tickets free ... per family (but only with paid registration – staff will not HOLD tickets for unpaid registrations). After the first 100 free tickets are given away, anyone who wishes to order tickets at a discounted rate (includes tax), will need to order via this form. If you are later in getting a paid registration submitted, we will advise if any tickets remain, and verify you wish to purchase tickets... SO, Register EARLY!

* Tickets are valid for 30 days. **Footwear without heel straps are not permitted on Barnstormer, Sky Rider, SkyZip, Waltzing Swinger, and Wild Eagle.** Smoking is allowed in designated areas indicated on the Guide Map. Smoking is strictly forbidden on all rides, queue lines, indoor theaters, attractions, shops and restaurants.



Pay by check or credit card, see payment form and instructions (page 13) included with this package!



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PAYMENT FORM - INSTRUCTIONS AND METHOD:

(Please remit payment by Credit Card or Check made payable to: **THA.**)

- American Express Discover MasterCard Visa

Card Number: _____

CVV # _____ Expiration: _____

Where applicable:

- Sponsorship Amount: \$ _____ (include sponsorship form, page 8)
Attendee Registration Amount: \$ _____ (include your attendee registration form, page 9)
Golf Event: \$ _____ (include your golf registration form, page 10)
5 Hour Continuing Education: \$ _____ (include your class registration form, page 11)
Dollywood Theme Park Entry: \$ _____ (include your ticket purchase form, page 12)

Total Amount Included: \$ _____

Authorized Signature (if paying by credit card):

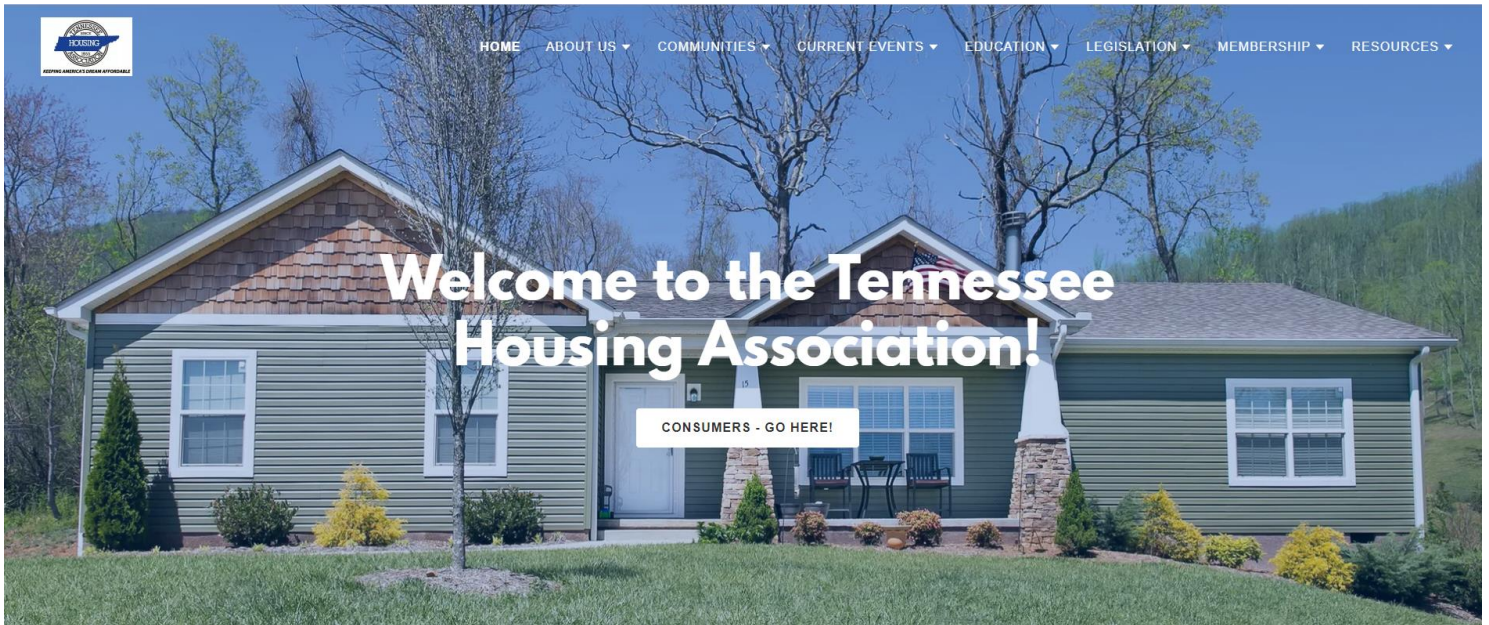
Please mail or fax all completed form(s) with payment to:

Attn: Rhonda Sevier
THA
P.O. Box 569
Mt. Juliet, TN 37121

Other Information:

Phone: (615) 256-4733
FAX: (615) 255-8869
Email: Office@tnmha.org

In the fall of 2019, THA unveiled a new website for its members.
 Please visit <https://www.tnmha.org> often, for the latest news and activities.
 Below is the website organizational overview!



Home Page - www.tnmha.org (see our scrolling pictures in section 3)

| | |
|--|---|
| <p>About Us -</p> <ul style="list-style-type: none"> THA Board of Directors TMHF Board of Directors Contact Us | <p>Legislation -</p> <ul style="list-style-type: none"> Archive Resources Legislative Information PAC – Political Action |
| <p>Communities -</p> <ul style="list-style-type: none"> Community Resources Fair Housing News 55+ Community Information | <p>Membership -</p> <ul style="list-style-type: none"> Become a Member Membership Director Leadership Recognition In Memory ... |
| <p>Current Events -</p> <ul style="list-style-type: none"> Annual Meeting Calendar of Events Home Shows <i>News</i> | <p>Resources -</p> <ul style="list-style-type: none"> Consumers Foundation Modular THA Forms Transportation Valuable Links |
| <p>Education -</p> <ul style="list-style-type: none"> FEMA & More MH Licensing Scholarship Videos | |

Here’s a look at June 2019!

We hope to see your face in the June 2020 Snapshot photo!



TENNESSEE HOUSING ASSOCIATION

CELEBRATING  YEARS

POWER OF THE PAST –
FORCE OF THE FUTURE

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65th
Anniversary

KEEPING AMERICA'S DREAM AFFORDABLE

THA
1002 Meb Court, Suite B
Mount Juliet, TN 37122

Or

P.O. Box 569
Mount Juliet, TN 37121

Office: 615/256-4733 * Fax: 615/255-8869 * E-mail: Office@tmha.org