

OPPORTUNITY



NETWORKING

THIS IS THE  
**one**  
YOU'VE BEEN  
WAITING FOR!

EDUCATION



# CONNECT AND EVOLVE

ONE Conference, presented by the Texas Apartment Association, is the largest annual gathering of the Texas rental housing industry, providing opportunity, networking and education to thousands of multifamily professionals.

Register now at [conference.taa.org](https://conference.taa.org)


MAY 7-9, 2025 ★ HOUSTON

**one**  
CONFERENCE  
presented by **TAA**



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CONFERENCE

opportunity ★ networking ★ education

MAY 7-9, 2025 ★ HOUSTON

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# TOP 5 REASONS TO ATTEND

Prepare to see **ONE** like you have never seen it before

The ONE Conference is evolving to provide even more opportunities for attendees, exhibitors, and sponsors alike to make the most of their conference experience!



**Daily keynote presentations from industry thought leaders** offering actionable insights on staying ahead of the curve



**Over 20 new activities, lounges, meetups, and roundtables** for networking with industry professionals in ONE powerful setting



**Customized education formats** designed to foster knowledge-sharing and skill-building in collaborative sessions



**A new interactive Expo experience** that encourages discovery and innovation, plus upgraded content delivery and Expo stages to engage and inspire your team



**Early bird registration pricing** ensures that your team can attend at the best possible rate. Secure your spot and take advantage of everything we have in store for 2025!



Get inspired, stay engaged

# AGENDA AND SPEAKERS



## SCHEDULE AT A GLANCE

Visit [conference.taa.org/agenda](https://conference.taa.org/agenda) to plan your conference experience and dive into our interactive agenda to make the most of your time with us. From dynamic keynotes to interactive breakouts, there's something for everyone.

## KEYNOTE & MAIN STAGE SPEAKERS

Get ready to be inspired by Tony Award-winning talent, economists, researchers, best-selling authors, TV hosts, and the apartment industry's most influential voices! This year's main stage speakers are trailblazers in their disciplines and beyond!

## KEYNOTE SPEAKERS

WEDNESDAY, MAY 7<sup>TH</sup>



**JESSE COLE**

Savannah Bananas Baseball Franchise  
Founder and Owner

THURSDAY, MAY 8<sup>TH</sup>



**TUNDE OYENEYIN**

Instant *New York Times* Best-Selling  
Author, Peloton Instructor, Nike Athlete,  
Change Maker

FRIDAY, MAY 9<sup>TH</sup>



**FREESTYLE+**

Tony Award-Winning Broadway  
Entertainers and Improv Pros

# FEATURED SPEAKERS



**JAY PARSONS**

Rental housing economist, advisor and speaker



**JASON DORSEY**

Author of the bestselling book "Zconomy: How Gen Z Will Change the Future of Business - and What to Do About It"



**ERIN STAFFORD**

Author of the bestselling book "The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life"



**CHET GARNER**

Creator, host, and executive producer of "The Daytripper," a 12-time Emmy-award-winning Texas travel show



**KATE GOOD**

SVP of Multifamily Development at Hunington Residential and co-founder of Apartment All Stars



**VIRGINIA LOVE**

Industry Principal at Entrata, seasoned speaker, and member of the Apartment All Stars



**LISA TROSIEN**

President, ApartmentExpert.com and nationally recognized consultant, industry influencer, educator, proptech advisor, and keynote speaker

See the full lineup of speakers for ONE Conference at [conference.taa.org/speakers](https://conference.taa.org/speakers)

# STAGES AND EDUCATION TRACKS

Engage with thought leaders, industry experts, and visionaries! Across multiple stages, you'll experience engaging keynotes, panel discussions, and presentations designed to give you actionable insights into the latest trends.

## The **Lightning Talk** Stage

Features 10-20 minute sessions designed to inspire & educate attendees, offering dynamic presentations throughout the day.

## The **Industry Insights** Stage

Offers educational sessions on emerging trends, technology, AI, and key topics for corporate executives. This stage provides a comprehensive view of the latest industry developments and innovations and is home to the **Efficiency Tools** and **Trends Shaping Tomorrow** tracks.

## The **Elevate** Stage

Focuses on career development and professional growth topics for emerging leaders, including mental preparedness, time management and active listening - all nestled within the **The Rockstar (The Making Of)** track.

## The **Housing Heroes** Stage

Covers essential maintenance, property operations and leadership topics, delivering practical knowledge and best practices for property management professionals - home to the **Maintenance** and **Property Operations** tracks.

## The **Empowerment** Stage

Features sessions on employee experience and retention, emphasizing personal and professional well-being insights for enhancing workplace satisfaction and productivity - showcasing **The Balanced Professional** and **Leadership Blueprint** tracks.

## 2025 EDUCATION TRACKS

Affordable Housing  
Building ONE Community  
Corporate Executives  
Efficiency Tools  
Exceeding Expectations  
Independent Owners  
Leadership Blueprint  
Marketing  
Property Operations  
Rockstar (The Making Of)  
Supplier Partners  
Teamwork!  
The Balanced Professional  
Trends Shaping Tomorrow  
and more...

Learn more about ONE Education Sessions at  
[conference.taa.org/agenda](https://conference.taa.org/agenda)

# WHAT'S **NEW** AND **AWAITING YOU** AT ONE

**Dynamic stages, insightful sessions, and hands-on workshops**

Get ready for an exciting experience with us at ONE! Enjoy networking in the Expo and engaging activities packed with learning and fun! Plus, indulge in great food, coffee bars, and cozy lounges to keep you energized. **Here are some of the highlights:**



## **Pickleball PAC Fundraiser**

*Tuesday, May 6, 2025*

Join the TAA PAC on the pickleball court to help raise funds to support candidates for the Texas Legislature and statewide office.

## **Ignite, Executive Leadership Event**

*Wednesday, May 7, 2025*

This exclusive, inaugural Ignite, Executive Leadership Event is a unique opportunity to connect with fellow executives, share insights, and gain valuable knowledge to drive your business forward. By invitation only. RSVPs will open in January 2025.

## **Kickoff Block Party in the TAA Expo Marketplace**

*Wednesday, May 7, 2025*

Kick off the ONE Conference in the Expo at this high-energy block party to set the stage for an unforgettable evening, blending festival vibes with mouthwatering food, refreshing drinks, and live DJ beats. Open to all attendees and exhibitors. No additional ticket is required.

## **Planet Pop Networking Event**

*Thursday, May 8, 2025*

Get ready for an epic party that will be talked about for years to come! Planet Pop, where the rhythms of the 90s and 2000s collide with an interstellar celebration. Ticket purchase required to attend. Capacity is limited and it will sell out!

## **Sneaker Day at ONE**

*Thursday, May, 8 2025*

Get ready to step up your style on Sneaker Day, where attendees are invited to showcase their best kicks and personalize their look with custom laces and shoe decorations. Sneaker Day is all about making a bold statement.



# NETWORKING AND CONNECTION

## Coffee and Collab Sessions

Join targeted sessions designed to bring together professionals from key industry segments like Gen Z, Independent Rental Owners (IROs), and local Apartment Association executives. Engage in meaningful discussions, share insights, and build connections within your niche community in a focused and collaborative setting. These exclusive meetups offer a unique opportunity to deepen relationships and gain valuable insights while exploring the latest trends with like-minded professionals.



## Lounges

Need a break? Step into one of our seven stylish lounges inside the TAA Expo Marketplace to recharge (yourself and your electronics) and relax. Our lounges provide the ideal environment for a breather between sessions, allowing you to catch up on emails, network in a quieter space, or simply to enjoy a coffee.

## Things To Do

Immerse yourself in unique spaces designed to inspire creativity, relaxation, and personal growth throughout the ONE Conference. From serene relaxation zones to hands-on creative workshops and energizing fitness areas, these interactive environments offer a refreshing break from the hustle while encouraging meaningful connections. With fitness stations, oxygen bars, sound baths, and more don't miss the chance to recharge, explore new ideas, and engage in experiences that will leave a lasting impact.



## Good Eats: Food & Drinks

Keep your energy up and your taste buds satisfied with a variety of food trucks, food stations, specialty coffee stops, and snack stations. From savory bites to sweet treats, we've curated a range of tasty options to fuel you all day long.



# SHOWCASE YOUR BRAND: EXHIBIT AND SPONSOR

Position your brand in front of 5,200+ attendees and key decision-makers for maximum visibility and engagement, while also being a part of the exciting transformation to showcase your brand as a key partner in our journey to connect and evolve.

## BECOME AN EXHIBITOR

Join the largest annual gathering of the Texas rental housing industry for multifamily owners, operators and supplier partners as an exhibitor to showcase your brand as a leader in the multifamily housing industry. The expo hall is 95% sold out, so hurry and secure a booth before they are all gone!

Apply for a booth and find more resources for exhibitors at [conference.taa.org/exhibitors](https://conference.taa.org/exhibitors)

## SPONSOR ONE CONFERENCE

Amplify your brand exposure and enhance your company's visibility with a ONE Conference curated sponsorship that caters to supplier partners of all sizes and marketing goals to offer:

- Unparalleled exposure to industry leaders
- Enhanced brand awareness
- Strengthened industry relationships
- Tailored sponsorship packages to maximize ROI
- Support the Texas rental housing industry

Sign up to be a sponsor and increase your brand exposure [conference.taa.org/sponsors](https://conference.taa.org/sponsors)

## ONE ATTENDEES BY THE NUMBERS

- 5,200 multifamily professionals
- 540 owner and management companies
- 50% have buying authority influence
- 35% of 2024 attendees were first timers

## THANK YOU TO THE 2025 TAA ONE TOP-LEVEL SPONSORS

Headline



Premiere



Spotlight



# This is the **ONE** you've been waiting for REGISTER EARLY TO **SAVE!**

Whether registering yourself or your whole team, secure your spot soon for ONE Conference 2025! Be sure to snag your tickets to Planet Pop, the Thursday night networking event you won't want to miss.

## INDIVIDUALS

For individuals or groups of 5 or less

- Access to Education Sessions and Daily Keynotes
- Kickoff Block Party in the Expo on Wednesday
- Add-on tickets to Planet Pop on Thursday Night

## GROUPS

For groups of 6 or more

- Everything included in individual ticket package plus bulk discounts. Fulfillment deadline is **April 9, 2025**.
- Discounts are NOT cumulative, must be purchased together and are applied per payment transaction

## REGISTRATION DEADLINES

**EARLY BIRD** October 28th through March 4th

**REGULAR** March 5th through April 9th

**LATE** April 10th through May 6th

**ON-SITE** May 7th through May 9th

*Note: Exhibitor Registration is only available through the [Exhibitor Resource Center](#)*

**CLICK HERE TO REGISTER  
FOR ONE CONFERENCE 2025**