



**IAAO**

INTERNATIONAL ASSOCIATION  
of ASSESSING OFFICERS

*Valuing the World*



**2022**

**August 28-31 ★ Boston, Massachusetts**



**IAAO**

**Annual  
Conference  
& Exhibition**

**Promoting Professionalism  
in Assessment Administration**

# **SPONSORSHIP & EXHIBITOR PROSPECTUS**

The IAAO Annual Conference is the yearly industry event that positions your company in front of qualified and highly interested assessing professionals and appraisal experts from around the world!

[www.iaao.org/prospectus](http://www.iaao.org/prospectus)

**INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS**

314 W 10th Street • Kansas City, Missouri 64105-1616  
Phone: 800.616.4226 • Email: [info@iaao.org](mailto:info@iaao.org) • [iaao.org](http://iaao.org)





# ANNUAL CONFERENCE & EXHIBITION

Whether you're a first-time sponsor or an experienced exhibitor, this prospectus outlines tangible benefits designed to assist you in developing new contacts, generating leads, and achieving your marketing and sales objectives.

## ATTENDEE STATS:

**37%**

expect to make a purchase as a result of the conference



**74%**

are instrumental in making product and service purchases

**36%**

report that a primary reason for attending the conference is to visit the exhibit hall and learn about products and services



**73%**

have been in the industry for 11 or more years



**12%**

are new to the industry



**48%**

come from jurisdictions of more than 100,000 parcels

\* Values derived from 2021 Annual Conference & Exhibition

Lucrative and rewarding opportunities await your company at the 2022 IAAO Annual Conference & Exhibition where you can increase your organization's exposure and meet with enthusiastic industry professionals.

Our sponsorship and exhibit options are among the most cost-effective and profitable in the industry—all created to help you get your message in front of well-qualified prospects.

## SHOWCASE YOUR PRODUCTS

The IAAO Annual Conference offers two distinct ways to showcase your products and services while helping you interact with attendees:

1. **Demonstrating your offerings** with a booth in the Exhibit Hall.
2. **Investing in one or more of the high profile comprehensive sponsorship opportunities.** Your investment level determines your qualifications as a Premier, Diamond, Gold, Silver, Bronze or General sponsor.

### Our team is eager and available to assist you:

#### Sponsorship opportunities:

Leann Ritter, CAE  
ritter@iaao.org  
816-701-8161

#### Exhibit information and booth availability:

Rachel Mense  
mense@iaao.org  
816-701-8109

Official IAAO Conference hotel information, including location, group rates, nearest airport, and ground transportation, is available at [www.iaao.org/conference](http://www.iaao.org/conference)



# SPONSORSHIP LEVELS

June 15, 2022 is the deadline to submit sponsor and/or exhibitor application, payment, and company logo to ensure full recognition. For more details, visit [www.iaao.org/prospectus](http://www.iaao.org/prospectus).

<b>BENEFITS</b>	<b>PREMIER</b> \$50,000+	<b>DIAMOND</b> \$30,000 - \$49,999	<b>GOLD</b> \$20,000 - \$29,999	<b>SILVER</b> \$10,000 - \$19,999	<b>BRONZE</b> \$5,000 - \$9,999	<b>GENERAL</b> \$2,000 - \$4,999
Sponsor badge ribbons	★	★	★	★	★	★
Signage in prominent areas of conference indicating level of sponsorship*	★	★	★	★	★	★
Signage at sponsored events*	★	★	★	★	★	★
Opportunity to purchase additional Monday night Happy Hour tickets at a discounted price	★	★	★	★	★	★
Recognition in pre-and post-conference issues of <i>Fair + Equitable</i> *	★	★	★	★	★	
Company logo on IAAO Conference website before, during, and after conference	featured on multiple pages with link to website	with link to company website	★	★	★	
Pre- and post- conference name and mailing address attendee lists – 4 weeks before, 2 weeks before, and 2 weeks after conference (Does not include e-mail addresses)	★	★	★	★		
Complimentary conference registration(s)	4	3	2	1		
Recognition in social media promotion(s) related to conference	4	3	2	1		
Complimentary participation in Exhibitor Showcase (if also exhibiting)	★	★	★	★		
Opportunity to distribute company logo souvenir item or promotional flyers at fully sponsored event(s)**	★	★	★			
Recognition by Master of Ceremonies at fully sponsored event(s)	★	★	★			
Invited on stage for introduction during Opening Session	★	★	★			
Company address to attendees at fully sponsored event(s)**	Limited to three minutes	Limited to one minute				
Recognition in preconference email(s) sent to entire membership with link to company website	2	1				
Demonstration room at the conference venue	★					
E-mail sent to registered attendees at early-bird registration deadline on behalf of company*	★					



**Note:** Benefits subject to change based on availability or circumstances outside of IAAO's control. Sponsors and Exhibitors may not schedule events that conflict with IAAO events.

\* Size, prominence, and placement will be a feature of sponsorship level. \*\* Requires pre-approval by IAAO.

# SPONSORSHIP OPPORTUNITIES

**BUILD A TOTAL PACKAGE from the following that meets your marketing goals, or call us to develop customized packages.**

Opportunities available on a first-come, first-served basis, so make your selection early! Fully-sponsored items enjoy Right of First Refusal the following year.

## SPONSORSHIP QUESTIONS?

Contact Leann Ritter  
ritter@iaao.org  
816-701-8161

## DOWNLOAD A SPONSORSHIP APPLICATION AT:

👉 [www.iaao.org/prospectus](http://www.iaao.org/prospectus)

“*This conference offers an incredibly comprehensive insight to the cutting-edge technologies available to ad valorem appraisers. It allows ad valorem appraisers and managers to get a good feel for the pulse of the nation on issues we all face in the industry and offers intelligent responses to how to best navigate those issues.*”

—Conference Attendee Thomas Eatchel, Certified Residential Appraiser, Wasatch County, Utah



### ULTIMATE ATTENDEE PACKAGE - \$17,000

The attendee package includes your company logo on name badge lanyards, and conference notebooks/writing tablets, distributed to attendees when they arrive. In addition, sponsor is mentioned in the on-site Day-at-a-Glance emails sent to attendees.



### REGISTRATION PACKAGE - \$15,000 -

Your company is seen by EVERY attendee as they register for conference. Your company is recognized on the registration page, forms AND on conference signage near registration.



### CONNECT & RE-CHARGE STATION - \$15,000

Your company can be at the center of it all when attendees visit the Connect and Re-charge station. Sponsor may include materials or company-branded items in the station. Branded signage included.



**KICK-OFF KEYNOTE - \$20,000** - Jump start the conference program as you introduce our keynote speaker at the Opening General Session.



**MOBILE APP - \$15,000** - Utilized by over 75% of attendees, your logo and company website link are in full view every time an attendee opens the app.



### WI-FI TECHNOLOGY PACKAGE - \$15,000 -

You choose the password and help customize the landing page at this starting place for wireless connection throughout the convention center. Be where attendees connect!



**LIVE STREAMING - \$15,000** - Provide live streaming to virtual conference attendees.

Includes the opportunity to “speak” to virtual and in-person attendees, with your company recognized between broadcast sessions

# SPONSORSHIP OPPORTUNITIES



## **ELECTRONIC HOTEL KEYS - \$12,000**

Get continuous exposure throughout the conference by placing your logo and message directly into the hands of conference hotel guests.



**BACKPACKS - \$15,000** - From the time they pick up their registration materials until they depart, attendees are rarely seen without their backpacks, each emblazoned with both your company's and IAAO's logos. Sponsor can hand backpacks to attendees at conference registration.



## **PRESIDENTIAL RECEPTIONS**

**\$10,000** - Be recognized and included as the sponsor of two invitation-only receptions hosted by the IAAO President.



## **NETWORKING HUBS - \$6,000 -**

Provide continual exposure throughout the conference as attendees gather for formal (roundtables) and informal gatherings for discussions on focused and hot topics. Sponsor has the opportunity to suggest and lead a topic.



## **VOLUNTEER SHIRTS - \$5,000 -**

Have your company logo on the shirts worn all week by volunteers working the conference. Your logo will be seen everywhere and be easily recognized by the bright and distinctive Volunteer Shirts!



## **COMPACT CONFERENCE PROGRAM - \$6,000 -**

Visibility for your company abounds when your logo appears on the back page of the 2022 IAAO printed program! An exclusive opportunity for continued exposure at the conference.

## **SOCIAL EVENT + RECEPTION SPONSORSHIPS**



**WELCOME EXPERIENCE - \$50,000** - Don't miss this extraordinary opportunity to connect with the mass appraisal industry at this large-scale event and provide the attendees with an exclusive "Boston experience" that will not be forgotten.

**AWARDS BREAKFAST\* - \$20,000** - Be the host and recognized with the "best-of-the-best." Join the spotlight as it shines on outstanding achievement in the ad valorem profession.

**PRESIDENT'S DINNER\* - \$15,000** - Join with IAAO Executive Leadership at the 2022 President's Dinner as sponsor of this exclusive event.

**WOMEN'S INITIATIVE LUNCH\* - \$10,000 -** Show your company's support for women in mass appraisal and assessment. Not only will you introduce the speaker but you'll also address leaders at this special event on Wednesday.

**BREAKS IN THE EXHIBIT HALL - \$10,000 -** Fuel "information-hungry" attendees as they look to build relationships for future collaboration during conference breaks in the exhibit hall. Firms may sponsor one or more breaks at \$10,000 per break.

**CLOSING GALA BANQUET\* - \$20,000** - Host the crescendo of the conference! Includes a brief presentation from the stage and strategically placed company signage on the "big screen," displayed between photos from the conference. Include your company logo and a QR code on the commemorative printed menus for lead generation.

\* Reserved seating at the function is included.

**DOWNLOAD A SPONSORSHIP APPLICATION AT:**  
➔ [www.iaao.org/prospectus](http://www.iaao.org/prospectus)

# SPONSORSHIP OPPORTUNITIES

## PROFESSIONAL DEVELOPMENT SPONSORSHIPS

**DAILY EDUCATION SESSIONS** -  
\$10,000 for all three days or \$5,000/day -

Support IAAO education while attendees learn from the best and the brightest. Full sponsorship provides signage outside of session rooms, the opportunity to place company materials in the session rooms at the beginning of the day, **and a link to your company website on the website conference education page.**

**PLENARY PRESENTATIONS** - \$7,500 each -

Build company awareness and recognition at these all-attendee events where IAAO presents experts and thought leaders who help define the future of the profession. Introduce the speaker and be recognized in pre- and on-site event promotion. *Plenary speakers to be announced.*

**IAAO DESIGNEES PRESENT & FUTURE LEADERS' LOUNGE** - \$5,000 - Interact with members who have worked to achieve the mark of professional success. Over the course of the conference, join IAAO Designees in this specifically designated area for relaxation, networking, and refreshment.

## YEAR-LONG OPPORTUNITIES

IAAO offers our business partners additional opportunities beyond the Annual Conference to engage with the membership. Sponsorship provides significant exposure and substantial interaction with targeted audiences all year long.

- **LEADERSHIP DAYS**
- **WOMEN'S INITIATIVE SERIES**
- **EMERGING LEADERS' SUMMIT**
- **INTERNATIONAL MASS APPRAISAL VALUATION SYMPOSIUM**
- **WEBINARS**

## FOCUSED ATTENDEE EVENTS

**\$5,000 for full sponsorship or \$2,000 for co-sponsorship.**  
*Preference given to full sponsorship*



*Sponsors will be provided with an invitation to their chosen event(s).*

### PRE-CONFERENCE WEBINAR

Get great pre-event exposure through sponsorship of this tell-all about what to expect in Boston!

### FIRST-TIME ATTENDEE ORIENTATION

Acquaint new and influential customers with your company as first time attendees gather to learn about resources in navigating the conference.

### U40 RECEPTION

Help shape the future of mass appraisal in this gathering specifically designed to bring those under 40 together.

### U40 LEADERSHIP LAB INNOVATION

Assist rising stars of IAAO by providing scholarship assistance for conference attendance. Introduce these grant recipients as they deliver their conference presentation. Full sponsorship recognized in publicized call for applicants!

### FELLOWS GATHERING

Connect with influential individuals who have dedicated their career to the development of the profession and made exceptional contributions to IAAO and the assessment industry.

**SPONSORSHIP QUESTIONS?**  
Contact Leann Ritter at [ritter@iaao.org](mailto:ritter@iaao.org)

**DOWNLOAD A SPONSORSHIP APPLICATION AT:**  
➤ [www.iaao.org/prospectus](http://www.iaao.org/prospectus)



# EXHIBIT INFORMATION

Display and demonstrate your company's products and services at the largest exhibit hall for mass appraisal in the world. Choose from among our basic 10'x10' booth or larger option—all the way to 20'x30'—to make your presence known. Pipe, drape and an identification sign are provided (some exceptions apply e.g., island booth). Your exhibit booth fee also includes at least two exhibitor registrations (refer to booth size)—over \$1,000 in value. Security is included during the hours the Exhibit Hall is closed to attendees. **All other materials—including electricity, booth furnishings and freight handling—must be ordered through the official service contractor for the conference.** A service kit will be sent to all exhibitors upon registration.

**Exhibit booths sell out quickly so be sure to get your application in early to ensure an exhibit space!**

Once your exhibitor agreement has been received, your information will be sent to the official conference service contractor and an exhibitor service kit will be sent to you. All shipments are to be sent through the official conference contractor.

**Absolutely no shipments should be sent to the convention center. If you send your materials directly to the convention center, all related costs will be added to your billing by the official service contractor.**

## EXHIBITOR BOOTH REPRESENTATIVES

Each Exhibitor Booth Registration includes everything that a full attendee registration includes EXCEPT a ticket to the Wednesday Closing Banquet. Closing Banquet tickets may be purchased. Everyone in a booth MUST be registered. Additional exhibitor booth personnel registrations are \$550 each, and may be purchased in addition to your complimentary registrations. **Forms available at [www.iaao.org/prospectus](http://www.iaao.org/prospectus).**



## BOOTH SIZES & RATES

BOOTH SIZE	COMPLIMENTARY REGISTRATION*	FEE
10' x 10'	2	\$2,800
10' x 20'	4	\$4,600
20' x 20'	6	\$8,700
20' x 30'	8	\$10,600

**Note:** A \$100 corner premium applies to each corner. This does not apply to islands.

## REGISTRATION MAILING LIST

Exhibitors receive one pre-registration attendee list prior to the conference. Registration list contains attendee name, institution/organization, and mailing address of attendees who have opted to accept mailings from sponsors/exhibitors.

## FOR EXHIBIT INFORMATION AND BOOTH AVAILABILITY, CONTACT:

Rachel Mense: [mense@iaao.org](mailto:mense@iaao.org) • 816-701-8109

Please visit [www.iaao.org/prospectus](http://www.iaao.org/prospectus) to review *Exhibit Booth Standards & Regulations, IAAO Policies & Procedures, deadlines, and Booth Priority Information.*

## NEW IN 2022!

**MORE opportunities and activities for developing leads in the Exhibit Hall**

**MONDAY - HAPPY HOUR**  
Exhibitors can purchase drink tickets for distribution

**MONDAY AND TUESDAY - FREEDOM TRAIL**  
Attendees look for Boston history placed throughout the exhibit hall floor

**MEALS AND BREAKS**  
**PRIZE DRAWINGS**