

2025

# BUSINESS PARTNER & SPONSORSHIP OPPORTUNITIES



## ENGAGE WITH MASS APPRAISAL PROFESSIONALS THROUGHOUT 2025



**All opportunities are designed to strengthen the relationship between IAAO members and the business community by providing enhanced visibility, greater accessibility, and increased interaction.**

**INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS**

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**IAAO**

INTERNATIONAL ASSOCIATION  
of **ASSESSING OFFICERS**

*Valuing the World*

## **IAAO IS THE PREMIER ASSOCIATION FOR ASSESSORS & ASSESSMENT ADMINISTRATORS.**

**IAAO reaches over 13,000 assessment and valuation professionals in offices all over the globe. We have the resources that bring together more than 8,000 members as well as thousands more potential customers.**

**We are the leading voice on issues impacting assessment offices.**

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# IAAO STRATEGIC BUSINESS PARTNER PROGRAM

Connect on a whole new level with the Strategic Business Partner Program.

Companies serving the assessment community often express an interest in becoming more involved with the members of IAAO. As a provider of business solutions for assessors, your company has the knowledge, experience, products, and services to assist in fulfilling their public service obligations.

Enter the **IAAO Strategic Business Partner** program — an innovative program designed to strengthen the relationship between our members and the business community by providing opportunities for enhanced visibility, greater accessibility, and increased interaction between assessment professionals and business representatives.

Through networking and information exchange, your company will be better able to create and market products and services that are tailored to meet the changing needs of assessors and help drive the future of communities across the globe. IAAO actively seeks input from our vendors as well, so we're keeping a pulse on not only what's happening with our members, but also what's important to the industry that supports tax assessment and valuation.

## APPLICATION PROCESS

Enrollment in the **Strategic Business Partner** program is for a calendar year, and is renewable on an annual basis, subject to approval. IAAO's program operates on a January 1 through December 31 enrollment period.

*Participation in the program does not constitute or imply an endorsement of the company or its products/services by the International Association of Assessing Officers as IAAO has not investigated a participant's business reputation or operation.*



## IAAO OFFERS TWO LEVELS OF YEAR-ROUND PARTICIPATION

- **Level 1** (\$20,000 annual investment)
- **Level 2** (\$10,000 annual investment)

## GET STARTED!

For any questions or an application, our team is eager and available to assist you:

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

All applications must be accompanied by payment. Please allow two weeks for IAAO to process your application.



# STRATEGIC BUSINESS PARTNER PROGRAM BENEFITS

BENEFITS*	LEVEL 1 \$20,000 Annual Investment	LEVEL 2 \$10,000 Annual Investment
Use of partnership "badge" recognition in company's marketing materials and printed medallion denoting partnership for company exhibit booth at the IAAO conference.	★	★
Listing with logo and link to company's website on IAAO's expanded Industry Partners' web page for 2025. Opportunity to have company press releases, webinars, and resources (up to ten per year) posted on the Industry Partners' web page.	★	★
Listing in Industry Service Provider Index in monthly <i>Fair + Equitable</i> magazine and <i>Assessing Info</i> newsletter.	★	★
Complimentary IAAO memberships, which includes access to IAAO RFP Online Community.	4	2
Discount on advertising in <i>Fair + Equitable</i> . (5% discount, up to \$500 per year) See the 2025 Media Kit for more specifics.	5%	5%
Recognition at IAAO events (through shared signage); examples are Annual Conference, Legal Seminar, Emerging Leaders' Summit, and Women's Initiative Network programs.	★	★
Opportunity to submit a "thought leader" article for <i>Fair + Equitable</i> magazine (maximum of 1,200 words in 2025). Final IAAO approval two months prior to publication month. Choice of month will be on a first come, first served basis.	★	★
Complimentary 60-day job posting in IAAO Career Center.	4	2
Exclusive meal during IAAO Annual Conference with a member of the IAAO Board of Directors	★	★
Promotion of one sponsor-produced "thought leader" webinar during the year. This webinar will not be a direct product or service promotion. Recognition of webinar will be in two issues of <i>Assessing Info</i> , one issue of <i>Fair + Equitable</i> (deadline for information receipt is eight-weeks before issue publication), and on the IAAO website. Sponsor-produced webinar cannot be offered at a time that conflicts with an IAAO broadcast event.	★	★
IAAO announcement to membership of Strategic Business Partnership	★	★
Address IAAO Chapters through a two-minute presentation on one of the quarterly Representative calls. Choice of quarter will be on a first come first served basis.	★	
Discount on Annual Conference exhibit booth. (5%, up to \$550 per year)	5%	
Promotion of one business partner product/service webinar during the year. Recognition will be in two issues of <i>Assessing Info</i> , one issue of <i>Fair + Equitable</i> . Sponsor-produced webinar cannot be offered at a time that conflicts with an IAAO broadcast event. Deadline for information receipt is eight weeks before issue publication.	★	
Participation in panel session at the IAAO Annual Conference or IAAO webinar looking at the future of the assessment profession.	★	
One dedicated email sent to IAAO membership on behalf of partner. Date(s) must be a minimum of six weeks before or two weeks after the IAAO Annual Conference. Must be provided to IAAO in HTML format (no CSS) two weeks prior to agreed upon distribution date. <b>Up to two additional emails can be purchased separately.</b>	★	
Thought leader presentation at IAAO Annual Conference. Topic requires review and approval by IAAO and cannot be product or service promotional. For CE credit consideration, full session information must be received by June 2. Session attendee names and jurisdictions provided.	★	
Dedicated IAAO staff member to assist with opportunities.	★	★
<b>VALUE</b>	<b>\$39,696</b>	<b>\$22,268</b>
<b>INVESTMENT</b>	<b>\$20,000</b>	<b>\$10,000</b>

\* All benefits are exclusive to IAAO Business Partners. Strategic Business Partner investment provides one point for each \$1,000 toward the next year Exhibit Booth priority points.

# IAAO ANNUAL CONFERENCE & EXHIBITION

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. 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.



Lucrative and rewarding opportunities await your company at the 2025 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:

exhibits@iaao.org  
816-701-8105

## ATTENDEE STATS



**1,700**

total attendance in 2024

**49%**

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

**39%**

**expect to make a purchase** as a result of the conference



**65%**

are **instrumental** in making product and service purchases

**96%**

**OF EXHIBITORS** report the conference having a positive impact on business goals



**63%**

have been in the industry for **11 or more years**

**14%**

are **new to the industry** (less than 5 years)

**44%**

come from jurisdictions of more than **100,000 parcels**



\* Values derived from 2024 Annual Conference & Exhibition Survey

# CONFERENCE SPONSORSHIP LEVELS OF ENGAGEMENT

July 7, 2025 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).

BENEFITS	PREMIER	DIAMOND	GOLD	SILVER	BRONZE	GENERAL
	\$50,000+	\$30,000 - \$49,999	\$20,000 - \$29,999	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,000 - \$4,999
Sponsor badge ribbons	★	★	★	★	★	★
Recognition in Opening Session and Closing Banquet slides and signage in prominent areas of the 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 Fair + Equitable*	★	★	★	★	★	
Company logo on IAAO Conference website before, during, and after conference	feat. on mult. pgs w/ link to website	with link to company website	★	★	★	
Pre- and post- conference name and mailing address attendee lists – 4 - 5 weeks before, 2 weeks before, and 2 weeks after conference (Does not include e-mail addresses)	5 weeks before	5 weeks before	4 weeks before	4 weeks before		
Complimentary conference registration(s)	4	3	2	1		
Complimentary Closing Banquet tickets	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 brief introduction during Opening Session (For recognition—not a speaking or video opportunity).	★	★	★			
Invitation to participate in post-conference focus group.	★	★				
Company address to attendees at fully sponsored event(s)**. Script to be received by IAAO 3 weeks prior to conference.	Limited to 500 words	Limited to 300 words				
Recognition in preconference email(s) sent prior to conference 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**. Must be provided to IAAO in HTML format (no CSS) two weeks prior to agreed upon distribution date.	★					



**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.

# CONFERENCE 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



**ULTIMATE ATTENDEE PACKAGE - \$19,000** - The attendee package includes your company logo on name badge lanyards, and conference notebooks/writing tablets, distributed to attendees when they arrive.



**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. The IAAO pre-conference email contains on-site information about the sponsor.



**CONNECT & RE-CHARGE STATION - \$15,000** - Your company can be at the center of it all when attendees visit the Connect and Recharge station. Sponsor may include materials or company-branded items in the station. Branded signage included.



**KICK-OFF KEYNOTE - TBD** - Jump start the conference program as you introduce our keynote speaker at the Opening General Session.



**MOBILE APP - \$15,000** - Utilized by 95% of attendees, your logo and company website link are in full view every time an attendee opens the app. Company flyer promoting mobile app provided to attendees at check in. Final approved version to be received by August 1.



**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!



**ELECTRONIC HOTEL KEYS - \$13,000** - Get continuous exposure throughout the conference by placing your logo and message directly into the hands of conference hotel guests.



**BACKPACKS - \$19,000** - 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 may interact with attendees as they hand out backpacks at conference registration.



*The IAAO conference offers a unique chance to connect with decision-makers and customers, making it the perfect venue to showcase our solutions and gain valuable industry insights. Most importantly, it allows us to build meaningful relationships with the professionals driving the future of the field.*—Landon Ortiz, Schneider Geospatial

# CONFERENCE SPONSORSHIP OPPORTUNITIES



**WATER BOTTLES - \$15,000** - Keep attendees hydrated in the Orlando elevation with your logo branded reusable water bottles. Provided to attendees at registration.



**WELLNESS CHALLENGE - \$12,000** - "Walk" with potential clients as they compete for prizes. Drive traffic to your booth with a leader board of current standings.



**FLORIDA ADVENTURE PASS - \$10,000**  
Be recognized as attendees travel throughout the exhibit hall "experiencing" Florida outdoors - from beaches to manatees, and much more. Attendees will scan their badges for a chance to win a prize at stations featuring iconic Florida. Sponsor receives contact information.



**SHARED BRANDING THROUGHOUT THE SWAN-DOLPHIN HOTEL - \$20,000 - \$40,000** - Your branding seen on large spaces throughout the conference space or host hotel — the Swan-Dolphin — or as directional floor clings guiding attendees as they navigate the conference. Final artwork must be submitted six weeks prior to the first day of conference.



**PRESIDENTIAL RECEPTION - \$6,000**  
Be recognized and included as the sponsor of the invitation-only event following the closing banquet hosted by the IAAO President.



**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!

## 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 recognition on session monitors outside of session rooms, the opportunity to place company materials with signage or in the session rooms at the beginning of the day, and a link to your company website on the conference education page.

**PLENARY PRESENTATIONS - \$10,000**

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. Make remarks, introduce the speaker, and be recognized in pre- and on-site event promotion.

**IAAO DESIGNEES PRESENT & FUTURE LEADERS' LOUNGE - \$5,000**

Complement your exhibit booth by setting up in the Lounge where IAAO leaders go to refresh and network. Join with IAAO Designees as they relax in comfort and refresh in an area set for interaction. Provide brief remarks at the Tuesday reception where drink tickets can be customized with the sponsor's logo or information. Sponsor is welcome to develop a raffle where attendees opt-in to provide contact information and sponsor announces the winner at the reception.

**PRE-CONFERENCE WORKSHOP - \$5,000**

Grab attendees attention as they begin their educational journey in Orlando. Sponsor included in workshop marketing materials and may provide brief remarks to attendees.

**OTHER WORKSHOPS AND EVENTS - \$5,000**

**Multiple opportunities available.** Additional topics both at the conference and as separate events to be announced. IAAO Board meeting dinners and receptions as well as jointly sponsored seminars will be added. Please ask for information.

**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)



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## 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 Orlando. Provide three minutes of live or recorded remarks to attendees eager to learn what the conference has to offer.

### 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.

### LAUNCH PAD RECEPTION

Help shape the future of the industry in this social event for individuals early in their mass appraisal career. Be in front of future leaders at this special registration gathering with great networking opportunities.

“**The IAAO Conference is a terrific way to network with people who deal with similar work situations and also network with the people who have the solutions (vendors).”**

—Jori Johson, Cheyenne, WY

# CONFERENCE SPONSORSHIP: SOCIAL EVENTS



**FLORIDA WELCOME EXPERIENCE - \$60,000** - Imagine this extraordinary opportunity to connect with the mass appraisal industry at this large-scale event and providing the attendees with an exclusive “Florida Experience” that will not be forgotten.

**AWARDS EVENT\* - \$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\* - \$19,000** - Join with IAAO Executive Leadership at the 2025 President’s Dinner as sponsor of this exclusive event. Includes a signature cocktail. Hosted bar can be added.

**WOMEN’S INITIATIVE LUNCH\* - \$10,000** - Show your company’s support for women in mass appraisal and valuation. Full sponsorship includes introduction of speaker and brief comments at this special-registration 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. Be the sponsor of a special event during this interactive time. First sponsored break at \$10,000, additional breaks at \$5,000. Sponsor can provide napkins or cups with company logo.

**EXHIBITOR HAPPY HOUR - \$10,000** - Mix with attendees as they meet in the exhibit hall late Monday afternoon. Sponsor message on a ticket provided to each registered attendee. Sponsor receives 50 additional tickets for distribution to customers.

**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.

**DOOR DROP - \$10,000** - Welcome attendees to the IAAO conference (and drive them to your booth) with a small gift you or IAAO provide “dropped” in attendees rooms at the Dolphin Hotel shortly after they arrive. (Materials to be pre-approved by IAAO.)

**CAREER CENTER AND PHOTO BOOTH - \$10,000** - The very popular professional headshot booth returns in expanded format in 2025. YOUR team members greet attendees as they get ready to up-their-professional-game. \$5,000 of the sponsorship is donated to IAAO scholarship funds.

**TEAM JERSEY DAY - \$7,500** - Support the conference theme as attendees wear their favorite team jersey on Tuesday. Attendees dressed in sports attire can submit a business card for a \$200 gift card drawing to Academy Sports (provided by IAAO). The only location to submit the business cards will be at your booth.

*\* Reserved seating at the function is included.*



# CONFERENCE 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.

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/hotel. If you send your materials directly to the convention center/hotel, 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 \$655 each, and may be purchased in addition to your complimentary registrations. **Forms available at [www.iaao.org/prospectus](http://www.iaao.org/prospectus).**

## 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.

## NEW IN 2025: LEAD RETRIEVAL

One license provided per booth. Additional can be purchased.



## BOOTH SIZES & RATES

BOOTH SIZE	COMPLIMENTARY REGISTRATION*	FEE
10' x 10'	2	\$2,950
10' x 20'	4	\$4,850
20' x 20'	6	\$9,100
20' x 30'	8	\$11,000

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

## FOR EXHIBIT INFORMATION AND BOOTH AVAILABILITY, CONTACT:

[exhibits@iaao.org](mailto:exhibits@iaao.org)  
816-701-8105

Please visit [www.iaao.org/prospectus](http://www.iaao.org/prospectus) for additional information and exhibit application.

## IAAO offers many opportunities and activities for developing leads in the exhibit hall

### MONDAY - HAPPY HOUR

Exhibitors can purchase drink tickets for distribution

### MONDAY AND TUESDAY - Florida Adventure Pass

Attendees explore Florida adventures as they travel throughout the exhibit hall.

### MEALS AND BREAKS • PRIZE DRAWINGS

# CONFERENCE EXHIBIT PRIORITY POINTS GUIDELINES

## DETERMINING YOUR EXHIBIT BOOTH PRIORITY

### PRIORITY POINTS

Priority Points are used to determine the order in which exhibitors may select their booth location for the following Annual Conference.

### PRIORITY POINTS ARE EARNED THROUGH:

- **Exhibit Space**
- **Exhibiting History**
- **Survey Participation**
- **Sponsorship Level**

## ACCUMULATING PRIORITY POINTS

### Exhibit Space

- Points are accrued and carried over from year to year.
- 1 point is given for every **100 square feet of space** at the current Annual Conference:

10' x 10' = 1 pt

10' x 20' = 2 pts

20' x 20' = 4 pts

20' x 30' = 6 pts

- 1 point is given for every year a company has exhibited since 2005.

## POINTS SPECIFICATIONS

- Exhibitors have the opportunity to select their booth for the following year's conference, prioritized by the exhibitor with the most points first, to the least.
- A representative for each exhibitor will be scheduled to meet with IAAO staff for the upcoming year's booth selection process. Exhibitors will be notified of their scheduled meeting date/time at least two weeks prior to their meeting.
- Each exhibitor is given 30 minutes for selecting the upcoming year's booth location. Their 30 minutes begins at the assigned meeting time. If an exhibitor's representative does not show up at the assigned time, they will be rescheduled to the end of the selection process, with location options based on availability at that time. *Note: This process is subject to change.*
- IAAO will work with the exhibitor after the selection process is over to accommodate their needs but will not displace other exhibitors.
- Failure to exhibit in any given year will reset points to zero.
- If there is a point tie, priority is based on the date payment was received in full. If the tie remains, priority will be determined by a lottery style random selection.
- **Mergers and Subsidiaries:** Any company resulting from a merger may choose points from either of the original companies; points will not be combined or aggregated. Newly formed, "spin-off" or separate subsidiaries will not receive points allocated to the parent company.
- After booth selection ends, new applications will be received and accepted on a first-come, first-served basis.

## SPONSORSHIP POINTS

- **Sponsorship points are earned annually and do not carry over to the next year's point total.**
- 2 points for every \$1,000 in sponsorship investment at exclusive **IAAO Annual Conference and/or Seminars** (e.g., International Conference on Assessment Administration). Points will be rounded down to the next lower \$1,000 increment. *Or:*
- 1 point for every \$500 to \$999 in sponsorship contributions at an **exclusive IAAO Annual Conference and/or Seminars.**
- 1 point for every \$1,000 in sponsorship investment with new **Strategic Business Partner Program.**
- 2 points for exhibitors who complete the **post conference Exhibitor Survey** by the deadline (surveys must indicate company name).

## PENALTIES AND POINT DEDUCTIONS

- **Minus 5 points** for any violations of the Priority Point Program or the Contract terms and Conditions (as stated in this brochure), cancellation of booth space, or no-shows.
- **Minus 2 points** for downsizing of booth space, or if booth balance due is not received by the published deadline.

# CONFERENCE EXHIBITOR POLICIES AND PROCEDURES

## STANDARD BOOTH REGULATIONS

There are four types of booth configurations: **standard/linear**, **perimeter wall**, **peninsula**, and **island**. The following booth display rules are typical for U.S. trade shows and conventions.

### STANDARD/LINEAR BOOTH (10' DEPTH)

- Any booth that shares a common back wall and abuts other exhibits on one or two sides.
- Maximum height is 8'. This 8' height may be maintained on the sidewall of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.
- A corner booth is a linear booth exposed to aisle on two sides. All other guidelines for linear booths apply.

### PERIMETER WALL BOOTH (10' DEPTH)

- A standard/linear booth found on the perimeter walls of the exhibit floor.
- The maximum height is 8'. This 8' height may be maintained on the sidewalls of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.

### PENINSULA BOOTH

- Any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at least 10' and with aisles on three sides. There are two types of peninsula booths: (1) one that backs up to linear booths and (2) one that backs up to another peninsula booth and is referred to as a "split island booth."
- For all peninsula booths, the exterior of the back wall must be plainly finished and may not contain booth identification, logos or advertisements.
- If backed by a row of standard/linear booths, the back wall may be no higher than 4' for a distance of 5' from either side aisle and 8' high in the center of the back wall. These height restrictions must be maintained for a distance of 10' from the back wall.
- Where two peninsula booths share a common back wall ("split island"), the maximum height may be 8' in all areas of the booth, including the back wall (same as Island Booth rules, below).

### ISLAND BOOTH

- Any exhibit 20' x 20' or larger and is surrounded by aisles on four sides.
- Regulations vary by exhibit hall but the following are typical examples: Maximum height of 8' in all areas of your booth are allowed. No limitations on the number of solid walls for your island booth. Be sure to check the hall regulations.



*The IAAO Annual Conference is like no other and is an invaluable resource for anyone in the assessment field. From invaluable education sessions in a wide range of topics to vendor exhibits and displays to social events and networking, it is a 'must attend' event!"*

— Darlene Plummer, Covington, KY

# IAAO POLICIES AND PROCEDURES

*These terms and conditions are to be a part of all space contracts. The International Association of Assessing Officers (IAAO) reserves the right to make changes, amendments, and additions to these terms at any time, and all changes, amendments, and additions so made shall be binding on the exhibitor, with the provision that all exhibitors will be advised of any such changes. Any matters not covered specifically herein are subject to a decision by IAAO.*

## **1. APPLICATIONS AND ELIGIBILITY**

All exhibitors must provide a product or service that directly relates to property valuation and/or the tax policy industry. All exhibitors must submit an application for exhibit space. The application must contain all information requested and be executed by an individual who has authority to act for the applicant (exhibitor). IAAO reserves the right to refuse rental or use of exhibit space to any applicant whose display, products, or services is not in keeping with the character and purpose of the IAAO conference in the sole judgment of IAAO.

## **2. BOOTH ACTIVITY REGULATIONS & PERSONNEL CONDUCT**

Exhibit personnel are required to confine their activities within the contracted space. Exhibitors may show, discuss, or demonstrate items or services, but shall not make sales that result in the delivery of merchandise and/or the exchange of money in the exhibit hall.

All personnel are expected to comply with all rules set forth by IAAO and to be of a caliber in keeping with the high standards of the IAAO conference. IAAO reserves the right to close any exhibit or part thereof that violates any booth activity regulations or conducts solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

The IAAO is dedicated to providing a harassment-free experience for all attendees and has developed a Code of Conduct for events. Please see Conference and Event Code of Conduct Policy on IAAO website for complete details.

## **3. EXHIBITOR/SPONSOR HOSTED ACTIVITIES**

Functions hosted by exhibitors/sponsors may not conflict with official IAAO conference activities. Violation of restricted confliction will result in a 5-point deduction.

## **4. ASSIGNMENT OF SPACE**

Whenever possible, space assignments will be made in keeping with the exhibitor's preferences as to location. Spaces will be assigned based on the priority point system. Once space has been confirmed by IAAO, space will not be reassigned except in the event that the show is not sold in full and floor plan reconfiguration is necessary. IAAO reserves the right to make the final determination of all space assignments in the best interest of the exposition and conference.

## **5. INSURANCE**

Exhibitors shall insure their own exhibits and display materials. Exhibitors shall carry Public Liability Insurance with a \$1,000,000 combined single limit or bodily injury, accident, and property damage combined per incident. Each exhibitor should check with their insurance carrier to request a certificate. Certificates of insurance should be submitted to IAAO no later than August 27, 2025. Please mail certificates to: IAAO, Attn. Exhibits, 314 W 10th Street, Kansas City, MO 64105 or e-mail to [exhibits@iaao.org](mailto:exhibits@iaao.org).

## **6. CANCELLATION/TRANSFERS BY EXHIBITOR**

In the event an exhibitor cancels its request for exhibit space, the rental fee paid will be refunded less a \$150 processing fee if the notice of cancellation is received by IAAO in writing by August 8, 2025. No refunds will be given for exhibitor cancellations after August 8, 2025. A \$50 processing fee will be applied to all exhibitor attendee transfers. Registration is per individual. Badges cannot be transferred between individuals onsite. Should the exhibitor be unable to occupy and use the exhibit space contracted, IAAO has the right to use such space as it sees fit to eliminate empty space in the exhibit hall.

## **7. STANDARD BOOTHS/EQUIPMENT**

The price of the exhibit space includes a standard eight-foot (8') background drape, three-foot (3') side drape, and a 7" x 44" two-line company identification sign unless an island booth is selected.

## **8. SUBLETTING OF EXHIBIT SPACE**

Exhibitors may not assign, sublet, or share their exhibit space with another corporation or firm or its representatives in space assigned to the original applicant without prior written consent from IAAO. Exhibitors must display only the goods or services they deal in or manufacture in the ordinary course of business. All exhibits must be confined to the exhibit booths.

## **9. INSTALLATION OF EXHIBITS**

Shipping dates for exhibitor freight are outlined in the Exhibitor Service Kit. Exhibitors are allowed entrance to the exhibit hall for booth set up on Sunday, September 21, 2025, 8:00 am-4:30 pm. Exhibits and displays must be in place and set up by 9:00 am, Monday, September 22, 2025. Space not occupied or set up by the indicated time may be reassigned for other purposes deemed appropriate by IAAO.

# IAAO POLICIES AND PROCEDURES

## 10. DISMANTLING OF EXHIBITS

Exhibitors' displays shall not be dismantled or packed in preparation for removal prior to the official closing time of 5:00 pm on Tuesday, September 23, 2025. Every exhibit must be fully staffed and operational during the entire exposition. The dismantling of displays begins at 5:10 pm, Tuesday, September 23, 2025, and continues through 8:30 pm on that same day. At that time, all exhibitor displays or materials left in the booths without instructions will be packed and shipped at the discretion of IAAO's official service contractor, and all charges will be applied to the exhibitor.

## 11. NON-OFFICIAL CONTRACTORS

Exhibitors may provide their own exhibit furnishings and may specify their own independent contractor for their installation and dismantling of the exhibit. Exhibitors must notify IAAO in writing no later than Monday, July 21, 2025, of their intent to use the services of contractors other than those selected by IAAO for installation and dismantling. The exhibitor is responsible for ensuring that any exhibitor-appointed contractor supply IAAO with a valid certificate of insurance showing coverage for general liability and workers compensation. Exhibitors assume full responsibility for their non-official contractors. Furthermore, non-official contractors must adhere to all of the rules and regulations set forth by the conference facility and IAAO.

## 12. INSTALLATION & DISMANTLING PERSONNEL

Exhibitors using companies other than IAAO-appointed contractors must advise them to check with the Exhibitor Service Center upon their arrival. To qualify a company's participation, the non-official contractor must present copies of all job orders upon arrival for the IAAO-appointed contractor's files. Upon verification, official set-up badges allowing access to the exhibit area during service hours only will be issued.

## 13. BADGES

Badges will be required for entry into the exhibit hall at all times. Badges are not transferable. The clear view of the official IAAO badge shall not be obstructed. Please complete the exhibitor registrations for each person attending. Any and all booth handlers need to complete an exhibitor application to register and receive a badge. Badges may be picked up at the conference registration desk.

## 14. MUSIC/MUSIC LICENSING/NOISE

Exhibitors must obtain their own license for using copyrighted music. Exhibitors may not use electronic or electrical devices that amplify sound and cause noise or other types of annoyance to those in attendance.

## 15. FOOD & BEVERAGE

Exhibitors may distribute food/beverage samples, excluding alcoholic beverages, as traffic generators, with approval from IAAO. These items may be purchased through the hotel/convention center. Exhibitors are not allowed to serve food outside of their booth area or have a social function within their booth that would cause individuals to block the aisles. If functions block aisles, IAAO has the right to terminate the function. Additionally, off-site functions hosted by exhibitors may not conflict with official IAAO conference activities.

## 16. PROTECTION OF EXHIBIT FACILITY

Exhibitors are subject to all conditions, requirements, and instructions set forth by IAAO and the hotel/exhibit facility. The exhibitor may not mark, tack, make holes in, or attach anything to columns, walls, floors, or other parts of the exhibit hall. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with guidelines set forth by IAAO, the facility, and the exhibit contractor. The exhibitor is liable for any damage caused to building floors, walls, or columns; to standard booth equipment; or the exhibitor's property.

## 17. SAFETY REGULATIONS

Fire regulations require that all display materials be fire-resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the conference city's code for fire prevention. Electrical signs and equipment must be wired to meet specifications. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official decorator at the exhibitor's expense will store all cartons, crates, containers, and packaging materials. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at their required width at all times that the exposition is open. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles.

## 18. DISTRIBUTION OF PRINTED MATTER

Exhibitors may not distribute printed matter, samples, souvenirs, and the like, except from within rented space. Special distribution of such materials elsewhere is under sole approval by IAAO.

## 19. MODIFICATION OF FLOOR PLAN

IAAO reserves the right to make modifications to the floor plan.

## 20. FORCE MAJEURE

In the event of cancellation or relocation of this conference, due to circumstances within IAAO's direct control, the liability of IAAO shall be limited to a refund of the rental fees paid. In the event that IAAO has no control over the cancellation or relocation of this conference, IAAO will reimburse exhibitors pro-rata on any rental fees paid, less any and all legitimate expenses incurred by IAAO for advertising, administration, and similar and related costs.

## 21. LIABILITY

IAAO undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, its officials, agents, or employees, or for the protection of the property of the exhibitor or its representatives, or for property used in connection with the exhibit, from theft or damage or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by IAAO shall be deemed purely gratuitous on its part and shall in no way be construed to make IAAO liable for any loss or inconvenience suffered by the exhibitor. The exhibitor agrees to protect, defend, indemnify, and hold harmless IAAO, the hotel and/or exhibit facility, the Official Decorator, and any officers, directors, staff, employees, or agents against any claims, losses, damages, or liability resulting from negligence or other acts of the exhibitor, its employees, or its agents.

# IAAO POLICIES AND PROCEDURES

## **22. VIOLATION OF THE CONDITIONS**

Failure to follow the conditions outlined above shall constitute a violation of the Contract Terms and Conditions of the Exhibitor's Application and Contract for Exhibit Space. In the event the exhibitor violates any of the conditions, IAAO reserves the right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement. IAAO may order the exhibitor to remove exhibit and personnel, or have them removed. In these circumstances, no part of the exhibitor's fees will be returned. IAAO may refuse thereafter to enter into any agreement with exhibitor to lease booth space at future conferences sponsored by IAAO.

## **23. EXHIBITOR ACKNOWLEDGEMENT**

Exhibitor acknowledges and agrees that the IAAO may elect or be required to change the scheduled dates, location and/or format (including to a virtual format) of the Annual Conference or other IAAO events for reasons beyond its control or for reasons that, in the sole judgment of the IAAO, will benefit the Annual Conference or specific event and the participants. In the event that the IAAO is required, or decides, to make any such changes, the IAAO will make commercially reasonable efforts to (a) notify Exhibitor promptly of such change, and (b) in the IAAO's discretion, provide either an appropriate substitution, which will be equivalent in dollar value to the applicable exhibit space, at the Annual Conference or other event, a similar sponsorship at the next Annual Conference or applicable event (and credit any amounts paid by Exhibitor to that exhibit space) or a refund of the amounts paid by the Exhibitor. The IAAO's liability to Exhibitor hereunder shall not, under any circumstances, exceed the amounts paid to (and not yet refunded by) the IAAO by Exhibitor for the applicable exhibit space. In no event shall the IAAO be liable for any indirect, consequential, special, exemplary or punitive damages regardless of the theory of recovery upon which such damages may be based and regardless of whether or not the IAAO has been advised of the possibility of the same.

## **24. NON EXHIBITING REPRESENTATIVES**

IAAO does its best to protect all conference participants from solicitation from companies who do not have the proper authorization by IAAO to do so. This activity is commonly referred to in the exhibition industry as "suitcasing." To maintain the integrity of IAAO's exhibitor and sponsor rules, any conference participant found soliciting business in the exhibit hall, event function space, hotel guest room or hospitality suite, restaurant, club, or any other public space during an event will be required to either pay that event's prevailing exhibitor or sponsor fees as determined by IAAO or leave the event immediately without receiving a refund. Please note membership in IAAO will not be considered when determining whether an individual has engaged in suitcasing, and second-time offenders will receive an immediate 12-month ban from future events. IAAO asks that any violations that are observed are reported immediately to IAAO staff.

## **BUSINESS PARTNER CONTACT INFORMATION PRIVACY**

All business partner contact information held by IAAO and its employees is proprietary and owned by IAAO. No business partner contact information may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from IAAO.