

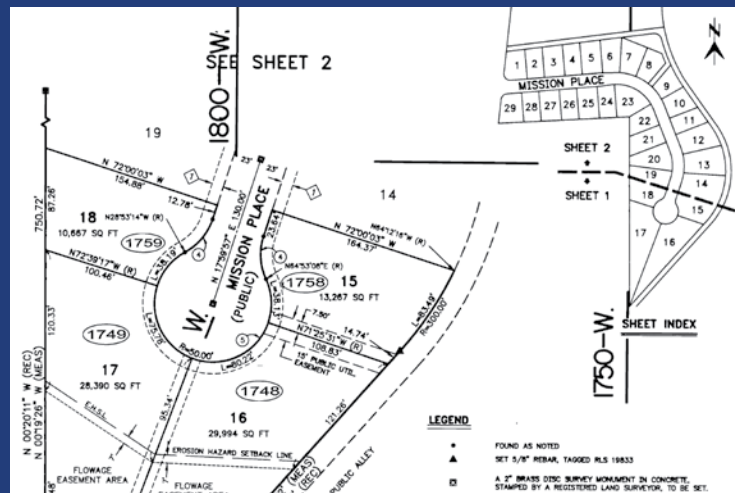
2010 Sponsorship Opportunities

INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS

76TH ANNUAL INTERNATIONAL CONFERENCE ON ASSESSMENT ADMINISTRATION

AUGUST 29-SEPTEMBER 1, 2010 • WALT DISNEY DOLPHIN HOTEL • ORLANDO, FLORIDA

BUILDING STRONG COMMUNITIES THROUGH ASSESSMENT INNOVATION



Build and reinforce name recognition for your company and products among nearly 1,000 domestic and international mass appraisal professionals.

Enhance your company's visibility beyond the Exhibit Hall to achieve maximum exposure.

Demonstrate your support for the assessment profession and commitment to education.

Promote the latest advances in the industry.

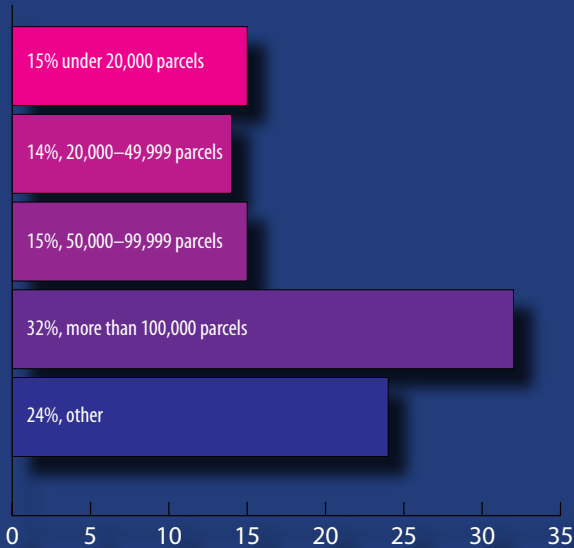


INTERNATIONAL ASSOCIATION
OF ASSESSING OFFICERS

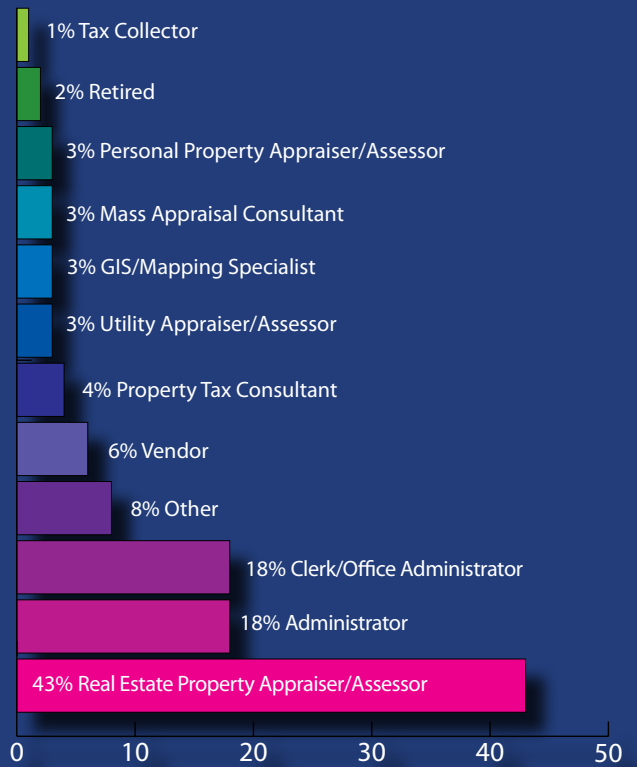


The International Association of Assessing Officers is a nonprofit, educational and research association. It is a professional membership organization of government assessment officials and others interested in the administration of the property tax. The annual conference brings together more than 1,000 leaders and decision makers in the assessment and appraisal profession from North America and around the globe.

**2009 CONFERENCE ATTENDEES
JURISDICTION SIZE**



**POPULATIONS SERVED BY THE
2009 ANNUAL CONFERENCE**



As an IAAO annual conference sponsor, your company earns tangible special benefits. Six different sponsorship levels are available:

- Diamond**..... \$25,000 plus
- Platinum** \$20,000-\$24,999
- Gold**..... \$15,000-\$19,999
- Silver**\$5,000-\$14,999
- Bronze**.....\$1,000-\$4,999
- General** \$500-\$999

BENEFITS	Diamond	Platinum	Gold	Silver	Bronze	General
Complimentary conference registration(s)	4	3	2	1		
Company logo on IAAO Web site before during & after conference	Includes link to sponsor Web site	Includes link to sponsor Web site	x	x	x	
Full color signage in high-traffic areas at the conference indicating level of sponsorship *	x	x	x	x	x	x
Advertisement in conference program	full page 4-color	full page B&W	half page B&W	quarter page B&W		
Recognition from stage at sponsored event(s). (If applicable.)	Includes speaking opportunity from stage. Limited to two minutes. Comments pre-approved by IAAO.	x				
Recognition signage at sponsored events (If applicable.)	x	x	x	x	x	
Recognition in Opening Ceremony Powerpoint	x	x	x	x	x	
Preconference attendee list containing names and mailing addresses. (Registrants as of July 1)	x	x	x	x	x	
Post conference attendee list containing names and mailing addresses	x					
Opportunity to distribute company logo souvenir at fully sponsored event(s). (If applicable requires preapproval by IAAO)	x	x	x			
Recognition in pre- and post-conference issues of <i>Fair & Equitable</i>	Includes company logo	Includes company logo	Includes company logo	x	x	x
Acknowledgement in the conference program *	Includes company logo & 50-word company description	Includes company logo & 50-word company description	Includes company logo & 50-word company description	Includes company logo	Includes company logo	x
Sponsor badge ribbons	x	x	x	x	x	x

* Size, prominence and placement of logos will be a function of sponsorship level.

COMPREHENSIVE MARKETING OPPORTUNITIES

The IAAO annual conference offers a variety of opportunities to promote your company and show support for the property assessment community. Build a total sponsorship package that meets your promotional needs.

CONFERENCE TOTE BAG

This high-recognition item is distributed to all conference attendees as they check in at the registration desk.

ATTENDEE PACKAGE

The attendee package includes name badge holders and recognition on the conference proceedings. Your company logo will be seen throughout the conference and AFTER as participants review and share educational information from the annual conference.

ELECTRONIC HOTEL ROOM KEYS

Your logo will appear on the room keys of all conference-hotel guests.

DAILY CONFERENCE NEWSLETTER

Become front-page news as attendees receive daily updates on conference events and activities.

CYBER PACKAGE

Display your company logo on the conference registration Web page and the laptop screens in the new Cyber Lounge!

OPENING CEREMONY & ANNUAL BUSINESS MEETING

This is one of the conference's most attended events. Be there at the start as we get down to business!

EDUCATIONAL SUPPORT

The highly respected educational program attracts assessment professionals from all disciplines. Participants gain valuable knowledge and experience to assist them in making decisions and implementing solutions in their profession.

PLENARY SESSION

Raise awareness of your company at this all attendee venue. This fun and thought provoking event is tentatively titled "Appraising a Mickey Mouse Operation."

DAILY EDUCATION SESSIONS

Get your name and logo where attendees looking for answers go!

NETWORKING EVENTS

MEALS & BREAKS

Meals and breaks encourage networking and sharing of knowledge and resources. Sponsor a meal or break and get effective name-recognition in front of "hungry" attendees.

RECEPTIONS

Sponsorship of smaller informal receptions recognizes the importance of select groups while they mix and mingle with their colleagues in a relaxed atmosphere.

WELCOME RECEPTION

Roll out the red carpet (literally) at Hard Rock Live at Universal CityWalk. An incredible opportunity to get your company name in lights and set the stage for an unforgettable annual conference.

PROFESSIONAL DESIGNEES & INTERNATIONAL ATTENDEES RECEPTION

This gathering features designees who have earned the mark of exceptional competence and international leaders in property tax assessment and related disciplines.

PRESIDENT'S DINNER

You and a select group of guests will be invited to the President's Dinner. Your name and logo will be prominently featured at this gathering of present and future leaders.

CHAPTERS, AFFILIATES, & REPRESENTATIVES RECEPTION

This reception features the "grass roots" of the association. Be in front of the local movers and shakers—often the first introduction to the assessment profession.

CLOSING GALA BANQUET

This celebratory final conference event is perfect for your company to receive recognition and be on attendees minds as they head for home.

GOLF TOURNAMENT

The Disney Magnolia Golf Course will host the 2010 IAAO Annual Golf Outing! This Golf Digest 4-star rated course is host to the final round of the Children's Miracle Network Classic, the final event of the PGA Tour. Beware of Mickey Mouse on hole # 6. Sponsor the event and play the last stop on the PGA!

PAST SPONSORS have the first right of refusal. EXCLUSIVE sponsorships entitle you to reserve the same sponsorship the next year. Other sponsorship opportunities may be available. Customize your promotional package—let us know what you have in mind. (Sponsorships are non-exclusive unless otherwise noted.)

SPONSORSHIP COSTS

Cyber Package	\$15,000 Exclusive!
Conference Tote Bag	\$14,000 Exclusive!
Attendee Package	\$10,000 Exclusive!
Electronic Hotel Room Keys	\$10,000 Exclusive!
Awards Breakfast	\$10,000–\$15,000
Welcome Reception	\$10,000–\$15,000
Closing Gala Banquet	\$5,000–\$15,000
Opening Ceremony and Annual Business Meeting	\$5,000–\$15,000
Exhibit Hall Networking Lunch	\$5,000–\$15,000
Plenary Session with Continental Breakfast	\$7,500
Education Sessions: One Day, Two Days and Three Days	\$5,000/DAY
Exhibit Hall Refreshment Break	\$3,000
President's Dinner	\$3,000
Daily Conference Newsletter	\$3,000
Professional Designees and International Attendees Reception	\$2,500
Chapters, Affiliates, and Representatives Reception	Starting at \$500
Golf Tournament*	\$200, \$500, and \$1,000

*All golf tournament sponsorships include sponsor names on group signage. \$500 includes sponsor name on longest drive hole, or closest to the pin hole, name recognition at the awards ceremony and one entry fee. \$1,000 includes an individual company sign display, name on signature Mickey Mouse hole or logo displayed on the golf cart GPS system., name recognition at the awards ceremony, and two entry fees.

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SPONSORSHIP REQUEST



INTERNATIONAL ASSOCIATION
OF ASSESSING OFFICERS

Sponsorship opportunities are assigned on a first-come, first-served basis based on receipt of application and full payment. Applications cannot be processed without full payment.

Contact Name _____

Company/Firm Name _____
(To be used on signage and printed materials.)

Address _____

City _____ State/Province _____

ZIP/Postal Code _____ Country _____

Telephone _____ Fax _____

E-mail _____

Requested Sponsorship Opportunities: _____

Send logo in PDF or EPS format. Logo may also be submitted in JPEG format at a resolution of 600-1,200 pixels per inch. Early receipt of your logo ensures full sponsorship recognition.

50-word company description submitted in electronic format (e-mail, Word file, text file)

The last date to receive advertising materials in order to be included in the final program is June 1, 2010.

Payment Information

Full payment must be received to process your application. If paying by check, please send completed form and check or money order to the IAAO Lockbox at: IAAO, P.O. Box 504183, St. Louis, MO 63150-4183. Make checks payable to IAAO. Checks or money orders must be in U.S. funds. (There is a charge of \$25.00 for returned checks.) To fax your order send the completed registration form with credit card information to 816/701-8149.

Check Enclosed Visa MasterCard American Express

Card Number _____ Exp. Date _____

Name as it appears on card _____

Signature _____ Date _____

For additional information:

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