THE IAAO ANNUAL CONFERENCE is the industry event that positions your company in front of qualified and highly interested assessing officers and appraisal experts.

Whether you’re a first-time sponsor or an experienced exhibitor, this Prospectus will help get you started by providing tangible benefits designed to assist you in developing new contacts, generating leads and achieving your marketing and sales objectives.

IAAO offers a variety of lucrative and rewarding opportunities to increase your organization’s exposure and introduce you to enthusiastic industry professionals.

The sponsorship and exhibit options available to you are among the most cost-effective and profitable branding programs 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 and help you interact with attendees. They include:

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 level of investment will determine your qualifications in either a Premier, Diamond, Gold, Silver, or Bronze category of Conference recognition.

The IAAO Conference staff is eager and available to assist you by phone or email.

If you have specific questions, please feel free to contact our IAAO conference experts:

Sponsorship opportunities: Leann Ritter
ritter@iaao.org
816-701-8161

Exhibit information and booth availability:
Rachel Mense
mense@iaao.org
816-701-8109

THE IAAO ANNUAL CONFERENCE BY THE NUMBERS*

41% of attendees expect to make a purchase as a result of the conference

70% are instrumental in making product and service purchases

37% of attendees report that a primary reason for attending the conference is to visit the exhibit hall and learn about products and services

70% of attendees have been in the industry for 11 or more years

11% of attendees are new to the industry

42% of attendees come from jurisdictions of more than 100,000 parcels

49 states represented plus District of Columbia

7 provinces & territories represented

11 countries represented

* Values derived from 2019 and 2020 Post Conference Surveys.
SPONSORSHIP LEVELS

June 7, 2021 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).

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PREMIER $40,000+</th>
<th>DIAMOND $25,000 - $39,999</th>
<th>GOLD $15,000 - $24,999</th>
<th>SILVER $5,000 - $14,999</th>
<th>BRONZE $1,000 - $4,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor badge ribbon</td>
<td>✶</td>
<td>✶</td>
<td>✶</td>
<td>✶</td>
<td>✶</td>
</tr>
<tr>
<td>Signage in prominent areas of conference indicating level of sponsorship*</td>
<td>✶</td>
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<td>✶</td>
</tr>
<tr>
<td>Signage at sponsored events*</td>
<td>✶</td>
<td>✶</td>
<td>✶</td>
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<tr>
<td>Recognition in pre-and post-conference issues of <em>Fair + Equitable</em></td>
<td>✶</td>
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</tr>
<tr>
<td>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)</td>
<td>✶</td>
<td>✶</td>
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</tr>
<tr>
<td>Company logo on IAAO conference website before, during, and after conference</td>
<td>✶ featured on multiple website pages with link to website</td>
<td>✶ with link to company website</td>
<td>✶</td>
<td>✶</td>
<td>✶</td>
</tr>
<tr>
<td>Complimentary conference registration(s)</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Recognition in social media promotion(s) related to conference</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Opportunity to distribute company logo souvenir or promotional flyers at fully sponsored event(s)**</td>
<td>✶</td>
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<tr>
<td>Recognition by Master of Ceremonies at fully sponsored event(s)</td>
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<td>✶</td>
<td>✶</td>
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<td>✶</td>
</tr>
<tr>
<td>Company address to attendees at fully sponsored event(s)**</td>
<td>Limited to three (3) minutes</td>
<td>Limited to one (1) minute</td>
<td></td>
<td>✶</td>
<td></td>
</tr>
<tr>
<td>Recognition in preconference email(s) sent to entire membership with link to company website</td>
<td>2</td>
<td>1</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Demonstration room at the Hyatt Regency Chicago</td>
<td>✶</td>
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<tr>
<td>E-mail sent to registered attendees at early bird registration deadline on behalf of company**</td>
<td>✶</td>
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</table>

Note: Changes (e.g., in venue) may change opportunities. Benefits may be subject to change based on availability or circumstances outside of IAAO control. IAAO 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.
**WHAT ATTENDEES SAY...**

“The IAAO Conference provides a lot of great opportunities to grow yourself both professionally and personally. You get exposure to assessment & appraisal tools, techniques, methodologies. You get a number of opportunities to meet and network with peers. You get a number of opportunities to learn and ask questions of many of the leaders in the Assessment and related fields. You get convenient access to a wide range of tools available. All of these resources are things you can use to improve yourself and increase effectiveness and efficiencies in your offices and you can even have a little fun while doing so.” —Paul Sandvik, Hennepin County, MN

IAAO invites you to build a total package from the following list that meets your marketing goals. Inquiries about or proposals for developing unique, customized packages are also welcome.

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

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**THE ATTENDEE PACKAGE — $17,000 —** The attendee package includes your company logo on name badge lanyards, conference notebooks/writing tablets, and frequently referred to in Day-at-a-Glance—all distributed as attendees arrive.

**NEW! REGISTRATION PACKAGE — $15,000 —** Your company seen by EVERY attendee as they register for the conference. Your company recognized on the registration page, forms AND at the conference surrounding the registration desk.

**NEW! SHARED HYATT REGENCY BRANDING — $10,000 —** Your bigger-than-life logo along with IAAO ornaments the hotel lobby where attendees travel throughout the conference. Don’t miss this opportunity to be SEEN!

**CONNECT & RE-CHARGE STATION — $15,000 —** Capture the attention of attendees as they gather in the center of the Exhibit Hall to charge personal devices and relax while networking with long-time and new colleagues.

**KICK-OFF KEYNOTE — $20,000 —** Jump start the conference program as you introduce Morris Morrison, speaker, author and disruptor.

**MOBILE APP — $15,000 —** Utilized by over 80% of attendees, sponsorship of the conference mobile app provides attendees with access to your logo banner and website link as they check conference events, schedules, speakers, presentations and contact fellow attendees.

**WI-FI TECHNOLOGY PACKAGE — $17,000 —** Attendees love to be connected and you can make that happen. This opportunity will provide attendees access to Wi-Fi throughout the Hyatt Regency Chicago meetings space. Your logo and company website link will be the starting place for wireless access throughout the conference!

**NEW! LIVE STREAMING — $15,000 —** Provide live streaming to virtual conference attendees. Opportunity to “speak” to virtual, and in-person, attendees with your company recognized between broadcast sessions and mingle with onsite attendees.

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

**ELECTRONIC HOTEL KEYS** – **$12,000** – Provide continuous exposure throughout the conference by placing your logo and message directly into the hands of conference hotel guests.

**TOTE BAGS** – **$12,000** – The conference carry-all is back in 2021! From the time they pick up their registration materials until they depart for the airport, attendees are rarely seen without their tote bags, each emblazoned with both your company’s and IAAO’s logos.

**TRANSPORTATION PACKAGE** – **$10,000** – Provide your message to a captive audience and literally be in front of attendees as they travel to off site events including the Welcome Reception.

**PRESIDENTIAL ACTIVITIES SPONSORSHIP** – **$10,000** – Be recognized as the sponsor of various events in the President’s Suite—providing a variety of beverages as well as hot and cold hors d’oeuvres or light snacks.

**SHOWROOM** – **$10,000** – Sponsor’s message splashed on “walls” of an exhibit hall showroom seating approximately 30. Space will be used for various networking and smaller sessions. Sponsor will have use at pre-agreed upon times during the conference.

**NETWORKING HUBS** – **$5,000** – Provide continual exposure throughout the conference as attendees gather for formal (roundtables) and informal gatherings for discussions on focused and hot topics.

**VOLUNTEER SHIRTS** – **$5,000** – Have your company logo on the shirts worn all week by nearly 100 volunteers working the conference. Your logo will be seen everywhere and be easily recognized by the bright and distinctive Volunteer Shirts!

**COMPACT CONFERENCE PROGRAM** – **$5,000** – Whether printed on electronic - have your logo on the final page of the 2021 conference program! This is an exclusive opportunity.

**SOCIAL EVENT + RECEPTION SPONSORSHIPS**

**WELCOME RECEPTION** – **$30,000**
Don’t miss this extraordinary opportunity to connect with mass appraisal decision makers at an iconic Chicago location. Avail attendees of the best the Windy City has to offer.

**WELCOME EXPERIENCE** – **$10,000**
Welcome Reception isn’t just to “welcome” attendees to Chicago. Provide attendees with an “experience” to be remembered as they interact with artists and entertainers.

**ALL NEW! AWARDS DINNER** – **$20,000**
Be the host for the crescendo of the annual conference and be recognized along with the best of the best at this event where we close the conference and shine the spotlight on outstanding achievement in the ad valorem profession! Sponsor recognized throughout the conference.

**PRESIDENT’S DINNER** – **$15,000**
President’s Dinner is an IAAO tradition. Be recognized as the sponsor of this exclusive event, including a personal invitation to the dinner. Join IAAO executive leadership at a quintessential Chicago location.

**WOMEN’S INITIATIVE LUNCH** – **$10,000**
Having outstanding reviews since its inception in 2018, this special event showcases and celebrates women in mass appraisal leadership.

**EXHIBIT HALL FUNCTIONS** – **$10,000**
Fuel “hungry” attendees as they build relationships for future collaboration.

**AFTER HOURS PARTY** – **$15,000**
Engage with attendees as we close out the 2021 Annual Conference!

* Reserved seating at the function is included.

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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 a company logo slide shown prior to each session, 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 conference education pages, which are some of the highest online traffic areas for Conference!

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 promotion of the event.

The Plenary speakers will be determined at a later date.

YEAR-LONG OPPORTUNITIES

IAAO offers our business partners additional opportunities to engage with the membership. Sponsorship of these opportunities provides for significant exposure and interaction with substantial and influential targeted audiences year long.

WOMEN’S INITIATIVE WORKSHOP – Held in conjunction with to the IAAO Annual Conference, this workshop will focus on building leadership potential in the workplace. Connect with current and future leadership.

LEADERSHIP DAYS – Present to and interact with IAAO executive, committee and task force leadership as they meet over two days to conduct association business.

INTERNATIONAL RESEARCH SYMPOSIUM – The IRS is designed for the exchange of knowledge and emerging trends for continuous improvement of land administration and property tax systems world-wide. This is a opportunity for exposure with an influential international audience.

EMERGING LEADERSHIP SUMMIT – Be recognized as sponsor this powerful professional development opportunity for emerging leaders who have the desire to advance their careers in the assessment industry.

WEBINARS – Let IAAO promote your company “thought leader” webinar. Exposure includes recognition in IAAO print and electronic publications prior to the broadcast.

FOCUSED ATTENDEE EVENTS

$5,000 for full sponsorship or $1,000 for co-sponsorship

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

IAAO Designees — Present & Future Leaders Reception
Be recognized as an active supporter of IAAO members’ professional achievements with this reception sponsorship.

First Time Attendee Orientation
Help introduce the Conference experience to first time attendees. Take this prime opportunity to acquaint new and influential customers with your company.

Local Host “Thank You” Volunteer Lunch
Recognize and be recognized at this event for those on-the- ground volunteers who work hard to make the conference so memorable.

Kansas Night
Support the hard-working members of the President’s home state in a reception which celebrates an amazing year.

U40 Reception
Join and be recognized with the future of mass appraisal in this reception that focuses on those under 40.

U40 Leadership Lab Innovation Grant
Assist rising stars of IAAO by providing scholarship assistance for conference attendance. Recipients will have submitted a presentation for delivery at the conference. Introduce these grant recipients as they deliver a presentation at the conference.

Fellows Gathering
Be recognized with those 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

DOWNLOAD A SPONSORSHIP APPLICATION AT:
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The exhibit spaces available to display and demonstrate your company’s products and services range from 10’ x 10’ to 20’ x 30’ booth sizes. Pipe, drape and an identification sign are provided (some exceptions apply, e.g., island booth). 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 after registering). Your exhibit booth fee also includes at least two exhibitor registrations (refer to booth size). Island booths include a 3’ high side-rail drape, available upon request. This is an open area for you to configure as you choose. 8’ high pipe and drape is not permitted in this area.

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, the 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 service contractor.

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

EXHIBITOR BOOTH REPRESENTATIVES
Each Exhibitor Booth Registration includes everything that a full attendee registration includes EXCEPT a ticket to the Wednesday Night Closing Banquet. Closing Banquet tickets may be purchased. Everyone in a booth MUST be registered. Additional exhibitor booth personnel registrations are $400 each*, and may be purchased in addition to your Complimentary Registration(s). Forms available at www.iaao.org/prospectus. *Subject to change if in-person conference attendance is limited due to Covid-19 regulations.

REGISTRATION MAILING LIST
Exhibitors will receive one pre-registration attendee list prior to the Conference. Registration lists will contain those attendees who have opted to accept marketing mailings from sponsors/exhibitors. Lists include attendee name, institution/organization and mailing address.

Please visit www.iaao.org/prospectus to review Exhibit Booth Standards & Regulations, IAAO Policies & Procedures and deadlines.

RECENT EXHIBITORS
American Society of Appraisers
Apex Software
Appraisal Institute
Assessment Analyst by Esri Canada
Assure Systems
Axiomatic
Aumentum Technologies
CoreLogic
CourthouseUSA, LLC (CUSA)
CRED - Cell Tower Valuation
CycloMedia Technology Inc.
Data Cloud Solutions, LLC
DEVNET
EagleView
E-Ring, Inc.
Esri
The Exemption Project
FARRAGUT
Fugro Geospatial, Inc.
Government Software Assurance Corp.
Harris Govern
iLOOKABOUT Incorporated
Josh Myers Valuation Solutions
Just Appraised
Leica GeoSystems, LLC
Leonard Consulting
LexisNexis Risk Solutions
Lexur Appraisal Services
Linebarger Law Firm
Moore Precision Cost Nearmap USA, Inc.
Patriot Properties, Inc.
Pro-West & Associates Inc.
Pushpin
Real Quantum
Sanborn
Sign Tally
SouthData
Spatialest
Tax Management Associates, Inc.
The MastersTouch, LLC
Schneider Geospatial
The Sidwell Company
Thomas Y. Pickett & Co., Inc.
Trepp LLC
Tyler Technologies
Value Finder, LLC
Vision Government Solutions, Inc.
XSoft

FOR EXHIBIT INFORMATION AND BOOTH AVAILABILITY, CONTACT:
Rachel Mense: mense@iaao.org • 816-701-8109

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IAAO is a global community of mass appraisal experts who promote excellence in property appraisal, assessment administration and property tax policy through professional development, research and standards.

IAAO actively contributes to the growth and success of the mass appraisal industry globally. Individuals and organizations turn to IAAO for guidelines and expertise. Policy makers, regulatory agencies, courts, media and tax payers rely on IAAO guidance, standards and education in mass appraisal. The association strategically chooses collaborative partners in order to provide exceptional professional development, unsurpassed networking and valuable insights into industry trends. Employers encourage their employees to use IAAO resources because of the proven link to professional success. IAAO membership provides opportunities for mentoring and skill advancement as well as access to professional development and research. Belonging to the association is a “must” for all desiring to grow and succeed as leaders within the mass appraisal industry.

CORE VALUES

- Commitment to the improvement of the property tax system worldwide;
- Accountability to the public good;
- Commitment to excellence in assessment administration beyond property tax law;
- Respect for the worth and dignity of all individuals;
- Promotion of inclusiveness, fairness and diversity;
- Obligation to organizational transparency, integrity, and honesty in all professional activities;
- Practice of responsible stewardship of resources;
- Dedication to excellence, and maintenance of the public trust

WE ARE IAAO, AND WE VALUE THE WORLD

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iaao.org