

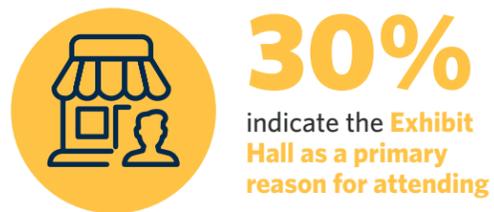


» www.iaao.org/Prospectus «

» THE IAAO ANNUAL CONFERENCE «

is the annual industry event that positions your company in front of **1,200+** 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.



49
states represented +
District of Columbia

8
provinces &
territories
represented

11
countries
represented

All values were derived from the 2017 IAAO Post Conference Survey.



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

The sponsorship, advertising 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.

» REGISTRATION INSTRUCTIONS:

The 2018 IAAO Annual Conference offers three 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. Advertising in the Conference Program.
 3. 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, Bronze or General category of Conference recognition.

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

If you have specific questions, please feel free to contact the following conference experts at IAAO:

Exhibit information and booth availability:

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

Sponsorship and program advertising opportunities:

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

» IMPORTANT DATES

June 22, 2018

- Deadline to submit exhibit/sponsor/advertising application and payment to ensure full signage and program recognition
- Deadline to submit company logo
- Deadline to submit 50-word description of Products and Services
- Last day for exhibitors to sign up for exhibitor networking game and program ads
- Deadline to submit an electronic copy of a press-quality PDF ad for the conference program (complimentary ¼ page ad for exhibitors)
- Exhibitor proof of insurance deadline (for more information on proof of insurance, go to www.iaao.org/insurance)

August 3, 2018

- Last day to earn priority points for 2019 booth selection (for more information on the Priority Point System, go to www.iaao.org/Prospectus)
- Deadline to submit names of booth representatives

August 31, 2018

- Deadline to make hotel reservations. Please keep in mind the room block could "sell-out" before this date - so reserve your rooms early!
- Exhibitors notified of total priority points and 2019 booth selection time/date

September 14, 2018

- Last day to dispute priority points

September 23, 2018

- Conference opens

For more detailed information about anything in this prospectus, visit www.iaao.org/Prospectus

SPONSORSHIP LEVELS

BENEFITS	PREMIER \$40,000+	DIAMOND \$25,000 - \$39,999	GOLD \$15,000 - \$24,999	SILVER \$5,000 - \$14,999	BRONZE \$1,000 - \$4,999	GENERAL \$500 - \$999
Sponsor badge ribbon	📍	📍	📍	📍	📍	📍
Signage in prominent areas of conference indicating level of sponsorship*	📍	📍	📍	📍	📍	📍
Acknowledgement in conference program*	Includes logo and 50 word description	Includes logo and 50 word description	Includes logo and 50 word description	Includes logo	📍	📍
Signage at sponsored events*	📍	📍	📍	📍	📍	
Recognition in pre-and post-conference issues of Fair & Equitable*	📍	📍	📍	📍	📍	
Pre- and post- conference attendee lists, containing names and mailing addresses - Four (4) weeks before, two (2) weeks before, and two (2) weeks after conference	📍	📍	📍	📍	📍	
Video/PowerPoint recognition at Opening Ceremony	📍	📍	📍	📍		
Company logo on IAAO conference website before, during, and after conference	📍 featured on multiple website pages with link to website	📍 with link to company website	📍	📍		
"Thank You" recognition in conference program	outside back cover, color	inside back cover, color	full page, color	1/2 page, color		
Complimentary conference registration(s)	5	3	1			
Recognition in a social media promotion(s) related to conference	4	2	1			
Opportunity to distribute company logo souvenir or promotional flyers at fully sponsored event(s)**	📍	📍	📍			
Recognition by Master of Ceremonies at fully sponsored event(s)	📍	📍	📍			
Company address to attendees at fully sponsored event(s)**	Limited to three (3) minutes	Limited to one (1) minute				
Recognition in preconference email(s) sent to entire membership with link to company website	2	1				
2 Tickets to Presidents Dinner	📍	📍				
E-mail sent to registered attendees at early bird registration deadline on behalf of company**	📍					



Note: Fully sponsored event packages provide the opportunity to reserve the same sponsorship for the next year (Right of first refusal). Changes (e.g., in venue) may change opportunities. Sponsorship is a component of conference booth selection for the following year. See specific Exhibitor Points information for details.

Benefits may be subject to change based on availability.

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

»» SPONSORSHIP OPPORTUNITIES

Sponsorship is the most effective way to show your prospective and current customers that you support IAAO! A variety of Sponsorship Opportunities with various levels of recognition and benefits are offered. Sponsors receive acknowledgement at the Conference, as well as extensive recognition, including in Fair & Equitable, on the IAAO conference website, and through event signage.

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 serve basis, so please make your selection early! Fully sponsored items are subject to Right of First Refusal the following year.

If you have questions regarding sponsorship or program advertising opportunities, please contact:

Leann Ritter
ritter@iaao.org



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 Program—all distributed as attendees arrive.



Transportation Package - \$15,000

Shuttles will be operating between the Hilton and Millennium Hotels to the Minneapolis Convention Center throughout the Conference. This package also includes transportation to and from the Welcome Reception. Have your customized company message on the video screens on-board each bus.



The Gathering Place - \$15,000

For two-plus days, be right where conference attendees relax, connect and recharge inside the exhibit hall! Get your logo and company connection on the laptops and charging stations available to attendees as they check-in and recharge personal mobile devices.



Technology Package - \$15,000

Attendees love to be connected at all times, and your company can make this happen for them. This opportunity allows your company to interact with attendees as they view your “clickable” company logo on the wireless launch page for attendees.



Tote Bags - \$12,000

The conference tote bag has become an essential item for conference. 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 logo and the IAAO logo.



Mobile App - \$10,000

Your banner and link will be viewed by attendees as they access conference maps and check information on schedules, events, attendees, speakers, and conference presentations!



Electronic Hotel Keys - \$10,000

Provide continual exposure throughout the conference by placing your logo directly into the hands of conference hotel guests.

»» Sponsorship applications are located at www.iaao.org/Prospectus



SOCIAL EVENT & RECEPTION SPONSORSHIPS

Welcome Reception

\$25,000

Don't miss this extraordinary opportunity to connect with mass appraisal decision makers. This will be an event-to-be-remembered at the Mill City Museum overlooking the Mississippi River! Built in the ruins of what was once the world's largest flour mill. Explore the museum and learn about the intertwined histories of the flour industry, the river & Minneapolis.

Closing Banquet

\$12,000

This banquet is the crescendo of the event! Be recognized at the formal conference close.

Awards Program and Luncheon

\$15,000

Be recognized along with the best of the best at this event where we shine the spotlight on outstanding achievement in the ad valorem profession. Become a co-sponsor for \$7,500.

President's Dinner

\$10,000

The President's Dinner is an IAAO tradition. This year the dinner will be held in the beautiful atrium of the Minneapolis Central Library. The building was designed by César Pelli, along with the Minneapolis firm Architectural Alliance. Invited guests will enjoy dinner surrounded by the “stacks” in the iconic building. Be recognized as the sponsor of this exclusive event, including a personal invitation to the dinner.

Women's Initiative Luncheon

\$7,500

Don't miss this unique opportunity to recognize the importance of women in leadership in the assessment profession. Sponsorship includes recognition prior to and during the special presentation on Wednesday, September 26. Attendees must purchase a \$25 ticket to attend. Sponsorship includes free tickets for distribution to clients.

Sponsored Receptions

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

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

International Attendees Reception

Be identified at these globally—focused events along with international leaders in property tax assessment and related disciplines.

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.

»» Sponsorship applications are located at www.iaao.org/Prospectus



Meals or Breaks - \$6,000

Be at the heart of the action as attendee connections are developed and strengthened. Your sponsorship fuels hungry attendees as they build relationships for future collaboration. Become a co-sponsor of luncheons, breakfasts or refreshment breaks for \$3,000.



Volunteer T-shirts - \$5,000

Have your company logo on the t-shirts worn all week by the over 100 volunteers working the conference. Your logo will be seen everywhere and be easily recognized by the bright and distinctive Volunteer T-shirts!



Passport Photos - \$5,000

Sponsor a photographer to take photos for passports needed to attend the 2019 Annual Conference in Niagra Falls, Canada next year. Sponsorship includes signage prominently displayed in the Exhibit Hall adjacent to the Niagra Falls Local Host Booth.



PROFESSIONAL DEVELOPMENT SPONSORSHIPS

Sponsorship of both the daily education sessions and plenary presentations entitles the Sponsor to introduce the speakers at the plenary sessions.

Daily Education Sessions

\$10,000 for all three days or \$5,000 per day

Support IAAO Education while attendees learn from the best and the brightest. Full sponsorship provides a sponsorship slide that is shown prior to each session 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 direction of the profession. Sponsors' logo will be prominently displayed on slides prior to the session.



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 Viper Tradeshow Services, 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) and a complimentary ¼ page ad in the Conference Program. 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.

Exhibitor Booth Representatives

The Exhibitor Form for booth representatives must be submitted on or before August 3, 2018. Exhibitor Booth Registrations (see table below) includes everything that a full attendee registration includes EXCEPT a ticket to the Wednesday Night Closing Banquet. Closing Banquet tickets may be purchased for \$85 each. Everyone in a booth MUST be registered.

Booth Sizes & Rates

Booth Size	Complimentary Registration	Fee
10' x 10'	2	\$2,300
10' x 20'	4	\$3,900
20' x 20'	6	\$7,400
20' x 30'	8	\$9,000

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

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.

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.

(Exhibit information continues on next page)

»» EXHIBIT SCHEDULE ««

Saturday, Sept. 22, 2018

Booth Move in and Setup Noon – 6:00 pm

Sunday, Sept. 23, 2018

Booth Move in and Setup 8:00 am – 2:00 pm

Exhibit Hall Open 4:00 pm – 5:30 pm

Monday, Sept. 24, 2018

Grand Opening including Break 10:15 am – 11:45 pm

Closed for Awards Lunch 11:45 am – 2:30 pm

Exhibits Open 2:30 pm – 6:45 pm

AMC Auction in Exhibit Hall 5:15 pm – 6:30 pm

Tuesday, Sept. 25, 2018

Exhibits Open 11:00 am – 4:00 pm

Networking Lunch and Roundtable Discussions 11:45 am – 1:45 pm

Prize Drawings 3:30 pm – 4:00 pm

Booth Dismantle 4:00 pm – 8:00 pm

A total of 8 exclusive exhibit hours!



EXHIBIT APPLICATION DEADLINE IS JUNE 22, 2018

Registrations received after this date will incur an additional \$50 fee and will only be accepted if available space exists.

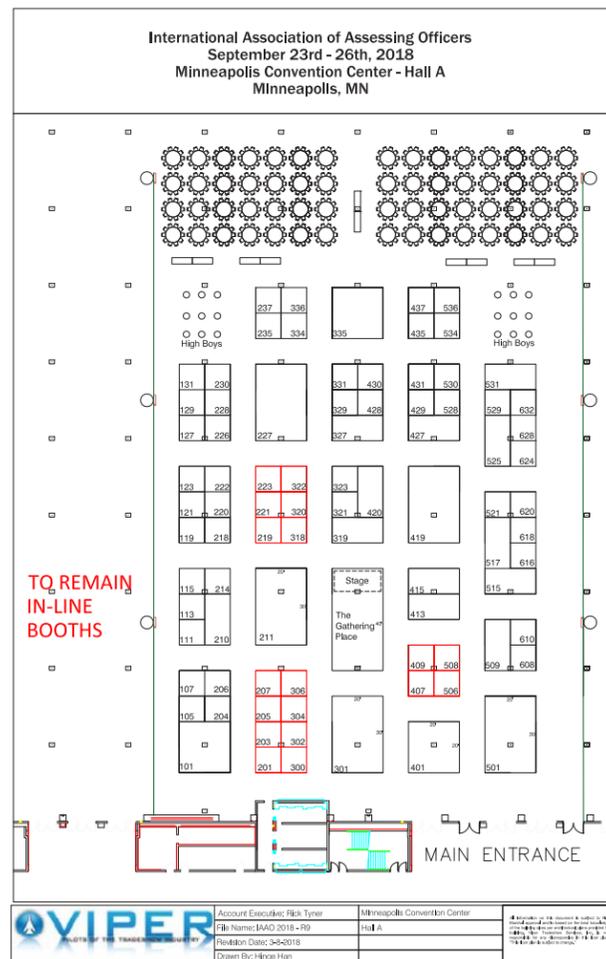
Exhibit booths sell out quickly so be sure to get your application in early to ensure an exhibit space!



Viper Tradeshow Services
816-541-8025
3517 Enterprise Drive, Suite D
Kansas City, MO, 64129

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

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 Viper Tradeshow Services.



»» For more information on the determination of your exhibit booth priority, the exhibit booth standards and regulations, and IAAO Policies and Procedures, visit www.iaao.org/Prospectus

RECENT EXHIBITORS

- American Society of Appraisers
- Apex Software
- Appraisal Institute
- Assessment Analyst by Esri Canada
- Assessure Systems
- Axiomatic
- BIS Consulting
- Cities Digital, Inc.
- CohnReznick LLP
- CoreLogic
- CourthouseUSA, LLC (CUSA)
- CRED - Cell Tower Valuation
- CycloMedia Technology Inc.
- Data Cloud Solutions, LLC
- DEVNET Incorporated
- EagleView
- E-Ring, Inc.
- Esri
- ExactBid (formerly Narrative1)
- FARRAGUT
- Fugro Geospatial, Inc.
- Government Software Assurance Corp.
- Harris Govern
- iLOOKABOUT
- Josh Myers Valuation Solutions
- Leica GeoSystems, LLC
- Leonard Consulting
- LexisNexis Risk Solutions
- Lexur Appraisal Services
- The MastersTouch, LLC
- Moore Precision Cost
- Municipal World
- Nearmap USA, Inc.
- Patriot Properties, Inc.
- Pickett & Co., Inc.
- Pro-West & Associates Inc.
- Pushpin
- The Schneider Corporation (qPublic.net)
- Sanborn
- The Sidwell Company
- SouthData
- Spatialest
- Tax Management Associates, Inc.
- Thomson Reuters Aumentum
- Tyler Technologies
- Value Finder, LLC
- Vision Government Solutions, Inc.
- Xceligent
- Xerox
- XSoft

The IAAO Conference Program includes meetings schedules, exhibitor descriptions and other essential information. It is distributed to all individuals registered for the conference (more than 1,200 annually), and is not only an essential part of every attendee's conference materials, but also a historical document that many attendees take home and refer to in the days, months, and even years after the Conference.

The Conference Program format is 8½" x 11" page size, with a glossy cover and matte text pages in full color. Ads should be provided in a high resolution, print-quality PDF (at least 300 dpi, not 72 DPI computer screen resolution). Please check www.iaao.org/Prospectus for more details about acceptable graphic formats.

CONFERENCE PROGRAM ADVERTISING SIZES & RATES

Back cover*	Reserved for Premier-level sponsor
Inside front cover	\$1,500
Inside back cover*	Reserved for Diamond-level sponsor
Inside 2-page spread	\$2,000
Full page	\$1,000
½ page	\$500
¼ page	\$250

*Available as of June 16, 2018, unless previously sold. Exhibitors receive a complimentary ¼ page ad in the Conference Program.

Please forward all advertising to:
Leann Ritter at 816-701-8161 (ritter@iaao.org)
by June 22, 2018.

»» For more detailed information about anything in this prospectus, visit www.iaao.org/Prospectus

HOTEL & TRANSPORTATION



»» Hotels may sell out prior to the deadline so be sure to make your reservations early!

Hotel Reservations

Hilton Minneapolis Hotel

1001 Marquette Avenue South
Minneapolis, Minnesota 55403
Tel: (612) 376-1000

Millennium Hotel Minneapolis

1313 Nicollet Mall
Minneapolis, MN 55403
Tel: (612) 332-6000

IAAO Conference group rate: \$179 single/double occupancy. The deadline to secure your reservation at the group rate is August 31, 2018. The room block could sell-out before this date - so book your rooms early! Check www.iaao.org for reservation links

Air Travel and Ground Transportation

The nearest airport to both hotels is the Minneapolis-St. Paul International Airport.

Visit www.mspairport.com for information regarding airport transportation.

INTERNATIONAL ASSOCIATION of **ASSESSING OFFICERS**

WE are a professional membership organization of government assessment officials and others interested in the administration of the property tax. We were founded in 1934, and we have more than 7,000 members worldwide from governmental, business, and academic communities.

WE are the internationally recognized leader and preeminent source for innovation, education, and research in property appraisal, assessment administration and property tax policy.

WE are IAAO, and **WE** value the world!



www.iaao.org

