The 2020 IAAO Virtual Annual Conference 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.

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.

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 virtual 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, Bronze or General category of the virtual conference recognition.

The IAAO Conference team 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

www.iaao.org/prospectus
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Premier $30k+</th>
<th>Diamond $20k to $29,999</th>
<th>Gold $10k to $19,999</th>
<th>Silver $2,500 to $9,999</th>
<th>Bronze $1,000 to $2,499</th>
<th>General $500 to $999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor digital badge</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
</tr>
<tr>
<td>Signage on prominent areas of conference website indicating level of sponsorship*</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
</tr>
<tr>
<td>Pre, and post, conference name and mailing address lists - (4) weeks before, (2) weeks before, and (2) weeks after conference. (does not include email addresses)</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
</tr>
<tr>
<td>Recognition in social media promotions related to conference, e.g. retweet of company post relating to conference, thank you on IAAO LinkedIn, Twitter or Facebook Page</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-recorded company address at fully sponsored event(s)**</td>
<td>▲</td>
<td>▲</td>
<td>▲</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>
<td></td>
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<td></td>
</tr>
<tr>
<td>Demonstration room in the virtual meeting space.</td>
<td>▲</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Email sent to registered attendees at early bird registration deadline on behalf of the company**</td>
<td>▲</td>
<td></td>
<td></td>
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<tr>
<td>Email sent to registered attendees following the conference on behalf of the company**</td>
<td>▲</td>
<td></td>
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</tbody>
</table>

**July 31, 2020 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.**

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

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

** Requires pre-approval by IAAO.
### Sponsorship Opportunities

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.

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Price (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Attendee Package</strong> – $12,000</td>
<td></td>
</tr>
<tr>
<td>The attendee package includes your company logo on conference notebook/writing tablet and company promotional material shipped to attendees registered by July 31. See your company featured on the frequently visited day-at-glance conference webpage. (Notepad provided by IAAO. Promotional materials provided by partner.)</td>
<td></td>
</tr>
<tr>
<td><strong>Monday Keynote Kick-off</strong> - $15,000</td>
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<tr>
<td>Start the conference program off as you introduce our keynote speaker, Allison Massari. Ms. Massari is an inspirational TEDx speaker, storyteller, entrepreneur, and celebrated artist. She has been included on the “Best Keynote Speakers” list by M&amp;C Magazine. Opportunity to provide a pre-recorded message prior to her anticipated keynote presentation, and logo branding included onscreen during the presentation.</td>
<td></td>
</tr>
<tr>
<td><strong>Tote Bags</strong> – $10,000</td>
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<tr>
<td>Yes, the attendee tote bag is back by popular demand! Attendees registered by July 31, will receive a conference tote bag. Attendees will be given the opportunity to send in photos of themselves (and their tote bags) for entry to win a unique prize. The tote bags will be emblazoned with your company logo, and shipped to registrants prior to the conference.</td>
<td></td>
</tr>
<tr>
<td><strong>Presidential Activities Sponsorship</strong> - $10,000</td>
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<tr>
<td>All social functions held in the virtual President’s Suite will feature your company logo prominently located during these special events, you address the event attendees and IAAO sends a special gift to all guests.</td>
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</tr>
<tr>
<td><strong>Snack Break</strong> – $3,000</td>
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<tr>
<td>Even virtual conference attendees need snack breaks to make it through the day! Snack items with your company logo can be sent to all attendees prior to the start of the conference. (Partner will be required to select and ship snack items).</td>
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</tr>
<tr>
<td><strong>Networking Meet Ups</strong> – $5,000</td>
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<tr>
<td>This sponsorship provides significant exposure throughout the conference at attendees gather in our Virtual Roundtable Discussions to discuss hot topics in this unique virtual format. Multiple times and dates available.</td>
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</tr>
<tr>
<td><strong>Conference Program of Events Webpage</strong> – $5,000</td>
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</tr>
<tr>
<td>Attendees will be regularly checking this portion of the conference website for the schedule of events. Your logo can frame this popular webpage!</td>
<td></td>
</tr>
<tr>
<td><strong>Monday Closing Session</strong> – $6,000</td>
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</tr>
<tr>
<td>As the Global CEO of the Royal Institution of Chartered Surveyors (RICS) Sean Tompkins is responsible for the direction and performance of one of the world’s leading professional bodies for qualifications and standards in land, property, and construction. His presentation will touch on the future of the industry, and will include a “fireside chat” with the IAAO President, Amy Rasmussen, RES, AAS, FIAAO.</td>
<td></td>
</tr>
</tbody>
</table>

IAAO Sponsors and Exhibitors may not schedule events that conflict with IAAO events.
Welcome Reception - $20,000

This virtual event will be one to remember as attendees are given the opportunity to socialize, network and enjoy some unique entertainment during the evening. Partner helps select the "venue" which will feature prominent placement of your logo, as well as a “showroom” that features live entertainment including caricature drawings and “rooms” for different interests.

Awards & Recognition Presentations - $10,000

This year’s award winners will be highlighted throughout the 2-day event with images, video clips, and an Awards Webpage on the Conference Website. You will be given the opportunity to record a video to recognize these special achievements. A souvenir electronic program will also prominently feature your company’s brand.

President’s Dinner - $12,000

The President’s Dinner is an IAAO tradition. Be recognized as the sponsor of this exclusive event, and be a participant as well! Food and beverages will be sent to participants in advance of the event, and the “virtual” portion of the event will feature your company’s branding.

Virtual Photo Booth (screencapture selfie or other) for Social Media Wall - during two days of conference.

IAAO Designees Social & Recognition Event

This annual event is always well attended and features many of the most accomplished members in our industry. This special virtual social event will feature your company’s logo on the invitations, and will be on the screen during the live event!

Pre-Conference Attendee Q&A Webinar

($1,000 per sponsor)

IAAO will be hosting a webinar for all conference attendees, and those members who are considering it, to walk through the “ins and outs” of attending IAAO’s very first Virtual Annual Conference! Your company will be recognized during this much anticipated online event! (Full sponsor receives opportunity to record a 1-minute introduction video).

The IAAO Conference team 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:

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DOWNLOAD A SPONSORSHIP APPLICATION AT: www.iaao.org/prospectus
VIRTUAL EXHIBIT INFORMATION

Exhibitor Packages

Level One - $950 (1st time exhibitors only, 2020 only)
- Directory listing on Conference web page – clickable logo to enter booth.
- 1 complimentary virtual conference registration.
- Opportunity to provide an item for attendee-wide prize drawing and virtual swag bag.

Inside virtual booth:
- Company Logo on Virtual Exhibit Hall Directory.
- Company overview.
- Representative Contact information (name, title, phone, email link).
- Promo video (maximum of 30 seconds, partner provided).
- Social media handles.

Level Two - $1,750

Above listed benefits
- Preferred listing on Conference web page – clickable logo to enter booth.
- Post-event data analytics report capturing real-time statistics – useful in evaluating ROI (e.g. # of attendees, # of booth visits, time spent in booth, etc.)
- 2 complimentary virtual conference registrations.
- Link to Exhibitor Solutions video (exhibitor provided).
- Opportunity to participate in Exhibit Hall Passport Book contest with live Leaderboard.

Inside virtual booth:
- 1 on 1 real time text chat with booth visitors.
- Lead retrieval (virtual business card exchange).

Level Three - $3,500

Above listed benefits
- More prominent preferred listing on Conference web page – clickable logo to enter booth.
- 4 complimentary virtual conference registrations.

Inside virtual booth:
- 1 on 1 real time text chat with booth visitors.
- Private appointment scheduling.
- Instantly downloadable materials.
- Option to add an “in booth” game (ie. trivia, raffle drawing, etc.).

Level Four - $6,000

Above listed benefits
- Spotlight placement in directory listing on Conference webpage.
- 6 complimentary virtual conference registrations.

Inside virtual booth:
- Live audio and video chat (1 on 1 or group).
- Option to host a workshop, networking event, or an auction inside your booth.

Please visit www.iaao.org/prospectus to review additional exhibitor information.

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

PRIORITY POINTS

Instead of penalizing exhibitors who choose to cancel this year, exhibitors that commit to the 2020 Conference, will receive 20 bonus priority points. Exhibitors who cancel currently reserved booths will not be assessed the penalty deduction of 5 priority points.

Note: These points will not carry over to your point total next year, and will only be applied to your point total for the 2021 Booth Selection Process.

ADDITIONAL INFORMATION

Additional exhibitor registrations will be $300/each.

Presence on Virtual Conference Trade Show Floor will last until December 31st, 2020 and will be promoted to ALL IAAO members after the “live” conference has concluded.
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