

# 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.

## ATTENDEE STATS\*



**65%**

have been in the industry for **11+ years**



**13%**

are new to the industry (< 5 years)

**43%**

come from jurisdictions of **100,000+ parcels** including  
**9% from jurisdictions of 1,000,000+ parcels**



**79%**

visited the exhibit hall to learn about products & services

With **52%** rating visiting the exhibit hall as a **PRIMARY REASON** for attending the conference.

**67%**

are instrumental in making product and service purchases



**37%**

expect to make a purchase as a result of the conference

## 100% OF EXHIBITORS

report that both exhibit hall experience and attendee booth interactions were valuable



**80%** rate the exhibit hall experience as "**EXCELLENT**"

**59%** rate attendee interactions as "**EXCELLENT**"

Lucrative and rewarding opportunities await your company at the 2026 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:

**Lauren Harlan, CMP**

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# CONFERENCE SPONSORSHIP LEVELS OF ENGAGEMENT



August 3, 2026 is the deadline to submit sponsor application, payment, and company logo to ensure full recognition. Investment is in USD.

BENEFITS	PREMIER \$50,000+	DIAMOND \$30,000 - \$49,999	GOLD \$20,000 - \$29,999	SILVER \$10,000 - \$19,999	BRONZE \$5,000 - \$9,999	GENERAL \$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 Happy Hour tickets at a discounted price	★	★	★	★	★	★
Recognition in pre-and post-conference issues of Fair + Equitable*	★	★	★	★	★	
Complimentary Exhibitor Showcase session (if also exhibiting)	★	★	★	★	★	
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		

(Benefits continued on next page)

**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.

**“IAAO is the premier place for vendors and assessors to exchange ideas — driving better technology and better service for taxpayers.”**

—Josh Kernan, Just Appraised

# CONFERENCE SPONSORSHIP LEVELS OF ENGAGEMENT



(continued from previous page)

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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).	★	★	★			
Sponsor event listed on the mobile-app official conference schedule; Information must be received four weeks prior to the first day of conference	★	★				
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	★					



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# CONFERENCE SPONSORSHIP OPPORTUNITIES



**BUILD A TOTAL PACKAGE FROM THE FOLLOWING THAT MEETS YOUR MARKETING GOALS, OR CALL US TO DEVELOP CUSTOMIZED PACKAGES.**

**KICK-OFF KEYNOTE - \$25,000** - Jump start the conference program as you introduce our keynote speaker, Hayley Wickenheiser, at the Opening General Session. A celebrated Canadian former ice hockey player and five-time Olympic medalist, Dr. Wickenheiser now serves as a practicing physician and Assistant General Manager for the Toronto Maple Leafs. She will also be available for a meet-and-greet in the sponsor's booth following her presentation.



**SHARED BRANDING THROUGHOUT THE CALGARY TELUS CONVENTION CENTRE - \$20,000 - \$40,000**

Your branding seen on large spaces throughout the conference headquarters space — the TELUS Centre — 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.



**ATTENDEE PREMIUM GIFT - \$19,000** - Extend your brand presence by providing attendees with a thoughtfully selected gift featuring your company logo. This branded item will be visible and utilized throughout the conference and ensure continued exposure beyond the event. A promotional message may also be included encouraging attendees to connect via your exhibit booth or other means.



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



**REGISTRATION PACKAGE - \$15,000** - Your company is seen by EVERY attendee as they register for conference. Be 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** - Located in the atrium just outside the exhibit hall along with the IAAO booth, 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.



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.

**MOBILE APP - \$15,000** - Utilized by 81% of attendees in 2025, your logo and company website link are in full view every time an attendee opens the app.



**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 KEY SLEEVES - \$13,000**

Get continuous exposure throughout the conference by placing your logo and message directly into the hands of conference hotel guests. Gain ongoing visibility during the conference by featuring your logo and message on hotel key sleeves used by attendees. These eco-friendly sleeves maximize your message visibility while supporting sustainability.



**EXPERIENCE THE CALGARY STAMPEDE - \$10,000**

Be recognized as attendees travel throughout the exhibit hall "experiencing" the "Greatest Outdoor Show on Earth" from rodeos to parades to chuckwagon races and much more. Attendees will scan their badges for a chance to win a prize at stations featuring iconic stampede events. Sponsor receives contact information.



**PRESIDENTIAL RECEPTION - \$6,000**

Be recognized and included as the sponsor of the invitation-only event hosted by the IAAO President following the Awards Gala.



**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 large scale signage outside of session rooms and the opportunity to place company materials with signage.

**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 reception where drink tickets can be customized with the sponsor's logo or information.

**INSTRUCTOR RECEPTION - \$5,000** - Mingle and link with these connections to the 7,000 students annually taking courses through IAAO. Sponsorship includes a table at the reception for company materials or give-aways.

*An IAAO Conference is a gateway to the future of the profession. By networking with colleagues, exploring new products and attending education sessions you gain new insights that can help you make your career more exciting.*

—Barbara Gomex, Apache County, AZ

## 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 Calgary. 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.

### SPEAKER - MODERATOR CHECK IN

Showcase your company with conference presenters as they prepare to lead sessions throughout the conference. Table will be provided for company materials and any small gifts for this influential contingent.

**SPONSORSHIP QUESTIONS? Contact Leann Ritter / [ritter@iaao.org](mailto:ritter@iaao.org) / 816-701-8161**

# CONFERENCE SPONSORSHIP: SOCIAL EVENTS



**CALGARY WELCOME EXPERIENCE - \$60,000** - Imagine this extraordinary opportunity to connect with the mass appraisal industry at this large-scale event situated at Studio Bell — home of the Canadian National Music Centre. Provide conference attendees with an exclusive “Calgary Experience” that will not be forgotten.

**PRESIDENT'S DINNER\* - \$19,000** - Join with IAAO Executive Leadership at the 2026 President's Dinner as sponsor of this invitation-only event. Hosted bar can be added.

**WOMEN'S INITIATIVE LUNCH AND WOMEN'S INITIATIVE NETWORK (WIN) SPONSORSHIP\* - \$13,000** - Show your company's support for women in mass appraisal and valuation. Full sponsorship includes introduction of the conference speaker and brief comments at this special-registration event along with recognition throughout the year in monthly WIN events.

**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 or QR code providing a direct connection to attendees.

**EXHIBITOR HAPPY HOUR - \$10,000** - Mix with attendees as they meet in the exhibit hall late Wednesday afternoon. Complimentary drink provided along with sponsor's message to each attendee.

**CLOSING AWARDS GALA\* - \$20,000** - Host the crescendo of the conference! Join the spotlight as it shines on outstanding achievement in the ad valorem profession. 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 tables driving attendees to you following the conference.

**INTERNATIONAL ATTENDEE LUNCH\* - \$5,000** - Be identified at this globally-focused event along with international leaders in property tax assessment and related disciplines. Attendees will include both government employees and vendor representatives.

\* Reserved seating at the function is included.

**“ Attending the IAAO Conference was an incredible experience... I walked away with practical tools, fresh perspectives, and valuable connections that will benefit both my work and professional growth. If you're looking to stay at the forefront of the industry trends and connect with others who are just as passionate about assessment and appraisal, this is the place to be.”**

—Ryan Marshall, Cowley County, KS

# OTHER EVENTS, WORKSHOPS, LEADERSHIP MEETINGS



## LEADERSHIP DAYS - \$5,000 full sponsorship - (two available)

Join IAAO leadership this Spring or Fall as committee and task force members come together to shape the future of the organization. As a sponsor, you'll have the opportunity to address attendees, showcase your organization with a tabletop display in the main meeting room, and network with these key decision-makers over two productive days.

**AFFINITY GROUP SPONSORSHIP - \$10,000** - Affinity Groups bring IAAO members together around shared experiences, goals, and interests. These member-driven groups foster connection, understanding, and the exchange of ideas and resources. Sponsorship supports an Affinity Group's activities throughout the year—such as virtual and in-person meetings, receptions, and webinars—and offers visibility among engaged members who report key insights and successes to the IAAO Board of Directors. Affinity Groups continue to grow and evolve with examples including Launch Pad, and Large Jurisdictions.

**BOARD OF DIRECTORS DINNER - \$5,000** - Position your organization at the heart of IAAO's leadership circle. As the sponsor of one of the Board of Directors' in-person dinners, you'll have the unique opportunity to address attendees, engage directly with key decision-makers, and elevate your brand in an intimate, high-impact setting. Sponsorship is available for one dinner in January, April, July, or December—first come, first served—making this a rare chance to connect with the minds shaping the future of IAAO.

**EMERGING LEADERS SEMINAR - \$5,000** - The 2026 Emerging Leaders Seminar (ELS) is designed to cultivate influencers in property appraisal and administration. This is your chance to position your organization in front of rising leaders who will shape the future of the industry. Sponsorship offers exclusive visibility and opportunities to engage directly with these emerging professionals, helping you build lasting relationships with the leaders of tomorrow.



**LEGAL SEMINAR LUNCH OR RECEPTION - \$5,000 (up to three available)** - Join us in supporting the 2026 Legal Seminar, where assessment and property tax professionals gather to deepen their legal knowledge and sharpen their skills for handling valuation issues. This high-value event offers legal professionals the opportunity to earn continuing legal education (CLE) credits, making it a must-attend on the industry calendar. Sponsorship of a lunch or reception provides a prime opportunity to connect directly with attendees and showcase your organization through a tabletop exhibit. Position your brand at the heart of professional development while engaging an audience of decision-makers eager to learn and network.



## VIRTUAL MASS APPRAISAL VALUATION SYMPOSIUM (MAVS) (JOINTLY HELD WITH IPTI) -

**\$2,500 USD** - The MAVS symposium provides a unique, once a year opportunity for those influencers in the property tax valuation/appraisal industry to be motivated by industry leaders and innovators from around the globe. *Benefits include:* Recognition on slides and by the Master of Ceremonies during the Symposium opening and closing, introduction and moderation of a live session, one complimentary symposium registration, and two-minute recorded promotion presented prior to one of the sessions. Recording must be received two weeks before the symposium in a Mp4 format, resolution of at least 720p and be no larger than 4GB.



## INTERNATIONAL RESEARCH SYMPOSIUM (IRS) (JOINTLY HELD WITH IPTI IN DUBLIN, IRELAND) - \$3,000

**USD** - Providing insightful presentations and engaging panel discussions, to valuable networking opportunities this event reaches professionals in appraisal worldwide. *Benefits include:* A 30-minute presentation during the conference (on an agreed-upon topic), a tabletop exhibit space and place for signage to promote your products/services, recognition on the Symposium website home page with a link to your company website, recognition in communications promoting the Symposium, and recognition on slides and by the Master of Ceremonies during the Symposium opening and closing.

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