

CONFERENCE EXHIBIT INFORMATION



Display and demonstrate your company's products and services at the largest exhibit hall for mass appraisal in the world. Choose from among our basic 10'x10' booth or larger option—all the way to 20'x30'—to make your presence known. Pipe, drape and an identification sign are provided (some exceptions apply e.g. island booth). Your exhibit booth fee also includes at least two exhibitor registrations (refer to booth size)—over \$1,000 in value. 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 upon registration.

Once your exhibitor agreement has been received, your 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 contractor.

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

BOOTH SIZES & RATES

BOOTH SIZE	COMPLIMENTARY REGISTRATION	REGULAR FEE <i>On or before Sept 14</i>	LATE FEE <i>After Sept 14</i>
10' x 10'	2	\$2,950	\$3,540
10' x 20'	4	\$4,850	\$5,820
20' x 20'	6	\$9,100	\$10,920
20' x 30'	8	\$11,000	\$13,200

For Exhibit information and booth availability, contact:

Lauren Harlan, CMP

harlan@iaao.org

816-701-8109

EXHIBITOR BOOTH REPRESENTATIVES

Each Exhibitor Booth Registration includes everything that a full attendee registration includes EXCEPT a ticket to the Closing Banquet. Closing Banquet tickets may be purchased. Everyone in a booth MUST be registered. Additional exhibitor booth personnel registrations are \$695 each, and may be purchased in addition to your complimentary registrations.

REGISTRATION MAILING LIST

Exhibitors receive one pre-registration attendee list two weeks prior to the conference. Registration list contains attendee name, institution/organization, and postal mailing address.

LEAD RETRIEVAL

Individual licenses available for purchase through the exhibitor portal.



ADDITIONAL OPPORTUNITIES AND ACTIVITIES TO DEVELOP LEADS IN THE EXHIBIT HALL:

WEDNESDAY – HAPPY HOUR

Exhibitors can purchase drink tickets for distribution

WEDNESDAY AND THURSDAY – Calgary Stampede

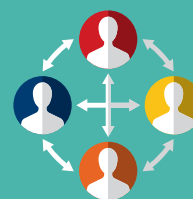
Attendees “experience” the events of this yearly tradition as they travel throughout the exhibit hall.

MEALS AND BREAKS

PRIZE DRAWINGS

EXHIBITOR SHOWCASE OPPORTUNITY

Open to all exhibitors as time and space allow. Confirmed for all sponsors.



CONFERENCE EXHIBIT PRIORITY POINTS GUIDELINES



DETERMINING YOUR EXHIBIT BOOTH PRIORITY

PRIORITY POINTS

Priority Points are used to determine the order in which exhibitors may select their booth location for the following Annual Conference.

PRIORITY POINTS ARE EARNED THROUGH:

- **Exhibit Space**
- **Exhibiting History**
- **Survey Participation**
- **Sponsorship Level**

ACCUMULATING PRIORITY POINTS

Exhibit Space

- Points are accrued and carried over from year to year.
- 1 point is given for every **100 square feet of space** at the current Annual Conference:

10' x 10' = 1 pt

10' x 20' = 2 pts

20' x 20' = 4 pts

20' x 30' = 6 pts

- 1 point is given for every year a company has exhibited since 2005.

POINTS SPECIFICATIONS

- Exhibitors have the opportunity to select their booth for the upcoming year's conference, prioritized by the exhibitor with the most points first, to the least.
- A representative for each exhibitor will be scheduled to meet with IAAO staff for the upcoming year's booth selection process. Exhibitors will be notified of their scheduled meeting date/time at least two weeks prior to their meeting.
- Each exhibitor is given 30 minutes for selecting the upcoming year's booth location. Their 30 minutes begins at the assigned meeting time. If an exhibitor's representative does not show up at the assigned time, they will be rescheduled to the end of the selection process, with location options based on availability at that time. Note: This process is subject to change.
- IAAO will work with the exhibitor after the selection process is over to accommodate their needs but will not displace other exhibitors.
- Failure to exhibit in any given year will reset points to zero.*
- If there is a point tie, priority is based on the date payment was received in full. If the tie remains, priority will be determined by a lottery style random selection.
- *Mergers and Subsidiaries:* Any company resulting from a merger may choose points from either of the original companies; points will not be combined or aggregated. Newly formed, "spin-off" or separate subsidiaries will not receive points allocated to the parent company.
- After booth selection ends, new applications will be received and accepted on a first come, first served basis.

SPONSORSHIP POINTS

- **Sponsorship points are earned annually and do not carry over to the next year's point total.**
- 2 points for every \$1,000 in sponsorship investment at the **IAAO Conference and Exhibition Points** will be rounded down to the next lower \$1,000 increment.
- 1 point for every \$1,000 in sponsorship investment with the **Strategic Business Partner Program**.
- 1 point for every \$1,000 in sponsorship in 2026 of other opportunities including **exclusive IAAO seminars and events** e.g. Leadership Days or Board of Directors' dinners.
- 2 points for exhibitors who **complete the post conference Exhibitor Survey** by the deadline (surveys must indicate company name).

PENALTIES AND POINT DEDUCTIONS

- **Minus 5 points** for any violations of the Priority Point Program or the Contract terms and Conditions (as stated in this brochure), cancellation of booth space, or no-shows.
- **Minus 2 points** for downsizing of booth space, or if booth balance due is not received by the Regular Fee published deadline.

*Note: This rule will be suspended for 2026.

CONFERENCE EXHIBITOR POLICIES AND PROCEDURES



STANDARD BOOTH REGULATIONS

There are four types of booth configurations: **standard/linear**, **perimeter wall**, **peninsula**, and **island**. The following booth display rules are typical for U.S. trade shows and conventions.

STANDARD/LINEAR BOOTH (10' DEPTH)

- Any booth that shares a common back wall and abuts other exhibits on one or two sides.
- Maximum height is 8'. This 8' height may be maintained on the sidewall of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'. *Subject to venue regulations.
- A corner booth is a linear booth exposed to aisle on two sides. All other guidelines for linear booths apply.

PERIMETER WALL BOOTH (10' DEPTH)

- A standard/linear booth found on the perimeter walls of the exhibit floor.
- The maximum height is 8'. This 8' height may be maintained on the sidewalls of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'. *Subject to venue regulations.

PENINSULA BOOTH

- Any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at least 10' and with aisles on three sides. There are two types of peninsula booths: (1) one that backs up to linear booths and (2) one that backs up to another peninsula booth and is referred to as a "split island booth."
- For all peninsula booths, the exterior of the back wall must be plainly finished and may not contain booth identification, logos or advertisements.
- If backed by a row of standard/linear booths, the back wall may be no higher than 4' for a distance of 5' from either side aisle and 8' high in the center of the back wall. These height restrictions must be maintained for a distance of 10' from the back wall.
- Where two peninsula booths share a common back wall ("split island"), the maximum height may be 8' in all areas of the booth, including the back wall (same as Island Booth rules, below). *Subject to venue regulations.

ISLAND BOOTH

- Any exhibit 20' x 20' or larger and is surrounded by aisles on four sides.
- Regulations vary by exhibit hall but the following are typical examples: Maximum height of 8' in all areas of your booth are allowed. No limitations on the number of solid walls for your island booth. *Subject to venue regulations.



“ **This is the Assessment Industry's premier event. If you are a vendor, you must be here or your personal and corporate growth / success will be limited.** ” — Alex Hepp, CycloMedia

IAAO POLICIES AND PROCEDURES



These terms and conditions are to be a part of all space contracts. The International Association of Assessing Officers (IAAO) reserves the right to make changes, amendments, and additions to these terms at any time, and all changes, amendments, and additions so made shall be binding on the exhibitor, with the provision that all exhibitors will be advised of any such changes. Any matters not covered specifically herein are subject to a decision by IAAO.

1. APPLICATIONS AND ELIGIBILITY

All exhibitors must provide a product or service that directly relates to property valuation and/or the tax policy industry. All exhibitors must submit an application for exhibit space. The application must contain all information requested and be executed by an individual who has authority to act for the applicant (exhibitor). IAAO reserves the right to refuse rental or use of exhibit space to any applicant whose display, products, or services is not in keeping with the character and purpose of the IAAO conference in the sole judgment of IAAO.

2. BOOTH ACTIVITY REGULATIONS & PERSONNEL CONDUCT

Exhibit personnel are required to confine their activities within the contracted space. Exhibitors may show, discuss, or demonstrate items or services, but shall not make sales that result in the delivery of merchandise and/or the exchange of money in the exhibit hall. All personnel are expected to comply with all rules set forth by IAAO and to be of a caliber in keeping with the high standards of the IAAO conference. IAAO reserves the right to close any exhibit or part thereof that violates any booth activity regulations or conducts solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

The IAAO is dedicated to providing a harassment-free experience for all attendees and has developed a Code of Conduct for events: "IAAO Conference and Events participants are expected to conduct themselves with integrity, courtesy, and respect for others and maintain the highest level of professionalism at all conference programs and events, whether officially sponsored by IAAO or not.

IAAO is dedicated to providing an enjoyable conference experience for everyone and IAAO will not tolerate harassment of conference participants in any form. Participants violating these rules may be asked to leave the conference at the sole discretion of IAAO."

3. EXHIBITOR/SPONSOR HOSTED ACTIVITIES

Functions hosted by exhibitors/sponsors may not conflict with official IAAO conference activities. Violation of restricted confliction will result in a 5-point deduction in priority points.

4. ASSIGNMENT OF SPACE

Whenever possible, space assignments will be made in keeping with the exhibitor's preferences as to location. Spaces will be assigned based on the priority point system. Once space has been confirmed by IAAO, space will not be reassigned except in the event that the show is not sold in full and floor plan reconfiguration is necessary. IAAO reserves the right to make the final determination of all space assignments in the best interest of the exposition and conference.

5. INSURANCE

Exhibitors shall insure their own exhibits and display materials. Exhibitors shall carry Public Liability Insurance with a \$1,000,000 combined single limit or bodily injury, accident, and property damage combined per incident. Each exhibitor should check with their insurance carrier to request a certificate. Certificates of insurance should be submitted to IAAO no later than August 7, 2026.

Please submit certificates through the Exhibitor Portal or mail certificates to: IAAO, Attn. Exhibits, 314 W 10th Street, Kansas City, MO 64105 or e-mail to harlan@iaao.org

6. CANCELLATION/TRANSFERS BY EXHIBITOR

In the event an exhibitor cancels its request for exhibit space, the rental fee paid will be refunded less a \$150 processing fee if the notice of cancellation is received by IAAO in writing by August 7, 2026. No refunds will be given for exhibitor cancellations after August 7, 2026. A \$50 processing fee will be applied to all exhibitor attendee transfers. Registration is per individual. Badges cannot be transferred between individuals onsite. Should the exhibitor be unable to occupy and use the exhibit space contracted, IAAO has the right to use such space as it sees fit to eliminate empty space in the exhibit hall.

7. STANDARD BOOTHS/EQUIPMENT

The price of the exhibit space includes a standard eight-foot (8') background drape, three-foot (3') side drape, and a 7" x 44" two-line company identification sign unless an island booth is selected.

8. SUBLETTING OF EXHIBIT SPACE

Exhibitors may not assign, sublet, or share their exhibit space with another corporation or firm or its representatives in space assigned to the original applicant without prior written consent from IAAO. Exhibitors must display only the goods or services they deal in or manufacture in the ordinary course of business. All exhibits must be confined to the exhibit booths.

9. INSTALLATION OF EXHIBITS

Shipping dates for exhibitor freight are outlined in the Exhibitor Service Kit. Exhibitors are allowed entrance to the exhibit hall for booth set up on Tuesday, October 13, 8:00 am–5:00 pm. Exhibits and displays must be in place and set up by 8:00 am, Wednesday, October 14. Space not occupied or set up by the indicated time may be reassigned for other purposes deemed appropriate by IAAO.

10. DISMANTLING OF EXHIBITS

Exhibitors' displays shall not be dismantled or packed in preparation for removal prior to the official closing time of 1:30 pm on Thursday, October 15. Every exhibit must be fully staffed and operational during the entire exposition. The dismantling of displays begins at 1:35 pm, Thursday, October 15, and continues through 5:00 pm on that same day. At that time, all exhibitor displays or materials left in the booths without instructions will be packed and shipped at the discretion of IAAO's official service contractor, and all charges will be applied to the exhibitor.

IAAO POLICIES AND PROCEDURES



11. NON-OFFICIAL CONTRACTORS

Exhibitors may provide their own exhibit furnishings and may specify their own independent contractor for their installation and dismantling of the exhibit. Exhibitors must notify IAAO in writing no later than Friday, August 14, 2026, of their intent to use the services of contractors other than those selected by IAAO for installation and dismantling. The exhibitor is responsible for ensuring that any exhibitor-appointed contractor supply IAAO with a valid certificate of insurance showing coverage for general liability and workers compensation. Exhibitors assume full responsibility for their nonofficial contractors. Furthermore, non-official contractors must adhere to all of the rules and regulations set forth by the conference facility and IAAO.

12. INSTALLATION & DISMANTLING PERSONNEL

Exhibitors using companies other than IAAO-appointed contractors must advise them to check with the Exhibitor Service Center upon their arrival. To qualify a company's participation, the non-official contractor must present copies of all job orders upon arrival for the IAAO-appointed contractor's files. Upon verification, official set-up badges allowing access to the exhibit area during service hours only will be issued.

13. BADGES

Badges will be required for entry into the exhibit hall at all times. Badges are not transferable. The clear view of the official IAAO badge shall not be obstructed. Please complete the exhibitor registrations for each person attending. Any and all booth handlers need to complete an exhibitor application to register and receive a badge. Badges may be picked up at the conference registration desk.

14. MUSIC/MUSIC LICENSING/NOISE

Exhibitors must obtain their own license for using copyrighted music. Exhibitors may not use electronic or electrical devices that amplify sound and cause noise or other types of annoyance to those in attendance.

15. FOOD & BEVERAGE

Exhibitors may distribute food/beverage samples, **excluding alcoholic beverages**, as traffic generators, with approval from IAAO. These items may be purchased through the hotel/convention center. Exhibitors are not allowed to serve food outside of their booth area or have a social function within their booth that would cause individuals to block the aisles. If functions block aisles, IAAO has the right to terminate the function. Additionally, off-site functions hosted by exhibitors may not conflict with official IAAO conference activities.

16. PROTECTION OF EXHIBIT FACILITY

Exhibitors are subject to all conditions, requirements, and instructions set forth by IAAO and the hotel/exhibit facility. The exhibitor may not mark, tack, make holes in, or attach anything to columns, walls, floors, or other parts of the exhibit hall. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with guidelines set forth by IAAO, the facility, and the exhibit contractor. The exhibitor is liable for any damage caused to building floors, walls, or columns; to standard booth equipment; or the exhibitor's property.

17. SAFETY REGULATIONS

Fire regulations require that all display materials be fire-resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the conference city's code for fire prevention. Electrical signs and equipment must be wired to meet specifications. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official decorator at the exhibitor's expense will store all cartons, crates, containers, and packaging materials. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at their required width at all times that the exposition is open. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles.

18. DISTRIBUTION OF PRINTED MATTER

Exhibitors may not distribute printed matter, samples, souvenirs, and the like, except from within rented space. Special distribution of such materials elsewhere is under sole approval by IAAO.

19. MODIFICATION OF FLOOR PLAN

IAAO reserves the right to make modifications to the floor plan.

20. FORCE MAJEURE

In the event of cancellation or relocation of this conference, due to circumstances within IAAO's direct control, the liability of IAAO shall be limited to a refund of the rental fees paid. In the event that IAAO has no control over the cancellation or relocation of this conference, IAAO will reimburse exhibitors pro-rata on any rental fees paid, less any and all legitimate expenses incurred by IAAO for advertising, administration, and similar and related costs.

21. LIABILITY

IAAO undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, its officials, agents, or employees, or for the protection of the property of the exhibitor or its representatives, or for property used in connection with the exhibit, from theft or damage or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by IAAO shall be deemed purely gratuitous on its part and shall in no way be construed to make IAAO liable for any loss or inconvenience suffered by the exhibitor. The exhibitor agrees to protect, defend, indemnify, and hold harmless IAAO, the hotel and/or exhibit facility, the Official Decorator, and any officers, directors, staff, employees, or agents against any claims, losses, damages, or liability resulting from negligence or other acts of the exhibitor, its employees, or its agents.

22. VIOLATION OF THE CONDITIONS

Failure to follow the conditions outlined above shall constitute a violation of the Contract Terms and Conditions of the Exhibitor's Application and Contract for Exhibit Space. In the event the exhibitor violates any of the conditions, IAAO reserves the right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement. IAAO may order the exhibitor to remove exhibit and personnel, or have them removed. In these circumstances, no part of the exhibitor's fees will be returned. IAAO may refuse thereafter to enter into any agreement with exhibitor to lease booth space at future conferences sponsored by IAAO.

IAAO POLICIES AND PROCEDURES



23. EXHIBITOR ACKNOWLEDGEMENT

Exhibitor acknowledges and agrees that the IAAO may elect or be required to change the scheduled dates, location and/or format (including to a virtual format) of the Annual Conference or other IAAO events for reasons beyond its control or for reasons that, in the sole judgment of the IAAO, will benefit the Annual Conference or specific event and the participants. In the event that the IAAO is required, or decides, to make any such changes, the IAAO will make commercially reasonable efforts to (a) notify Exhibitor promptly of such change, and (b) in the IAAO's discretion, provide either an appropriate substitution, which will be equivalent in dollar value to the applicable exhibit space, at the Annual Conference or other event, a similar sponsorship at the next Annual Conference or applicable event (and credit any amounts paid by Exhibitor to that exhibit space) or a refund of the amounts paid by the Exhibitor. The IAAO's liability to Exhibitor hereunder shall not, under any circumstances, exceed the amounts paid to (and not yet refunded by) the IAAO by Exhibitor for the applicable exhibit space. In no event shall the IAAO be liable for any indirect, consequential, special, exemplary or punitive damages regardless of the theory of recovery upon which such damages may be based and regardless of whether or not the IAAO has been advised of the possibility of the same.

24. NON EXHIBITING REPRESENTATIVES

IAAO does its best to protect all conference participants from solicitation from companies who do not have the proper authorization by IAAO to do so. This activity is commonly referred to in the exhibition industry as "suitcasing." To maintain the integrity of IAAO's exhibitor and sponsor rules, any conference participant found soliciting business in the exhibit hall, event function space, hotel guest room or hospitality suite, restaurant, club, or any other public space during an event will be required to either pay that event's prevailing exhibitor or sponsor fees as determined by IAAO or leave the event immediately without receiving a refund. Please note membership in IAAO will not be considered when determining whether an individual has engaged in suitcasing, and second-time offenders will receive an immediate 12-month ban from future events. IAAO asks that any violations that are observed are reported immediately to IAAO staff.

BUSINESS PARTNER CONTACT INFORMATION PRIVACY

All business partner contact information held by IAAO and its employees is proprietary and owned by IAAO. No business partner contact information may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from IAAO.

