

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.



Lucrative and rewarding opportunities await your company at the 2025 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:

exhibits@iaao.org
816-701-8105

ATTENDEE STATS



1,700

total attendance in 2024

49%

report that a primary reason for attending the conference is to **visit the exhibit hall and learn about products and services**

39%

expect to make a purchase as a result of the conference



65%

are **instrumental** in making product and service purchases

96%

OF EXHIBITORS report the conference having a positive impact on business goals



63%

have been in the industry for **11 or more years**

14%

are **new to the industry** (less than 5 years)

44%

come from jurisdictions of more than 100,000 parcels



** Values derived from 2024 Annual Conference & Exhibition Survey*

CONFERENCE SPONSORSHIP LEVELS OF ENGAGEMENT

July 7, 2025 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.

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 Monday night Happy Hour tickets at a discounted price	★	★	★	★	★	★
Recognition in pre-and post-conference issues of Fair + Equitable*	★	★	★	★	★	
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		
Complimentary participation in Exhibitor Showcase (if also exhibiting)	★	★	★	★		
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).	★	★	★			
Invitation to participate in post-conference focus group.	★	★				
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.	★					



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.

CONFERENCE SPONSORSHIP OPPORTUNITIES

BUILD A TOTAL PACKAGE from the following that meets your marketing goals, or call us to develop customized packages.

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.

SPONSORSHIP QUESTIONS?

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



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



REGISTRATION PACKAGE - \$15,000 - Your company is seen by EVERY attendee as they register for conference. Your company is 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 - 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.



KICK-OFF KEYNOTE - TBD - Jump start the conference program as you introduce our keynote speaker at the Opening General Session.



MOBILE APP - \$15,000 - Utilized by 95% of attendees, your logo and company website link are in full view every time an attendee opens the app. Company flyer promoting mobile app provided to attendees at check in. Final approved version to be received by August 1.



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 KEYS - \$13,000 - Get continuous exposure throughout the conference by placing your logo and message directly into the hands of conference hotel guests.



BACKPACKS - \$19,000 - From the time they pick up their registration materials until they depart, attendees are rarely seen without their backpacks, each emblazoned with both your company's and IAAO's logos. Sponsor may interact with attendees as they hand out backpacks at conference registration.



The IAAO conference offers a unique chance to connect with decision-makers and customers, making it the perfect venue to showcase our solutions and gain valuable industry insights. Most importantly, it allows us to build meaningful relationships with the professionals driving the future of the field.—Landon Ortiz, Schneider Geospatial

CONFERENCE SPONSORSHIP OPPORTUNITIES



WATER BOTTLES - \$15,000 - Keep attendees hydrated in the Orlando elevation with your logo branded reusable water bottles. Provided to attendees at registration.



WELLNESS CHALLENGE - \$12,000 - "Walk" with potential clients as they compete for prizes. Drive traffic to your booth with a leader board of current standings.



FLORIDA ADVENTURE PASS - \$10,000 Be recognized as attendees travel throughout the exhibit hall "experiencing" Florida outdoors - from beaches to manatees, and much more. Attendees will scan their badges for a chance to win a prize at stations featuring iconic Florida. Sponsor receives contact information.



SHARED BRANDING THROUGHOUT THE SWAN-DOLPHIN HOTEL \$20,000 - \$40,000 - Your branding seen on large spaces throughout the conference space or host hotel — the Swan-Dolphin — 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.



PRESIDENTIAL RECEPTION - \$6,000 Be recognized and included as the sponsor of the invitation-only event following the closing banquet hosted by the IAAO President.



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!



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DOWNLOAD A SPONSORSHIP APPLICATION AT:
➤ www.iaao.org/prospectus

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 recognition on session monitors outside of session rooms, the opportunity to place company materials with signage or in the session rooms at the beginning of the day, and a link to your company website on the conference education page.

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 Tuesday reception where drink tickets can be customized with the sponsor's logo or information. Sponsor is welcome to develop a raffle where attendees opt-in to provide contact information and sponsor announces the winner at the reception.

PRE-CONFERENCE WORKSHOP – \$5,000 – Grab attendees attention as they begin their educational journey in Orlando. Sponsor included in workshop marketing materials and may provide brief remarks to attendees.

OTHER WORKSHOPS AND EVENTS – \$5,000 – Multiple opportunities available. Additional topics both at the conference and as separate events to be announced. IAAO Board meeting dinners and receptions as well as jointly sponsored seminars will be added. Please ask for information.

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 Orlando. 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.

LAUNCH PAD RECEPTION

Help shape the future of the industry in this social event for individuals early in their mass appraisal career. Be in front of future leaders at this special registration gathering with great networking opportunities.

“**The IAAO Conference is a terrific way to network with people who deal with similar work situations and also network with the people who have the solutions (vendors).”**

—Jori Johson, Cheyenne, WY

CONFERENCE SPONSORSHIP: SOCIAL EVENTS



FLORIDA WELCOME EXPERIENCE - \$60,000 - Imagine this extraordinary opportunity to connect with the mass appraisal industry at this large-scale event and providing the attendees with an exclusive “Florida Experience” that will not be forgotten.

AWARDS EVENT* - \$20,000 - Be the host and recognized with the “best-of-the-best.” Join the spotlight as it shines on outstanding achievement in the ad valorem profession.

PRESIDENT’S DINNER* - \$19,000 - Join with IAAO Executive Leadership at the 2025 President’s Dinner as sponsor of this exclusive event. Includes a signature cocktail. Hosted bar can be added.



WOMEN’S INITIATIVE LUNCH* - \$10,000 - Show your company’s support for women in mass appraisal and valuation. Full sponsorship includes introduction of speaker and brief comments at this special-registration event on Wednesday.

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.



EXHIBITOR HAPPY HOUR - \$10,000 - Mix with attendees as they meet in the exhibit hall late Monday afternoon. Sponsor message on a ticket provided to each registered attendee. Sponsor receives 50 additional tickets for distribution to customers.

CLOSING GALA BANQUET* - \$20,000 - Host the crescendo of the conference! 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 the commemorative printed menus for lead generation.



DOOR DROP - \$10,000 - Welcome attendees to the IAAO conference (and drive them to your booth) with a small gift you or IAAO provide “dropped” in attendees rooms at the Dolphin Hotel shortly after they arrive. (Materials to be pre-approved by IAAO.)

CAREER CENTER AND PHOTO BOOTH - \$10,000 - The very popular professional headshot booth returns in expanded format in 2025. YOUR team members greet attendees as they get ready to up-their-professional-game. \$5,000 of the sponsorship is donated to IAAO scholarship funds.



TEAM JERSEY DAY - \$7,500 - Support the conference theme as attendees wear their favorite team jersey on Tuesday. Attendees dressed in sports attire can submit a business card for a \$200 gift card drawing to Academy Sports (provided by IAAO). The only location to submit the business cards will be at your booth.

** Reserved seating at the function is included.*