

# IAAO STRATEGIC BUSINESS PARTNER PROGRAM

**Connect on a whole new level with the Strategic Business Partner Program.**

Companies serving the assessment community often express an interest in becoming more involved with the members of IAAO. As a provider of business solutions for assessors, your company has the knowledge, experience, products, and services to assist in fulfilling their public service obligations.

Enter the **IAAO Strategic Business Partner** program — an innovative program designed to strengthen the relationship between our members and the business community by providing opportunities for enhanced visibility, greater accessibility, and increased interaction between assessment professionals and business representatives.

Through networking and information exchange, your company will be better able to create and market products and services that are tailored to meet the changing needs of assessors and help drive the future of communities across the globe. IAAO actively seeks input from our vendors as well, so we're keeping a pulse on not only what's happening with our members, but also what's important to the industry that supports tax assessment and valuation.

## APPLICATION PROCESS

Enrollment in the **Strategic Business Partner** program is for a calendar year, and is renewable on an annual basis, subject to approval. IAAO's program operates on a January 1 through December 31 enrollment period.

*Participation in the program does not constitute or imply an endorsement of the company or its products/services by the International Association of Assessing Officers as IAAO has not investigated a participant's business reputation or operation.*



## IAAO OFFERS TWO LEVELS OF YEAR-ROUND PARTICIPATION

- **Level 1** (\$20,000 annual investment)
- **Level 2** (\$10,000 annual investment)

## GET STARTED!

For any questions or an application, our team is eager and available to assist you:

**Leann Ritter**  
[ritter@iaao.org](mailto:ritter@iaao.org)  
816-701-8161

All applications must be accompanied by payment. Please allow two weeks for IAAO to process your application.



# STRATEGIC BUSINESS PARTNER PROGRAM BENEFITS

BENEFITS*	LEVEL 1 \$20,000 Annual Investment	LEVEL 2 \$10,000 Annual Investment
Use of partnership "badge" recognition in company's marketing materials and printed medallion denoting partnership for company exhibit booth at the IAAO conference.	★	★
Listing with logo and link to company's website on IAAO's expanded Industry Partners' web page for 2025. Opportunity to have company press releases, webinars, and resources (up to ten per year) posted on the Industry Partners' web page.	★	★
Listing in Industry Service Provider Index in monthly <i>Fair + Equitable</i> magazine and <i>Assessing Info</i> newsletter.	★	★
Complimentary IAAO memberships, which includes access to IAAO RFP Online Community.	4	2
Discount on advertising in <i>Fair + Equitable</i> . (5% discount, up to \$500 per year) See the 2025 Media Kit for more specifics.	5%	5%
Recognition at IAAO events (through shared signage); examples are Annual Conference, Legal Seminar, Emerging Leaders' Summit, and Women's Initiative Network programs.	★	★
Opportunity to submit a "thought leader" article for <i>Fair + Equitable</i> magazine (maximum of 1,200 words in 2025). Final IAAO approval two months prior to publication month. Choice of month will be on a first come, first served basis.	★	★
Complimentary 60-day job posting in IAAO Career Center.	4	2
Exclusive meal during IAAO Annual Conference with a member of the IAAO Board of Directors	★	★
Promotion of one sponsor-produced "thought leader" webinar during the year. This webinar will not be a direct product or service promotion. Recognition of webinar will be in two issues of <i>Assessing Info</i> , one issue of <i>Fair + Equitable</i> (deadline for information receipt is eight-weeks before issue publication), and on the IAAO website. Sponsor-produced webinar cannot be offered at a time that conflicts with an IAAO broadcast event.	★	★
IAAO announcement to membership of Strategic Business Partnership	★	★
Address IAAO Chapters through a two-minute presentation on one of the quarterly Representative calls. Choice of quarter will be on a first come first served basis.	★	
Discount on Annual Conference exhibit booth. (5%, up to \$550 per year)	5%	
Promotion of one business partner product/service webinar during the year. Recognition will be in two issues of <i>Assessing Info</i> , one issue of <i>Fair + Equitable</i> . Sponsor-produced webinar cannot be offered at a time that conflicts with an IAAO broadcast event. Deadline for information receipt is eight weeks before issue publication.	★	
Participation in panel session at the IAAO Annual Conference or IAAO webinar looking at the future of the assessment profession.	★	
One dedicated email sent to IAAO membership on behalf of partner. Date(s) must be a minimum of six weeks before or two weeks after the IAAO Annual Conference. Must be provided to IAAO in HTML format (no CSS) two weeks prior to agreed upon distribution date. <b>Up to two additional emails can be purchased separately.</b>	★	
Thought leader presentation at IAAO Annual Conference. Topic requires review and approval by IAAO and cannot be product or service promotional. For CE credit consideration, full session information must be received by June 2. Session attendee names and jurisdictions provided.	★	
Dedicated IAAO staff member to assist with opportunities.	★	★
VALUE	\$39,696	\$22,268
INVESTMENT	\$20,000	\$10,000

\* All benefits are exclusive to IAAO Business Partners. Strategic Business Partner investment provides one point for each \$1,000 toward the next year Exhibit Booth priority points.