



2017 National Conference: Of Value

SUNDAY, NOVEMBER 12 & MONDAY, NOVEMBER 13, 2017



Sponsorship & Exhibitor Opportunities

Welcome to your gateway to Sponsorship for the 2017 National Conference! This year’s Conference will take place on Sunday, November 12 & Monday, November 13, 2017, at the historic New York Athletic Club.

We look forward to working with you to ensure you receive the best possible sponsorship package. Our Conference program brings new speakers on timely topics to the forefront. We have a variety of opportunities for advantageous sponsor involvement, tailored to specific marketing aims.

Our wide, art-world audience offers you the opportunity to reach out to appraisers of personal property and fine art, art dealers, advisors, attorneys, archivists, gallerists and much more! Sponsors are featured in our weekly Conference E-blasts to 15,000 people, and 500 full-color programs distributed to attendees.

Questions?

Contact Kathryn Moldenhauer, Programs Manager, at 212.889.5404 x11

\$10,000 Platinum Sponsor (1 opportunity)

Benefits:

- Welcome participants from podium each morning
- Company logo on signage and projected on screen
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Company logo featured in Conference program
- Company logo on notepad distributed to all attendees
- One prominently placed exhibitor table
- Electronic list of attendees with complete contact info
- Feature in dedicated E-blasts to our 15,000 mailing list
- Six complimentary tickets to the Conference
- Two complimentary tickets to Art Law Day
- USPAP Course discount for Sponsor Staff for 12 months (savings of \$100 per registration)

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts
- Company logo with hyperlink on our website
- Dedicated social media posts pre, during and post conference with link to your website
- Marketing material placement in tote bags distributed to all attendees

~~**\$5,000 Evening Reception**~~ — Sponsored by Lowy

Benefits:

- Welcome guests to the Evening Reception
- Company logo on Reception signage
- Company logo on projected on screen at Conference
- Company logo featured in Conference program
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Host table with your materials displayed at Conference and Reception
- Electronic list of attendees with complete contact info
- Feature in dedicated E-blasts to our 15,000 mailing list
- Three complimentary tickets to the Conference

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts
- Company logo with hyperlink on our website
- Dedicated social media posts pre, during, and post conference with link to your website
- Marketing material placement in tote bags distributed to all attendees

\$3,500 Keynote Presentation (2 opportunities)

Benefits:

- Company logo on Keynote signage and projected on screen
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Company logo featured in Conference program
- Two complimentary tickets to the Conference

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

Keynote Speakers: (available first-come-first-serve)

- SUNDAY: Judd Tully, Art Critic and Journalist
- MONDAY: Eric Kandel, M.D., Professor, Columbia University, Director, Kavli Institute for Brain Science, Co-Director, Mortimer B. Zuckerman Mind Brain Behavior Institute

\$3,000 Networking Luncheon (2 opportunities)

Benefits:

- Company logo on every table
- Welcome and brief intro to attendees at lunch
- Company advertisement on our website for 12 months
- Company logo featured in Conference program
- Two complimentary tickets

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$3,000 Tote Bag Sponsor (1 opportunity)

Benefits:

- Company logo printed on tote bags distributed to attendees (1-color logo)
- Company advertisement on our website for 12 months
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$2,500 Wifi Sponsor (1 opportunity)

Benefits:

- Company logo on wifi info cards given to all attendees
- Special promotional signage at Conference
- Company advertisement on our website for 12 months
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$2,000 Panel Sponsor (7 opportunities)

Benefits:

- Company logo on print and digital signage
- Company advertisement on our website for 12 months
- Company logo featured in Conference program
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

Panel Topics: (available first-come-first-serve)

- Changes in Collecting Models
- Old Masters & Authenticity
- Income Producing Property
- Damage & Loss
- The Wollman Case: Due Diligence
- Art Deco Decorative Arts
- Digital & Video Art

\$2,000 Snack Sponsor (4 opportunities) *Provide attendees with logo'd granola bars - a welcome snack!*

Benefits:

- Company logo on granola bar wrappers
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

\$2,000 Name Badge Lanyards (1 opportunity)

Benefits:

- Company logo on name badge lanyard (1-color logo)
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

\$1,500 Coffee Break or \$2,250 full day of Coffee Breaks *3 Coffee Breaks per day*

Benefits:

- Company logo displayed on coffee break tables
- Company logo printed on napkins
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$900 Exhibitor Table - Early Bird Pricing! \$825 for payments received prior to July 15, 2017.

Benefits:

- Exhibitor table for two days
- 6' table, table skirt, two chairs
- Wifi for two devices
- Access to electrical outlet
- Electronic list of attendees with complete contact info
- Attendee incentive to visit exhibitors

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$500 Connoisseurship Session (10 opportunities)

Benefits:

- Company logo at entrance to session
- Opportunity for material seat drop at your session

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

Session Topics: *(available first-come-first-serve)*

- | | |
|---|---|
| <input type="checkbox"/> Bucks County Impressionism | <input type="checkbox"/> Carpets |
| <input type="checkbox"/> Lalique Glass | <input type="checkbox"/> Using Costume ID to Date Paintings |
| <input type="checkbox"/> Pre-Columbian Art | <input type="checkbox"/> Watches |
| <input type="checkbox"/> TBA | <input type="checkbox"/> IRS Q&A |
| <input type="checkbox"/> American Silver | <input type="checkbox"/> IVS Bridge Document |

Marketing: Weekly emails to 15,000; printed program distributed to 350+ attendees



2017 National Conference Sponsor & Exhibitor Form

Name _____ Title _____

Company/Affiliation _____

Address _____

City/State/Zip Code: _____

Telephone/Fax: _____ Email: _____

Please find enclosed my check in the amount of \$ _____
made payable to the **Appraisal Institute of America**, the educational foundation of the Appraisers Association of America.

Please charge \$ _____ to my credit card: Master Card Visa American Express Discover

Credit card # _____ Expiration Date: _____

Signature _____

Sponsorship secured only with payment. All payments due by Friday, October 20, 2017.

Indicate Level of Sponsorship

\$10,000 - Platinum Sponsor National Conference

~~\$5,000 - Evening Reception~~

\$3,500 - Keynote Presentation

Please indicate preferred speaker:

SUNDAY: Judd Tully, Art Critic and Journalist

MONDAY: Eric Kandel, M.D., Professor, Columbia University, Director, Kavli Institute for Brain Science, Co-Director, Mortimer B. Zuckerman Mind Brain Behavior Institute

\$3,000 - Networking Luncheon

\$2,500 - Totebag Sponsor

\$2,500 - WIFI Sponsor

\$2,000 - Panel Sponsor

Please indicate preferred panel topics(s):

Changes in Collecting Income Producing Property The Wollman Case Digital & Video Art

Old Masters & Authenticity Damage & Loss Art Deco Decorative Arts

\$2,000 - Snack Sponsor

\$2,000 - Name Badge Lanyard

\$1,500 - 1 Coffee Break \$2,250 - 3 Coffee Breaks (1 full day)

\$900 - Exhibitor Table (\$825 Early Bird - payment by July 15)

\$500 - Connoisseurship Session

Please indicate preferred panel topics(s):

~~Bucks County Impressionism~~ TBA Costume ID to Date Paintings IRS Q&A

~~Lalique Glass~~ American Silver Watches IVS Bridge Document

Pre-Columbian Art Carpets

Kathryn Moldenhauer, Programs Manager, Appraisers Association of America

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