2022 Art Law Day
FRIDAY, NOVEMBER 11, IN-PERSON AND VIRTUAL

Sponsorship & Exhibitor Opportunities

Meet your marketing goals by becoming a sponsor of this year’s Art Law Day!
This year’s event will take place on Friday, November 11 in New York City with a virtual component as well.

This sell-out, internationally attended event includes 250+ attendees such as estate attorneys and planners, shippers, tax accountants, insurance professionals, and other affiliated professionals that work directly with your potential clients. Art Law Day is considered the go-to conference for all of these affiliates, creating a high profile atmosphere.

We look forward to working with you to ensure you receive the most out of your sponsorship package.

Questions?
Contact Teresa Caputo, Program Manager
P: 212.889.5404 x11

$5,000 Barrister Sponsor

Benefits:
- 40-second company provided video shown before Keynote Address (in person and livestream)
- Company logo on signage, projected on screen, and featured in Art Law Day brochure
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference
- Company advertisement with hyperlink on our website for 12 months (avg 15,000 hits/month)
- One prominently placed exhibitor table
- Two complimentary in-person tickets to Art Law Day
- Four complimentary tickets to the reception
- Two complimentary virtual tickets to Art Law Day
- Feature in dedicated E-blasts to our 15,000 mailing list
- Electronic list of attendees with complete contact info

Also Includes:
- Acknowledgement in brochure, program, printed materials and 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 attendee tote bags

$5,000 Evening Reception

Benefits:
- Welcome participants to the Reception
- Dedicated signage at reception
- Company logo on signage and projected at Art Law Day
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference
- Company advertisement with hyperlink on our website for 12 months (avg 15,000 hits/month)
- Two complimentary in-person tickets to Art Law Day
- Two complimentary virtual tickets to Art Law Day
- Six complimentary tickets to the reception
- Feature in dedicated E-blasts to our 15,000 mailing list
- Electronic list of attendees with complete contact info

Also Includes:
- Acknowledgement in brochure, program, printed materials and 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 attendee tote bags
**$3,500 Keynote Presentation**  
*Keynote Address: Charles F. Stewart, CEO, Sotheby’s*

**Benefits:**
- Company logo on Keynote signage and projected on screen
- 20-second company provided video played before Keynote Address (played for both in person and livestream attendees)
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Company logo featured in Art Law Day program

**Also Includes:**
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference
- Two complimentary in-person tickets to Art Law Day
- Two complimentary virtual tickets to Art Law Day

**Sponsored by:**
- Cowan DeBaets Abrahams & Sheppard LLP
- Schindler Cohen & Hochman LLP
- Capsule Auctions/Litchfield Auctions

**$3,500 Tote Bag Sponsor**  
*Sponsored by Capsule Auctions/Litchfield Auctions*

**Benefits:**
- Company logo printed on goodie bags distributed to attendees (1-color logo)
- Company advertisement on our website for 12 months
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference
- One complimentary in-person ticket to Art Law Day

**Also Includes:**
- One complimentary virtual ticket to Art Law Day

**$2,500 Closed Captioning**

**Benefits:**
- Companies sponsorship of closed captioning to be announced throughout the day as details for closed captioning is provided
- Company logo projected on screen throughout the day
- One complimentary in-person ticket to Art Law Day
- Two complimentary virtual tickets to Art Law Day

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

**$2,500 Wifi Sponsor**

**Benefits:**
- Company logo on wifi info cards given to all attendees
- Special promotional signage at Art Law Day
- Company advertisement on our website for 12 months
- One complimentary in-person ticket to Art Law Day
- One complimentary virtual ticket to Art Law Day
- Company logo in Sponsor Slideshow, to be played on the livestream during 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**  
*(2 opportunities available)*

**Benefits:**
- Company logo on print and digital signage
- Company advertisement on our website for 12 months
- Company logo featured in Art Law Day program
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference
- One complimentary ticket to Art Law Day

**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

**Available Topics:**
- NFTs
- Museum Repatriation/Colonial Art
- Fractional Interest
- Political Risk Management/Managing Emerging Risks
$2,000 Snack Sponsor with company logo on snack

Benefits:
- Company logo on granola bars given to attendees
- One complimentary in-person ticket to Art Law Day
- One complimentary virtual ticket to Art Law Day
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference

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

$2,000 Name Badge Lanyard

Benefits:
- Company logo on name badge lanyard (1-color logo)
- One complimentary in-person ticket to Art Law Day
- One complimentary virtual ticket to Art Law Day
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference

Also Includes:
- Acknowledgement in brochure, program, printed materials and E-blasts
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

$2,000 Coffee Break

Benefits:
- Company logo displayed on coffee break tables
- Company logo printed on napkins
- One complimentary in-person ticket to Art Law Day
- One complimentary virtual ticket to Art Law Day
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference

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

$1,000 Friend of Art Law Day (unlimited)

Benefits:
- Acknowledgement in brochure, program, printed materials and E-blasts
- Company logo in Sponsor Slideshow, to be played on the livestream during the conference

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

$800 Exhibitor Table

Benefits:
- 6’ table, table skirt, two chairs
- Access to electrical outlet
- Electronic list of attendees with complete contact info

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

Questions? Contact Teresa Caputo, Senior Program Manager
P: 212.889.5404 x11  E: tcaputo@appraisersassociation.org
2022 Art Law Day 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 Monday, October 3, 2022.

Indicate Level of Sponsorship

☐ $5,000 - Barrister Sponsor
☐ $5,000 - Evening Reception
☐ $3,500 - Keynote Presentation
☐ $3,500 - Tote Bag Sponsor
☐ $2,500 - Closed Captioning Sponsor
☐ $2,500 - WIFI Sponsor
☐ $2,000 - Snack Sponsor
☐ $2,000 - Panel Sponsor

Please indicate preferred panel topics(s):
• NFTs
• Museum Repatriation/Colonial Art
• Fractional Interest
• Political Risk Management/Managing Emerging Risks

☐ $2,000 - Coffee Break
☐ $2,000 - Name Badge Lanyard
☐ $1,000 - Friend of Art Law Day
☐ $800 - Exhibitor Table

Questions? Contact Teresa Caputo, Senior Program Manager
Appraisers Association of America
212 West 35th Street, 11th Floor South, New York, NY 10001
t: 212.889.5404 x 11 | tcaputo@appraisersassociation.org | appraisersassociation.org/artlawday
2022 Art Law Day Sponsor & Exhibitor Agreement

General Terms & Agreement

1. Sponsors and Exhibitors are generally limited to vendors whose products and services are of specific interest to attendees of the event. THE APPRAISERS ASSOCIATION OF AMERICA and APPRAISAL INSTITUTE OF AMERICA (AAA/AIA) reserves to itself the sole right to determine eligibility of vendors and vendor products and services for the event.

2. This Agreement shall not constitute or be considered to be a partnership, employer-employee relationship or joint venture between AAA/AIA, and the exhibitor/sponsor. Each exhibitor/sponsor must name a contact person in connection with the sponsorship or the installation, operation, and removal of the exhibition. Such person shall be authorized to enter into such agreement as may be necessary and for which the exhibitor/sponsor shall be responsible.

3. Exhibitor/sponsor/advertiser hereby assumes sole and entire responsibility for any and all personal injury and damage to property that may be sustained by the exhibitor/sponsor and for any and all claims sustained in connection with or arising out of exhibitor/sponsor/advertiser’s use of the exhibition premises. Exhibitor/sponsor agrees to protect, defend, indemnify and hold harmless AAA/AIA, its officers, directors, employees and agents, and the venue, its owners, operators, parents, subsidiaries, affiliates, employees, officers, directors and agents against all liability, claims, losses, damages to persons or property, government charges or fines and attorney’s fees arising directly or indirectly from any intentional or negligent act or omission by an exhibitor/sponsor or any of its employees or agents or arising out of or caused by exhibitor/sponsor’s installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof.

4. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the venue premises and will indemnify, defend, and hold harmless the venue, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims, except to the extent that such claims arise from the negligence, gross negligence, or intentional acts of the venue, its employees, agents or contractors.

5. Exhibitor/sponsor agrees to be in full compliance with all applicable governmental laws and regulations, including specifically all applicable fire, health and safety codes and regulations.

6. Positioning of exhibitor/sponsor’s name in all publications is at the discretion of AAA/AIA except where a request for a specific, preferred position is acknowledged by AAA/AIA in writing.

7. AAA/AIA makes no independent investigation or verification of any claim or statement by an exhibitor/sponsor/advertiser contained in an AAA/AIA publication or made in the exhibition space. AAA/AIA reserves the right to edit exhibitor/sponsor copy that appears in AAA/AIA publications. Inclusion of an exhibitor/sponsor should not be interpreted as an endorsement by AAA/AIA of any product or service offered by the exhibitor/sponsor, unless specifically designated as part of AAA/AIA Member Benefit Program.

8. AAA/AIA shall not be liable for any costs or damages, consequential or otherwise, if for any reason it fails to publish or display an exhibitor/sponsor or as a result of any mistake in publication, omission from or error in any publication.

9. AAA/AIA will not be bound by conditions printed or appearing on copy instructions that conflict with the provisions in this Agreement.

10. In the event AAA/AIA is unable to hold the conference due to an act of God, war, terrorism, fire, strike, exhibit facility construction or renovation, government regulations, curtailment of transportation facilities or other cause beyond the control of AAA/AIA, which make it impractical, inadvisable or impossible to hold the conference, AAA/AIA in its sole discretion shall determine and may refund to the exhibitor/sponsor its proportionate share of the balance of the aggregate exhibit or sponsorship fees received which remain after deducting expenses incurred by AAA/AIA, but in no case shall the amount of the refund to the exhibitor/sponsor exceed the amount of exhibitor or sponsorship fee paid to AAA/AIA.

11. AAA/AIA and the venue reserve the right to approve placement, wording and size of banners/signage by exhibitors and sponsors. AAA/AIA and the venue reserve the right to approve the character of the exhibit displays, including but not limited to, the use of sound devices, signs, sign copy and illumination devices. Exhibitors and sponsors are solely responsible for obtaining all necessary copyrights, licenses and permits to use music, photographs or other copyrighted material appearing in the exhibitor booth or sponsorship materials.

Teresa Caputo, Senior Program Manager, Appraisers Association of America
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