OF VALUE: 2022 National Conference
WEDNESDAY, NOVEMBER 9 & THURSDAY, NOVEMBER 10
NEW YORK AND VIRTUAL

Sponsorship & Exhibitor Opportunities

Meet your marketing goals by becoming a sponsor of this year’s OF VALUE: 2022 National Conference! This year’s Conference will take place on Wednesday, November 9 and Thursday, November 10, at the historic New York Athletic Club, with a virtual component as well.

This year’s Conference will present experts from across the country to address various important topics to an audience of 325 attendees. Our conference brings together professional from across the art world spectrum, including appraisers of the fine and decorative arts, art dealers, advisors, consultants, attorneys, archivists, gallerists and many others!

Sponsors receive publicity before, during and after the conference: featured in our weekly Conference E-blasts sent to 15,000 people, covered on all social media platforms and publicized in art related websites and materials.

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

$5,000 Silver Sponsor
(Sponsored by CollectorIQ and Heritage Auctions)

Benefits:
• Welcome participants from podium on morning of sponsored day
• 40-second company provided video played before Keynote Address (played for both in person and livestream attendees)
• One prominently placed exhibitor table
• Company logo on signage and projected on screen
• Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
• Four complimentary in-person tickets to the Conference
• Four complimentary virtual tickets to the Conference
• One complimentary ticket to Art Law Day
• Company logo featured in Conference program
• Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
• Electronic list of attendees with complete contact info
• Featured in dedicated E-blasts to our 15,000 mailing list

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

Evening Reception
(Sponsored by Bonhams)

Benefits:
• Welcome guests to the Evening Reception
• Company logo on Reception signage
• Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
• Feature in dedicated E-blasts to our 15,000 mailing list
• Four complimentary in-person tickets to the Conference
• Four complimentary virtual tickets to the Conference
• Company logo featured in Conference program
• Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
• Electronic list of attendees with complete contact info

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
$4,000 Tote Bag Sponsor (Sponsored by Roland Auctions)

Benefits:
- Company logo printed on tote bags distributed to attendees (1-color logo)
- Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
- Two complimentary in-person tickets to the Conference
- Two complimentary virtual tickets to the Conference
- Company advertisement on our website for 12 months
- 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

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

$3,000 Keynote Presentation (1 Opportunity - Thursday Available. Wednesday sponsored by Seriatim Inc.)

Wednesday: Alvin Hall, Financial Advisor and Collector
Thursday: Bruno Vinciguerra, CEO, Bonhams

Benefits:
- Company logo on Keynote signage and projected on screen (in person and virtual)
- 20-second company provided video played before Keynote Address (played for both in person and livestream attendees)
- Two complimentary in-person tickets to the Conference
- Two complimentary virtual tickets to the Conference
- Company advertisement on our website for 12 months
- 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

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

$3,000 Networking Luncheon
Sponsored by Art for Eternity (Wednesday) and John Moran Auctioneers (Thursday)

Benefits:
- Company logo on every table
- Welcome and brief intro to attendees at lunch
- Two complimentary in-person tickets to the Conference
- Two complimentary virtual tickets to the Conference
- Company advertisement on our website for 12 months
- Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
- 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 Closed Captioning (2 Opportunities. Wednesday or Thursday Available)

Benefits:
- Companies sponsorship of closed captioning to be announced throughout the sponsored day as details for closed captioning is provided
- Company logo projected on screen throughout sponsored day
- One complimentary in-person ticket to the Conference
- Two complimentary virtual tickets to the Conference
- Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
- 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

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 full day of Coffee Breaks (2 Opportunities. Wednesday or Thursday Available)

Benefits:
- Company logo displayed on coffee break tables
- Company logo printed on napkins
- One complimentary in-person ticket to the Conference
- One complimentary virtual ticket to the Conference
- Company logo in Sponsor Slideshow, to be played on the livestream during all breaks
- 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

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

212 West 35th Street | 11th Floor South | New York, NY 10001 | 212.889.5404 x11 | appraisersassociation.org/conference
$2,000 Name Badge Lanyards (Sponsored by John Moran Auctioneers)

Benefits:
- Company logo on name badge lanyard (1-color logo)
- One complimentary in-person ticket to the Conference
- One complimentary virtual ticket to the Conference

Also Includes:
- Company logo in livestream Sponsor Slideshow
- 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 (3 Opportunities Available)

Benefits:
- Company logo on print and digital signage
- Company logo displayed before livestream of session
- One complimentary in-person ticket to the Conference
- One complimentary virtual ticket to the Conference
- Company logo in livestream Sponsor Slideshow
- Company advertisement on our website for 12 months

Also Includes:
- Company logo featured in Conference program
- 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 for 2 full days (Sponsored by GV Art Conservation)

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 in-person ticket to the Conference
- One complimentary virtual 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

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
- Company logo in livestream Sponsor Slideshow

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 (2 opportunities available)

Benefits:
- Company logo at entrance to session
- Company logo displayed before livestream of 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
- Posters (Thurs., 11/10)
- Native American Art / Historical and Contemporary (Thurs., 11/10)
- Video Games (Thurs., 11/10)

*Sessions subject to change

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

Available Levels of Sponsorship

☐ $3,000 - Keynote Presentation
  Please indicate preferred speaker:
   ☐ WEDNESDAY: Alvin Hall, Financial Advisor and Collector (Sponsored by Seriatim Inc.)
   ☐ THURSDAY: Bruno Vinciguerra, CEO, Bonhams

☐ $2,500 - Coffee Break (Wednesday or Thursday available)

☐ $2,500 - Closed Captioning Sponsor (Wednesday or Thursday available)

☐ $2,000 - Panel Sponsor
  Please indicate preferred panel topics(s):
   • Collectors
   • Impressionist Paintings
   • NFTs
   • Studio Jewelry
   • Appraising an Artist’s Estate
   • Arts & Crafts Furniture
   • Contemporary Glass
   • Ask the IRS

☐ $2,000 - Name Badge Lanyard

☐ $900 - Exhibitor Table

☐ $500 - Connoisseurship Session
  Please indicate preferred topic(s):
   • Topic to Be Announced
   • Sci-Fi Books
   • Cars
   • Posters
   • Native American Art
   • Video Games
   *Sessions subject to change

☐ $1,000 ☐ $750 ☐ $500 ☐ $250 - Contribute to the Scholarship Fund
  Scholarships provide support to colleagues, students and others who would benefit from attending.

Questions? Contact Teresa Caputo, Senior Program Manager
P: 212.889.5404 x11  E: tcaputo@appraisersassociation.org
OF VALUE: 2022 National Conference 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/or 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 New York Athletic Club. 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 New York Athletic Club premises and will indemnify, defend, and hold harmless The New York Athletic Club, 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 makes 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. AAA/AIA shall have no other or further liability to the exhibitor or sponsor.

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 exhibit booth or sponsorship materials.