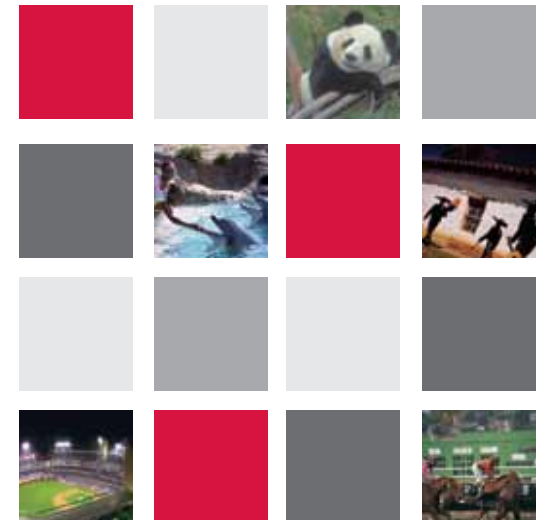


AI[®] Connect

Where people & ideas come together.



Exhibitor & Sponsorship
Prospectus



2012 Appraisal Institute Annual Meeting

August 1–3

Loews Coronado Bay Hotel

San Diego, CA

appraisalinstitute.org/aiconnect

 **Appraisal
Institute[®]**
*Professionals Providing
Real Estate Solutions*

Exhibiting at the Appraisal Institute Annual Meeting

is a prime opportunity to reach the leaders of the real estate valuation community. Whether you are promoting your company, reinforcing your corporate message, researching the market, or introducing new products, this meeting is a must-do event. Take advantage of this unique marketing opportunity with the largest and most recognized appraisal organization in North America.

To further strengthen your visibility and drive traffic to your booth, consider sponsoring one of these events:

Special Social Events

Networking opportunities will be provided during the opening reception and coffee breaks held in the exhibit hall!

Enhanced Visibility

Visibility for your organization is not limited to just sitting in an exhibit booth. We encourage exhibitors to perform product demonstrations. We would like representatives of your company to participate in the

education, as well as panels, and discussions relevant to the products and services that your company provides. Finally, looking at how your company's role will evolve in the future of real estate valuation.

Prize drawing and special promotional opportunities are available to Exhibitors and Sponsors to reinforce your presence at the Conference.

Questions concerning the Exhibit/Sponsorship Opportunities Contact:

Paula Cappelletti
312-335-4184
aimeetings@appraisalinstitute.org.

About the Appraisal Institute

Today and throughout its history, the Appraisal Institute is the leading organization for professional real estate appraisers. Through its extensive educational programs, more than 24,000 members of the Appraisal Institute's are skilled in the up-to-date methods of real estate valuation for commercial and/or residential properties.

Sponsorship Opportunities

Numerous sponsorship opportunities are available to maximize your presence and visibility at the Appraisal Institute Annual Meeting. All sponsors are recognized in advance publications and the web site.

Sponsors will be recognized with distinctive on-site and colorful banners displayed throughout the meeting site. Space is limited, so the earlier you make your sponsorship commitment, the greater the visibility you will receive.

Be recognized
as one of
the Appraisal
Institute Annual
Meeting's most
prominent
sponsors!

Platinum Star Sponsor: \$25,000

Sponsorship Package Includes:

- Sponsor signage at the sponsored event
- Literature or other materials to be distributed at the lunch tables (if applicable)
- Recognition of sponsorship on Meeting materials and signage
- 8' x 10' booth
- Two complimentary full-conference registration
- Full-page display advertisement in on-site meeting brochure
- Company logo on Annual Meeting website

Gold Star Sponsor: \$10,000

Sponsorship Package Includes:

- Sponsor signage at the sponsored event (see application)
- Literature or other materials to be distributed at the breakfast tables (if applicable)
- Recognition of sponsorship on meeting materials and signage
- One complimentary full-conference registration
- 6' table—upgrade to a booth at 50% discount
- Full-page display advertisement in on-site meeting brochure
- Company logo on Appraisal Institute website
- One banner ad on Appraisal Institute website

Silver Star Sponsor: \$5,000

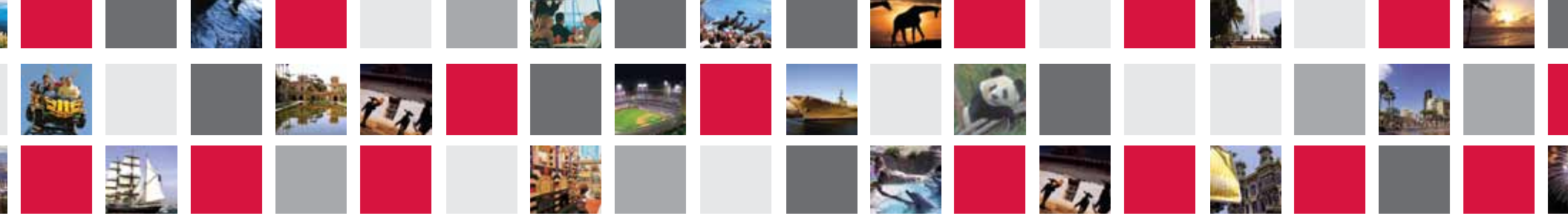
Sponsorship Package Includes:

- Recognition of sponsorship on conference materials and signage
- One complimentary full-conference registration
- 6' table—upgrade to a booth at 25% discount
- Full-page display advertisement in on-site conference brochure
- Company logo on Appraisal Institute website

Bronze Star Sponsor: \$1,000

Sponsorship Package Includes:

- Recognition of sponsorship on conference materials and signage
- Half-page display advertisement in on-site meeting brochure
- Purchase a table or booth at 25% discount
- Company logo on Appraisal Institute website



Past Exhibitors and Sponsors at Appraisal Institute Annual Meetings:

a la mode, inc.	ERI	Polaroid Digital Solutions
ACI Software	eTrac	Project REAP
APEX Software, Inc.	Filogix	Property and Portfolio Research
Appraisal.com, Inc.	First American Real Estate Solutions	PropertyFirst.com, Inc.
Appraisal Institute Education	FNC	Public Works
Trust	Houses.com	REAGIT/Pearl Insurance
Appraisal World	Inspection Training Associates	REIS
Appraiser's Café	InterBay Funding, LLC	Realcomm
Appraiser's Paradise	L-Cam	Real SWired
Appraisal Depot	Land Core	The Realm
Bradford Technology	LandAmerica One Stop	Software for Real Estate Professionals
Chesapeake Appraisal and Settlement	LIA Administrators and Insurance Services	STBD
Services Inc.	Marshall and Swift	Transamerica Flood Hazard Certification
Colliers International and Advisory Services	Narrative 1	University of British Columbia
CoStar Group, Inc.	Nationwide Appraisal Services	University of St. Thomas
DataMaster	NDC Data	Washington Mutual
Datappraise	NEBB Institute	Valutech
Dattar Systems, Inc.	Nova List Tech	ZAIO