Exhibiting at the Appraisal Institute Annual Meeting
Expose your products and services to the leaders of the real estate valuation profession from around the world in just three days!

The Appraisal Institute Annual Meeting is the premier annual event for real estate valuation professionals to gather for education seminars, dynamic speakers, knowledge sharing, networking and, of course, product and service shopping. No other event brings together the nation’s top players in the real estate valuation profession! This is your opportunity to make valuable contacts, develop relationships, and even receive RFPs on the show floor. Make an even greater impression on conference attendees by sponsoring a reception, luncheon or coffee break. Or consider sponsoring conference tote bags, USB drives, meeting pens, nametag holders or even hotel room keycards.

By the Numbers
The Appraisal Institute serves more than 23,000 valuation professionals in nearly 60 countries throughout the world. They represent the best in their field, with 45 percent holding one or more of the Appraisal Institute’s prestigious designations, with 20 percent of those individuals having received multiple designations.

AI valuation professionals also earn more money than non-AI valuation professionals (40 percent earn more than $100,000 per year), have more experience (56 percent have been in the profession for 20 years or more), and have a higher level of education (82 percent have at least a four-year college degree.)

Enhanced Visibility
Visibility for your organization is not limited to visiting with prospective and current clients while in your exhibit booth. All exhibitors are encouraged to provide product demonstrations, participate in educational sessions and panels, and contribute to the discussions that are relevant to the products and services that your company provides. As a special bonus, the Appraisal Institute provides prize drawings and special promotional opportunities to attract even more visitors to your booth throughout the conference.

Questions concerning Annual Meeting exhibit and sponsorship opportunities?
Contact Paula Cappelletti, director, meeting services, at aimeetings@appraisalinstitute.org or 312-335-4184.

About the Appraisal Institute
The Appraisal Institute is a global association of real estate appraisers, with more than 23,000 valuation professionals in almost 60 countries throughout the world. Its mission is to advance professionalism and ethics, global standards, methodologies, and practices through the professional development of property economics worldwide.

Organized in 1932, the Appraisal Institute advocates equal opportunity and nondiscrimination in the appraisal profession and conducts its activities in accordance with applicable federal, state and local laws. Appraisal Institute professionals benefit from an array of education and advocacy programs, and may hold the prestigious MAI, SRPA and SRA designations. Learn more at www.appraisalinstitute.org.

Sponsorship Opportunities
Maximize your visibility at the 2014 Appraisal Institute Annual Meeting by becoming a sponsor. All sponsors are recognized in advanced publications, on the Appraisal Institute website and in other ways as well. All sponsors also will be identified via on-site signage displayed throughout the meeting. Packages are limited, so reserve your sponsorship program early to maximize your visibility.

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

Platinum Sponsor: $15,000
The following benefits are included in the Platinum Sponsor package:
- Full-color signage at the sponsored function (for sponsorship of the AI Annual Meeting mobile app, full-color signage will be placed at the Appraisal Institute’s booth in the exhibit hall)
- Literature or other materials to be distributed at the function or in the registration meeting tote bag
- Recognition of sponsorship on meeting materials and signage
- Complimentary 10’ x 10’ booth
- Two complimentary full-meeting registrations and two booth personnel badges
- Full-page color advertisement in the on-site meeting program
- Company logo and link on the 2014 AI Annual Meeting website
- One banner ad on Appraisal Institute website
- Complimentary pre-meeting attendee registration list
- 25% off Valuation magazine advertising with new 6-issue contract

Choose one of the following Platinum Sponsorship options:
- 2014 AI Annual Meeting mobile app
- Keynote address
- Closing awards dinner
- USB Drives - SOLD
Gold Sponsor: $10,000
The following benefits are included in the Gold Sponsor package:
- Signage at the sponsored function/location, if applicable
- Literature or other materials to be distributed at the function, if applicable
- Recognition of sponsorship on meeting materials and signage
- Complimentary 10’ x 10’ booth
- One complimentary full meeting registration and two booth personnel badges
- 15% discount on additional meeting registrations
- Half-page color advertisement in the on-site meeting program
- Company logo and link on the 2014 Annual Meeting website
- 15% off Valuation magazine advertising with new 4-issue contract

Choose from the following Gold Sponsorship options:
- Welcome cocktail reception
- Wireless Internet connection for all attendees in exhibit area
- Two (2) lunches
- 2nd day evening cocktail reception
- Meeting registration bags - SOLD
- Charging stations
- Exhibit Hall Entrance Unit

Silver Sponsor: $5,000
The following benefits are included in the Silver Sponsor package:
- Signage at the sponsored function/location
- Quarter-page color advertisement in the on-site meeting program
- One complimentary full meeting registration and two booth personnel badges
- 6’ table – upgrade to a booth for 50% off published booth price
- Company logo and link on 2014 AI Annual Meeting website

Choose one of the following Silver Sponsorship options:
- Tuesday lunch
- Wednesday lunch
- Name badge holder/lanyard - SOLD
- Meeting notepads - SOLD
- Post-it notes and tabs - SOLD
- Hotel room key cards

Bronze Sponsor: $2,500
The following benefits are included in the Bronze Sponsor package:
- Signage at the sponsored function/location
- 6’ table – upgrade to a booth for 25% off published booth price
- Two complimentary booth personnel badges
- Company logo and link on 2014 AI Annual Meeting website

Choose one of the following Bronze Sponsorship options:
- Monday coffee break - SOLD
- Tuesday AM coffee break
- Tuesday PM coffee break
- Wednesday AM coffee break
- Wednesday PM coffee break
- Meeting pens - SOLD
- Passport to prizes card - SOLD
- Luggage tag - SOLD
- Quarter page/4-color ad in on-site program

Bag Insert: $1,000
Include a flyer or giveaway in the Annual Meeting tote bag.
- BONUS – purchase a table for 50% off the published table price.

Exhibit-only pricing:
Each 10’ x 10’ booth includes a 10’ back drape, 3’ side drapes, one draped and skirted table, one chair, one sign with your company name, one 120V electrical outlet and two complimentary exhibit booth badges.
- 10’ x 10’ booth: $2,250
- 6’ table: $1,800
- Additional booth personnel badge: $150

Contact us at aimeetings@appraisalinstitute.org to discuss sponsorship, advertising and exhibit options at the 2014 AI Annual Meeting.
Advertising Opportunities
Advertising in the on-site meeting program is a prime opportunity to draw attention to your company and to promote your product or service. The conference program is distributed to all conference participants. Please review sponsorship packages as ad spaces are included in the higher level packages.

Inside Back Cover/4-color plus varnish: $1,200
CMYK - 7.5” x 10”
300dpi @ 100%
No bleed, add crop marks
EPS, JPG or press-ready PDF

Full Page/4-color: $1,000
Full Page/BW: $600
CMYK - 7.5” x 10”
300dpi @ 100%
No bleed, add crop marks
EPS, JPG or press-ready PDF

Half Page/4-color: $750
Half Page/BW: $400
CMYK - 7.5” x 4.75”
300dpi @ 100%
No bleed, add crop marks
EPS, JPG or press-ready PDF

Quarter Page/4-color: $500
Quarter Page/BW: $300
CMYK - 3.5” x 4.75”
300dpi @ 100%
No bleed, add crop marks
EPS, JPG or press-ready PDF

Specifications:
All advertising is black and white or grayscale, unless otherwise specified. Preferred electronic format: high-resolution (300 dpi) Acrobat PDFs. Please embed all fonts and graphics in the PDF.

Advertising Deadline:
May 23, 2014 — Camera-ready advertisement due. If not received by this date, your ad may not be listed in the final program.

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Advertising and Partnerships

Advertising
Make valuable connections by advertising in the Appraisal Institute’s award-winning print and online news publications, including:

- **Valuation** – The Appraisal Institute’s quarterly magazine is mailed to more than 23,000 members, and the digital edition is distributed to nearly 40,000 individuals in the valuation profession.

- **Appraiser News Online** – This informative digital news publication reaches nearly 40,000 real estate appraisers and related professionals every week and covers the latest issues facing the valuation profession.

- **Residential Update** – Every month more than 8,500 residential-focused AI members receive this important digital news publication, which recaps the most pertinent issues in the residential real estate valuation profession.

Prior Appraisal Institute Annual Meeting Sponsors, Exhibitors & Contributors

- LA mode technologies
- Accurity Valuation
- ACI
- AI Relief Foundation
- Appraisal Institute Education Trust (AIET)
- Appraisal Institute Political Action Committee (AI PAC)
- Appraisal Advisor
- Appraisal Institute:
  - Region V and Chapters
  - Chicago Chapter
  - San Diego Chapter
  - Southern California Chapter
- Appraisal Nation
- Appraisal World
- Appraiser’s Paradise
- Argianas & Associates, Inc.
- Automated Valuation Technologies (AVT)
- Azland Business Solutions
- Boxwood Means
- Bradford Technologies
- CCIM Tech
- Colliers International
- Commercial Property Consultants, Inc.
- CoStar Group, Inc.
- DataAppraise
- DataMaster USA
- Designated Appraiser Coalition (DAC), Inc.
- EDR
- ERI
- FNC
- Forsythe Appraisals, LLC
- iMPEACT
- L-Cam
- LIA Administrators and Insurance Services
- Marshall and Swift
- Narrative1 Software, LLC
- National Data Collective (NDC)
- NEBB Institute
- Pearl Insurance
- Phoenix Suites, LLC
- Project Reap
- Property Insight
- Real Estate Research Corporation (RERC)
- Real Pro E & O
- RealWired!
- REAGIT, Real Estate Appraisers Group Insurance Trust
- REISReports
- Rock Lane Co.
- Site To Do Business
- Software for Real Estate Professionals (SFREP)

For other Appraisal Institute advertising opportunities, visit www.appraisalinstitute.org/about/advertise.aspx