AI® Connect
Where people & ideas come together.

2015 Appraisal Institute Annual Meeting
July 27-29, 2015
Sheraton Dallas | Dallas, Texas

appraisalinstitute.org/aiconnect
Exhibiting at the Appraisal Institute Annual Meeting
Expose your products and services to the leaders of the real estate valuation community from around the world in just a few 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 bags, USB drives, meeting pens, nametag holders or even hotel room keycards.

By the Numbers
The Appraisal Institute serves nearly 22,000 valuation professionals in more than 60 countries throughout the world. They represent the best in their field, with 55 percent holding one or more of the Appraisal Institute’s prestigious designations, with 24 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), according to internal surveys.

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 Kerry Spaedy, Senior Manager, Marketing, at kspaedy@appraisalinstitute.org or 312-335-4476.

About the Appraisal Institute
The Appraisal Institute is a global association of real estate appraisers, with nearly 22,000 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 SRA, AI-GRS and AI-RRS designations. Learn more at www.appraisalinstitute.org.

Sponsorship Opportunities
Maximize your visibility at the 2015 Appraisal Institute Annual Meeting by becoming a sponsor. All sponsors are recognized in advanced publications, on the Appraisal Institute website and in other various ways as well. All sponsors will also 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 2015 AI Annual Meeting website
• One banner ad on Appraisal Institute website
• Complimentary pre-meeting attendee registration list
• $750 gift certificate towards any Appraisal Institute advertising

Choose one of the following Platinum Sponsorship options:
• 2015 AI Annual Meeting mobile app
• USB Drives
• Monday evening cocktail reception
• Tuesday evening cocktail reception
Gold Sponsor: $10,000
The following benefits are included in the Gold Sponsor package:

- Premium 10’ x 10’ booth
- One complimentary full meeting registration and one booth personnel badge
- Half-page color advertisement in the on-site conference program
- Literature or other materials to be distributed at the function or in the registration meeting tote bag, if applicable
- $500 gift certificate to be used towards any Appraisal Institute advertising
- Complimentary pre-meeting attendee registration list one week prior to event
- Full-color signage at the sponsored function/location, if applicable
- Recognition of sponsorship on meeting materials and signage
- Company logo and link on the 2015 Annual Meeting website

Choose from the following Gold Sponsorship options:
- Tuesday lunch
- Wednesday lunch
- Charging stations
- Registration kiosk
- Water bottle

Silver Sponsor: $5,000
The following benefits are included in the Silver Sponsor package:

- Premium 10’ x 10’ booth
- Two booth personnel badges (additional booth personnel badges: $175; upgrade to full registration badge: $450)
- Quarter-page color advertisement in the on-site conference program
- $250 gift certificate to be used towards any Appraisal Institute advertising
- Signage at the sponsored function/location, if applicable
- Company logo and link on 2015 AI Annual Meeting website

Choose one of the following Silver Sponsorship options:
- Tuesday continental breakfast
- Wednesday continental breakfast
- Two coffee breaks
- Meeting notepads
- Post-it notes and tabs
- Hotel room literature drop
- Highlighter set

Bronze Sponsor: $2,750
The following benefits are included in the Bronze Sponsor package:

- Signage at the sponsored function/location
- Premium 10’ x 10’ booth
- One complimentary booth personnel badges
- Company logo and link on 2015 AI Annual Meeting website

Choose one of the following Bronze Sponsorship options:
- Monday coffee break
- Tuesday AM coffee break
- Tuesday PM coffee break
- Wednesday AM coffee break
- Wednesday PM coffee break
- Meeting pens
- Luggage tag
- LED flashlights on keychains
- Passport to Prizes gamecard

Contact us at aimeetings@appraisalinstitute.org to discuss sponsorship, advertising and exhibit options at the 2015 AI Annual Meeting.

*Promotional items are subject to change
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 22,000 valuation professionals with the digital edition distributed to nearly 40,000 individuals in the valuation profession.

- **Appraiser News Online** – This informative digital news publication reaches more than 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 appraisers receive this important digital news publication, which recaps the most pertinent issues in the residential real estate valuation profession.

- **www.appraisalinstitute.org** – The Appraisal Institute website enjoys more than 100,000 unique visitors each month. This important resource for professional appraisers, other real estate professionals and consumers offers the latest news and information about the appraisal business, details on programs and publications, and much more.

**6’ tabletop display $1,900**

Each 6’ tabletop display includes 6’ back drape, 3’ side drapes, one draped and skirted table, one chair, one sign with your company name, one 120v electrical outlet and one complimentary exhibit booth badge.

**Extras**

- Bag Insert: $1,000
  - Include a flyer or giveaway in the meeting bag
- Additional booth personnel badge: $175
- Upgrade booth personnel badge to full-conference registration: $450

*Must be used on new advertising only. May not be used toward currently contracted advertising. Please contact Kerry Spaedy, Senior Manager of Marketing, for more information at (312) 335-4476 or kspaedy@appraisalinstitute.org.

**Advertising Opportunities**

AI Connect is a prime opportunity to draw attention to your company and to promote your product or service.

Opportunities include advertising in the conference program, conference app and daily newsletter sent to all attendees. More information will be available soon at www.appraisalinstitute.org/aiconnect

**Partnerships**

The Appraisal Institute has developed several partnering opportunities that are designed to connect your company with the Appraisal Institute through customized marketing platforms. Bundled packages provide unique opportunities for our industry partners to help build and maintain year-round relationships with AI valuation professionals. For other Appraisal Institute advertising opportunities, visit www.appraisalinstitute.org/publications/advertising-and-sponsorship

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**Prior Appraisal Institute Annual Meeting Sponsors, Exhibitors & Contributors**

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For other Appraisal Institute advertising opportunities, visit [www.appraisalinstitute.org/publications/advertising-and-sponsorship](http://www.appraisalinstitute.org/publications/advertising-and-sponsorship)