



INTERNATIONAL
Valuation
CONGRESS 2009

November 11-13, 2009

Fiesta Americana Condesa Hotel
C a n c ú n , M e x i c o

Hosted by the Appraisal Institute (AI®)
& Federation of Valuation Colleges,
Institutes and Societies of the Mexican
Republic, A.C. (FECISVAL).



SPONSORSHIP PROSPECTUS



**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

CANCUN: INTERNATIONAL VALUATION CONGRESS

Real estate appraisers from around the world will come together in Cancún, Mexico at the Fiesta Americana Hotel on November 11-13 as we host the International Valuation Congress sponsored by the Appraisal Institute (AI®) and Federación de Colegios, Institutos y Sociedades de Valuadores de la República Mexicana, A. C. (FECISVAL). Whether you are promoting your company, reinforcing your corporate message, researching the market, or introducing new products, the Congress is a must-do event. Take advantage of this unique marketing opportunity with the largest and most recognized appraisal organizations in North America.

Attendees at our conference will include self-employed independent real estate appraisers, owners of small appraisal firms and appraisers employed by large financial service corporations. These top professionals are looking for cutting-edge information and the latest technological advances you can offer! Some of the products and services our attendees seek include:

- Appraisal software
- Liability insurance
- Advanced communications
- Automated valuation models (AVMs)
- Digital imaging
- Property surveys and mapping programs
- Technology
- Geographical Information Systems (GIS)
- Commercial and residential databases
- Office and business tools

And much more!



We've heard your suggestions and have made them and enhancements to our exhibit and sponsors



CENTRALIZED EXHIBIT FLOOR PLAN FOR MAXIMUM TRAFFIC



BREAKFASTS, LUNCHESS AND COFFEE BREAKS IN THE EXHIBIT AREA WILL DRAW ATTENDEES INTO THE HALL

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



PRE- AND POST-MEETING REGISTRATION LISTS

Sign up by April 30 and get the list of attendees to let them know where to find your company at the Congress and keep your company in their minds long after the meeting is over! With this list, you can target your appeal to new prospects and enhance your relationship with current customers. Meeting attendees refer to the on-site Congress Program before, during and after the meeting, giving your message excellent repeat visibility.



SPECIAL SOCIAL EVENTS

Networking opportunities will be provided during the welcome reception held in the exhibit hall. In addition, breakfasts, breaks, and lunches will be served in the exhibit hall for increased traffic.



ENHANCED VISIBILITY

Visibility for your organization is not limited to just sitting in an exhibit booth. The Congress encourages exhibitors to perform product demonstrations and if it is appropriate, we would like representatives of your company to participate on panels and discussions relevant to the products and services that your company provides, including looking at how your company's products, services, and role will evolve in the future of real estate valuation. In addition, there will be a drawing and special promotional opportunities available for exhibitors to reinforce your presence at the Congress.



QUESTIONS CONCERNING THE EXHIBIT/SPONSORSHIP OPPORTUNITIES CONTACT:

Paula Cappelletti
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SPONSORSHIP OPPORTUNITIES

Numerous Sponsorship Opportunities are available to maximize your presence and increase your visibility. All sponsors are acknowledged in advance publications and the web site to the extent possible, so the earlier you make your sponsorship commitment, the greater the visibility you will receive. In addition, sponsors are recognized with distinctive on-site signage and colorful banners displayed throughout the conference site.

The following modifications ship program:

BE RECOGNIZED AS ONE OF THE CONGRESS' MOST PROMINENT SPONSORS!



PLATINUM STAR SPONSOR: \$6,500

Sponsorship Package Includes:

- Sponsor signage at the sponsored event
- Literature or other materials to be distributed at the lunch tables
- Recognition of sponsorship on Congress materials and signage
- 10'x10' booth
- Two complimentary full-Congress registration
- Full-page display advertisement in Congress brochure
- Company logo on the Congress Web site through December 2009
- One banner ad on Appraisal Institute Web site for six months



GOLD STAR SPONSOR: \$4,500

Sponsorship Package Includes:

- Sponsor signage at the sponsored event
- Literature or other materials to be distributed at the breakfast tables
- Recognition of sponsorship on Congress materials and signage
- One complimentary full-Congress registration
- 10'x10' booth
- Full-page display advertisement in Congress brochure
- Company logo on the Congress Web site through December 2009
- One banner ad on Appraisal Institute Web site for three months



SILVER STAR SPONSOR: \$2,500

Sponsorship Package Includes:

- Recognition of sponsorship on Congress materials and signage
- Company logo on the Congress Web site through December 2009
- One complimentary full-Congress registration
- 10'x10' booth
- Full-page display advertisement in Congress brochure



BRONZE STAR SPONSOR: \$1,000

Sponsorship Package Includes:

- Recognition of sponsorship on Congress materials and signage
- Company logo on the Congress Web site
- Half-page display advertisement in Congress brochure
- One complimentary full-Congress registration

INDIVIDUAL SPONSORSHIPS

(CO-SPONSORSHIPS AVAILABLE)

Please check preference:

- _ Congress Tote Bags: \$5,000
- _ Seated massage: \$3,000
- _ Hotel room key cards: \$3,000
- _ Logo on name badge holder: \$2,000
- _ Information packet display stand: \$1,000
- _ Demo CD of your product/service in registration packet: \$1,000
- _ Registration packet inserts (up to 10 sheets): \$750
- _ Full-page ad in the on-site Congress brochure: \$1,000
- _ Half-page ad in the on-site Congress brochure: \$500

_ Breakfast: \$2,500 (PLEASE SPECIFY DAY BELOW)

November 11

November 12

November 13

_ Coffee Break (Morning or Afternoon Sessions Available): \$1,000 (PLEASE SPECIFY DAY BELOW)

November 11

November 12

November 13

EXHIBIT SPACE PRICING

10' x 10' Booth: \$ 1,500.

EXHIBIT FLOOR HOURS

November 11

9 a.m.–3 p.m. Exhibit Hall Setup

5 p.m.–6:30 p.m. Opening Night Reception

November 12

9 a.m.–5 p.m. Exhibit Hall Open

November 13

9 a.m.–2 p.m.

2 p.m.–5 p.m. Exhibit Hall Tear-Down



ABOUT THE APPRAISAL INSTITUTE:

The Appraisal Institute is a global membership association of professional real estate appraisers, with 25,000 members and 91 chapters 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. Members of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA and SRA designations.

YOU'RE IN GOOD COMPANY!

Past exhibitors at the Appraisal Institute Annual Conferences include:

- a la mode, inc.
- ACI Software
- APEX Software, Inc.
- Appraisal.com, Inc.
- Appraiser's Café
- Appraiser's Paradise
- Appraisal Depot
- Bradford Technology
- Chesapeake Appraisal and Settlement Services Inc.
- CoStar Group, Inc.
- Dattar Systems, Inc.
- eTrac
- Filogix
- First American Real Estate Solutions
- FNC
- Houses.com
- Inspection Training Associates
- InterBay Funding, LLC
- Land Core
- LandAmerica One Stop
- Liability Insurance Administrators
- Marshall & Swift
- Nationwide Appraisal Services
- NDC Data
- Nova List Tech
- Polaroid Digital Solutions
- Property and Portfolio Research
- PropertyFirst.com, Inc.
- Public Works
- REAGIT
- Realcomm
- The Realm
- Software for Real Estate Professionals
- Transamerica Flood Hazard Certification
- University of British Columbia
- University of St. Thomas
- Washington Mutual
- Valutech
- ZAIO



ABOUT FECISVAL:

In 1968, the Association of Mexican Valuation Institutes, A.C., was created, with its name later changed to the National Association of Mexican Valuation Institutes, A.C. In 2001 it was decided to expand the association's functions and appeal to transform itself into the current Federation of Valuation Colleges, Institutes and Societies of the Mexican Republic, A.C. (FECISVAL by its English acronym). FECISVAL is currently comprised of 43 Valuation Colleges and Institutes of the Mexican Republic, and has as its mission honoring valuation activity in Mexico and strengthening its associated organizations both nationally and internationally, through the certification of valuers, the attainment of openness in the labor market, encouraging the integration of the guild, the ethical practice and values in valuation, prompting the study, development and improvement of the valuation professional practice.

HOTEL RESERVATIONS:

Please call the Fiesta Americana Condesa directly at 1-800-FIESTA1 (1-800-343-7821) to reserve your hotel room. To receive the guaranteed rate of \$160/night (single) and \$176/night (double) plus tax. Please notify the hotel that you are attending the International Valuation Congress and use mention our group code, GJZUT.



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Information updated regularly at
www.appraisalinstitute.org/IVC