



Appraisal Institute Sponsorship & Exhibitor Prospectus

Join us as we return to the stage after a brief hiatus, bringing together valuation professionals in the vibrant and musically enriched city of Nashville. This year's conference theme celebrates harmony, innovation, and revitalized connections within the appraisal community.

2026 Annual Conference





Event Overview

At the Appraisal Institute, we champion your success. This event reflects our renewed focus on empowering valuation professionals, elevating industry standards, and building community.

We are reuniting our profession, creating space for new voices, and striking a harmonious chord for the future!

3 DAY
EVENT

+600
PROFESSIONALS

Theme: “Back in Tune: Striking a New Chord in Valuation”

Location: Nashville, Tennessee

Date: April 12–15, 2026

Sponsoring the Appraisal Institute’s Annual Conference in Nashville offers a dynamic opportunity to amplify your brand’s voice and reconnect with industry professionals in an inspiring setting.



Why Sponsor?

Maximize brand visibility and reinforce your company's leadership in an iconic cultural destination.

Build valuable relationships with influential valuation professionals.

Showcase innovative products and services against the backdrop of Music City's renowned hospitality.

Influence and engage in critical discussions shaping the appraisal profession.

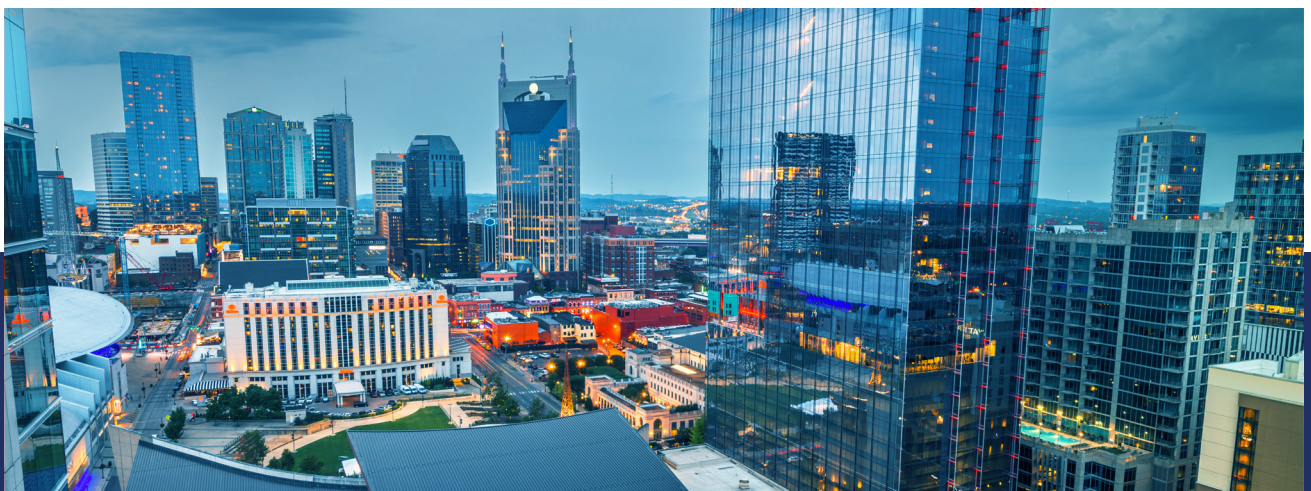
Extended Public Relations Coverage: Enjoy comprehensive PR opportunities before, during, and after the event to enhance your exposure and highlight your involvement.



Tiered Sponsorship Packages

Presenting Sponsor – \$15,000 (Exclusive)

- **Event branding: “Presented by [Your Company]”.**
- **Premium logo placement.**
- **Keynote speaking opportunity.**
- **Premier exhibit space.**
- **5 complimentary registrations.**
- **Exclusive branding of major component.**
- **Dedicated emails and social media posts (pre- and post-event).**
- **Full-page ad in Valuation Magazine.**
- **Website banner ad.**
- **Sponsored content in appraisalinstitute.org News.**
- **Giveaway inclusion in swag bag.**
- **Promotional video opportunity.**
- **Featured in PR campaigns (pre-, during, and post-event).**



Platinum Sponsor – \$12,500 (3 Available)

- Prominent logo placement.
- Sponsorship recognition at major event.
- Prime exhibit space.
- 3 complimentary registrations.
- Dedicated emails and social media promotion.
- Sponsored content in appraisalinstitute.org News.
- Half-page ad in Valuation Magazine.
- Giveaway inclusion in swag bag.
- Inclusion in PR campaigns (pre-, during, and post-event).



Gold Sponsor – \$8,500 (4 Available)

- Sponsorship of breakfast/breakout session.
- Prominent booth location.
- 2 complimentary registrations.
- Dedicated pre-event communications.
- Quarter-page ad in Valuation Magazine.
- Giveaway inclusion in swag bag.
- Inclusion in PR campaigns (pre- and during event).

Silver Sponsor – \$6,000 (5 Available)

- Sponsorship of coffee breaks/breakout sessions.
- High-traffic exhibit space.
- 1 complimentary registration.
- Logo display in all conference materials.
- Inclusion in PR campaigns (pre-event).

Bronze Sponsor – \$4,000 (8 Available)

- Sponsorship of coffee breaks/breakout sessions.
- High-traffic exhibit space.
- 1 complimentary registration.
- Logo display in all conference materials.
- Inclusion in PR campaigns (pre-event).



À La Carte Sponsorship Options:

- Conference Mobile App: \$7,500.
- Wi-Fi Sponsor: \$5,000.
- Lanyards & Name Badges: \$5,000.
- Charging Station: \$2,000.
- Swag Bag: \$7,500.
- Networking Lounge: \$10,000.

Meal & Reception Sponsorships:

- Opening Reception: \$15,000.
- Lunch Sponsorship: \$10,000.
- Breakfast Sponsorship: \$8,500.
- Coffee Break Sponsorship: \$2,500.



Strategic Alignment

Sponsoring aligns your brand with the Appraisal Institute's strategic goals, including:

Education & Innovation

Demonstrate your commitment to modernizing education and technology within the appraisal profession.

Operations, Excellence and Member Engagement

Maximize visibility, brand alignment and opportunities for direct interaction with decision-makers.

Industry Leadership & Advocacy

Position your organization as a proactive leader advancing professional standards and best practices.

This event embodies the Appraisal Institute's vision of creating a unified community of valuation professionals recognized for excellence, innovation, and integrity.



Exhibitor Opportunities

Standard Booth – \$2,000

- 10×10 booth space.
- 1 registration.
- Logo inclusion in event promotions.
- Inclusion in pre-event PR coverage.

Premium Booth – \$3,000

- Prime location.
- Enhanced promotional benefits.
- Inclusion in pre-event PR coverage.

Non-profit Booth – \$1,000

- Discounted standard booth space.
- Inclusion in pre-event PR coverage.





Secure Your Sponsorship

Spaces and packages are limited—confirm your participation early to secure your preferred option.

Contact Information:

- **Name:** [Coordinator's Name]
- **Email:** [Coordinator's Email]
- **Phone:** [Coordinator's Phone]

For more information, please contact:

Erica Abdnour, Senior Marketing Manager - (eabdnour@appraisalinstitute.org)

Join us in Nashville as we reconnect, spotlight advancements in the profession, and strike new chords of success at the Appraisal Institute's flagship event.



**Appraisal
Institute®**



Appraisal Institute

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The Appraisal Institute is the leading professional association of real estate appraisers. 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. Individuals of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA, SRA, AI-GRS, and AI-RRS designations.