2010

AMERICAN SOCIETY OF APPRAISERS
INTERNATIONAL APPRAISAL CONFERENCE

INDUSTRY PROSPECTUS

Advertise • Exhibit • Sponsor

JW MARRIOTT RESORT & SPA
LAS VEGAS, NEVADA
JULY 25–28, 2010

American Society of Appraisers®
ASA®
The International Society of Professional Valuers®

ASA's 2010 International Appraisers Conference
July 25-28, 2010 • JW Marriott Las Vegas Resort

SPONSORSHIP

PLATINUM $7500

~~Internet Café~~ SOLD
- Landing page set to sponsor's Web site
- Custom screensaver with name/logo on each computer

Conference Bags
- Logo imprint on each bag

Gala Reception / Dinner
- Recognition/Signage at Event
- Literature placement on attendee seats (must provide literature)
- Napkins with sponsor logo

All include the following:
- 2 tickets to the Gala Dinner
- 8x8 Tabletop Exhibit Space*
- Attendee Bag Insert (must provide inserts)
- 2 Complimentary Registrations
- Final Program Ad – Full page

GOLD $5000

Town Hall, Awards Ceremony, Breakfast Buffet
- Literature placement on attendee seats (must provide literature)
- Napkins with sponsor logo

President's Reception
- Literature placement on attendee seats (must provide literature)
- Napkins with sponsor logo

All include the following:
- Gala Dinner – 2 tickets
- Attendee Bag Insert (must provide inserts)
- 2 Complimentary Registrations
- Final Program Ad – 1/2 page

***Exhibit includes 6' table & two chairs**

****Discipline Session**
(you may choose more than one)
MTS BV GJ RP PP

Sponsors must send Final Program ad proof and attendee bag insert proof to ASA for review and approval before printing.

Deadline to be included in the Final Program is June 25, 2010.

SILVER $2500

Continental Breakfast (Tues & Wed)
- Literature placement on attendee seats (must provide literature)
- Napkins with sponsor logo

~~Hotel Keycards~~ SOLD
- Sponsor's 2-color logo on key given to every attendee registered at hotel

Refreshment Breaks (Mon, Tues, Wed)
- Napkins with sponsor logo

All include the following:
- 1 Complimentary Registration
- Attendee Bag Insert (must provide inserts)
- 2 tickets to the Gala Dinner
- Final Program Ad – 1/4 page

BRONZE $1500

Networking Mixer N/A
-

Scotch Tasting Event
- Napkins with sponsor logo

Multidiscipline General Session Seat Drop
- Literature placement on attendee seats (must provide literature)

All include the following:
- 1 Complimentary Registration
- Attendee Bag Insert (must provide inserts)

FRIEND $1000

Discipline Specific Session Seat Drop**
- Literature placed on attendee seats at specific session (choice of session, must provide literature)

SUPPORTER $500

Shuttle Service to Airport SOLD
- Sponsor's name and logo on shuttle ticket

Gathering Room for Spouses
- Sponsor's logo on signage inside event room

Additional items provided to each sponsor level

Name / logo on:
1. ASA's Conference Web site w/ hyperlink to sponsor's Web site
2. Sponsor's Page of Final Program
3. Signage at Registration desk and sponsored event

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ADVERTISE

Conference Final Program (black & white)

Ads must be supplied electronically and will be in black and white except for covers, which may be 4-color. The preferred format is high-resolution PDF. Final Program ads are due **June 25, 2010.** *Companies must provide ad proof to ASA for review and approval*.

AD RATES	
$600	Back Cover (4-color) **SOLD**
$500	~~Inside Front Cover~~ **SOLD**
$500	Inside Rear Cover
$450	Full Page
$300	1/2 Page
$150	1/4 Page
$85	Business Card

2010 Conference Web site (landing page)

Banner ads will be on display from the ad start date through the end of the conference. Ads must be in the form of a JPEG or GIF and should be 127 pixels wide by 153 pixels high. *The advertiser must provide the ad two weeks prior to start date for review and approval*.

RATES

$450 – runs from ad start date

SPECS

JPEG or GIF

127 pixels X 153 pixels

Attendee Bag Insert

Inserts are an inexpensive marketing piece that will reach over 300 appraisal professionals and conference attendees. *Companies must provide insert proof to ASA for review and approval.*

$250 – one insert only

Bag inserts must be shipped to Conference Site.

EXHIBIT

Exhibit Booth

Exhibiting is a great way to showcase your services and products to conference attendees.

RATES

$700 – Member

$900 – Nonmember

BENEFITS

Description (50 words or less) of your company in the Final Program.

Name/Logo on ASA's conference Web site

1 Complementary Conference Registration

Each exhibit is an 8' x 8' carpeted area which includes a skirted table and two chairs. Set-up is July 24 from noon to 5:00pm and tear down is July 27 from 8:00 am to noon.

Deadline to be included in the Final Program is June 25, 2010.

Don't miss this opportunity to showcase your organization, products and services to this distinguished group!

For further questions, please contact Andrea Burkhart at aburkhart@appraisers.org or call (800) 272-8258 x 111.

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CONTACT INFORMATION

Name _____ Title_____

Company_____

Company Address_____

City _____ State _____ ZIP_____

Phone _____ Fax_____

E-mail _____ Web site_____

SPONSORSHIP OPPORTUNITIES

$7,500—PLATINUM LEVEL

☐ ~~Internet Café~~ (SOLD) ☐ Conference Tote Bags ☐ Gala Reception/Dinner

$5,000—GOLD LEVEL

☐ Town Hall, Awards Ceremony, Breakfast Buffet ☐ President's Reception

$2,500–SILVER LEVEL

☐ Continental Breakfast ☐ ~~Hotel Keycards~~ ☐ Refreshment Breaks

$1,500–BRONZE LEVEL

☐ Networking Mixer ☐ Scotch Tasting Event ☐ Multidiscipline General Session Seat Drop

$1,000–FRIEND LEVEL

☐ Discipline Specific Session Seat Drop (please circle one) MTS BV GJ RP PP

$500–SUPPORTER LEVEL

☐ Shuttle Service to Airport ☐ Gathering Room for Spouses

SUB-TOTAL $_____

ADVERTISING OPPORTUNITIES

CONFERENCE FINAL PROGRAM (B & W EXCEPT COVERS MAY BE 4-COLOR)

☐ Back Cover ($600, 4-color) ☐ ~~Inside Front Cover~~ ($500) ☐ Inside Rear Cover ($500)

☐ Full Page ($450) ☐ ½ Page ($300) ☐ ¼ Page ($150) ☐ Business Card ($85)

ASA'S CONFERENCE WEB SITE

Place your ad on the ASA Conference Web site for all to see!

☐ May–July ($450)

ATTENDEE BAG INSERT

☐ One insert ($250)

SUB-TOTAL $ _____

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EXHIBIT OPPORTUNITIES

☐ Member ($700)

☐ Nonmember ($900)

Will the booth coordinator be staffing the booth ☐YES ☐NO

If no, please provide name of on-site contact _____

BOOTH COORDINATOR
The booth coordinator will be the contact person for all correspondence.

Contact Name _____ Title _____

Phone _____ E-mail _____

NOTE: BOOTH STAFFING (ALL BOOTH STAFF MUST BE PRE-REGISTERED)
Booth Staff are limited to the Exhibit Hall only. Exhibitors who wish to attend the conference must register separately and pay for the conference as an attendee. One complimentary registration is given.

BOOTH STAFF ONLY

Name(s) _____

E-mail(s)_____

Address, if different from above_____

SUB-TOTAL $_____

PAYMENT INFORMATION

☐Check ☐VISA ☐MasterCard ☐American Express

Card # _____ Expiration Date_____

Name on Card _____

Signature _____

Exhibit Deposit $_____Fifty percent (50%) deposit is due with application to reserve a booth. The remainder is due no later than June 25, 2010. The entire booth fee may be paid now.

Sponsor Payment$_____Fifty percent (50%) deposit is due with application to reserve sponsorship. The remainder is due no later than June 25, 2010. The entire fee may be paid now.

Ad Payment $_____Entire fee is due with application.

Total Enclosed $_____

I agree to the terms stated below and wish to be an exhibitor/sponsor of the ASA International Appraisal Conference, July 25-28, 2010.

Signature _____ Date _____

Please submit completed copy via email to aburkhart@appraisers.org or via fax (703) 742-8471.
If paying by check, make checks payable to ASA and send payment to: American Society of Appraisers, 555 Herndon Parkway, Ste 125, Herndon, VA 20170. Tel: (703) 733-2127, Fax: (703) 742-8471
Keep a copy of this agreement for your records.

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General Terms and Agreement
Sponsor / Exhibitor

1. This Agreement shall not constitute or be considered to be a partnership, employer-employee relationship or joint venture between ASA and the exhibitor/sponsor. Each exhibitor/sponsor must name a contact person in connection with the sponsorship or the installation, operation and removal of the exhibit. Such person shall be authorized to enter into such Agreement as may be necessary and for which the exhibitor/sponsor shall be responsible.
2. Exhibitor/sponsor hereby assumes sole and entire responsibility for any and all personal injury and damage to property that may be sustained by the exhibitor/sponsor and for any and all claims sustained in connection with or arising out of exhibitor/sponsor's use of the exhibition premises. Exhibitor/sponsor agrees to protect, defend, indemnify and hold harmless ASA, its officers, directors, employees and agents, and the hotel, its owners, operators, parents, subsidiaries, affiliates, employees, officers, directors and agents against all liability, claims, losses, damages to persons or property, government charges or fines and attorney's fees arising directly or indirectly from any intentional or negligent act or omission by an exhibitor/sponsor or any of its employees or agents or arising out of or caused by exhibitor/sponsor's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof.
3. The exhibitor/sponsor shall assume sole and entire responsibility for the safekeeping of its property and ASA shall not be responsible for any loss or damage to the exhibitor/sponsor's property. The exhibitor/sponsor understands that neither ASA nor the JW Marriott Las Vegas Resort maintains insurance covering the exhibitor/sponsor's property and that it is the sole responsibility of the exhibitor/sponsor to obtain such insurance. Exhibitor/sponsor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of comprehensive general liability insurance and contractual liability insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than $2,000,000 combined single limit for personal injury and property damage. ASA and the hotel shall be included in such policies as additional named insured.
4. Exhibitor/sponsor agrees to be in full compliance with all applicable governmental laws and regulations, including specifically all applicable fire, health and safety codes and regulations.
5. Positioning of exhibitor/sponsor's name in all publications is at the discretion of ASA except where a request for a specific, preferred position is acknowledged by ASA in writing.
6. All exhibitors/sponsors are subject to approval by ASA. ASA makes no independent investigation or verification of any claim or statement by an exhibitor/sponsor contained in an ASA publication or made in the exhibition space. ASA reserves the right to edit exhibitor/sponsor copy that appears in ASA publications. Inclusion of an exhibitor/sponsor should not be interpreted as an endorsement by ASA of any product or service offered by the exhibitor/sponsor, unless specifically designated as part of the ASA Member Benefit Program.
7. ASA shall not be liable for any costs or damages, consequential or otherwise, if for any reason it fails to publish or display an exhibitor/sponsor or as a result of any mistake in publication, omission from or error in any publication.
8. ASA will not be bound by conditions printed or appearing on copy instructions that conflict with the provisions in this Agreement.
9. In the event ASA is unable to hold the conference due to an act of God, war, terrorism, fire, strike, exhibit facility construction or renovation, government regulations, curtailment of transportation facilities or other cause beyond the control of ASA, which make it impractical, inadvisable or impossible to hold the conference, ASA in its sole discretion shall determine and may refund to the exhibitor/sponsor its proportionate share of the balance of the aggregate exhibit or sponsorship fees received which remain after deducting expenses incurred by ASA, but in no case shall the amount of the refund to the exhibitor/sponsor exceed the amount of exhibitor or sponsorship fee paid to ASA. ASA shall have no other or further liability to the exhibitor or sponsor.
10. ASA and the JW Marriott Las Vegas Resort reserve the right to approve placement, wording and size of banners/signage by exhibitors and sponsors. ASA and the hotel reserve the right to approve the character of the exhibit displays, including but not limited to, the use of sound devices, signs, sign copy and illumination devices. Exhibitors and sponsors are solely responsible for obtaining all necessary copyrights, licenses and permits to use music, photographs or other copyrighted material appearing in the exhibitor booth or on sponsorship materials.