American Society of Appraisers

2012 International APPRAISERS CONFERENCE

PHOENIX ★ ARIZONA

OCTOBER 8-10 2012

2012 Advanced BUSINESS VALUATION Conference

EDUCATIONAL OASIS

PHOENIX, AZ

ARIZONA BILTMORE HOTEL

2012 Prospectus
Sponsor | Exhibit | Advertise

The Arizona Biltmore
Phoenix, Arizona
October 7-10, 2012

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

SPONSORSHIP

Why should you sponsor? A sponsorship is a proven way to deliver the greatest marketing impact possible and have your message reach attendees leading up to, during and after conference events. Sponsoring ASA's International Appraisers Conference and the Advanced Business Valuation Conference provides a great opportunity for you to promote your organization and showcase your products and services to our anticipated 700 attendees. **Deadline to sign-up is August 20, 2012.**

Sponsorship Packages at a Glance

SPONSOR BENEFITS INCLUDED	DIAMOND $10,000	PLATINUM $7,500	GOLD $5,000	SILVER $2,500	BRONZE $1,500	EXHIBITOR $2,000	DONOR
Complimentary Registration Pass*	4	2	2	1	1	1	-
Attendee Bag Insert	Full-Page Insert					-	-
Final Program Advertisement	Full-Page Color	Full-Page Color	Half-Page Color	Quarter-Page Color	-	-	-
Booth Space	8′ x 8′	8′ x 8′	-	-	-	8′ x 8′	-
Recognition (Website, Signage, Slides, Final Program	Name & Logo						

* Your choice of either the International Appraisers Conference or the Advanced Business Valuation Conference. All sponsorship packages include a website listing, signage and final program recognition. Additional acknowledgements are noted in the descriptions below.

Diamond Sponsorship Packages: $10,000

Joint Attendee Luncheon (Monday, October 8, 2012)
Capture the attention of both the ASA International Appraisers Conference attendees as well as the Advanced BV Conference attendees at this joint luncheon. Sponsorship includes literature placement at entrance, napkins with sponsor logo, and a private meeting room.

Welcome Reception (Sunday, October 7, 2012)
The Welcome Reception sets the tone! This 'icebreaker' provides a forum and venue for attendees to reconnect with colleagues while establishing new friendships and forging new B2B partnerships. Sponsorship includes literature placement at entrance and napkins with sponsor logo.

President's Networking Reception (Monday, October 8, 2012)
This annual event allows attendees a chance to relax and unwind after a jam-packed day of speakers and sessions. Sponsorship also includes literature placement at the entrance of the reception and napkins with sponsor logo.

Platinum Sponsorship Packages: $7,500

Wireless Internet
Sponsor wireless internet which will be accessible to attendees throughout the entire conference area. Sponsor's logo and website will be linked to the landing page.

Joint Opening Session Keynote Presentation (Monday, October 8, 2012)
This joint session will draw approximately 700 attendees and will feature welcome remarks and a keynote address by Dr. Barry Asmus, Senior Economist with the National Center for Policy Analysis. Dr. Asmus has testified before the House Ways and Means Committee regarding our income tax system and was a featured speaker in a privatizing Social Security conference for Western European leaders. Sponsorship includes the opportunity to deliver welcoming remarks.

Platinum Sponsorship Packages Cont'd: $7,500

Business Valuation Attendee Luncheon (Tuesday, October 9, 2012)
Capture the attention of the Advanced Business Valuation Conference attendees at Tuesday's luncheon. Sponsorship includes literature placement at entrance and napkins with sponsor logo. *Note: This is Advanced BV Conference attendees only.*

Gold Sponsorship Packages: $5,000

Continental Breakfast (3 available - Mon, Tues, Wed)
Be the company attendee's wake up to as they start their day. Sponsorship includes napkins with sponsor logo.

Conference Registration Bags
Put your message in the hands of 700+ conference attendees and guarantee it's seen everywhere. These bags will be printed exclusively with your logo alongside the ASA logo and distributed to attendees of both conferences.

Silver Sponsorship Packages: $2,500

Conference Educational Proceedings
Your company logo will be visible on a CD or thumb drive containing papers and presentations highlighted during the Annual Conference. In addition, the sponsor may also include a one-page PDF which will be pre-loaded on the CD or thumb drive. *Note: This is only for the International Appraisers Conference proceedings.*

Hotel Keycards
Put your name and logo in the hands of every conference attendee staying in the official ASA 2012 Conference hotel. The key cards are one of the first things attendees see and the last impression they have of their conference experience. The sponsor's 2-color logo will be placed on hotel keycards given to conference attendees registered at the hotel.

Refreshment Breaks (5 available)
During the refreshment breaks, registrants gather to grab a snack and share information about the latest business and industry trends. Refreshment breaks capture the attention of prospective clients and partners in a professional setting. Sponsorship includes napkins with sponsor logo.

Bronze Sponsorship Packages: $1,500

Attendee List
Get your message in the hands of all conference attendees. Include a two-page insert in the attendee registration list distributed on-site upon registration.

Water Bottles
Help ASA keep conference attendee's cool while "going green." Sponsors will have their name and logo imprinted on the side of a reusable water bottle distributed to all conference attendees.

Conference Badge Lanyards
There's no better way to blanket the conference with your brand. Conference badge lanyards with your company's name will be distributed to all attendees.

Conference Donor

Contributions in any amount are appreciated. Make a donation in the amount that suits you and/or your business. This is a great way to show your support of ASA and receive recognition at the same time!

EXHIBIT

Exhibiting is a great way to showcase your services and products to conference attendees. As an exhibitor, you will meet highly motivated propsects who are intent on learning the latest developments, solutions and practices in the appraisal profession. Our anticipated audience of over 700 individuals include appraisers in the following disciplines:

- Appraisal Review and Management
- Gems and Jewelry
- Real Property
- Business Valuation
- Personal Property
- Machinery and Technical Specialties

The Exhibit Hall will be located in the foyer of The Frank Lloyd Wright ballroom near the conference registration area. Each exhibit space is an 8' x 8' carpeted area, including a skirted 6' table, two chairs and one small wastebasket.

Benefits:

- One complimentary registration
- A 50-word description of your company in the final program
- Company name and logo on conference website

Booth Fee:
$2,000 per 8' x 8' booth

Exhibit Hours:
Sunday, October 7 | 7:00pm - 8:30pm
Monday, October 8 | 7:15am - 7:30pm
Tuesday, October 9 | 7:15am - 3:15pm

ADVERTISE

Advertisements are a cost-effective way to reach ASA members and conference attendees.

Conference Final Program
Make a lasting impression in this guide provided to every conference attendee. The Conference Program is full of session descriptions, exhibitor profiles, maps, special events and more. Ads must be supplied electronically in a high-resolution (300 DPI) JPEG format; the program will be printed in 4-color. **Final program ads are due August 20, 2012.** Choose from the following ad sizes:

- $750 | Inside Front Cover (6 x 9)
- $750 | Inside Rear Cover (6 x 9)
- $600 | Full Page (6 x 9)
- $400 | 1/2 Page (6 x 4.5)
- $250 | 1/4 Page (3 x 4.5)

ASA Conference Website: $350
Place an ad on both conference websites for all to see! Banner ads will be on display from the ad start date through the end of the conference with a hyperlink to your organization's website. Ads must be in the form of a JPEG or GIF and should be 127 pixels wide by 153 pixels high.

Attendee Bag Insert: $250
Inserts are an inexpensive way to reach over 700 appraisal professionals attending two important conferences.

QUESTIONS

International Appraisers Conference
Andrea Burkhart
aburkhart@appraisers.org or call 800.272.8258 x2111

Advanced BV Conference
Lisa Perry, CMP
lisa@meetingcreations.net or call 850.566.0021

2012 General Terms and Agreement
Sponsor/Exhibitor/Advertiser

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/advertiser. Each exhibitor/sponsor/advertiser 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/advertiser hereby assumes sole and entire responsibility for any and all personal injury and damage to property that may be sustained by the exhibitor/sponsor/advertiser and for any and all claims sustained in connection with or arising out of exhibitor/sponsor/advertiser's use of the exhibition premises. Exhibitor/sponsor/advertiser 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/advertiser's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof.

3. The exhibitor/sponsor/advertiser 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/advertiser's property. The exhibitor/sponsor/advertiser understands that neither ASA nor the MSR Resort Lodging Tenant, LLC d/b/a The Arizona Biltmore Hotel maintains insurance covering the exhibitor/sponsor/advertiser's property and that it is the sole responsibility of the exhibitor/sponsor to obtain such insurance. Exhibitor/sponsor/advertiser 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/advertiser 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/advertiser'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/advertisers are subject to approval by ASA. ASA makes no independent investigation or verification of any claim or statement by an exhibitor/sponsor/advertiser 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/advertiser should not be interpreted as an endorsement by ASA of any product or service offered by the exhibitor/sponsor/advertiser, 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/advertiser 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/advertiser exceed the amount of exhibitor, sponsorship or advertiser fee paid to ASA. ASA shall have no other or further liability to the exhibitor, sponsor or advertiser.

10. ASA and the MSR Resort Lodging Tenant, LLC d/b/a The Arizona Biltmore Hotel 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, sponsorship materials or advertisements.

2012 APPLICATION FORM

YOUR SELECTION

DIAMOND | $10,000

☐ Joint Attendee Luncheon (Mon) ☐ Welcome Reception ☐ President's Networking Reception

PLATINUM | $7,500

☐ Wireless Internet ☐ Joint Opening Session Keynote Presentation ☐ BV Attendee Luncheon (Tues)

GOLD | $5,000

☐ Continental Breakfast (Mon or Tues or Wed) - circle one ☐ Conference Registration Bags

SILVER | $2,500

☐ Conference Educational Proceedings ☐ Hotel Keycards

☐ Refreshment Breaks (Mon - am or pm; Tues - am or pm; Wed - am) - circle one

BRONZE | $1,500

☐ Attendee List ☐ Water Bottles ☐ Conference Badge Lanyards

EXHIBITOR | $2,000

☐

CONFERENCE DONOR

$_____

Will you be staffing the booth? ☐ Yes ☐ No If no, please provide name(s) and email(s) of booth staff:

BOOTH STAFF ONLY

Name(s)_____

Email(s)_____

NOTE: BOOTH STAFF ARE LIMITED TO EXHIBIT HALL ONLY. All exhibitors who wish to attend the full conference must fill out a separate registration (www.appraisers.org/Meetings/2012ASAConference/Registration.aspx) and pay for the conference as an attendee. *However, one complimentary registration is provided per booth purchased. Please fill out the complimentary registration form here: www.appraisers.org/files/forms/compregistrationform_s.pdf.*

Conference Final Program (4-color)

☐ Inside Front Cover ☐ Inside Rear Cover ($750) ☐ Full Page ($600)

☐ 1/2 Page ($400) ☐ 1/4 Page ($250)

Conference Website ($350)

☐ Through October

Attendee Bag Insert ($250)

☐ One Insert

2012 APPLICATION FORM

CONTACT INFORMATION (as it will be listed in the Final Conference Program)

Name _____ Title _____

Company _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

PAYMENT

☐ Check ☐ VISA ☐ MasterCard ☐ American Express

Card # _____ Exp. Date _____ CVV # _____

Name on Card _____ Signature _____

Payment $_____ The total is due with application to reserve sponsorship/exhibit booth/advertising space.

Total Enclosed $_____

I agree to the 2012 General Terms and Agreement and wish to be a sponsor/exhibitor/advertiser of the ASA International Conference/Advanced BV Conference, October 7-10, 2012. I authorize ASA to charge the amount above to my credit card.

Signature _____ Date _____

Keep a copy of this agreement for your records. Please make checks payable to ASA and send payments to: American Society of Appraisers, Attn: Andrea Burkhart, 11107 Sunset Hills Rd, Ste 310, Reston, VA 20190.

Send completed Application Form to Andrea Burkhart at aburkhart@appraisers.org or Lisa Perry at lisa@meetingcreations.net or fax to (703) 742-8471.