

2026 ASA International Conference

October 4-6, 2026 | Fort Worth, Texas & Virtual



**A New Frontier:
*Appraising in a
World of Change***

2026 Sponsor & Exhibitor Prospectus



The *BEST* Place to Reach Appraisers

CONNECT with appraisers from around the world during and after conference events.

DELIVER your message in person. With dedicated networking time, opportunities abound to build new relationships.

IMPRESS appraisers with your company's insights into the profession and showcase your products.

BE KNOWN as a supporter of the appraisal profession.

BOOK EARLY for extended months of pre-event marketing and expanded reach of professionals.

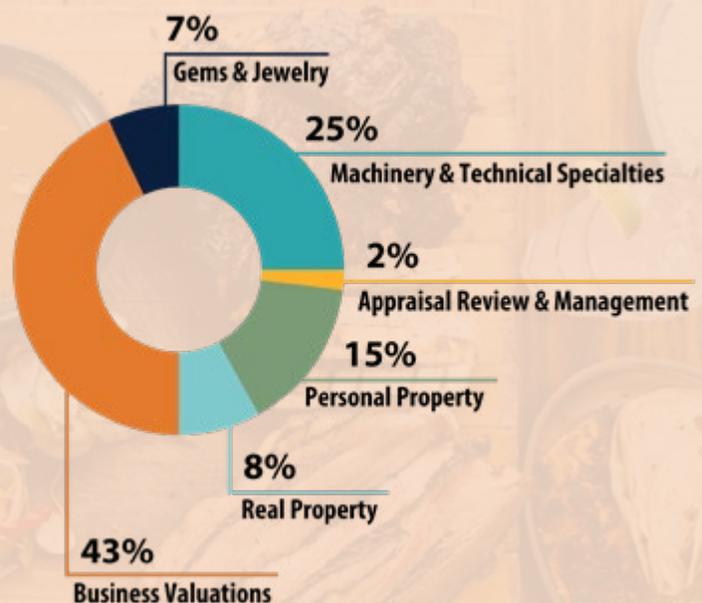


Attendee Profile

The 2026 ASA International Conference (ASAIC26) offers a dynamic platform for appraisal professionals across all disciplines—including Business Valuation, Personal Property, Machinery & Equipment, Real Property, Gems & Jewelry, and Appraisal Review & Management.

Attendees include appraisers, experts in the profession, government representatives, and technical specialists who come together to explore the latest valuation methodologies, share specialized knowledge, and present innovative research and solutions.

ASAIC26 facilitates meaningful dialogue on emerging trends and challenges in appraisal practice, providing unparalleled educational opportunities and professional networking in a flexible hybrid format—both in person in Fort Worth, Texas and virtually.



2026 Sponsor & Exhibitor Packages

PLATINUM SPONSORSHIP

\$6,000 | Annual Strategic Partner

1 STEP 1: Choose Your Exclusive Conference Alignment (Select 1)



KEYNOTE PARTNER

- Exclusive Keynote Partner designation
- Opportunity to introduce the keynote speaker
- Logo recognition on conference program cover and select conference materials
- Prominent onsite and digital acknowledgement

Select



WELCOME RECEPTION PARTNER

- Exclusive Welcome Reception Partner designation
- Logo placement on reception signage and select materials
- Recognition in the conference program and onsite acknowledgements

Select



COMMUNITY IMPACT PARTNER

- Exclusive Community Impact Partner designation
- Recognition tied to ASA's community service initiative in Fort Worth
- Visibility across conference communications related to the initiative

Select

2 STEP 2: Customize Your Year-Round Visibility (Select 3)

YEAR-ROUND BENEFITS

Sponsor an ASA virtual conference or POV course series

Sponsor a webinar or on-demand education series

Sponsor Spotlight placement in monthly discipline-specific newsletter (logo + blurb)

Sponsor logo on "ASA Strategic Partner" homepage tile with link

Sponsor recognition monthly on ASA Connect

Participation slot in annual ASA Demo Day

Curated digital takeovers on ASA social channels (1 per quarter)

Partner Success Story content spotlighting real-world member impact (1x)

3 STEP 3: Gain Elevated Recognition: Be Recognized as an ASA Annual Strategic Partner

Platinum Sponsorship is designed for organizations seeking more than onsite visibility. As an ASA Annual Strategic Partner, your brand aligns with one premier conference experience while gaining customizable, year-round exposure across education, digital communications, and member engagement platforms.



2026 Sponsor & Exhibitor Packages

Gold Level: \$4,500

CONFERENCE BAGS (EXCLUSIVE)

Conference bags are the ultimate walking billboard. Put your message in the hands of every conference attendee and guarantee it's seen everywhere. *Bonus: These bags will be printed with your logo alongside the ASA and Platinum Sponsor logos.*

HOTEL KEYCARDS (EXCLUSIVE)

Put your name and logo in the hands of every conference attendee staying at the official ASA International Conference hotel. The keycards are one of the first things attendees see and the last impression they have of their conference experience. *Bonus: Your 2-color logo will be placed on hotel keycards given to conference attendees registered at the hotel.*

BADGE HOLDER WITH LANYARD (EXCLUSIVE)

Get constant recognition. Every conference attendee will be wearing your company logo! *Bonus: This sponsorship includes your branding on both the badge and lanyard.*

SOLD

Silver Level: \$3,500

PROFESSIONAL HEADSHOT STATION (2 AVAILABLE, CHOOSE MONDAY OR TUESDAY)

Provide attendees onsite with a new, professional headshot! *Bonus: Signage and the opportunity to include company literature at the headshot station.*

ASA EDUCATION FOUNDATION FUNDRAISER - RISING STARS CHAMPION

Help give the next generation a strong start. Your support fuels the ASA Educational Foundation reception and opens the door for Rising Stars (40 & under) to attend. Stand proud in support of education, mentorship, and the future of the profession. *Bonus: Includes opportunity to welcome attendees during this inspiring event.*

COFFEE SPONSOR

Get your logo in the hands of attendees every time they grab a cup of joe. Sponsorship includes your logo prominently displayed on custom coffee sleeves. *Bonus: Signage will also be displayed on all beverage stations.*

ASA Strategic Partner Year-Round Visibility Upgrade

Extend your impact beyond the conference and position your organization as a year-round leader within the ASA community.

For \$1,000, elevate your ASAIC sponsorship by becoming an **ASA Strategic Partner** and select two Year-Round Benefits (see page 3) to amplify your visibility, strengthen engagement, and stay top-of-mind with valuation professionals all year long.

This is more than conference exposure — it's sustained presence with the full ASA membership.

Bronze Level: \$2,500

POWER NETWORK HOUR

This new event brings together professionals from all ASA disciplines to engage in multiple high-impact conversations and uncover potential collaborations, partnerships, and career prospects. *Bonus: Includes opportunity to welcome attendees before the event and facilitate connections.*

HAND SANITIZER (EXCLUSIVE)

In the new normal, encourage attendees to continue to practice safe meeting actions, including clean hands. *Bonus: Individual bottles of sanitizer will be included in all attendee bags.*

LIVE STREAMING SPONSOR (EXCLUSIVE, 1 PER TRACK)

Provide live stream technology for the track of your choice (BV, MTS, PP, GJ, RP or ARM). *Bonus: Sponsor will be acknowledged at the beginning of each session broadcast.*

ASA INTERNATIONAL AWARDS LUNCHEON (EXCLUSIVE)

Welcome attendees to ASA's annual celebration to recognize and acknowledge the outstanding efforts of volunteers to the Society and profession. *Bonus: Includes the opportunity to address the audience.*

Golf Outing Sponsorships

BIRDIE SPONSOR: \$2500 (BRONZE LEVEL)

Be the premier sponsor of the 2nd Annual ASA International Conference golf outing! Sponsorship includes registration for 2 golfers; cart signage; opportunity to provide a branded giveaway (to be placed in golf carts before the round); logo on conference website.

CLOSEST TO THE PIN SPONSOR: \$500 (2 AVAILABLE)

Logo on signage on contest holes; recognition of sponsor during presentation of closest to the pin award(s) during awards luncheon; logo on conference website.

LONGEST DRIVE SPONSOR: \$500 (2 AVAILABLE)

Logo on signage on contest holes; recognition of sponsor during presentation of longest drive winner during awards luncheon; logo on conference website.

GOLF BALL SPONSOR: \$500

Opportunity to provide logo golf balls* (to be placed in golf carts before the round); logo on conference website.

*sponsor to provide golf balls prior to event



Questions? Contact: Lisa Perry
E-Mail: lisa@meetingcreations.net
Phone: (850) 566-0021

2026 Sponsor & Exhibitor Packages

Supporting Level: \$250-\$750

SESSION SPONSOR: \$750 (PER SESSION)

Get in front of a captive audience and welcome attendees to a session. *Bonus: Includes the opportunity to introduce a session speaker or provide a 30 second video to be played before a session begins.*

SESSION ROOM ADS: \$350

Your logo prominently highlighted on screen during session breaks and when attendees enter the room.

ADVERTISING CONFERENCE PROGRAM: \$750 (2 AVAILABLE)

Make a lasting impression in this on-site guide provided to every conference attendee. Select either the inside front cover or inside rear cover.

E-BANNER ADS: \$750

Get exposure before and during the conference via your choice of the conference website or the conference mobile app.

ATTENDEE BAG INSERT: \$500

Inserts are an inexpensive way to reach more than 600 appraisal professionals. Insert marketing literature or branded souvenirs (pen, pad, fidget spinner, credit card holder, eye glass/screen cleaner, mints, stress ball, caps, etc.). To avoid duplication, please advise what item you will be supplying. All items must be provided by and shipped to the event by the sponsor.

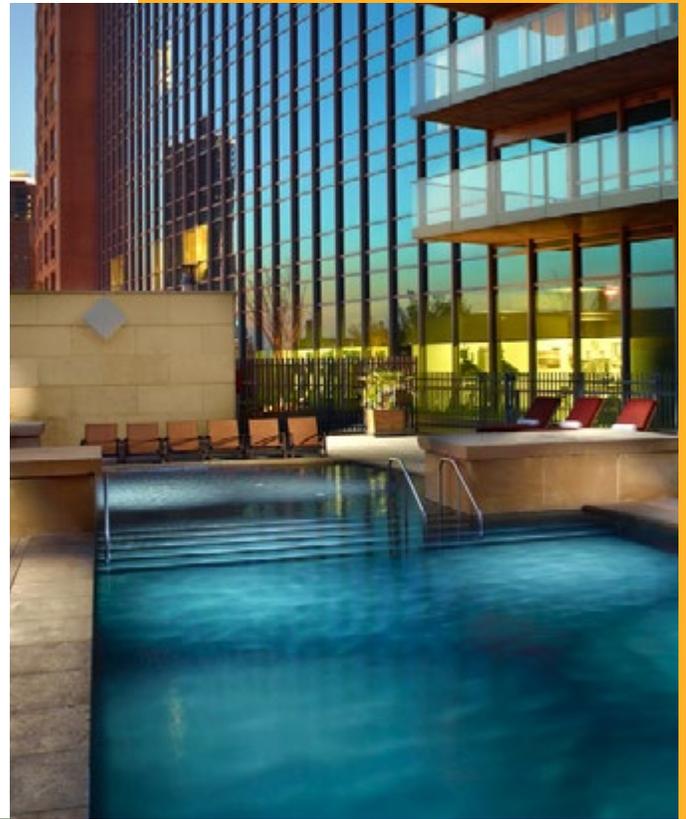
MOBILE APP PUSH NOTIFICATIONS: \$250 EACH, \$600 FOR SET OF 3

Capture the attention of attendees directly via their mobile device. Push notifications give an instant opportunity to send a personalized message to attendees – have them visit your booth/session, let them know of a giveaway...the options are endless.

Exhibiting Opportunities

EXHIBITOR PACKAGE: \$1,500

Exhibiting is a great way to showcase your services and products to conference attendees. As an exhibitor, you will meet highly motivated prospects who are intent on learning the latest developments, solutions and practices in the appraisal profession.



2026 Sponsor & Exhibitor Benefits At-a-Glance

Package Benefits	Platinum \$6,000	Gold \$4,500	Silver \$3,500	Bronze \$2,500	Exhibitor \$1,500
Complimentary Conference Registration	2	1	1	1	
Tabletop Exhibit Space	2	1	1		1
Acknowledgement as a Sponsor on Conference Website, Marketing Materials, Pre-Conference E-Mails and selected Social Media	x	x	x	x	x
Advertising in Conference Program	Full Page	Half Page			
Logo Included on Conference Program Cover and Conference Bags	x				
Placement of Sponsor Literature or Branded Item in Attendee Bags	x	x	x	x	
Mention During Opening Session	x	x	x	x	
Logo Included on Conference Website, Email and On-Site Signage	x	x	x	x	x
Logo and Mention of Sponsorship in (2) Issues of ASA's Monthly e-Newsletter	x	x			
Logo and Mention in Event Wrap-Up on ASA's Blog	x	x	x	x	x
Banner Ad on Conference Website and Mobile App	x	x	x	x	



2026 Sponsorship Agreement

CONTACT INFORMATION

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Sponsorship Level: _____

COMPANY DESCRIPTION (100 words or less)

PAYMENT

Total Amount Due: _____

Upon receipt of contract an invoice will be created and a link to online payment will be provided. Payment must be received before any sponsorship benefits will begin. If payment is not received within 10 days of invoice, sponsorship will be considered null and void.

TERMS

Terms of Sponsorship: Full payment and this application form are required to activate sponsorship benefits.

_____ agrees to be a _____ sponsor for the 2026 ASA International Conference. I have read and agree to the general terms as outlined on page 3 of this application.

Signature: _____ Date: _____

PLEASE SUBMIT COMPLETED AGREEMENT TO:

lisa@meetingcreations.net

2026 Sponsorship Agreement

YOUR SELECTION

PLATINUM SPONSORSHIP LEVEL | \$6,000

Keynote Partner Welcome Reception Partner Community Impact Partner

GOLD SPONSORSHIP LEVEL | \$4,500

Conference Bags Hotel Keycard Badge Holder with Lanyard

SILVER SPONSORSHIP LEVEL | \$3,500

Professional Headshot Station Monday Tuesday Rising Stars Happy Hour Coffee Sponsor

BRONZE SPONSORSHIP LEVEL | \$2,500

Photo Booth Sunday Monday Hand Sanitizer Live Streaming Awards Luncheon

GOLF OUTING SPONSORSHIP

Birdie (\$2,500) Closest to Pin (\$500) Longest Drive (\$500) Golf Balls (\$500)

SUPPORTING SPONSORSHIP LEVEL

Session Sponsor (\$750) Session Room Ad (\$350)

EXHIBITOR PACKAGE | \$1,500

Will you be staffing the booth? Yes No

ADVERTISING

Conference Program—4-color (\$750) (Inside Front Cover Inside Back Cover)

e-Banner Ads (\$750)

Attendee Bag Insert (\$500)

Mobile App Push Notifications (\$250 each; \$600 for set of 3) Qty: _____

2026 Sponsorship Agreement

GENERAL TERMS & AGREEMENT

1. Sponsors/Exhibitors/Advertisers are generally limited to vendors whose products and services are of specific interest to attendees of the event. ASA reserves to itself the sole right to determine eligibility of vendors and vendor products and services for the event.

2. 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.

3. 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 Omni Fort Worth 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.

4. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims, except to the extent that such claims arise from the negligence, gross negligence, or intentional acts of the Hotel, its employees, agents or contractors.

5. 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.

6. 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.

7. 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.

8. 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.

9. ASA will not be bound by conditions printed or appearing on copy instructions that conflict with the provisions in this Agreement.

10. 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.

11. ASA and the 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.



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