



Las Vegas

**2021
ASA International Conference
Convergence of the Appraisal Disciplines**

**Sponsor &
Exhibitor Prospectus**

**learn +
connect**

**Reach appraisers from all disciplines in one place
Act now to secure your spot at the preeminent valuation event of the year!**

October 24-26, 2021 | Planet Hollywood | Las Vegas, NV

2021 ASA International Conference *Convergence of the Appraisal Disciplines* *This is the BEST Place to Reach Appraisers*



CONNECT with more than 600 appraisers from around the world during and after conference events.

DELIVER your message in person. With 4 hours of 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 marketing and for the best and highest traffic exhibit space.



2021 Sponsor & Exhibitor Packages

Platinum Level: \$5,000

Welcome Reception Entertainment (Exclusive)

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 event, signage and napkins with sponsor logo. *Bonus: Includes brief opportunity to welcome attendees to reception along with your logo on conference program and conference bags.*

Gold Level: \$4,000

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.*

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 Holder and Lanyard.*

Event App (Exclusive)

The conference event app is hub for all conference information. Your company Logo will be prominently displayed on the app which is used by all conference attendees – both in person and virtual. *Bonus: includes one daily push notification with your personalized message.*

Silver Level: \$3,000

Professional Headshot Station (2 available, choose Monday or Tuesday)

Provide attendees onsite with a new professional head shot! *Bonus: Attendees will be provided a digital copy of their headshot post conference via an e-mail with your customized message.*

Live Streaming sponsor (1 per track) (Exclusive)

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.*

Wellness (Exclusive)

Health and wellness is more important to conference attendees now than ever before. Daily morning yoga sessions will be available via live stream for both in person and virtual attendees. *Bonus: includes stress balls with company logo included in with in person attendee bags.*

Bronze Level: \$2,000

Break Zone (Exclusive)

Studies show that play can help attendees regain focus between sessions. This special area will be dedicated to light fun and games featuring Jenga, cornhole and other activities. *Bonus: includes push notifications during breaks with highlighting your sponsorship.*

Photo Booth

Photo Booth (2 available, choose Sunday or Monday)

Be recognized as the company bringing lasting memories to attendees! Photo booth with be available during the Welcome Reception and throughout the day on Monday. *Bonus: Attendees will receive printed photo strips on-site and all photos will be branded with your company and ASA logos.*

Hand Sanitizer

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.*

Supporting Level: \$250 – \$750

Sessions

Room Sponsor: \$750 (per session)

Get in front of a captive audience and welcome attendees to each session. *Bonus: Includes brief opportunity to introduce session speaker (live or via pre-recorded video) along with your logo on screen at the beginning of the session.*

Session Room Ads: \$250

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 in 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.

Promotional Decals – \$75 - \$125

Get your logo front and center throughout the conference venue. As attendees travel between sessions for networking and food and beverage activities your highly visible, color logo will be on display.

Exhibiting Opportunities

Exhibitor Package: \$1,000

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.



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

2021 Sponsor & Exhibitor Benefits At-a-Glance

Package Benefits	Presenting/ Platinum \$5,000	Gold \$4,000	Silver \$3,000	Bronze \$2,000	Exhibitor \$1,000
Complimentary Conference Registration	2	1	1	1	
Tabletop Exhibit Space	2	1	1		1
Acknowledgement as a Sponsor on the Conference Website, Marketing Materials, Pre-Conference Emails and selected Social Media	X	X	X	X	X
Advertising in the Conference Program	Full 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 and Logo Included on Conference Signage	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			

2021 Sponsorship Agreement (Page 1 of 3)

CONTACT INFORMATION

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Sponsorship Level: _____

PAYMENT

CHECK ENCLOSED (payable to American Society of Appraisers)

Credit Card: VISA MasterCard AMERICAN EXPRESS

Credit Card #: _____

Expiration Date: _____ CCV #: _____

Print Cardholder's Name (as it appears on card): _____

TOTAL \$: _____

The total is due with application to reserve sponsorship/exhibit/advertising space.

Signature: _____ Date: _____

Total Enclosed \$: _____

TERMS

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

_____ agrees to be a _____ sponsor for the 2021 ASA

International Conference. I have read and agree to the general terms as outlined on page 2 of this application.

Signature: _____ Date: _____

Please submit completed agreement and payment via:

Email: lisa@meetingcreations.net

Fax: 703-742-8471 (attn: Katrina Levesque)

Mail: ASA, 11107 Sunset Hills Rd, Suite 310, Reston, VA 20190 (attn: Katrina Levesque)

2021 Sponsorship Agreement (Page 2 of 3)

YOUR SELECTION

PLATINUM SPONSORSHIP LEVEL | \$5,000

- Keynote Speaker Welcome Reception

GOLD SPONSORSHIP LEVEL | \$4,000

- Conference Bags Badge Holder with Lanyard

SILVER SPONSORSHIP LEVEL | \$3,000

- Professional Headshot Station (Monday; Tuesday) Rising Stars Happy Hour

BRONZE SPONSORSHIP LEVEL | \$2,000

- ASA International Awards Luncheon Photo Booth (Sunday; Monday)
 Hand Sanitizer

SUPPORTING SPONSORSHIP LEVEL | \$75 – \$750

- Room Sponsor (\$750) Session Room Ads (\$250)

EXHIBITOR PACKAGE | \$1,000

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: _____
 Promotional Decals (minimum order of 2) Size: 12"x12" – \$75 ea. Qty: _____
Size: 24"x24" – \$125 ea. Qty: _____



www.appraisers.org | (800) 272-8258
11107 Sunset Hills Rd., Suite 310, Reston, VA 20190



2021 Sponsorship Agreement (Page 3 of 3)

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 Planet Hollywood Resort & Casino (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.

