

# 2023 ASA

INTERNATIONAL  
CONFERENCE

October 1-3, 2023 | Sheraton New Orleans Hotel  
**New Orleans & Virtual**



# Sponsor & Exhibitor Prospectus

Reach appraisers from all disciplines in one place

**ACT NOW TO SECURE YOUR SPOT AT THE PREEMINENT VALUATION EVENT OF THE YEAR**



# 2023 ASA International Conference

This is the BEST Place to Reach Appraisers

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

**DELIVER** your message in person. With 3 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 pre-event marketing and expanded reach of professionals.





# 2023 Sponsor & Exhibitor Packages

## Platinum Level: \$5,000

### KEYNOTE SPEAKER (EXCLUSIVE)

Kick off the conference with this highly visible event. The keynote speaker is often one of the most talked about conference takeaways. Maximize your branding investment by sharing in this valuable opportunity. *Bonus: Includes brief opportunity to introduce keynote speaker and your logo on conference program and conference bags.*

### 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 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.*

### 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 is wearing your company logo! *Bonus: This sponsorship includes your branding on both the badge and lanyard.*

### EVENT APP (EXCLUSIVE)

The conference event app is the main 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: Signage and the opportunity to include company literature at the headshot station.*

### RISING STARS HAPPY HOUR (EXCLUSIVE)

This happy hour event focuses on appraisers 40 and under who are making their mark on the profession. *Bonus: Includes opportunity to welcome attendees during the happy hour.*

### 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.*

## Bronze Level: \$2,000

### PHOTO BOOTH (2 AVAILABLE, CHOOSE SUNDAY OR MONDAY)

Be recognized as the company bringing lasting memories to attendees! Photo booth will 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 (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.*

### 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 in the app during breaks highlighting your sponsorship.*

### 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.*

## Golf Outing Sponsorships

### BIRDIE SPONSOR: \$3000 (SILVER 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



# 2023 Sponsor & Exhibitor Packages

## Even More Sponsorship Offerings

### 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 opportunity to introduce session speaker 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 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: \$250

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: \$1,000

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.





# 2023 Sponsor & Exhibitor Benefits At-a-Glance

<b>Package Benefits</b>	<b>Platinum \$5,000</b>	<b>Gold \$4,000</b>	<b>Silver \$3,000</b>	<b>Bronze \$2,000</b>	<b>Exhibitor \$1,000</b>
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				
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			





# 2023 Sponsorship Agreement

## CONTACT INFORMATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ 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 2023 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 AND PAYMENT VIA:

E-Mail: [lisa@meetingcreations.net](mailto:lisa@meetingcreations.net)

Mail: ASA, 2121 Cooperative Way, Suite 210, Herndon, VA 20171 (attn: Katrina Levesque)



# 2023 Sponsorship Agreement

## YOUR SELECTION

### PLATINUM SPONSORSHIP LEVEL | \$5,000

- ☐ Keynote Speaker      ☐ Welcome Reception

### GOLD SPONSORSHIP LEVEL | \$4,000

- ☐ Conference Bags    ☐ Hotel Keycard    ☐ Badge Holder with Lanyard    ☐ Event App

### SILVER SPONSORSHIP LEVEL | \$3,000

- ☐ Professional Headshot Station ( ☐ Monday; ☐ Tuesday )    ☐ Rising Stars Happy Hour  
☐ ASA International Awards Luncheon

### BRONZE SPONSORSHIP LEVEL | \$2,000

- ☐ Photo Booth ( ☐ Sunday; ☐ Monday )    ☐ Hand Sanitizer    ☐ Break Zone    ☐ Live Streaming

### 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: \_\_\_\_\_



# 2023 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 Sheraton New Orleans 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.

