



2018 National Conference: Of Value

SUNDAY, OCTOBER 28 & MONDAY, OCTOBER 29



Sponsorship & Exhibitor Opportunities

Welcome to your gateway to Sponsorship for the 2018 National Conference! This year's Conference will take place on Sunday, October 28 & Monday, October 29, 2018, at the historic New York Athletic Club.

We look forward to working with you to ensure you receive the best possible sponsorship package. Our Conference program brings new speakers on timely topics to the forefront. We have a variety of opportunities for advantageous sponsor involvement, tailored to specific marketing aims.

Our wide, art-world audience offers you the opportunity to reach out to 350 + attendees from across the country and abroad, including appraisers of personal property and fine art, art dealers, advisors, attorneys, archivists, gallerists and much more! Sponsors are featured in our weekly Conference E-blasts to 15,000 people, and 500 full-color programs distributed to attendees.

Questions? Contact Teresa Caputo, Program Manager
P: 212.889.5404 x11 E: tcaputo@appraisersassociation.org



Sunday Keynote Speaker:
Georgina Adam
Journalist and Author,
Dark Side of the Boom: The Excesses of the Art Market in the 21st Century



Monday Keynote Speaker:
Margaret C. Conrads, Ph.D.
Director of Curatorial Affairs
Crystal Bridges Museum of American Art

\$10,000 Platinum Sponsor (1 opportunity)

Benefits:

- Welcome participants from podium each morning
- Company logo on signage and projected on screen
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Company logo featured in Conference program
- Company logo on notepad distributed to all attendees
- One prominently placed exhibitor table
- Electronic list of attendees with complete contact info
- Featured in dedicated E-blasts to our 15,000 mailing list
- Six complimentary tickets to the Conference
- Two complimentary tickets to Art Law Day
- USPAP Course discount for Sponsor Staff for 12 months (savings of \$100 per registration)

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts
- Company logo with hyperlink on our website
- Dedicated social media posts pre, during and post conference with link to your website
- Marketing material placement in tote bags distributed to all attendees

\$5,000 Evening Reception (1 opportunity)

Benefits:

- Welcome guests to the Evening Reception
- Company logo on Reception signage
- Company logo on projected on screen at Conference
- Company logo featured in Conference program
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Host table with your materials displayed at Conference and Reception
- Electronic list of attendees with complete contact info
- Feature in dedicated E-blasts to our 15,000 mailing list
- Three complimentary tickets to the Conference

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts
- Company logo with hyperlink on our website
- Dedicated social media posts pre, during, and post conference with link to your website
- Marketing material placement in tote bags distributed to all attendees

\$3,500 Tote Bag Sponsor (Sponsored by Capsule Gallery Auction)

Benefits:

- Company logo printed on tote bags distributed to attendees (1-color logo)
- Company advertisement on our website for 12 months
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$3,000 Keynote Presentation (Sponsored by Roland Auctions & Betty Krulik Fine Art, Limited)

Benefits:

- Company logo on Keynote signage and projected on screen
- Company advertisement on our website for 12 months, at higher rotation frequency (avg 15,000 hits/month)
- Company logo featured in Conference program
- Two complimentary tickets to the Conference

Also Includes:

- Acknowledgement in brochure, program and all printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

Keynote Speakers: (available first-come-first-serve)

- SUNDAY: Georgina Adam, Journalist and Author, *The Dark Side of the Boom*
- MONDAY: Margaret C. Conrads, Ph.D., Director of Curatorial Affairs, Crystal Bridges Museum of American Art (sponsored by Betty Krulik Fine Art, Limited)

\$3,000 Networking Luncheon

(Sunday sponsored by Skinner, Inc. Monday sponsored by Kersten's Antiques.)

Benefits:

- Company logo on every table
- Welcome and brief intro to attendees at lunch
- Company advertisement on our website for 12 months
- Company logo featured in Conference program
- Two complimentary tickets

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$2,500 Wifi Sponsor for 2 full days (Sponsored by Appretium Appraisal Services)

Benefits:

- Company logo on wifi info cards given to all attendees
- Special promotional signage at Conference
- Company advertisement on our website for 12 months
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$2,500 full day of Coffee Breaks (Monday available. Sunday sponsored by GV Art Conservation)

Benefits:

- Company logo displayed on coffee break tables
- Company logo printed on napkins
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags

\$2,500 Snack Sponsor with company logo on snack (2 opportunities - 1 per day)

Benefits:

- Company logo on granola bar wrappers
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

\$2,000 Panel Sponsor (6 opportunities available)

Benefits:

- Company logo on print and digital signage
- Company advertisement on our website for 12 months
- Company logo featured in Conference program
- One complimentary ticket to the Conference

Panel Topics: (available first-come-first-serve)

- The Art Market
- Perishable Art
- Global Rise of Interest in African American Arts

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

- The American Art Market
- Issues of Ownership, Authorship & Copyright
- Southern Furniture and Decorative Arts

~~**\$2,000 Name Badge Lanyards**~~ (sponsored by Collector Systems)

Benefits:

- Company logo on name badge lanyard (1-color logo)
- One complimentary ticket to the Conference

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

\$900 Exhibitor Table (\$50 Early Bird Discount for payments received before 7/15!)

Benefits:

- Exhibitor table for two days
- 6' table, table skirt, two chairs
- Wifi for two devices
- Access to electrical outlet
- Electronic list of attendees with complete contact info
- Attendee incentive to visit exhibitors

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website
- Marketing material placement in tote bags distributed to all attendees

\$500 Connoisseurship Session (4 opportunities available)

Benefits:

- Company logo at entrance to session
- Opportunity for material seat drop at your session

Also Includes:

- Acknowledgement in program and printed materials
- Acknowledgement in E-blasts and social media
- Company logo with hyperlink on our website

Session Topics: (available first-come-first-serve)

- Natural History & Fine Minerals
- ~~○ The Estate Closet~~
(Sponsored by Penelope Dixon & Associates)
- ~~○ Trends in the Middle Market~~
(Sponsored by Joanne Kesten + Associates)
- Conservation for Appraisers in the Decorative Arts
(Sponsored by W.C. Ferry & Associates)
- Mass Appraisals, Blockage & Sampling
(Sponsored by DGS Fine Art Consultants, Inc.)
- Taxidermy

- Russian Decorative Arts
- ~~○ Contemporary Indian Art~~
(Sponsored by Michael Cohn Fine Art Consultants LLC)
- ~~○ Managing a Collection~~
(Sponsored by Sabine Wilson, Ph.D., AAA)
- ~~○ Ask the IRS~~
(Sponsored by Jane H. Willis Appraisal Service)

Marketing: Weekly emails to 15,000+; printed program distributed to 350+ attendees



2018 National Conference Sponsor & Exhibitor Form

Name _____ Title _____

Company/Affiliation _____

Address _____

City/State/Zip Code: _____

Telephone/Fax: _____ Email: _____

Please find enclosed my check in the amount of \$ _____
made payable to the **Appraisal Institute of America**, the educational foundation of the Appraisers Association of America.

Please charge \$ _____ to my credit card: Master Card Visa American Express Discover

Credit card # _____ Expiration Date: _____

Signature _____

Sponsorship secured only with payment. All payments due by Friday, September 28, 2018.

Indicate Level of Sponsorship

\$10,000 - Platinum Sponsor National Conference

\$5,000 - Evening Reception

~~\$3,500 - Totebag Sponsor~~

~~\$3,000 - Keynote Presentation~~

Please indicate preferred speaker:

~~SUNDAY, Georgina Adam, Journalist with The Art Newspaper, Author of *The Dark Side of the Boom*~~

~~MONDAY, Margaret C. Conrads, Ph.D., Director of Curatorial Affairs, Crystal Bridges Museum of American Art~~

~~\$3,000 - Networking Luncheon~~

~~\$2,500 - WIFI Sponsor~~

\$2,500 - Coffee Break (1 opportunity available)

\$2,000 - Snack Sponsor

\$2,000 - Panel Sponsor *Please indicate preferred panel topics(s):*

● The Art Market

● African American Art

● Issues of Ownership,

● Southern Furniture &

● Perishable Art

● American Art

Authorship & Copyright

Decorative Arts

~~\$2,000 - Name Badge Lanyard~~

\$900 - Exhibitor Table

\$500 - Connoisseurship Session *Please indicate preferred panel topics(s):*

● Natural History & Fine Minerals

● Conservation for Appraisers in the Decorative Arts

● Contemporary Indian Art

● Mass Appraisals, Sampling & Blockage

● The Estate Closet

● Taxidermy

● Managing a Collection

● Ask the IRS

● Trends in the Middle Market

● Russian Decorative Arts

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