



# 2019 National Conference: Of Value

SATURDAY, NOVEMBER 9 & SUNDAY, NOVEMBER 10



## Sponsorship & Exhibitor Opportunities

Meet your marketing goals by becoming a sponsor of this year's OF VALUE 2019 National Conference! This year's Conference will take place on Saturday, November 9 and Sunday, November 10, at the historic New York Athletic Club.

This year's Conference will present experts from across the country to address various important topics to an audience of 325 of art world participants. Our conference brings together professional from across the art world spectrum, including appraisers of the fine and decorative arts, art dealers, advisors, consultants, attorneys, archivists, gallerists and many others!

Sponsors receive publicity before, during and after the conference: featured in our weekly Conference E-blasts sent to 15,000 people, covered on all social media platforms and publicized in art related websites and materials.

We look forward to working with you to ensure you receive the most out of your sponsorship package.

### **\$10,000 Platinum Sponsor**

#### 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

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### **\$5,000 Evening Reception** *(1 opportunity available. Hosted by Alexandre Gallery, New York)*

#### 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

~~\$4,000 Tote Bag Sponsor~~ (Sponsored by Roland Auctions)

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** (2 opportunities - 1 per day)

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

~~\$3,000 Networking Luncheon~~ (Sponsored by GV Art Conservation and Skinner, Inc.)

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 Capsule Gallery Auction)

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** (2 opportunities - 1 per day)

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** (4 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

### Topics:

- Archives  
*Sponsored by Scientific Analysis of Fine Art, Inc.*
- Artificial Intelligence  
*Sponsored by Swann Auction Galleries*
- Bauhaus
- Women Artists/Feminist Artists  
*Sponsored by Swann Auction Galleries*

### 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
- IRS  
*Sponsored by Betty Krulik Fine Art, Ltd*
- Public Art
- Southern Paintings
- Evolution of Auction House Models  
*Sponsored by Appretium*

## ☐ **\$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**

### 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** (1 opportunity 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

### Topics:

- Craquelure  
*Sponsored by Betty Krulik Fine Art, Ltd.*
- Civil War Memorabilia  
*Sponsored by Mary Rabbitt Appraisals and Consulting*
- 50th Anniversary of Woodstock  
*Sponsored by Wondeur.ai*
- Jewelry at Auction  
*Sponsored by DGS Fine Art Consultants, Inc.*

- Samplers - Available
- Searching Databases for Valid Comparables for Dec. Arts  
*Sponsored by W.C Ferry and Associates*
- Generalist  
*Sponsored by Jane H. Willis Appraisal Service*
- Ultra-Contemporary  
*Sponsored by Sabine Wilson Fine Art LLC*

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

**Questions? Contact Teresa Caputo, Program Manager**  
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# 2019 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, October 4, 2019.*

## Indicate Level of Sponsorship

\$10,000 - Platinum Sponsor

\$5,000 - Evening Reception

~~\$4,000 - Totebag Sponsor (Sponsored by Roland Auctions)~~

\$3,000 - Keynote Presentation

*Please indicate preferred speaker:*

SATURDAY: Brook Hazelton

SUNDAY: Doug Woodham

~~\$3,000 - Networking Luncheon (Sponsored by GV Art Conservation and Skinner Auctions)~~

~~\$2,500 - WIFI Sponsor (Sponsored by Capsule Gallery Auction)~~

\$2,500 - Coffee Break

\$2,000 - Snack Sponsor

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

● Archives

● Bauhaus

● ~~IRS~~

● Southern Paintings

● Artificial Intelligence

● Women/Feminist Artists

● Public Art

● Auction House Models

~~\$2,000 - Name Badge Lanyard (Sponsored by Collector Systems)~~

\$900 - Exhibitor Table

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

● Craquelure

● Contemporary African Art

● Samplers

● Ultra-Contemporary

● Civil War Memorabilia

● Jewelry at Auction

● Online Databases

● Generalist

Teresa Caputo, Program Manager, Appraisers Association of America

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