



# 2019 Art Law Day

FRIDAY, NOVEMBER 8 AT CARDOZO LAW SCHOOL

## Sponsorship & Exhibitor Opportunities

Meet your marketing goals by becoming a sponsor of this year's Art Law Day! Our program brings new speakers on timely topics to the forefront, to compliment a variety of opportunities for advantageous sponsor involvement, tailored to specific marketing aims.

This sell-out, internationally attended event includes 250 + attendees such as estate attorneys and planners, tax accountants, insurance professionals, shippers, and other affiliated professionals that work directly with your potential clients. Art Law Day is considered the go-to conference for all of these affiliates, creating a high profile atmosphere. Sponsors are featured in our weekly Conference E-blasts to 15,000+ people, and full-color programs distributed to attendees at Art Law Day.

Questions?

Contact Teresa Caputo, Program Manager

P: 212.889.5404 x11

E: [tcaputo@appraisersassociation.org](mailto:tcaputo@appraisersassociation.org)

### **\$10,000 Platinum Sponsor** (1 opportunity)

Benefits:

- Welcome participants to Art Law Day from podium
- Highlighted as sponsor in *New York Law Journal* ad
- Company logo featured in Art Law Day program
- Company logo on signage and projected on screen
- Company advertisement with hyperlink on our website for 12 months (avg 15,000 hits/month)
- One prominently placed exhibitor table
- Electronic list of attendees with complete contact info
- Feature in dedicated E-blasts to our 15,000 mailing list
- Four complimentary tickets to Art Law Day
- Two complimentary tickets to the National Conference
- 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 Barrister Sponsor**

(2 opportunities-Sponsored by Heritage Auctions and Abigail Hartmann Associates)

Benefits:

- Listed as sponsor in *New York Law Journal* ad
- Company logo on signage and projected on screen
- Company advertisement with hyperlink on our website for 12 months (avg 15,000 hits/month)
- Company logo featured in Art Law Day brochure
- One prominently placed exhibitor table
- Electronic list of attendees with complete contact info
- Feature in dedicated E-blasts to our 15,000 mailing list
- Two complimentary tickets to Art Law Day

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** (Sponsored by Schindler Cohen & Hochman LLP)

Benefits:

- Welcome participants to the Reception, held at The Salmagundi Club from 5-6:30 PM.
- Listed as sponsor in *New York Law Journal* ad
- Dedicated signage at reception
- Company logo on signage and projected at Art Law Day
- Company advertisement with hyperlink on our website for 12 months (avg 15,000 hits/month)
- Feature in dedicated E-blasts to our 15,000 mailing list
- Electronic list of attendees with complete contact info

- Host table with your materials displayed
- Two complimentary tickets to Art Law Day

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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**\$3,500 Keynote Presentation** (1 opportunity)

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 Art Law Day program
- Two complimentary tickets to Art Law Day

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

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**\$3,500 Tote Bag Sponsor** (Sponsored by Liberty Mutual Insurance)

Benefits:

- Company logo printed on goodie bags distributed to attendees (1-color logo)
- Company advertisement on our website for 12 months
- One complimentary ticket to Art Law Day

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

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**\$2,000 Panel Sponsor** (4 opportunities, 2 available)

Benefits:

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

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

Available Topics:

- Colonial Looting
- New Issues and Platforms in the Art Market Together  
Sponsored by Seriatim

- IP Caveats- When is the IP as Important as the Art?
- Financial Instruments at Auction  
Sponsored by Shannon's Fine Art Auctioneers

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**\$2,000 Snack Sponsor** with company logo on snack (1 opportunity)

Benefits:

- Company logo on granola bars given to attendees
- One complimentary ticket to Art Law Day distributed to all attendees

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

Benefits:

- Company logo on name badge lanyard (1-color logo)
- One complimentary ticket to Art Law Day

Also Includes:

- Acknowledgement in program and printed materials
  - Acknowledgement in E-blasts and social media
  - Company logo with hyperlink on our website
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~~**\$2,000 Coffee Break**~~ (Sponsored by Day & Meyer, Murray & Young, Corp.)

Benefits:

- Company logo displayed on coffee break tables
- Company logo printed on napkins
- One complimentary ticket to Art Law Day

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
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**\$1,000 Friend of Art Law Day** (unlimited)

Benefits:

- 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
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**\$800 Exhibitor Table- Early bird discount, \$25 savings- book before July 31!**

Benefits:

- 6' table, table skirt, two chairs
- Access to electrical outlet
- Electronic list of attendees with complete contact info

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
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Marketing: Weekly emails to 15,000; print ad in New York Law Journal; printed program distributed to 265 attendees



## 2019 Art Law Day 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 - Barrister Sponsor~~
- ~~\$5,000 - Evening Reception~~
- \$3,500 - Keynote Presentation
- ~~\$3,500 - Tote Bag Sponsor~~
- \$2,000 - Panel Sponsor
- \$2,000 - Snack Sponsor
- ~~\$2,000 - Coffee Break~~
- ~~\$2,000 - Name Badge Lanyard~~
- \$1,000 - Friend of Art Law Day
- \$800 - Exhibitor Table