

2022 Lake Tahoe Conference
***SPONSORSHIP & EXHIBITOR
OPPORTUNITIES***

**Thursday and Friday, September 29 and 30
Harvey's Lake Tahoe**

We would like to invite your company to accept our special invitation to become a sponsor at the Northern California Chapter's *2022 Lake Tahoe Conference*. As a sponsor, you will gain special recognition and visibility - before, during and after the conference. With your participation we look forward to proudly celebrating this Lake Tahoe Fall tradition.

Platinum, Gold, and Silver sponsorship levels include complimentary conference attendance.

Platinum Sponsor - \$3,000

With benefits valued at over \$3,700

Gold Sponsor - \$1,500

With benefits valued at over \$2,300

Silver Sponsor - \$1,000

With benefits valued at over \$1,600

Bronze Sponsor - \$750

With benefits valued at over \$1,000

NorCal Sponsor - \$500

With benefits valued at over \$700

A special level reserved for members of the Northern California Chapter

See Summary of Sponsorship Opportunities (page 4) for detailed benefits

Top Reasons Why Your Company Should Become a Conference Sponsor

- Each sponsorship level represents an opportunity for a phenomenal return on your marketing investment dollars compared with other marketing strategies
- Direct contact with attendees on the day of the conference – including residential, commercial, and agricultural real estate appraisers, investors, brokers, and government agency representatives
- Our attendees are proven consumers – the decision makers and users of your products/services – real estate appraisers, support staff and allied professionals
- All sponsors (excluding the NorCal Sponsor Level) receive a complimentary Exhibitor space – valued at \$750.00

This year's conference features numerous opportunities throughout the day providing sponsors with scheduled breaks to meet directly with attendees

The conference is scheduled from 8:30am - 4:30pm (Pacific Time). Attendees are encouraged to visit with onsite sponsors during registration each morning, during breaks and at the end of the day.

All exhibitor spaces are PRIME!

Exhibit spaces will be pre-assigned inside the General Session.

All exhibitor spaces will be furnished with:

- (1) draped six-foot table (this is the maximum size available without purchasing an additional adjoining exhibit space)
- (2) chairs

Sponsors/exhibitors are responsible for their own signage

Exhibitor space will be confirmed on a first registered and available basis

Standard electrical can be made available (if requested on registration form in advance)

Confirmed sponsors/exhibitors will receive comprehensive set-up, shipping details and answers to commonly asked questions with their confirmation letters. Note: Portions of the vendor area cannot be closed off or secured so setup will not be permitted until the morning of the conference. Since this is a 2-day event, exhibitors will need to set-up and take down daily. Neither the Appraisal Institute nor Harvey's Lake Tahoe assumes any liability for vendor setup, theft, or damage; vendors assume any/all risk. We reserve the

right to adjust exhibitor placement as necessary to provide equitable exposure for all exhibitors and to ensure the safety of all participants.

On-site Accommodations

A block of guest rooms will be available at Harvey's Lake Tahoe under "Northern California Chapter of the Appraisal Institute" in the Mountain Tower for \$99/night plus taxes and an additional \$25/night resort fee [Click for a Link to Harvey's Lake Tahoe.](#)

Don't Delay - Sign Up Today!

As you can see, the benefits of participating in the Northern California Chapter's Lake Tahoe Conference are many! We think you will agree that this opportunity provides an outstanding value for your marketing dollars. We look forward to your participation.

Questions? Please do not hesitate to contact:

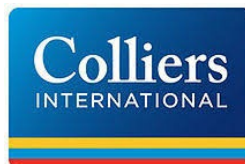
- Jenny Calabrese, Associate Executive Director, 916/972-9700 or jenny@sac-ai.org
- Lisa M. Estes, Executive Director, 925/932-7753 or lisa@norcal-ai.org

**The sooner you respond,
the sooner your advertising dollars start working for you!**

Partial List of Prior Lake Tahoe Conference SPONSORS



**Jeff Legg
Appraisals
Brookings, Oregon**





Northern California Chapter
2022 Lake Tahoe Conference
Sponsorship Opportunities
Summary of Benefits
Thursday and Friday, September 29 and 30

| Sponsorship Level | Platinum \$3,000 | Gold \$1,500 | Silver \$1,000 | Bronze \$750 | NorCal \$500 |
|--|-----------------------------|-------------------------|---------------------------|-------------------------|-------------------------|
| Logo on Conference Notepad | ✓ | | | | |
| Blog Mention | ✓ | ✓ | ✓ | ✓ | ✓ |
| (1) Onsite Exhibitor Space | ✓ | ✓ | ✓ | ✓ | |
| Complimentary Conference Attendance | (3) three | (2) two | (1) one | | |
| Full-page Email Ad – 2 times (10”h x 7.5”w provide own pdf ad copy) | ✓ | | | | |
| Full-page Email Ad – 1 time (10”h x 7.5”w provide own pdf ad copy) | | ✓ | | | |
| 1/2 page Email Ad – 1 time (4.75”h x 7.5”w provide own pdf ad copy) | | | ✓ | | |
| 1/4 page Email Ad – 1 time (4.75”h x 3.75”w provide own pdf ad copy) | | | | ✓ | ✓ |
| Recognition for Break Sponsorship | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in Welcome PowerPoint | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in Conference Select Promotional Materials | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multiple Email tags (your company name / logo broadcasted to 4,200+) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Full Page Color Ad in Resource Guide (10”h x 7.5”w provide own pdf ad copy) | ✓ | | | | |
| 1/2 Page Color Ad in Resource Guide (4.75”h x 7.5”w provide own pdf ad copy) | | ✓ | | | |
| 1/4 Page Color Ad in Resource Guide (4.75”h x 3.75”w provide own pdf ad copy) | | | ✓ | ✓ | |
| Estimated Value | \$3,700 | \$2,300 | \$1,600 | \$1,000 | \$700 |

Disclaimer: We reserve the right to modify benefits if completed sponsorship applications and necessary artwork/advertising copy is not received by September 15

Updated July 20, 2022

2022 Lake Tahoe Conference

Thursday and Friday, September 29 and 30

- Sponsor & Exhibitor Registration Form -

- Platinum Sponsor - \$3,000**
- Gold Sponsor - \$1,500**
- Silver Sponsor - \$1,000**
- Bronze Sponsor - \$750**
- NorCal Sponsor - \$500***

(*) *Member Sponsor Level reserved for members of the Northern California Chapter*

Will your company require an exhibitor table? Yes No

Company Name _____

Company Address _____
Street address

City _____ State _____ Zip _____

Phone _____ FAX _____ Website _____

Contact Name _____ Title _____

Contact Phone ____ / ____ FAX ____ / ____

Contact Email _____

- REMITTANCE: Enclosed is a check payable to**
Appraisal Institute
1966 Tice Valley Boulevard, #421
Walnut Creek, CA 94595

Exhibitor spaces will be assigned based on receipt and our ability to provide maximum exposure and safety of all participants.

If there are any exhibitors that you would like to be placed near in the exhibit area, let us know:

Similarly, if there are any exhibitors that you would prefer to be placed away from*, let us know:

(*) Your responses will be kept confidential

Any sponsor, who wishes to purchase lunch and dine with the conference attendees, may do so by reserving in advance:

\$55 plated w/ conference attendees (*per day*) Thursday Friday

Products or services to be displayed (this info will appear *as written*) in our **2022 Lake Tahoe Conference Resource Guide**. This guide is distributed to all conference attendees. Write-ups can be emailed directly to jenny@sac-ai.org.

| | | | |
|------|--|---|---|
| I. | We will require electrical service (if yes, see below) | Y | N |
| II. | We will require Internet service | Y | N |
| III. | We will be bringing a modular display (maximum width 10 feet): | Y | N |

If answered "yes" to (I) above:

- How many electrical outlets are required? _____
 - What is electrical is being used for (i.e. lights, laptop, etc.) _____
-

Names of on-site representatives for your company attending our 2022 Lake Tahoe Conference:

[Applies only to companies that will have onsite exhibits]

- (1) _____ (2) _____
(3) _____ (4) _____
(5) _____ (6) _____

Kindly remit completed registration form and payment to:
Appraisal Institute – Northern California Chapter
1966 Tice Valley Boulevard, #421
Walnut Creek, CA 94595

Questions? Contact Us
916/972-9700 – jenny@sac-ai.org
925/932-7753 – lisa@norcal-ai.org

**The Northern California Chapter looks forward
to partnering with your company!**

Respond Today

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