

**2023 Annual Fall Conference
Real Estate and Appraisal Symposium**

***SPONSORSHIP & EXHIBITOR
OPPORTUNITIES***

**Friday, October 27, 2023
South San Francisco Conference Center
255 South Airport Boulevard, So. San Francisco, CA**

We would like to invite your company to accept our special invitation to become a sponsor at the Northern California Chapter's *2023 Annual Fall Conference*. 2023 marks the 73rd consecutive year that the Northern California Chapter has sponsored this highly acclaimed education and networking event. Not even the COVID pandemic could stop us from bringing timely, quality education to the real estate appraisal professionals of the Bay Area and beyond. We are once again offering 12 breakout sessions – giving potential attendees ample reasons to attend. Sponsors will gain special *recognition and visibility - before, during and after the conference*.

Diamond Sponsor - \$5,000

With benefits valued at more than \$7,000

Platinum Sponsor - \$3,000

With benefits valued at more than \$4,500

Gold Sponsor - \$2,000

With benefits valued at more than \$2,250

Silver Sponsor - \$1,000

With benefits valued at more than \$1,500

Bronze Sponsor - \$500

With benefits valued at more than \$1,000

NorCal Sponsor - \$250

*A special level reserved for Designated Members, Candidates, and Affiliates
of the Northern California Chapter*

See Summary of Sponsorship Opportunities (page 2) for detailed benefits



Northern California Chapter
2023 Annual Fall Conference
Sponsorship Opportunities
Summary of Benefits
Friday, October 27, 2023
So. San Francisco Conference Center

Sponsorship Level	Diamond \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500	NorCal \$250
Logo on Conference Attendee Giveaway	✓	✓				
Logo on Conference Notepads	✓	✓	✓			
Newsletter Mention	✓	✓	✓	✓	✓	✓
(1) 10x10' Exhibitor Area	✓	✓	✓	✓	✓	
Logo on AI Photo Banner	✓					
Complimentary Conference Attendance (includes CEC)	✓ 4 attendees	✓ 2 attendees	✓ 1 attendee			
Lunch with Conference Attendees	✓ 4 lunches included above	✓ 3 lunches	✓ 2 lunches	✓ 1 lunch		
Full-page Newsletter Ad* (10"h x 7.5"w – provide own pdf ad)	✓ 4 times	✓ 3 times				
1/2 page Newsletter Ad* (4.75"h x 7.5"w – provide own pdf ad)			✓ 3 times	✓ 2 times		
1/4 page Newsletter Ad* (4.75"h x 3.75"w – provide own pdf ad)					✓ 2 times	✓ 1 time
Recognition for Break Sponsorship	✓	✓	✓	✓	✓	✓
Acknowledgement in Conference Select Promotional Materials	✓	✓	✓	✓	✓	✓
Free Standing Banner Placement in the General Session Room (Banners cannot require hanging and must be provided by the sponsor)	✓	✓	✓	✓	✓	✓
Email tags (your company name or logo broadcasted to potential registrants)	✓ Expanded Recognition 6 times	✓ Expanded Recognition 3 times	✓ Expanded Recognition 1 time	✓	✓	✓
Full Page Ad in Resource Guide (10"h x 7.5"w – provide own pdf ad)	✓	✓				
1/2 Page Ad in Resource Guide (4.75"h x 7.5"w – provide own pdf ad)			✓	✓		
1/4 Page Ad in Resource Guide (4.75"h x 3.75"w – provide own pdf ad)					✓	
Estimated Value	\$7,000	\$4,500	\$2,250	\$1,500	\$1,000	

(*) Sponsors are required to provide their own ad copy for Newsletter and Resource Guide publications. The Resource Guide is printed in black and white. Newsletter ads are produced in color.

Disclaimer: We reserve the right to modify benefits if completed sponsorship applications and necessary artwork/advertising copy is not received by September 21.

Updated August 3, 2023

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
- Direct contact with 200+ commercial and residential appraisal and allied real estate professionals
- Our attendees are proven consumers – the decision makers and users of your products/services – real estate appraisers, support staff and allied professionals
- Conference evaluation forms completed by attendees indicate that *Fall Conference* is the venue that they want to meet face-to-face with onsite company representatives
- Our award-winning *Annual Fall Conference* is the west coast's longest-running and best-attended Appraisal Institute chapter-sponsored one-day conference
- All sponsors (excluding the NorCal Sponsor Level) receive a complimentary Exhibitor space – valued at over \$500

Our 2023 conference format features 12 breakout sessions, providing attendees with 5 scheduled opportunities during breakfast, breaks, lunch and the post-conference reception to meet directly with onsite sponsors throughout the day

The conference runs from 7:45am - 6:30pm.

Exhibit space will be located inside the General Session and Breakout Rooms – as well as the area that is being used for registration and break services throughout the day. Sponsors are welcome and encouraged to join us for our post-conference reception from 5:00pm - 6:30pm that features complimentary hors d'oeuvres and a no-host bar.

All exhibitor spaces are equal in size (10' x 10') and will be furnished with:

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

Modular displays are limited to a maximum width of 10 feet per space.

Sponsors/exhibitors are responsible for their own signage. Note: Signage cannot be affixed to convention center walls (must be freestanding or draped on exhibit table).

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

Standard electrical can be made available for all booths (additional fee of \$100 applies for each outlet requested)

Telephone/Internet access can also be made available. Sponsors are responsible for additional fees associated with these telecommunication services. Detailed instructions will be provided to those sponsors seeking Telephone/Internet services. *[Note: Please do not order telephone/Internet service from the So. San Francisco Conference Center until you have received official written confirmation of your exhibit booth from the Appraisal Institute.]*

Confirmed sponsors/exhibitors will receive confirmation of registration that includes comprehensive set-up, shipping details and answers to commonly asked questions. Due to the open foyer / hallway locations, sponsors will not be permitted to set up until the morning of the conference (Friday, October 27) as there is not a way to secure the area while other groups may be in-house. We reserve the right to make adjustments to exhibitor placement(s) as necessary to provide equitable exposure for all exhibitors and to ensure the safety of all participants.

It's Interactive, It's FUN and it's Back Yet Again for 2023!

Exhibitor Bingo returns again for 2023! Exhibitor Bingo is a great way to entice attendees to stop by your booth. All attendees will be given a Bingo Card at registration. Winners (must be present to win) will be announced during the post-conference networking reception.

On-site Accommodations

Hotel accommodations are at a premium in the fall in the San Francisco Bay Area. Our So. San Francisco location has several hotels that are within walking distance – literally across the street or via a shared parking lot! [View list of nearby lodging options.](#)

Don't Delay – Sign Up Today!

As you can see, the benefits of Fall Conference Sponsorship 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 Lisa Estes, Executive Director, at 925/932-7753 or lisa@norcal-ai.org.

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

We Welcome Back our 2023 Media Sponsor



Partial Listing of Prior
Fall Conference Sponsors

ACI
Appraisal Institute
Appraiser Aide
Appraiser's Paradise
Associated Right of Way Services
AXIS
Bay Rentals
BBG
Beacon Economics
Berliner Kidder & Tish
BIZCOMPS
Bradford Technologies
Burchard and Rinehart
Cal State Health
Carneghi+Partners
CD Data / ParcelQuest
Chase Bank
Clear Capital
COMPSTAK
CoStar Group
Cygnus
DataMaster
datappraise
Enright & Company, Inc.
etrac
First American

FNC, Inc. / Corelogic
Forms and Worms
FREA / NDC
GoWireless
Horn Appraisal Service
Integra Realty Resources - SF
InterBay Funding, LLC
IRWA Chapter 42 – San Jose
joie de vivre
Joseph J. Blake and Associates, Inc.
Kidder Mathews
Liability Administrators & Insurance
LoopNet
MacLane and Company
MapPro, Inc.
National Association for the Self-employed
NEBB Institute
Paddock Appraisal Service, Inc.
Property Sciences
RealFacts
Reliable Business Equipment
RowLand Valuation
The Bluebook International
UmeVoice
Valbridge Property Advisors
/ Hulberg & Associates
Yovino-Young, Inc.
zaio

2023 Annual Fall Conference

Friday, October 27 – So. San Francisco Conference Center

- Sponsor & Exhibitor Registration Form -

<input type="checkbox"/> Diamond - \$5,000 <input type="checkbox"/> Platinum Sponsor - \$3,000 <input type="checkbox"/> Gold Sponsor - \$2,000 <input type="checkbox"/> Silver Sponsor - \$1,000	<input type="checkbox"/> Bronze Sponsor - \$500 <input type="checkbox"/> NorCal Sponsor - \$250 <i>NorCal Sponsor Level is reserved for Designated, Candidates & Affiliates of the Northern California Chapter</i>
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We will 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 _____

Enclosed is a check payable to the Appraisal Institute
1966 Tice Valley Boulevard #421, Walnut Creek, CA 94595

Sponsorship Fee: \$ _____

Electrical Fee(s): \$ _____

Additional Lunch(es): \$ _____

Total Fees Due: \$ _____

Exhibitor spaces will be assigned based on receipt and our ability to provide maximum exposure for 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

Dine with Conference Attendees

The following number of lunches are included with select sponsorship fees:

Diamond = 4 Platinum = 3 Gold = 2 Silver = 1

Sponsors who wish to purchase additional lunches and seating with the attendees may do so in advance of the conference: \$75 per individual

DON'T MISS THIS PROMOTIONAL OPPORTUNITY: A brief summary of your products or services will appear in our in our **2023 Annual Fall Conference Resource Guide**. This guide is distributed to all conference attendees. Please email your write-up to lisa@norcal-ai.org as an MSWord docx – (*preferred*) or you may neatly print in the area below. Please do not send information as a pdf.

- | | | | |
|------|--|---|---|
| I. | We will require electrical service (if yes, see below) | Y | N |
| II. | We will be require wired telephone service | Y | N |
| III. | 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.) _____

Note: Electrical is \$100 per outlet.

Names of on-site representatives for your company attending our 2023 Fall Conference:
[Applies only to companies that will have onsite exhibits]

(1) _____ (2) _____

(3) _____ (4) _____

(5) _____ (6) _____

Yes! We would like to offer the following “give-away” prize to the Bingo winners during the post-conference networking reception. Past prizes have included service subscriptions, technology tools (iPads, iPods, Disto), gift cards (dining, gas), Apple Watches, etc. List your give-away below:

Kindly remit completed form and payment by check to:

**Appraisal Institute – Northern California Chapter
1966 Tice Valley Boulevard #421, Walnut Creek, CA 94595
925/932-7753
lisa@norcal-ai.org**

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