

**Atlanta Area Chapter Appraisal Institute  
Exhibitor/Sponsorship Benefits  
22<sup>nd</sup> Annual State of Atlanta Conference  
*It's a Whole New World and How Do We Stay Relevant*  
October 26, 2022**



## **Event Location**

Cobb Energy & Performing Arts Center, 2800 Galleria Parkway, Atlanta, GA, 30339

The Atlanta Area Chapter Appraisal Institute's 22<sup>nd</sup> Annual "State of Atlanta Conference" will take place on October 26, 2022, at the Cobb Energy & Performing Arts Center, 2800 Gallery Pkwy., in Atlanta, GA. This conference is the premier event for real estate valuation professionals to gather for an educational seminar, dynamic speakers, knowledge sharing, networking, and product/service shopping. No other event brings together Atlanta's top players in the real estate valuation profession!

The **Atlanta Area Chapter Appraisal Institute (AACAI)** invites you to become one of its sponsors of the 2022 Annual State of Atlanta Conference. Expose your company, brand, products, and services to the leaders of the real estate valuation community from around the Atlanta Metropolitan Area. Make an even greater impression on conference attendees by sponsoring a breakfast, lunch, coffee break, or reception. Keep reading to learn more.

## **Forecasted Attendance**

150 - 175 Real Estate Appraisers & Professionals

# PROMINENT SPONSORSHIP PACKAGES

Be recognized as one of the most prominent sponsors at the State of Atlanta annual conference. Packages are limited, so reserve your package early to maximize your visibility and marketing exposure time.

## Diamond Sponsorship/Exhibitor - \$4,000

- Exclusive Diamond Sponsorship (first come, first served)
- Exhibitor booth for corporate literature and product demonstrations, which is located in the food & beverage area (open to all meeting participants throughout the conference). Note that internet service is not included in the cost of exhibitor booths.
- 5-minute podium time for a presentation or announcement during the general session
- Company literature or other materials distributed on attendee chairs
- Diamond Sponsorship recognition throughout the conference and pre/post-conference advertising
- Full page display advertisement in one AACAI Newsletter
- Company name and logo on e-marketing, conference brochure, signage, and chapter website
- Recognition throughout the conference, at the podium during announcements, on sponsor signs, and PowerPoint slides
- Platinum Sponsor Signage
- 3 complimentary conference admissions
- **Choose One of the Following** (first come, first served): Breakfast Sponsor or Reception Sponsor

## Platinum Sponsorship/Exhibitor - \$3,500

- Exclusive Platinum Sponsorship (first come, first served)
- Exhibitor booth for corporate literature and product demonstrations, which is located in the food & beverage area (open to all meeting participants throughout the conference). Note that internet service is not included in the cost of exhibitor booths.
- 2-minute podium time for company announcement during lunch
- Company literature displayed on the registration table
- 1/2-page advertisement in one AACAI Newsletter
- Company name and logo on e-marketing, conference brochure, signage, and chapter website
- Recognition throughout the conference, at the podium during announcements, on sponsor signs, and PowerPoint slides
- Platinum Sponsor Signage
- 2 complimentary conference admissions
- **Choose One of the Following** (first come, first served): Morning or Afternoon Coffee Break

## Gold Sponsorship - \$2,500

- Exhibitor booth for corporate literature and product demonstrations, which is located in the food & beverage area (open to all meeting participants throughout the conference). Note that internet service is not included in the cost of exhibitor booths.
- Company literature displayed on the registration table
- 1/4-page advertisement in one AACAI Newsletter
- Company name and logo on e-marketing, signage, conference brochure, and chapter website
- Recognition throughout the conference, at the podium during announcements, on sponsor signs, and PowerPoint slides
- 2 complimentary conference admissions

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

The following options are available in conjunction with the previously listed sponsorship packages or a la carte, first come, first served:

## Lunch Sponsor - \$2,000

- Exclusive Lunch Sponsorship (first come, first served)
- Company name and logo on e-marketing, signage, conference brochure, and chapter website
- 5-minute podium time for a company announcement during lunch
- Company literature displayed on the registration table
- ¼ page advertisement in one AACAI Newsletter
- Recognition throughout the conference, at the podium during announcements, on sponsor signs, and PowerPoint slides
- Lunch Sponsor Signage
- 1 complimentary conference admission

## Reception Sponsor - \$1,500 - **SOLD**

- Exclusive Reception Sponsorship (first come, first served)
- Company name and logo on e-marketing, conference brochure, signage, and chapter website
- Company literature displayed on the registration table
- ¼ page advertisement in one AACAI Newsletter
- Recognition throughout the conference, at the podium during announcements, on sponsor signs, and PowerPoint slides
- Reception Sponsor Signage
- 1 complimentary conference admission

## Silver Sponsor - \$1,000

1. Company name and logo on e-marketing, conference brochure, signage, and chapter website
2. Recognition throughout the conference, during announcements, on sponsor signs, and PowerPoint slides
3. 1 complimentary conference admission

## **\*Supporter - \$500**

1. Company name on e-marketing, conference brochure, signage, and chapter website
2. Recognition throughout the conference, during announcements, on sponsor signs, and PowerPoint slides

*\*Companies, who sign up at least 5 employees or guests, will receive a free supporter level sponsorship and a \$25 discount on the conference fee. Contact Suzanne Brockway at [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org) for details on how to receive the \$25 discount. The sooner you register, the sooner your logo and company name will appear on all e-marketing material and the AACAI website. **Guests and employees must be registered by 10/5/22 to be included on the signage and receive the discounts.***

**E-mail your company logo (in eps and jpeg formats) to [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org) by October 5, 2022, to be included on the signage. Internet service is not included in the cost of exhibitor booths.**

# Atlanta Area Chapter Appraisal Institute

## 2022 State of Atlanta Conference Exhibitor and Sponsorship Registration Agreement & Terms & Conditions

- E-mail form to [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org)
- If paying by check, email form to [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org) and mail check payable to Atlanta Area Chapter Appraisal Institute, 2451 Cumberland Pkwy, # 3510, Atlanta GA 30339

**Questions** concerning conference exhibiting and sponsorship opportunities? Contact Suzanne Brockway at [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org) or call (770) 235-4928.

**Check Sponsorship Package:**

- Diamond
  - Diamond Check One of the Following:  Breakfast  Reception *(subject to availability)*
- Platinum
  - Platinum Check One of the Following:  A.M. Coffee Break  P.M. Coffee Break *(subject to availability)*
- Lunch  Reception  Silver  Supporter

Company Name \_\_\_\_\_

Print Primary Contact Name and Title \_\_\_\_\_

Company Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**METHOD OF PAYMENT**  Check  Visa  MC  Am Ex

*If paying by check, mail to: Atlanta Area Chapter, 2451 Cumberland Pkwy, #3510, Atlanta, GA, 30339*

**Amount Enclosed or to Charge \$**\_\_\_\_\_ If paying by credit card, 1) email the below billing address information and name on card to [sbrockway@aiatlanta.org](mailto:sbrockway@aiatlanta.org) and 2) call Suzanne Brockway at (770) 235-4928 with the CC#, Exp Date, and CCV#.

Card Number	Exp. Date	CCV #	Cardholder's Printed Name & Signature		
	/		/	/	
Credit Card Billing Address	Suite/PO		City	State	Zip

<b>I HAVE READ AND AGREE TO ABIDE BY ALL THE TERMS AND CONDITONS SET FORTH IN THIS AGREEMENT.</b>	
SIGNATURE	DATE
PRINT NAME	TITLE

## TERMS & CONDITIONS – ATLANTA AREA CHAPTER APPRAISAL INSTITUTE 2022 STATE OF ATLANTA CONFERENCE

**General Event Information.** The event detailed on the front of this agreement (“Event”) is being organized by the Atlanta Area Chapter Appraisal Institute (“AACAI”). The Event is conditioned upon the (“Facility”) in which the Event is scheduled to held, making available the space during the conference times. The AACAI makes no representations or warranties regarding the number of persons who will attend the Event. You, the Sponsor (“Sponsor”) agree to abide by the terms and conditions herein.

**Application of Eligibility.** The AACAI reserves the absolute right to decline any application for any reason, if, in the AACAI’s sole judgment, the products or services to be shown or demonstrated are not applicable to the real estate business, are inconsistent with the stated purposes of the Event or the AACAI and the interests and welfare of its members, or are unreasonably duplicative of services or products offered by or available from the AACAI. The AACAI further reserves the right in its sole discretion, to limit the types of companies and products represented at its Event, and accept or reject applications as it deems appropriate. The AACAI reserves the right to revoke sponsorship with no refund if the Sponsor is in violation of these terms and conditions. Acceptance of sponsorship does not constitute an endorsement of Sponsor’s products and/or services.

**Display Materials.** Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the Facility building or furniture without permission from Facility. Packing, unpacking, and assembly of materials shall be done only in designated areas and in conformity with directions of the Event manager, the Facility manager or their assistants. Anything necessary or proper for the protection of the Facility building, equipment, or furniture will be at the expense of the Sponsor. Sponsors will be responsible for any damage to persons or property caused by its displays or materials. Sponsors agree to abide by all policies and procedures set forth by the Facility. Anything left by Sponsor after the Event will be removed and destroyed by the AACAI. Sponsor may distribute only Sponsor’s materials. No co-branding is allowed.

**Indemnity and Limitation of Liability.** Neither the AACAI nor the Facility, nor either of their directors, officers, agents, employees, or representatives shall be held liable for any damage, loss, harm, or injury to the person or property of any third party or the Sponsor or any of its visitors, invitees, officers, agents, employees or other representatives, arising out of Sponsor’s participation in the Event. The Sponsor shall indemnify, defend, and hold harmless the AACAI, its directors, officers, agents, employees and representatives, and the Facility, its owners, directors, officers, employees, agents and representatives, from all claims, demands, suits, liabilities, damages, loss, costs, attorney’s fees, and expenses of any kind arising from any action or failure to act on the part of the Sponsor or its directors, officers, agents, employees, or other representatives. Neither the AACAI nor the Facility shall be responsible for the security of Sponsor’s products, proprietary information or materials. Under no circumstances shall the AACAI or the Facility be liable for lost profits, or other indirect, incidental, consequential or exemplary damages in connection with the Event. This provision shall survive the termination of this Agreement for any reason.

**Shipping.** Shipping instructions will be forwarded to Sponsor, upon request. Sponsor will be solely responsible for arranging shipping and other services with the appropriate contractors and for payment of all fees, insurance tariffs, taxes and charges due for services rendered.

**Photography.** No photographs or video shall be taken without the prior written consent of the AACAI. Sponsor agrees that AACAI may take photographs or video of Sponsor’s display, display materials and personnel for any promotional or marketing use, reproduction or distribution by the AACAI.

**Limited License.** Sponsor grants to the AACAI the right to use, reproduce and distribute Sponsor’s names, trademarks and logos in connection with the promotion and production of the Event.

**Warranty.** EXCEPT AS EXPRESSLY SET FORTH IN THIS CONTRACT, THE AACAI EXPRESSLY DISCLAIMS ANY AND ALL OTHER WARRANTIES, EXPRESS OR IMPLIED.

**Observance of Laws and Regulations.** Sponsor shall abide by and observe any laws, rules, regulations, and ordinances in effect at the location of the Facility in connection with Sponsor’s participation in the Event, including but not limited to those pertaining to public health and safety. Display materials must not block access doors to emergency fire exits. Sponsor must observe all union regulations (if applicable) and electrical codes to which the Facility is subject. Special electrical, gas or water services, as well as other special services needed by individual sponsors, are provided only when the Sponsor orders and agrees to pay for them from the supplier authorized to supply such services in conformity with Facility requirements.

**Copyrights:** Sponsor will assume all costs arising from the use of patented, trademarked, or copyrighted materials, devices, and/or dramatic rights used in or incorporated in the Event. Sponsors agree to indemnify, defend and hold harmless the AACAI from any claims, demands, losses, damages or costs, including attorney fees, which might arise from use of such material, devices, and/or dramatic rights.

**Miscellaneous.** Nothing in this agreement is intended to, or shall be deemed to, establish any agency, partnership or joint venture between any of the parties or authorize any party to bind the other in any manner. Sponsor expressly agrees to be bound by all the terms, conditions and specifications herein and as from time to time thereafter modified, and expressly agrees that this space application and Contract contains the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This Contract shall be interpreted under the laws of the State of Georgia. Sponsor may not assign or delegate its rights or duties under this Contract with the AACAI prior written approval. Sponsor understands and agrees that this Contract is subject to the terms of the Agreement between Facility and the AACAI.

**Reservation of Right to Make Changes.** Any matters not specifically covered herein are subject to decision by the AACAI. AACAI reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the Sponsor, with the provision that Sponsor will be advised of any such change.