Welcome to the **Affinity Business Partner** program with International Society of Appraisers.

The ISA **Affinity Business Partner** category of membership is an opportunity for companies, who are not in the primary business of appraising, to be formally aligned with the International Society of Appraisers. ISA is the largest professional association of personal property appraisers in the United States and Canada.

As an **Affinity Business Partner**, you create the highest standard of excellence in supporting the membership of International Society of Appraisers. In return, there is a cohesive and conscious effort on the part of ISA to facilitate business opportunities for our business partners through advertising, exposure and referrals.

The partnership begins as a level of trust between the **Affinity Business Partner** and ISA. There is a focus on the procurement of job opportunities and experiencing the success that comes through collaboration.

We look forward to welcoming your company to the Affinity Business Partner program.

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Please contact the ABP committee with questions and to set up a meeting either in person, online or via conference call:

**Wendy M. Gerdau ISA CAPP**  
Chairman of the Affinity Business Partner Committee  
310.418.8203  
info@tecsappraisals.com

**Libby Holloway, ISA CAPP**  
President, ISA  
843.379.0130  
libby@libbyhollowayappraisals.com

**Cindy Charleston-Rosenberg, ISA CAPP**  
Past President, ISA  
215.346.2799  
info@artappraisalfirm.com

**Fred Winer, ISA CAPP**  
Past President, ISA  
410.337.0085  
fred@pwpusa.com

**Joe Jackson, CAE**  
Executive Director  
312.981.6772  
joe.jackson@mci-group.com
International Society of Appraisers

- A professional personal property appraisal association representing the most highly trained and rigorously tested independent appraisers in the United States, Canada, and abroad
- The largest personal property appraisal organization, represented by over 800 members
- Members include many of the world's most respected appraisers, consultants, curators, scholars, gallerists, estate liquidators, auctioneers, and dealers
- Provides training, credentials, and resources designed to support these professionals
Assets 2020

- Annual Conference of the International Society of Appraisers
- Premier educational and networking event for personal property appraisers and other specialists
- April 24-27, 2020 at the Brown Palace Hotel in Denver, Colorado
- Theme is, *Take the High Road in Appraising*
- Opportunities for Affinity Business Partners to connect with ISA membership
Why Become an
AFFINITY BUSINESS PARTNER?

- Interact with professional appraisers who are members of the foremost appraisal association in the US
- Establish your company as a trusted source for personal property appraisers
- Establish client referral policies and procedures
- Develop ambassadors within your community to promote your services
- Negotiate mutually beneficial marketing relationships
- Group marketing effort to individual niches
- Cross-selling products to existing members
- Year-round and conference-specific benefits
YEAR-ROUND BENEFITS

- Listing on ISA website with description
- Company video on ISA website
- Annual educational webinar to ISA membership
- Single educational blog post, e-blast or mailing to membership
- Use of ISA Affinity Business Partner logo
- Admission to ISA members-only private networking groups on Facebook and LinkedIn
- Access to the ISA Job Board

CONFERENCE BENEFITS

- Conference attendee mailing list and post-conference mailing list
- Exclusive Affinity Business Partner reception or event with ISA members
- Introduction as Affinity Business Partner
- Color company logo on registration bags
- Chair drop, bag insert or giveaway item, and one additional branding opportunity
- Logo signage
- Tabletop exhibitor space
- Six complimentary conference registrations
- Recognition and three full pages ad space in program
YEAR-ROUND BENEFITS

- Listing on ISA website with description
- Annual educational webinar to ISA membership
- Single educational blog post, e-blast or mailing to membership
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- Introduction as Affinity Business Partner
- Chair drop, bag insert or giveaway item, and one additional branding opportunity
- Logo signage
- Tabletop exhibitor space
- Four complimentary conference registrations
- Recognition and a full page of ad space in program
YEAR-ROUND BENEFITS

- Listing on ISA website with description
- Single educational blog post, e-blast or mailing to membership
- Use of ISA Affinity Business Partner logo
- Admission to ISA members-only private networking groups on Facebook and LinkedIn
- Access to the ISA Job Board

CONFERENCE BENEFITS

- Post-conference mailing list
- Chair drop, bag insert or giveaway item, and one additional branding opportunity
- Logo signage
- Tabletop exhibitor space
- Three complimentary conference registrations
- Recognition and a half page of ad space in program
YEAR-ROUND BENEFITS

- Listing on ISA website with description
- Single educational blog post, e-blast or mailing to membership
- Use of ISA Affinity Business Partner logo
- Admission to ISA members-only private networking groups on Facebook and LinkedIn

CONFERENCE BENEFITS

- Post-conference mailing list
- Bag insert or giveaway item
- Logo signage
- Tabletop exhibitor space
- Two complimentary conference registrations
- Recognition and a quarter page of ad space in program
YEAR-ROUND BENEFITS

- Listing on ISA website with description
- Use of ISA Affinity Business Partner logo
- Admission to ISA members-only private networking groups on Facebook and LinkedIn

CONFERENCE BENEFITS

- Recognition in program
- 20% discount on ad space
# Year-Round Benefits

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<thead>
<tr>
<th></th>
<th>Visionary $20,000+</th>
<th>Innovator $10,000+</th>
<th>Trailblazer $7,500+</th>
<th>Trendsetter $5,000+</th>
<th>Supporter $2,500+</th>
<th>Friend $500+</th>
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<tr>
<td>Company video on ISA website</td>
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<td>Annual educational webinar to membership</td>
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<td>Access to the ISA Job Board</td>
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<td>Blog, e-blast, or mailing to membership</td>
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<td>Use of ABP logo</td>
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<td>Admission to ISA members-only private social networking groups</td>
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# Conference Benefits

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<tr>
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<th>Visionary $20,000+</th>
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<th>Supporter $2,500+</th>
<th>Friend $500+</th>
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<td>Attendee mailing list</td>
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<td>Exclusive ABP reception or member reception</td>
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<td>Registration bag insert or giveaway item</td>
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<td>Logo signage</td>
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<td>Tabletop exhibitor space</td>
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<tr>
<td>Program ad</td>
<td>2 full pages &amp; back cover</td>
<td>2 full pages</td>
<td>Full page</td>
<td>Full page</td>
<td>Quarter page</td>
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<td>Recognition in program</td>
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<td>Invitation to Welcome Reception</td>
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Thank You!

Become an Affinity Business Partner

Talk to us!

Phone: (312) 981-6778

Email: ISA@ISA-Appraisers.org

www.ISA-Appraisers.org