The International Society of Appraisers is hosting its premiere annual event, Assets 2023, Houston, TX in March. Sponsoring Assets is an excellent way to reach elite professional appraisal providers!

Whether you offer homeowner or bespoke insurance, an art price database, collection management software, specialty auction services or manufacture precision tools, ISA has a sponsorship and exhibit package that maximizes your exposure to over 800 personal property appraiser members and targeted opportunities to reach over 225 conference attendees.

WHERE PERSONAL PROPERTY APPRAISERS MEET
Assets brings together recognized authorities on personal property appraising from the United States, Canada and abroad. ISA members are specialists in many areas including fine art, antiques, furniture and furnishings, gems and jewelry, along with other appreciable personal property assets. In addition to professional appraisal services, ISA members are involved in auction services, estate sales, fine art advisory, museum management, expert witness testimony and more. ISA members also refer their clients to our partners and sponsors.

WHERE YOUR COMPANY WANTS TO BE
If your services or products are used by appraisers, ISA appraisers want to talk to you! Our members actively seek out tools and products to enhance the appraisal services they provide to distinguished museums and collectors, insurance companies, and estate and wealth management advisors.

ISA welcomes many return sponsors to Assets year after year as they know the benefits of partnering with us. However, we always have room for new companies and products that support our membership’s business activities.

As a returning or new conference sponsor, your products and services reach a wide variety of purchasing decision makers from all facets of personal property appraising and related specialty businesses. Your sponsorship is also an excellent way to support the ISA and the work we do in ensuring the public trust with high-valued assets, educating appraisers on valuation methodology and upholding ethics and standards in professional appraisal services.

We know that competition for your support is high. We also know that increasing your sales and awareness to ISA members gives you added credibility with ISA appraisers and stakeholder groups in the insurance, legal and wealth sectors. Connect your company to the most rigorously-trained and in-demand personal property appraisers in the industry. In return, ISA offers you a competitive advantage in this ever-changing marketplace. A partnership with the ISA is a business-relationship investment for future success.

Contact us directly to arrange your sponsorship of Assets 2023! We look forward to seeing you in Houston, TX in March!

Heidi Vaughan, ISA AM
Chair Strategic Partnership Committee
823.875.6477
heidi@heidivaughanfineart.com

Libby Holloway, ISA CAPP
Liaison, Strategic Partnership Committee
843.379.0130
libby@libbyhollowayappraisals.com
WHO WE ARE

The International Society of Appraisers is a not-for-profit, member-driven association formed to support our member needs and serve the public by producing highly qualified and ethical appraisers who are recognized authorities in professional personal property appraising. Our members include many of the country’s most respected independent appraisers, consultants, estate liquidators, auctioneers, gallery owners and dealers.

ISA offers a comprehensive professional development program designed to build and enhance performance in the area of personal property appraisal practice as well as specialty studies. Our two main divisions are Fine Art and Antiques, Furnishings + Decorative Arts encompassing members with a variety of specialty areas including Gems and Jewelry and Equine appraising.

ISA’s professional development and credentialing programs, along with its strong code of ethics and professional conduct, serve as the foundation for the organizational mission.

MEETING SCHEDULE

MARCH 17
Arrivals and Group Tours/ Sponsor Table Set-Up

MARCH 18
Sessions and Exhibits – Full Day

MARCH 19
Sessions and Exhibits - Full Day/ Sponsor Table Tear-Down

THE MISSION OF ISA IS TO ADVANCE THE PROFESSIONALISM AND EFFECTIVENESS OF PERSONAL PROPERTY APPRAISERS.
SPONSORSHIP OPPORTUNITIES

DIAMOND  |  $10,000 (LIMIT 2)

- Four conference registrations
- 6ft tabletop exhibit space
- Exclusive sponsor of a reception, event or additional sponsorship opportunity: Welcome Reception, First Time Attendee/New Member Reception, day Tours (first come-first served)
- Additional sponsorship opportunity (up to $1,500 in value)
- Event specific signage identifying sponsor
- Conference sponsor introduction to audience
- One-color company logo on conference attendee bags (first come-first served)
- Post conference attendee mailing list for one-time use
- Logo on conference signage
- Logo and link with description on ISA website
- Logo in conference email blasts
- Registration bag insert
- One email blast to ISA members
- Two page ad in printed program
- One-year complimentary ad carousel subscription
- Sponsorship of one live online course during the contracted year (Core Course in Appraisal Studies, Fine Art or Antiques, Furnishings + Decorative Arts)

PLATINUM  |  $7,500 (LIMIT 4)

- Three conference registrations
- 6ft tabletop exhibit space
- Additional sponsorship opportunity (up to $1,000 value)
- Post conference attendee mailing list for one-time use
- Logo on conference signage
- Logo and link with description on ISA website
- Logo in conference email blasts
- Registration bag insert
- One page ad in printed program
- 10% discount on first year of ad carousel subscription

GOLD  |  $5,000

- Two conference registrations
- 6ft tabletop exhibit space
- Additional sponsorship opportunity (up to $500 value)
- Logo on conference signage
- Logo and link with description on ISA website
- Logo in conference email blasts
- Recognition in conference program
- Half-page ad in conference program
- Post-conference attendee mailing list for one-time use
- Logo in conference email blasts
- 10% discount on first year of ad carousel subscription
**SILVER | $2,500**

- Two conference registrations
- 6ft tabletop exhibit space
- Logo on conference signage
- Logo and link with description on ISA website
- Recognition in conference program
- Quarter-page ad in conference program
- Logo in conference email blasts

**SUPPORTER | $1,000 - (LIMITED NUMBER AVAILABILITY)**

- One conference registration
- Logo on conference signage
- Recognition in conference program
- Logo and link with description on ISA website
- Logo and link in conference email blasts

<table>
<thead>
<tr>
<th>Sponsorship Benefits Summary</th>
<th>Diamond $10,000 (Limit 2)</th>
<th>Platinum $7,500 (Limit 4)</th>
<th>Gold $5,000</th>
<th>Silver $2,500</th>
<th>Supporter $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-color company logo on attendee bags</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference sponsor introduction</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Sponsor Reception, Event or additional sponsorship selection</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration bag insert</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Conference attendee mailing list</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Carousel Subscription</td>
<td></td>
<td>1 Year $1,000 value</td>
<td>10% Discount</td>
<td>10% Discount</td>
<td></td>
</tr>
<tr>
<td>Additional Sponsorship Selection</td>
<td></td>
<td>Up to $1,500 in value</td>
<td>Up to $1,000 in value</td>
<td>Up to $500 in value</td>
<td></td>
</tr>
<tr>
<td>Program Ad</td>
<td></td>
<td>Two Pages</td>
<td>One Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Logo on conference signage</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo/Link on ISA website</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo/link in conference email blasts</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tabletop exhibit space</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Recognition in program</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES

Maximize your exposure with additional advertising and sponsorship options!

PRINTED CONFERENCE PROGRAM

- Full page (color) $500
- Full page (b/w) $350
- Half page (b/w) $250
- Quarter page $125

ADDITIONAL OPPORTUNITIES

- Registration bag insert $250
  A copy of your promotional flyer will be placed in each attendee’s registration bag. You are not limited to a paper insert. We encourage any promotional materials such as pens or notepads.

- Refreshment break underwriter $1,000
  Attendees use breaks to grab a snack and coffee. Use this sponsorship opportunity to grab their attention while they take a breather from conference sessions. This sponsorship includes napkins with sponsor logo and branded signage for two breaks (one AM and one PM break on the same day).

- Ad Carousel $1,000
  Advertise on the ISA website within the Ad Carousel for one year.

- Registration pens | $500
- Notepads | $500
- Thumb drives with program content | $1,500
- Meeting WiFi underwriter | $1,500
- Mobile App | $2,000
- Sanitizer stands/ Hand Sanitizer | $1,000
- AV underwriter (multiple opportunities available) | $2,000
- Lanyards | $500
- Photo booth | $2,000

Due to ever changing COVID-19 restrictions and protocols, conference benefits and details are subject to change.

FOR MORE INFORMATION VISIT ISA-APPRAISERS.ORG