

# 62nd Annual Illinois Property Assessment Institute Spring Conference

Sponsor & Vendor Packages



March 23 - 27, 2020  
Marriott Hotel & Conference Center  
Normal, Illinois

[IPAlducation.org](http://IPAlducation.org) | 309-862-0300





For 62 years, property assessors, GIS professionals, and support staff have gathered at the Illinois Property Assessment Institute's Spring Conference to network, learn best practices, and further excellence in their field.

**The IPAI Spring Conference is the largest annual gathering of assessment professionals in Illinois.** We are the premier organization for the education of assessment professionals in Illinois, and the Spring Conference is our signature event.

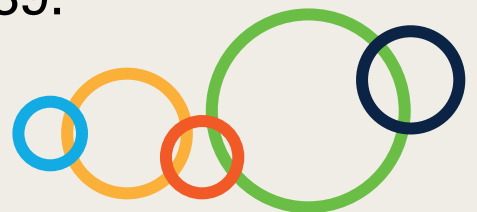






## **Marriott Hotel & Conference Center Normal, Illinois**

The Marriott is in the Uptown area of Normal, which is experiencing a renaissance after more than a decade of redevelopment. Situated on the edge of the Illinois State University campus, Uptown Normal is filled with shops, award-winning restaurants, bakeries, art galleries, and public spaces. Uptown is also home to the second busiest Amtrak station in the state and is easily accessible from Interstates 55, 74, and 39.





# NUMBERS

**350**

expected attendees at our  
2020 Spring Conference

**69/102**

69 of Illinois' 102 counties  
were represented at our 2019  
conference

**96%**

of Illinois' 25 largest counties  
were represented in 2019

**95%**

of 2019 conference attendees  
were industry veterans





For decades, we have worked with leaders in mass appraisal and industry partners to provide our students the best educational experience possible.

Your participation as a sponsor communicates to our students that you are a partner in our mission to elevate professional standards and to provide educational opportunities for assessment professionals.

In addition to the tangible benefits listed on the following pages, your sponsorship will allow you to:

- ⇒ Showcase your company and products to decision makers and influencers
- ⇒ Build new relationships with industry professionals from around the state
- ⇒ Share your perspective and valuable insights with those working on the front lines of the industry

# SPONSORSHIP

	<b>GOLD \$750</b>	<b>SILVER \$500</b>	<b>BRONZE \$350</b>
<b>BEFORE THE CONFERENCE</b>			
Logo included on pre-conference mailing	X		
Logo on conference webpage with link to company website	X	X	X
Logo on preconference e-mails with link to company website	X	X	
Recognition in preconference social media posts promoting Spring Conference	5 Posts	3 Posts	2 Posts
<b>AT THE CONFERENCE</b>			
Double vendor booth space (20'x8')	X		
Single vendor booth space (10'x8')		X	X
Sponsor ribbon on name badge	X	X	X
Invitation to IPAI Monday Night Happy Hour	X	X	X
Ad in program book (full page)	X		
Ad in program book (half page)		X	
Ad in program book (quarter page)			X
Ability to place SWAG in conference bags	X		
Recognition during Executive Director's opening remarks	X		
Complimentary tickets to Monday's CIAO Association Annual Luncheon	4 tickets	3 tickets	2 tickets
Complimentary tickets to Tuesday's IPAI Recognition Luncheon	4 tickets	3 tickets	2 tickets
Recognition during IPAI Recognition Luncheon opening remarks	X	X	X
Logo on signage in prominent areas of conference displaying sponsorship levels	X	X	X
<b>AFTER THE CONFERENCE</b>			
Recognition in post-event social media posts wrapping up conference	X	X	
Access to conference attendee names and mailing addresses	X		
Logo included on post-conference e-mail	X	X	X

**ADDITIONAL SPONSORSHIPS NEXT PAGE**

# PARTNERSHIP



## **Break Sponsor (one available) - \$2,000**

- Help provide beverages and snacks for all conference attendees for the entire week
- Logo on signage by beverage and food stations
- Recognition in program book



## **Conference Wi-Fi Sponsor (one available) - \$1,500**

- Be the exclusive conference wi-fi sponsor
- Attendees will enter your company name to gain wi-fi access
- Recognition on various signs around conference and full page ad in program book



## **Monday Night Happy Hour Sponsor (one available) - \$1,000**

- Partner with the IPAI in providing the Monday night Happy Hour for all attendees
- Logo on signage at Happy Hour
- Recognition in program book



## **Program Book Sponsor (one available) - \$500**

- Be the exclusive sponsor of the Spring Conference program book used by all attendees throughout the conference
- Full page color ad on inside front cover



## **Conference Lanyard Sponsor (one available) - \$500**

- Sponsor the lanyards every conference attendee will wear
- May fulfill this with payment to the IPAI or by donating lanyards your company already has on hand



## **Conference Bag Sponsor (one available) - \$500**

- Sponsor the bags every conference attendee will receive at registration
- May fulfill this with payment to the IPAI or by donating bags your company already has on hand (contact IPAI staff for size requirements)



## **Recharge Lounge Sponsor (one available) - \$350**

- Sponsor the Recharge Lounge - our mobile phone, tablet, and laptop charging area complete with comfortable seating
- Logo on signage at Recharge Lounge and recognition in program book





# Conference Schedule

## Sunday, March 22

2 pm, Vendor Set-up  
3 pm, Conference Check-in  
4 pm, Opening Session

## Monday, March 23

6 am, Vendor Set-up  
7 am, Conference Check-in  
8:30 am, Courses in session  
12 pm, CIAO Association Luncheon  
4:30 pm, Courses end  
4:30 pm, All Conference Happy Hour

## Tuesday, March 24

8:30 am, Courses in session  
12 pm, IPAI Recognition Luncheon  
4:30 pm, Courses end  
7 pm, Trivia Contest

## Wednesday, March 25 - *more attendees arrive*

7:30 am, Conference Check-in  
8:30 am, Courses in session  
4:30 pm, Courses end  
5:30 pm, Brewery Tour (off-site)

## Thursday, March 26

8:30 am, Courses in session  
4:30 pm, Courses end

## Friday, March 27

8:30 am Course Testing

Monday—Thursday have mid-morning and mid-afternoon breaks for attendees to interact with vendors.

# Select Past Vendors & Sponsors

- Bruce Harris & Associates
- Computer Information Concepts, Inc.
- CIAO Association
- Illinois County Assessment Officer's Association
- DEVNET
- Illinois Assessors Association
- Illinois Department of Revenue
- Illinois Farm Bureau
- Sidwell
- Township Officials of Illinois
- Thomson Reuters
- Tyler Technologies
- Vanguard Appraisals, Inc
- Visual PAMSPRO





# Vendor Booths

Organizations with sponsorship packages that include vendor booths (page six) may begin setting up on Sunday, March 22, at 2 pm (conference check-in begins at 3 pm), or Monday, March 23 at 6:00 am (conference check-in begins at 7 am).

A six foot table, two chairs, and electricity are included with your space. Vendors are responsible for their setup and tear down. All booth materials should be brought with you. No one is allowed to ship materials to the Marriott.

Tear down is allowed after 5 pm on Tuesday, March 24. Vendors leaving early will forfeit additional sponsor benefits. Cancellations must be received in the IPAI office by Tuesday, March 2. Cancellations after this date will not be refunded.



## Availability, Agreements, and Payment

Contact IPAI staff to ensure desired sponsorship availability. All “Partnerships” are first come, first served. A signed sponsor agreement is due by Tuesday, March 2. Payment for sponsorships is due on or before Monday, March 9.

E-mail signed sponsor agreements to the staff listed above, or send with payment to:

**IPAI**  
**ATTN: Conference Services**  
**207 W Jefferson St, STE 303**  
**Bloomington, Illinois 61701**

