

63rd Annual Illinois Property Assessment Institute Spring Conference

Sponsor & Vendor Packages



March 21 - 26, 2021
Marriott Hotel & Conference Center
Normal, Illinois



IPAlducation.org | 309-862-0300



Conference Overview

This is the largest annual gathering of property assessment professionals in Illinois.

Property assessors, GIS professionals, tax attorneys, state government professionals, support staff, and so many more will gather to network, learn best practices, and further excellence in their field.

This is your invitation to be part of Illinois' most dynamic annual event for property assessment professionals.

Conference Overview

Sunday, March 21

- *Plenary Session

Monday, March 22 & Tuesday, March 23

- *12 breakout sessions each day featuring speakers from around the state
- *Long breaks and lunches to allow for maximum interaction with vendors

Wednesday, March 24 & Thursday, March 25

- *7 full day courses each day to dive deep into assessment topics

Special Events

Monday, March 22

- *CIAO Association Luncheon
- *All Conference Happy Hour

Tuesday, March 23

- *IPAI Recognition Luncheon
- *Trivia Night

Wednesday, March 24

- *Local brewery trip and dinner

COVID-19 & THE CONFERENCE

We will follow all guidelines and requirements set forth by the Illinois Department of Public Health and Marriott International. This means, at a minimum, social distancing at all times, and masks worn in public areas.



Vendor Demonstrations

NEW FOR 2020! Gold and Silver level sponsors are invited to participate in the Monday/Tuesday breakout sessions with product demonstrations!

You will have 40 minutes (with Q&A) to showcase software available to the Illinois property assessment industry. Presenters must agree to not disparage other industry vendors (who will likely be in attendance at the conference).

The IPAI is excited about this new level of partnership with our sponsors.



Conference Numbers



**350
Attendees
Expected**



**90% of
Attendees
Are
Industry
Veterans**



**40
Education
Offerings**



**15
Vendors
Expected**



**Attendees
From Each
of Illinois'
25 Largest
Counties**



Invitation to Partner

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 help provide educational opportunities for assessment professionals.

In addition to the benefits listed on the next pages, your sponsorship will:

- ✓ 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

Will you lend your support to our mission?

Sponsorships

	GOLD \$750	SILVER \$500	BRONZE \$350
BEFORE THE CONFERENCE			
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	3 Posts	2 Posts	1 Posts
AT THE CONFERENCE			
NEW! Invitation to demonstrate products at MO/TU breakout session	X	X	
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 lunch on Monday at Jesse's Grill inside the Marriott	X	X	X
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
AFTER THE CONFERENCE			
Recognition in post-event social media posts wrapping up conference	X	X	
Access to conference attendee names and e-mail addresses	X		
Logo included on post-conference e-mail	X	X	X

ADDITIONAL SPONSORSHIPS NEXT PAGE



Partnerships



Conference Break Sponsor (one available) - \$1,500

- 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



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

- Help provide the Monday Night Happy Hour for all attendees
- Logo on signage and screen at Happy Hour and drink tickets
- Opportunity to speak/welcome everyone at Happy Hour



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

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



~~Bloomington Brewery Tour Sponsor (one available) - \$500 - **TAKEN**~~

- We will board a bus and visit a few of Bloomington/Normal's craft breweries and stop for dinner along the way.
- Logo on tour tickets, website, recognition in program book, and tour tickets for you



Recharge Station Sponsor (one available) - \$350

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

Schedule

Sunday, March 21

12:00 pm, Vendor Set-up Begins
2:00 - 5:00 pm, Conference Check-in
3:00 - 6:00 pm, Opening Plenary Session

Monday, March 22

6:00 am, Vendor Set-up
7:00 am, Conference Check-in
8:30 am, Breakout Sessions Begin
12:00 pm, CIAO Association Luncheon
4:30 pm, Breakout Sessions End
4:30 pm, All Conference Happy Hour

Tuesday, March 23

8:30 am, Breakout Sessions Begin
12:00 pm, IPAI Recognition Luncheon
4:30 pm, Breakout Sessions End
7:00 pm, Trivia Contest

Wednesday, March 24 - 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 25

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

Friday, March 26

8:30 am Course Testing

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

Select Past Sponsors

Vendors and businesses from across the property assessment spectrum have long partnered with the IPAI at our annual Spring Conference. Here are a few:

- 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





Organizations with vendor booths may begin setting up on Sunday, March 21, at 12 pm (conference check-in begins at 2:00 pm), or Monday, March 22 at 6:00 am (conference check-in begins at 7:00 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 unless prior arrangements have been made.

Tear down is allowed after 5 pm on Tuesday, March 23. Vendors leaving early will forfeit additional sponsor benefits. Vendors may stay for additional days at no charge. Please note that additional, new attendees will arrive on Wednesday morning. Cancellations must be received in the IPAI office by Wednesday, March 10. Cancellations after this date will not be refunded.

Availability, Agreements, and Payment

Contact IPAI staff to ensure desired sponsorship availability. All “Partnerships” (page 7) are first come, first served. A sponsor agreement is due by Tuesday, March 9. Payment for sponsorships is due on or before Monday, March 15. Complete the 2021 Sponsor/Vendor Agreement on the Spring Conference section of our website.

Questions? Have another partnership idea? Get in touch with Alexa Timmermann:

atimmermann@ipaieducation.org | 309-862-0300

Ready to commit? Fill out this form!

<https://ipaieducation.wufoo.com/forms/r6m67fc1okqtje/>