THRIVING IN A DISRUPTIVE TECH ERA

GIS/VALUATION

TECHNOLOGIES CONFERENCE  Formerly GIS/CAMA

MARCH 23-26, 2020  • LOUISVILLE, KENTUCKY

BUSINESS PARTNERSHIP

PROSPECTUS

urisa.org/valtech
Hello GIS and Valuation Communities!

My name is Daniel Fasteen and I’m the chair of the 2020 GIS/VALUATION TECHNOLOGIES CONFERENCE (formerly the GIS/CAMA conference) being held in Louisville, KY. I want to personally invite you to come help make this year’s conference the best ever!!

We’re reshaping conference this year to provide you with the best workshops, keynote speakers, the best sessions as well as creating great networking opportunities! You may have noticed that we changed the name from GIS/CAMA to GIS/Valuation Technologies (GIS/ValTech) to account for the ever-changing role that technology is taking on within our industry.

This year, we are theming the conference Thriving in a Disruptive Tech Era. We know that technology innovation is changing and reshaping the way that we value properties and the way we understand our data.

Today, there are many cloud-based applications that provide a one stop shop for data and analytics, as well as the emergence of tools that provide advanced algorithms that help us solve complex, or time-consuming problems. We have all utilized imagery of various kinds, (weather it be aerial, oblique aerial, or street level) to provide increased office efficiencies to spend time on the more complex properties. Many of us are also using more advanced statistical techniques to make inferences within our data to a degree of certainty. The use of AI or machine learning tools are also emerging within the field and are making a tremendous impact on how we visualize and understand complex data.

These are just some of the many topics on disruption and technology that will be discussed at the 2020 GIS/VALUATION TECHNOLOGIES CONFERENCE. There will also be topics on parcel fabric, mobile solutions, as well as the use of advanced valuation methodologies in the application of CAMA systems amongst many others.

So if you want to learn more about the latest use of GIS and technologies within the valuation industry or want to network and meet up with your peers for some fun, make your way down to Louisville next March and help make this the best GIS/Valuations Technologies Conference on record.

I hope to see you there!!

60% of America’s population is in within driving distance of Louisville!
EVENT HOSTS

Urban and Regional Information Systems Association (URISA)

The Urban and Regional Information Systems Association (URISA) is a nonprofit association that provides education and training, a vibrant and connected community, advocacy for geospatial challenges and issues, and essential resources for GIS professionals throughout their careers.

Visit www.urisa.org for more information.

International Association of Assessing Officers (IAAO)

IAAO is a global community of mass appraisal experts who promote excellence in property appraisal, assessment administration and property tax policy through professional development, research and standards.

IAAO actively contributes to the growth and success of the mass appraisal industry globally. Individuals and Organizations turn to IAAO for guidelines and expertise. Policy makers, regulatory agencies, courts, media and tax payers rely on IAAO guidance, standards and education in mass appraisal. The association strategically chooses collaborative partners in order to provide exceptional professional development, unsurpassed networking and valuable insights into industry trends. Employers encourage their employees to use IAAO resources because of the proven link to professional success. IAAO membership provides opportunities for mentoring and skill advancement as well as access to professional development and research. Belonging to the association is a “must” for all desiring to grow and succeed as leaders within the mass appraisal industry.

Visit www.iaao.org for more information.

WHY PARTNER WITH US?

URISA’s and the IAAO’s leadership and influence is a powerful association for its supporters and commercial partners. URISA and IAAO are focused on forming meaningful and mutually beneficial relationships with commercial partners. A partnership with URISA and IAAO will enable your Organization to:

- Establish and enhance brand awareness through showcasing products and services to the profession
- Build connections and relationships with key industry representatives
- Position your Organization as a leader and ‘go-to authority’ for assessment professionals
- Be informed about the trends and issues affecting property valuation, enabling your Organization to tailor and leverage its approach to the profession.

ABOUT THE HOTEL

Events will take place at the
OMNI LOUISVILLE
400 S 2nd St
Louisville, KY 40202 US).

The conference negotiated an amazingly affordable $199 single/double hotel room rate at the Omni including wifi access. The group rate will be available until February 28, 2020 or until the room block is depleted.

Use this online reservation link to secure your room:
https://www.omnihotels.com/hotels/louisville/meetings/gis-valuation-technologies-03202020

The Omni’s location allows you to easily make your way to Main Street and indulge in Louisville’s bourbon culture at many popular distilleries. The Omni is also near the Louisville Slugger Museum & Factory and Churchill Downs horse racing track. The Louisville International Airport is about 7 miles away.

CONTACT

For further information or to secure your package please contact:

Patricia Francis
Meeting Coordinator
URISA
701 Lee Street, Suite 680
Des Plaines, IL 60016
P: 847-824-6300
F: 847-824-6363
E: pfrancis@urisa.org
PARTNERSHIP OPPORTUNITIES

Platinum Partner – $12,000

- Premium recognition on the URISA & IAAO GIS/VT Conference web pages with link to sponsor’s website
- Premium recognition in communications promoting the Conference
- Premium recognition in the slides (PowerPoint) at the Conference opening including verbal acknowledgement as Principal Partner by Master of Ceremonies
- Opportunity for nominated representative to make a 2-minute address at Conference Opening
- Opportunity to provide company branded promotional item in the attendees’ bags (subject to URISA/IAAO approval)
- Opportunity to display corporate signage at event (maximum of 2)
- Sponsor’s logo on attendee bags, lanyards and registration signage
- Includes Sponsored Learning Lab
- Complete attendee-contact information post-conference, including opt-in email address

Gold Partner — $8,500

- Recognition on the URISA & IAAO GIS/VT Conference web pages with link to sponsor’s website
- Recognition in communications promoting the Conference
- Recognition in the slides (PowerPoint) at the Conference opening including verbal acknowledgement as Gold Partner by Master of Ceremonies
- Opportunity for nominated representative to make a 2-minute address at Conference Closing
- Opportunity to provide company branded promotional item in the attendees’ bags (subject to URISA/IAAO approval)
- Opportunity to display corporate signage at event (maximum of 1)
- Includes sponsorship of the Tuesday Lunch

Silver Partner — $6,000

- Recognition on the URISA & IAAO GIS/VT Conference web pages with link to sponsor’s website
- Recognition in communications promoting the Conference
- Recognition in the slides (PowerPoint) at the Conference opening including verbal acknowledgement as Silver Partner by Master of Ceremonies
- Opportunity to provide company branded promotional item in the attendees’ bags (subject to URISA/IAAO approval)
- Includes sponsorship of Wednesday’s Exhibit Hall Breakfast

Bronze Partner — $3,500

- Recognition on the URISA & IAAO GIS/VT Conference web pages with link to sponsor’s website
- Recognition in communications promoting the Conference
- Recognition in the slides (PowerPoint) at the Conference opening including verbal acknowledgement as Bronze Partner by Master of Ceremonies
- Opportunity to provide company branded promotional item in the attendees’ bags (subject to URISA/IAAO approval)
- Includes sponsorship of the Networking Reception

If you have other ideas to propose, or wish to discuss any of the listed opportunities, please contact Pat Francis at 847-824-6300 / pfrancis@urisa.org
INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Bag Inserts — $1,000 each
Provide one piece of literature to be inserted in each attendee bag.

Workshop Coffee Breaks — $750 each (2 available)
Your logo will appear on break signage.

Conference Coffee Breaks — $1,500 each (4 available)
Your logo will appear on break signage.

Technology Showcase Program Opportunity
Back for another year!
The conference program includes workshops, keynotes and concurrent breakout sessions and is detailed online: https://gisvaltech2020.sched.com In addition to our traditional three program tracks, the 2020 GIS/Valuations Technology Conference is offering a fourth track, titled Technology Showcase, which is being offered to exhibitors only as an opportunity to present solutions outside the Exhibit Hall.

Fourteen presentation slots are available in this track. Each Showcase presentation will be 45 minutes in duration. Each session will contain two presentations (consider coordinating and presenting with a partner, filling an entire session with complementary solutions). The Technology Showcase track is offered on a first come, first served basis. The fee to exhibitors for each presentation is $150.

In order for participants to effectively plan their conference schedule, the GIS/Valuations Technology Conference committee will include all vendor time slots in the conference attendee information. We suggest that participating organizations send their own invitations once time slots are confirmed. Note that this opportunity is different from the Wednesday’s Lunch & Learn opportunities.

Wednesday Lunch & Learn —
$500 plus audio/visual and lunch costs (4 available)
Design your own educational product-based sessions or discuss developments in the field or the technology of products. There will be no other programming competing with these sessions. Consider co-sponsoring a session with a vendor partner. Don’t pass up this limited and unique opportunity! If you wish to participate, provide a brief description of your session for inclusion in the Program. Companies that sponsor vendor educational sessions will make their own arrangements for audio/visual set-ups and any food and beverage needs (attendees will expect lunch to be served). First-come, first-served! Always well attended!
Exhibit Hall Overview

The exhibit hall is truly at the center of all conference activities and the exhibits schedule has been concentrated and energized to allow for more interactions with the informed and enthusiastic audience! The new and improved schedule also minimizes your time away from the office. The exhibits will be adjacent to the main ballroom where general sessions, keynotes, and the conference lunch will be held. The breakout session and workshop rooms are steps away on the other side of the main ballroom. Attendees will pass through an attention-getting entrance unit at the entrance to the exhibit hall.

Exhibit Schedule

**Monday, March 23, 2020**
- Exhibitor Installation: 1:00–4:00 PM

**Tuesday, March 24, 2020**
- Exhibit Installation: 8:00–11:00 AM
- Exhibit Hours: 1:00–7:00 PM*
- Grand opening and dessert break in exhibit hall following lunch: 1:00–2:00 PM
- Coffee break in Exhibit Hall: 3:30–4:00 PM
- Networking Reception in Exhibit Hall: 5:00–7:00 PM

**Wednesday, March 25, 2020**
- Exhibit Hours: 8:00 AM–2:30 PM*
- Continental Breakfast in Exhibit Hall: 8:00–9:00 AM
- Coffee break in Exhibit Hall: 10:00–10:30 AM
- Lunch & Learn Educational Sessions—opportunities limited.
- Refreshment Break and Raffles in Exhibit Hall: 1:30–2:30 PM
- Exhibit Dismantling: 2:30–5:00 PM*

*The conference continues until 12:00 Noon on Thursday, March 26.

Exhibit Fees

Cost per 8’ x 10’ booth space:
- $2,095 (if reserved by 1/2/2020)
- $2,295 beginning January 3, 2020

Exhibit fee includes:
- One 8’ x 10’ booth
- Two full conference registrations for each booth purchased
- **NEW!** Opportunity to introduce your organization to the entire conference via a 30 second commercial that will play before and after all general sessions in the main ballroom.
- All refreshment breaks and a networking reception will take place in the Exhibit Hall, along with raffle drawings.
- **NEW!** A networking breakfast will take place in the Exhibit Hall this year.
- Digital pre- and post-conference files of registrants

Cancellation Policy: A $150 fee per booth will be assessed on all cancellations received on or before January 13, 2020. No refunds will be processed for cancellations received after that date.

Exhibition Floor Plan

- URISA will coordinate staff registrations, payments, sponsorships and promotion opportunities with exhibitors.
- Fern was selected as the Show Decorator and will communicate with exhibitors regarding shipping, booth furnishings, etc. Electrical power is not included in booth fee and will be available for an additional charge (forms included with decorator service kit).
EXHIBIT SPACE & SPONSORSHIP FORM

24th Annual GIS/Valuation Technologies Conference
March 23-27, 2020 • Louisville, Kentucky

SEND TO:
GIS/CAMA Conference c/o URISA
701 Lee Street, Suite 680, Des Plaines, IL  60016

QUESTIONS?
(847) 824–6300
Fax (847) 824–6363

COMPANY INFORMATION

Company Name: ________________________________________________________________

Address: ________________________________________________________________

Contact Person: ___________________________________       Title: _______________________

Phone: ______________________       Fax: ______________________

E-Mail: ________________________________________________________________

Company URL: ________________________________________________________________

BOOTH FEE


Note: A single company may occupy an exhibit booth. Sharing of booth space is not permitted. Exhibitors agree to observe the regulations on the next page, which are hereby acknowledged to be a part of this application and contract.

# of booth space(s): ________________

Cost per booth space: $2,095 (by 1/2/2020) / $2,295 (beginning 1/3/2020)


☐ I have read and will abide by the Exhibitor Regulations. CLICK HERE TO REVIEW.

Sponsorship Packages (check for availability):
☐ Platinum $12,000  ☐ Gold $8,500  ☐ Silver $6,000  ☐ Bronze $3,500

***Premium Sponsors also receive complete attendee contact information post-conference, including email addresses.

Technology Showcase: ☐ $150 Showcase Session will be 45 minutes in duration.

We have one room with 14 session slots. Each session will contain two partners. The Technology Showcase track is offered on a first come, first served basis.

Wednesday, March 25 – Lunch & Learn Sessions: ☐ $500 plus audio/visual and lunch costs – only 4 available.

Companies that sponsor vendor educational session will make their own arrangements for audio/visual setups and any food and beverage needs (attendees will expect lunch to be served)

Individual Opportunities (check for availability):
☐ Bag Inserts — $1,000 each  ☐ Workshop Coffee Breaks — $750 each  ☐ Coffee Breaks — $1,500 each

PAYMENT: Return this form with full payment for the requested exhibit space and sponsorship opportunities. All payments must be made in U.S. funds drawn on U.S. banks, payable to “GIS/CAMA Conference”. Checks not drawn on U.S. banks will incur processing and handling fees.

Method of Payment:
☐ Check (made payable to “GIS/CAMA Conference”)

Credit Card: ☐ Visa    ☐ MasterCard    ☐ American Express

Card Number: ______________________       Expiration Date: ______________________

Signature: ________________________________________________________________

Total exhibit fees due: $ ________________
Total sponsorship fees due: $ ________________
Lunch & Learn session fees due: $ ________________
Technology Showcase fees due: $ ________________
TOTAL DUE: $ ________________

For accounting use only: Amount Paid: $ ___________       Date: ___________       Check #: ___________       LB# ___________
WE ARE IAAO, AND WE VALUE THE WORLD

International Association of Assessing Officers
314 W 10th Street • Kansas City, Missouri 64105-1616
Phone: 800.616.4226 • Email: info@iaao.org
iaao.org

FOSTERING EXCELLENCE IN GIS

Urban and Regional Information Systems Association Ltd
701 Lee St, Suite 680 • Des Plaines, IL 60016
Phone: 847-824-6300
urisa.org