



# The First National Virtual Conference Built for Appraisers.

September 18-19, 2026 · Virtual · All 50 States

Sponsor ValuSignal 2026 — 3 Tiers Available

Core \$1,000

Featured \$2,500

Title \$10,000

# The Valuation Profession Is at an Inflection Point.

## Rapid Technological Change

AI tools, automated valuation models, and new data sources are reshaping how appraisers work.

## Regulatory Shifts

USPAP updates and evolving compliance requirements demand constant professional development.

## Market Pressure

New market dynamics are pushing appraisers to diversify into litigation, advisory, and specialized consulting.

## No National Platform

Until ValuSignal 2026, there has been no single national virtual venue built exclusively for this profession.



The profession is  
looking for a signal.

**ValuSignal 2026 is that platform.**

Your brand can be part of the answer.

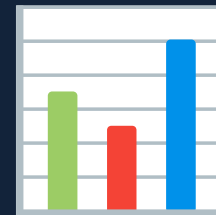
# Virtual Isn't the Compromise. It's the Strategy.



All 50 States

No Geographic Barrier

Appraisers in all 50 states attend. No flights, no hotels, no lost billable time. The largest in-person valuation events draw hundreds. Virtual removes the barrier entirely.



100% Measurable

Every Interaction Is Tracked

Booth visits, session views, content downloads, chat interactions, every action is logged. You'll know exactly who showed up to your booth and what they did there.



Real Data

ROI You Can Calculate

No vague impression counts. After the event, you have real data: contact lists, visit analytics, download counts. Your return is calculable, not estimated.

# 300-600 Decision-Makers in the Valuation Ecosystem.

The largest dedicated valuation conference to date has drawn ~600 attendees. Our target: 300-600 focused professionals at launch.



## Practicing Appraisers

Residential & commercial

40%

Evaluating tools, services, and partnerships for their daily practice. Active buyers in the profession.



## Firm Owners & Principals

Decision makers

25%

Setting budgets, selecting vendors, and guiding their teams. Purchasing authority within their organizations.



## Valuation Tech Adopters

Early movers

20%

Professionals actively seeking tools to modernize their practice and gain competitive edge.



## Adjacent Ecosystem

Lending, fintech, proptech

15%

Stakeholders in sectors that depend on valuation — buying appraisal-adjacent services and solutions.

# You're Not Buying a Slot. You're Buying a Founding Position.



## FOUNDING SPONSOR

ValuSignal 2026 · Year 1

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Year 1 status is not renewable.  
First movers own the space.

### No Incumbent Owns This Space

No other company has founding sponsor status in a national virtual conference for the U.S. valuation profession. That window exists right now and only right now.

### First Mover Becomes the Reference

The brand the industry sees first becomes the brand they associate with the event, in Year 2, Year 3, and beyond. Compounding recognition that no later entrant can replicate.

### Pioneer Pricing Reflects Pioneer Risk

Current pricing is set at entry-level because the event is new. In Year 2, with an established track record, these tiers will be priced accordingly.

# Zoom Events: Your Booth Is a Sales Tool, Not a Banner.

ZOOM EVENTS — Sponsor Booth

 **Company Video**

 **Downloads**

PDFs, one-pagers

 **Lead Capture**  
Auto-logged

 **Live Rep Chat** · Real-time conversations · Every interaction logged

 **Analytics: Visit count** · Time on booth · Downloads

## Branded Video

Autoplay or click-to-play demo or overview

## Live Rep Chat

Real conversations, not a form

## Lead Capture

Every visitor: name, email, org, exported post-event

## Simulive + Live Sessions

Record in advance or go live, your choice

## Full Analytics

Post-event engagement data

# The Industry's Trusted Organizations Are Already In.



## Appraisers on Purpose

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A national community advancing the appraiser profession through education, advocacy, and professional development.



## Walitt Solutions

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A real estate valuation and compliance consultancy providing specialized resources, educational content, and professional development for valuation and mortgage industry professionals.



## American Valuation Society

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A national organization committed to supporting valuation professionals through resources, networking, and continuing education.

Association partners committed to ValuSignal 2026 — actively promoting to their member bases.

# Three Tiers. One Founding Moment.

CORE  
\$1,000

FEATURED  
\$2,500

TITLE  
\$10,000

Slots Available

20 slots

10 slots

1 slot

Logo placement	✓	✓	✓
Expo Hall listing	✓	✓	✓
Event emails	✓	✓	✓
Social posts	✓	✓	✓
Virtual booth	—	✓	✓ Premium
Lead list	—	✓	✓
Speaking slot	—	5 min	15 min podcast interview
Dedicated email	—	✓	✓
Co-branding	—	—	✓

# Core: Industry Presence for \$1,000.

20 Slots Available

## Website Listing

Logo on ValuSignal.com, persistent, linked to your site, live from signing through post-event.

## Expo Hall Listing

Brand visible in the Zoom Events lobby to every registered attendee throughout the event.

## All Event Emails

Your logo in every attendee-facing email — pre-event, event day, and post-event recap.

## Social Recognition

Sponsor acknowledgment posts on ValuSignal social channels during the event campaign.

◆ Best for: Companies entering the valuation space, testing brand recognition, or establishing name awareness before committing to pipeline tools.

# Featured: A Pipeline Tool, Not a Bigger Logo.

10 Slots

Everything in Core +

## Interactive Virtual Booth

Branded video, downloadable content, and automatic lead capture via Zoom Events.

## Post-Event Lead List

Full attendee export: first name, last name, email, organization. CSV delivered within 5 business days of close.

## 5-Minute Speaking Slot

Live or Simulive format. Your content, your CTA, delivered to the full attendee audience during a main session.

## Dedicated Email to Full List

Sent by ValuSignal under your brand. Your subject line, body copy, and CTA. Sent pre-event or post-event, your choice.

◆ Best for: Companies that need to walk away from ValuSignal 2026 with contacts in their CRM, not just impressions.

# Title: Total Ecosystem Control.

1 Slot Only

Everything in Featured +



## "Presented by [Your Brand]" Co-Branding

Your company name and logo alongside ValuSignal on the homepage, all event emails, registration confirmation, and social



## 15-Minute Keynote Slot

Main stage, full attendee audience. Live or Simulive. Your content, your message, maximum visibility.



## "Powered By" Homepage Placement

"Above-the-fold homepage placement from signing through 30 days post-event - the first thing every visitor sees".



## Premium Virtual Booth

Priority placement in Expo Hall, full analytics package, p to 4 concurrent meeting rooms, and automatic lead capture



## Post-Event Analytics Report

Booth visits, content downloads, email performance, and event engagement data, delivered post-event.



## Exclusive Lead List

Full attendee export (name, email, org) delivered as CSV within 5 business days. Yours to use for post event outreach.

◆ This isn't visibility. It's ownership of the founding moment of this industry's conference.

# You Control Your Booth, Your Message. Your Pipeline.



## Content

You set the booth video, the downloadable assets, and the branding, we publish it. Nothing goes up without your sign-off.



## People

Your reps staff the booth during event hours. You decide who's online, when, and how they engage with attendees.



## CTA

Your call to action — what you ask attendees to do next. Book a demo, download a guide, visit your website. Entirely yours.



## Follow-Up

The lead list is yours post-event. Use it however your outreach strategy demands.

We provide the platform and the audience. You run the strategy.

# Let's Get Your Brand Into Valusignal 2026.



**Eunice Lopez**

Partnerships Manager, Valusignal 2026

[eunice@valusignal.com](mailto:eunice@valusignal.com)

+1 469 501 1207

Next Step: Schedule a 20-minute call to confirm your tier and get onboarding started.

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