

2012

SPONSORSHIP OPPORTUNITIES



2012 ULI Real Estate Summit at the Spring Council Forum

May 8–10, 2012
Charlotte Convention Center
Charlotte, North Carolina

 **Urban Land
Institute**
www.uli.org



GET IN FRONT OF THE LEADERS IN REAL ESTATE DEVELOPMENT

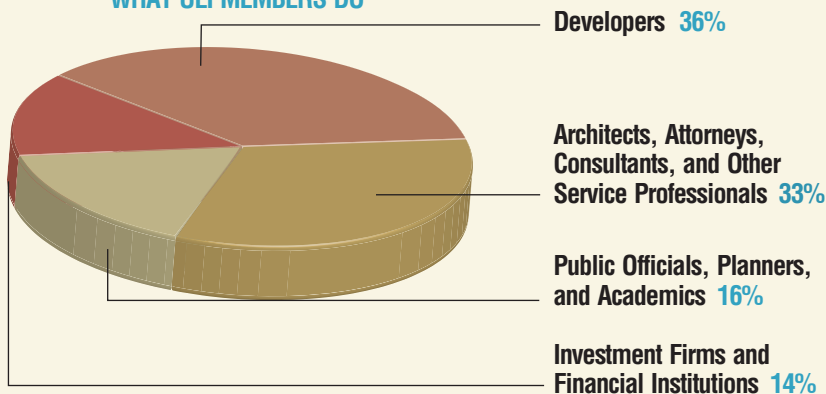
This is an unparalleled opportunity to network with business decision makers, showcase your company's services and products, and strengthen ties with existing clients. ULI develops programs that fit the needs of your business for promotion, networking, and business development. You can choose to sponsor individual events, distribute promotional material, or enhance your profile in a variety of materials created exclusively for the forum. Your total sponsor commitment will place you in one of our sponsorship circles, entitling your firm to additional benefits, including ULI memberships, meeting registrations, and invitations to premier events.



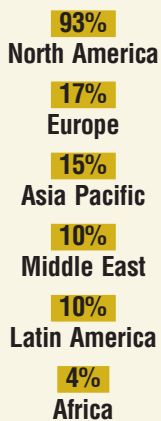
WHO YOU WILL MEET

The real estate industry's most influential professionals from the region and across the nation gather to attend the ULI Real Estate Summit at the Spring Council Forum every year. Members who attend are commercial developers, finance executives, economic development specialists, architects and urban planners, owners and managers, real estate consultants, and property advisers. Attendance will include almost 3,000 members.

WHAT ULI MEMBERS DO



WHERE ULI MEMBERS OPERATE



ULI MEMBER INTERESTS

- Residential
- Retail
- Office
- Infrastructure
- Hotel
- Resort
- Capital Markets
- Sustainability
- Economic Development
- Public/Private Partnerships

FOR MORE INFORMATION, CONTACT

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ADVERTISING OPPORTUNITIES

Urban Land magazine, the industry-leading publication, will feature the ULI Real Estate Summit at the Spring Council Forum and reach over 30,000 executives worldwide. Take this opportunity to place a half- or full-page ad in this issue.

**ADVERTISE NOW: FULL-PAGE AD
FROM \$4,000.**

SPONSORSHIP CIRCLES

PLATINUM \$40,000

- ▶ Pre- and postmeeting and on-site logo recognition as a Platinum-level sponsor
- ▶ Four full meeting registrations
- ▶ Two invitations to the Leadership Dinner
- ▶ Two complimentary ULI Associate Memberships
- ▶ Complimentary full-page, four-color ad in March/April *Urban Land* magazine
- ▶ Space for company handouts on shared tables

GOLD \$25,000-\$39,999

- ▶ Pre- and postmeeting and on-site logo recognition as a Gold-level sponsor
- ▶ Three full meeting registrations
- ▶ One invitation to the Leadership Dinner
- ▶ One complimentary ULI Associate Membership
- ▶ Complimentary full-page, four-color ad in March/April *Urban Land* magazine
- ▶ Space for company handouts on shared tables

SILVER \$15,000-\$24,999

- ▶ Pre- and postmeeting and on-site logo recognition as a Silver-level sponsor
- ▶ Two full meeting registrations
- ▶ One complimentary ULI Associate Membership
- ▶ Space for company handouts on shared tables

BRONZE \$5,000-\$14,999

- ▶ Pre- and postmeeting and on-site logo recognition as a Bronze-level sponsor
- ▶ One full meeting registration
- ▶ Space for company handouts on shared tables

SPONSORSHIP OPTIONS

Events

| | AVAILABLE | COST |
|--------------------------|-----------|----------|
| GENERAL SESSION* | 3 | \$40,000 |
| TOWN HALLS* | 3 | \$25,000 |
| LEADERSHIP DINNER | 3 | \$25,000 |
| COCKTAIL RECEPTION | 3 | \$15,000 |
| NETWORKING LUNCHEON | 1 | \$15,000 |
| KICKOFF RECEPTION | 2 | \$10,000 |
| EVENING NETWORKING EVENT | 2 | \$10,000 |
| NETWORKING BREAKFAST | 1 | \$10,000 |
| INDUSTRY FOCUS GROUPS | 6 | \$7,500 |
| REFRESHMENT BREAKS | 2 | \$5,000 |

*INCLUDES BRIEF INTRODUCTORY REMARKS

Placements

| | AVAILABLE | COST |
|------------------------------------|-----------|----------|
| MEETING BAGS | 1 | \$50,000 |
| LANYARDS | 1 | \$40,000 |
| PADFOLIOS | 1 | \$35,000 |
| NOTEPADS | 1 | \$25,000 |
| AD ON BACK OF PROGRAM | 1 | \$20,000 |
| AD ON INSIDE BACK COVER OF PROGRAM | 1 | \$15,000 |
| HOTEL KEY CARDS | 1 | \$15,000 |
| MEETING PENS | 1 | \$10,000 |
| AD IN PROGRAM | 4 | \$10,000 |
| MEETING BAG INSERTS | 4 | \$5,000 |



ABOUT THE URBAN LAND INSTITUTE



Leaders in the Responsible Use of Land Worldwide

ULI, the Urban Land Institute, is a 501(c) (3) nonprofit research and education organization supported by its members. Founded in 1936, the Institute now has members in 95 countries worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. As the preeminent, multidisciplinary real estate forum, ULI facilitates an open exchange of ideas, information, and experience among local, national, and international industry leaders and policy makers dedicated to creating better places. Members say ULI provides information they can trust and a place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. With pride, ULI members commit to the best in land use policy and practice.

ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

BE RECOGNIZED FOR YOUR SUPPORT OF ULI

YOUR FIRM'S FINANCIAL SUPPORT IS CRITICAL TO THE MISSION OF ULI

By underwriting a center of study and research, you gain actionable business advice and unprecedented access and insight into issues relevant to land use. Participate with key leaders, network with your peers, and hear from industry experts.

- ▶ ULI J. Ronald Terwilliger Center for Workforce Housing
- ▶ ULI Daniel Rose Center for Public Leadership in Land Use
- ▶ ULI Center for Capital Markets

JOIN ULI'S 30,000 MEMBERS WORLDWIDE

When you join ULI, you receive:

- ▶ A subscription to ULI's *Urban Land* magazine in print and online
- ▶ Annual forecasts and trends reports
- ▶ Access to ULI's online membership directory
- ▶ Personal assistance from ULI's expert staff
- ▶ Discounts on books, conferences, and meetings
- ▶ Opportunities to participate in local district councils

Visit www.uli.org for an application.

SUPPORT THE ULI FOUNDATION

Corporate contributions to the ULI Foundation Annual Fund are used to support specific research, education, and outreach initiatives of the Urban Land Institute. With your support, ULI can make a visible difference in communities far and wide.

Select your giving level:

- ▶ Leadership Circle (\$10,000 or more)
- ▶ Chairman's Circle (\$5,000–\$9,999)