

# 2012

## SPONSORSHIP OPPORTUNITIES



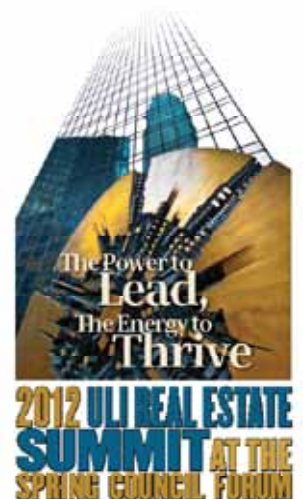
### 2012 ULI Real Estate Summit at the Spring Council Forum

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



Urban Land  
Institute

[www.uli.org](http://www.uli.org)



# Welcome to Charlotte

It goes without saying that we believe Charlotte is the ideal host city for the ULI Real Estate Summit at the Spring Council Forum. Virtually any substantive issue concerning the future of the built environment—development, investment, finance, design, planning—it all comes together here in Charlotte, North Carolina.

Given that 2011 marks ULI's 75th Anniversary we are especially proud to serve as hosts of this important event. Our number one priority is making sure that Spring Council Forum attendees receive an unparalleled value in the delivery of educational offerings, industry insights, and social and networking opportunities. We are excited that so many industry and ULI leaders from Charlotte have agreed to serve on our Local Arrangements Committee. Your sponsorship support of the Spring Council Forum identifies your firm as not only a leader in the real estate and land use industry but also aligns you with the strength, continuity, and innovation that have been hallmarks of ULI's history for 75 years. This brochure contains information on the many sponsorship opportunities at the meeting and a list of the firms that have already committed. Additionally, we are happy to discuss personalized options for your firm. Please contact us today.

Thank you for your support!

**Peter A. Pappas**  
*President/Managing Partner*  
*Pappas Properties, LLC*

*Chair, Local Arrangements Committee*

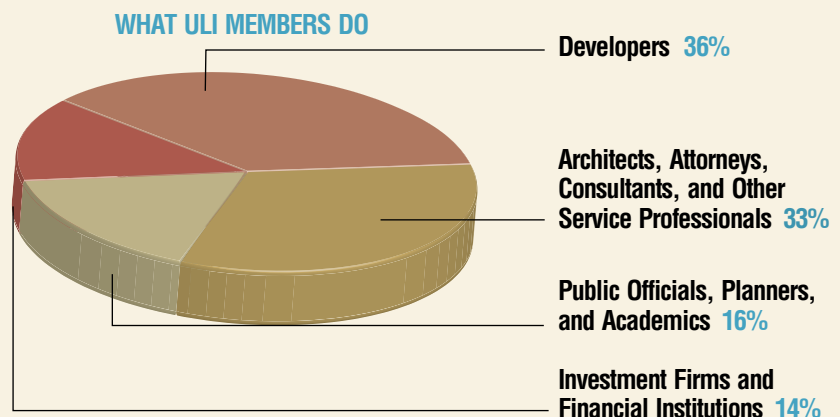


# GET IN FRONT OF THE LEADERS IN REAL ESTATE DEVELOPMENT

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.

## WHO YOU WILL MEET

You will meet top real estate industry leaders from every sector and build relationships with prospective clients, business partners, and employees. Hear about the latest trends first and how they will affect your bottom line. Hear from top experts in every field and benefit from the shared experiences of seasoned professionals.



The ULI Spring Council Forum plays host to the major decision makers in the industry, many of which are part of the ULI Council program that meets during the meeting. These councils focus on the following industry areas:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| Affordable/Workforce Housing         | Public Development and Infrastructure |
| Community Development                | Public/Private Partnership            |
| Commercial & Retail Development      | Recreational Development              |
| Entertainment Development            | Responsible Property Investment       |
| Global Exchange                      | Residential Neighborhood Development  |
| HealthCare & Life Sciences           | Sustainable Development               |
| Hotel Development                    | Senior Housing                        |
| Industrial & Office Park Development | Small-Scale Development               |
| Manufactured Housing Community       | Transit Oriented Development          |
| Multi-Family                         | Urban Development/Mixed-Use           |
| Office Development                   |                                       |

# 2012 ULI Real Estate Summit at the Spring Council Forum



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

## SPONSORSHIP CIRCLES UPDATED LISTING

PLATINUM \$25,000	GOLD \$15,000-\$24,999	SILVER \$10,000-\$14,999	BRONZE \$5,000-\$9,999																																																				
<ul style="list-style-type: none"> <li>▶ Pre- and postmeeting and on-site logo recognition as a Platinum-level sponsor</li> <li>▶ Four full meeting registrations</li> <li>▶ Two invitations to the Leadership Dinner</li> <li>▶ Two complimentary ULI Associate Memberships</li> <li>▶ Complimentary full-page, four-color ad in March/April <i>Urban Land</i> magazine</li> <li>▶ Space for company handouts on shared tables</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pre- and postmeeting and on-site logo recognition as a Gold-level sponsor</li> <li>▶ Three full meeting registrations</li> <li>▶ One invitation to the Leadership Dinner</li> <li>▶ One complimentary ULI Associate Membership</li> <li>▶ Complimentary full-page, four-color ad in March/April <i>Urban Land</i> magazine</li> <li>▶ Space for company handouts on shared tables</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pre- and postmeeting and on-site logo recognition as a Silver-level sponsor</li> <li>▶ Two full meeting registrations</li> <li>▶ One complimentary ULI Associate Membership</li> <li>▶ Space for company handouts on shared tables</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pre- and postmeeting and on-site listing as a Bronze-level sponsor</li> <li>▶ One full meeting registration</li> <li>▶ Space for company handouts on shared tables</li> </ul>																																																				
<p><b>SPONSORSHIP OPTIONS</b></p> <table border="0"> <thead> <tr> <th>EVENT</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>GENERAL SESSION* 3 available</td> <td>\$40,000</td> </tr> <tr> <td>TOWN HALLS* 3 available</td> <td>\$25,000</td> </tr> <tr> <td>LEADERSHIP DINNER* 3 available</td> <td>\$25,000</td> </tr> </tbody> </table> <p>*Includes brief introductory remarks</p> <table border="0"> <thead> <tr> <th>PLACEMENT</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>LANYARDS 1 available</td> <td>\$40,000</td> </tr> <tr> <td>PADFOLIOS 1 available</td> <td>\$40,000</td> </tr> <tr> <td>NOTEPADS 1 available</td> <td>\$25,000</td> </tr> </tbody> </table>	EVENT	COST	GENERAL SESSION* 3 available	\$40,000	TOWN HALLS* 3 available	\$25,000	LEADERSHIP DINNER* 3 available	\$25,000	PLACEMENT	COST	LANYARDS 1 available	\$40,000	PADFOLIOS 1 available	\$40,000	NOTEPADS 1 available	\$25,000	<p><b>SPONSORSHIP OPTIONS</b></p> <table border="0"> <thead> <tr> <th>EVENTS</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>COCKTAIL RECEPTION 3 available</td> <td>\$15,000</td> </tr> <tr> <td>NETWORKING LUNCH 1 available</td> <td>\$15,000</td> </tr> </tbody> </table> <table border="0"> <thead> <tr> <th>PLACEMENTS</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>AD ON BACK COVER 1 available</td> <td>\$20,000</td> </tr> <tr> <td>AD ON INSIDE BACK COVER OF PROGRAM 1 available</td> <td>\$15,000</td> </tr> <tr> <td>HOTEL KEY CARDS 1 available</td> <td>\$15,000</td> </tr> </tbody> </table>	EVENTS	COST	COCKTAIL RECEPTION 3 available	\$15,000	NETWORKING LUNCH 1 available	\$15,000	PLACEMENTS	COST	AD ON BACK COVER 1 available	\$20,000	AD ON INSIDE BACK COVER OF PROGRAM 1 available	\$15,000	HOTEL KEY CARDS 1 available	\$15,000	<p><b>SPONSORSHIP OPTIONS</b></p> <table border="0"> <thead> <tr> <th>EVENTS</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>KICKOFF RECEPTION 2 available</td> <td>\$10,000</td> </tr> <tr> <td>FULL-MEMBER NETWORKING EVENT 2 available</td> <td>\$10,000</td> </tr> <tr> <td>NETWORKING BREAKFAST 1 available</td> <td>\$10,000</td> </tr> </tbody> </table> <table border="0"> <thead> <tr> <th>PLACEMENTS</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>MEETING PENS 1 available</td> <td>\$10,000</td> </tr> <tr> <td>BLACK AND WHITE AD IN PROGRAM 4 available</td> <td>\$10,000</td> </tr> </tbody> </table>	EVENTS	COST	KICKOFF RECEPTION 2 available	\$10,000	FULL-MEMBER NETWORKING EVENT 2 available	\$10,000	NETWORKING BREAKFAST 1 available	\$10,000	PLACEMENTS	COST	MEETING PENS 1 available	\$10,000	BLACK AND WHITE AD IN PROGRAM 4 available	\$10,000	<p><b>SPONSORSHIP OPTIONS</b></p> <table border="0"> <thead> <tr> <th>EVENTS</th> <th>COST</th> </tr> </thead> <tbody> <tr> <td>CONCURRENT SESSION 6 available</td> <td>\$7,500</td> </tr> <tr> <td>REFRESHMENT BREAKS 2 available</td> <td>\$5,000</td> </tr> <tr> <td>MEETING BAG INSERTS 3 available</td> <td>\$5,000</td> </tr> </tbody> </table>	EVENTS	COST	CONCURRENT SESSION 6 available	\$7,500	REFRESHMENT BREAKS 2 available	\$5,000	MEETING BAG INSERTS 3 available	\$5,000
EVENT	COST																																																						
GENERAL SESSION* 3 available	\$40,000																																																						
TOWN HALLS* 3 available	\$25,000																																																						
LEADERSHIP DINNER* 3 available	\$25,000																																																						
PLACEMENT	COST																																																						
LANYARDS 1 available	\$40,000																																																						
PADFOLIOS 1 available	\$40,000																																																						
NOTEPADS 1 available	\$25,000																																																						
EVENTS	COST																																																						
COCKTAIL RECEPTION 3 available	\$15,000																																																						
NETWORKING LUNCH 1 available	\$15,000																																																						
PLACEMENTS	COST																																																						
AD ON BACK COVER 1 available	\$20,000																																																						
AD ON INSIDE BACK COVER OF PROGRAM 1 available	\$15,000																																																						
HOTEL KEY CARDS 1 available	\$15,000																																																						
EVENTS	COST																																																						
KICKOFF RECEPTION 2 available	\$10,000																																																						
FULL-MEMBER NETWORKING EVENT 2 available	\$10,000																																																						
NETWORKING BREAKFAST 1 available	\$10,000																																																						
PLACEMENTS	COST																																																						
MEETING PENS 1 available	\$10,000																																																						
BLACK AND WHITE AD IN PROGRAM 4 available	\$10,000																																																						
EVENTS	COST																																																						
CONCURRENT SESSION 6 available	\$7,500																																																						
REFRESHMENT BREAKS 2 available	\$5,000																																																						
MEETING BAG INSERTS 3 available	\$5,000																																																						

## CURRENT SPONSORS



## 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.**

### 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.**



#### FOR MORE INFORMATION, CONTACT

**David Howard**  
EVP, ULI Foundation &  
Development  
(202) 624-7055 office  
David.Howard@ULI.org

**Jessica Waymouth**  
Director, Development  
(202) 624-7073 office  
Jessica.Waymouth@ULI.org

**Carla Harrison**  
Director, Development  
(949) 542-6122 office  
Carla.Harrison@ULI.org