

ULI Fall Meeting | October 5–8, 2015 | San Francisco, CA

2015 Sponsorship Opportunities



ULI Fall Meeting
Connect with the world of real estate

fall.uli.org



Urban Land
Institute

2015 ULI Fall Meeting

Join us October 5–8 in San Francisco for the 2015 ULI Fall Meeting. Come to ULI's largest annual meeting, showcasing up-to-the-minute content that is relevant and actionable for you and your business. Sponsorship support of the Fall Meeting ensures the success of this prestigious event and builds brand equity among key stakeholders.

The Fall Meeting, ULI's largest annual gathering, is the one event where you can connect with an unprecedented number of leaders in the real estate and land use marketplace. Leading real estate professionals from around the world will be in San Francisco discussing the latest trends, projects, and opportunities affecting your business today. Meet real estate developers, investors, public officials, financiers, architects, planners, and service providers from around the world.



San Francisco is proud to host the 2015 ULI Fall Meeting!

So much of what is core to ULI—sustainable development and design, proactive public/private collaboration, innovation in building operations, responsible investing—is on vivid display right here in San Francisco and throughout the Bay Area. In many ways, San Francisco represents ULI in action, and we are anxious to share our enthusiasm and excitement with the more than 6,500 real estate, land use, and public sector leaders from around the world who will be attending the 2015 ULI Fall Meeting.

Our goal is to “tell the story” of San Francisco and the Bay Area in a way that shows the global ULI community how a large, multifaceted metropolitan area can succeed through responsible and sound development and land use practice. Critical to our telling of the story is the involvement of the many companies that make San Francisco and the Bay Area work. Sponsorship support of the Fall Meeting is critical to ensuring the success of this unique event. Please review the opportunities included in this prospectus to discover how your company can be a part of the industry’s most dynamic event.

COCHAIRS, STEERING COMMITTEE



Michael Covarrubias
Chairman & CEO
TMG Partners



George Marcus
Chairman
Marcus & Millichap



Hamid Moghadam
Chairman & CEO
Prologis

CHAIR, SPONSORSHIP COMMITTEE



Constance Moore
Chair, Sponsorship
Committee



Fall Meeting Steering Committee Co-Chairs

Michael Covarrubius, TMG Partners

George Marcus, Marcus & Millichap

Hamid Moghadam, Prologis

Steering Committee

Douglas Abbey, Swift Real Estate Partners

Jeffrey Berkes, Federal Realty Investment Trust

Joseph Brown, AECOM

Preston Butcher, Legacy Partners

Robert Gray Jr., Rockwood Capital

Tyler Higgins, Orchard Partners

Mark Kehke, DMB Associates

Mark Kroll, Sares-Regis

John McNellis, McNellis Partners

Alexander Mehran, Sunset Development Company

Constance Moore

Mark Myers, Wells Fargo

Ronald Nahas, Rafanelli and Nahas

Robert Pester, Boston Properties

Robert Reidy, Stanford University

Ken Rosen, Fisher Center for Real Estate and Urban Economics, UC Berkeley

Lynn Sedway, Sedway Consulting

Glenn Shannon, Shorenstein

Carl Shannon, Tishman Speyer

Jeff Smith, Sack Properties

John Sobrato, The Sobrato Organization

J. Michael Stedman, Union Bank

Gregory Vilkin, Related California Urban Residential

Jim Wunderman, Bay Area Council

Ron Zeff, Carmel Partners

Sponsorship Options

The engagement of our sponsoring firms is key to running a successful event. Join this elite group of companies supporting the meeting. Choose from a variety of levels and selected sponsorship opportunities—outlined in this prospectus—to better enhance your presence at the ULI Fall Meeting.

Icon: Please call for details on how to be part of this exclusive category.

Principal \$100,000

ITEMS TO CHOOSE FROM:

- Meeting bags
- Meeting lanyards
- General Session (4 available)
- Two-page gatefold cover ad in the on-site program
- Meeting padfolios

- Company logo recognition as Principal Sponsor in pre-event marketing materials, print collateral, digital events promotions, and on-site signage, and on the Fall Meeting website
- Logo prominently displayed in meeting loop played at the General Sessions
- Four sponsored posts on ULI's official social-media platforms—Facebook, LinkedIn, and Twitter—that will include a link to your website
- Two-page spread in the Fall Meeting issue of *Urban Land* magazine
- Yearlong ad run on *Urban Land* online
- Ten meeting registrations
- Two invitations to the Leadership Dinner
- Four invitations to the Kickoff Reception
- Three ULI Associate memberships
- Option to have private lounge or hospitality space and display space in the ULI Hub

Platinum \$75,000

ITEMS TO CHOOSE FROM:

- Hotel keycards
- Meeting pens
- Color ad on the back of the meeting program
- Wi-fi sponsor
- Mobile App

- Company logo recognition as Platinum Sponsor in pre-event marketing materials, print collateral, digital events promotions, and on-site signage, and on the Fall Meeting website
- Logo prominently displayed in meeting loop played at the General Sessions
- Two sponsored posts on ULI's official social-media platforms—Facebook, LinkedIn, and Twitter—that will include a link to your website
- Full-page ad in the Fall Meeting issue of *Urban Land* magazine
- Eight-month ad run on *Urban Land* online
- Eight meeting registrations
- One invitation to the Trustees Dinner
- Three invitations to the Kickoff Reception
- Two ULI Associate memberships
- Option to have display space in the ULI Hub

Gold \$50,000

ITEMS TO CHOOSE FROM:

- Cosponsorship of ULI Trustees Dinner (4 available)
 - Cosponsorship of Opening Reception (4 available)
 - Ad on the inside front cover of the program
 - Ad on the inside back cover of the program
 - Cosponsorship of the Kickoff Reception (4 available)
 - Branded badge insert
 - Wrap-up e-mail sponsor (1 day)
- Company logo recognition as Gold Sponsor in pre-event marketing materials, print collateral, digital events promotions, and on-site signage, and on the Fall Meeting website
 - Full-page ad in the Fall Meeting issue of *Urban Land* magazine
 - Six-month ad run on Urban Land online
 - Six meeting registrations
 - One invitation to the Leadership Dinner
 - Two invitations to the Kickoff Reception
 - Two ULI Associate memberships
 - Option to have display space in the ULI Hub

Silver \$25,000

ITEMS TO CHOOSE FROM:

- Cosponsorship of Full Member Reception
 - Promoted post on ULI Events app
 - Registration self-check-in branding
 - Daily e-mail blasts
 - Daily update
 - Black-and-white ad in meeting program (8 available)
 - Programming track
- Company logo recognition as Silver Sponsor in pre-event marketing materials and on the Fall Meeting website
 - Half-page ad in the Fall Meeting issue of *Urban Land* magazine
 - Four-month ad run on Urban Land online
 - Four meeting registrations
 - One invitation to the Kickoff Reception
 - One ULI Associate membership

Bronze \$10,000

ITEMS TO CHOOSE FROM:

- Distribution of sponsor research on the ULI Events app
 - ULI Pavilion Reception
 - Concurrent session (multiple)
 - Mobile workshop/tours (multiple)
 - Networking breaks (multiple)
- Company logo recognition in pre-event marketing materials and on the Fall Meeting website
 - 25% discount on ad in the Fall Meeting issue of *Urban Land* magazine
 - Three meeting registrations
 - One associate membership for a Young Leader



2015 ULI Fall Meeting Sponsors

ICON SPONSORS



MAJOR SPONSORS



Coblentz
Patch Duffy
& Bass LLP



Who Attends the Fall Meeting?

More than 6,500 leaders in the real estate and land use industry attended the 2014 Fall Meeting. More than half the attendees are employed by real estate development and investment firms. In 2014, over 2,500 attendees were ULI Full Members—ULI's highest category of membership.

What ULI members do:

14% INVESTMENT FIRMS AND FINANCIAL INSTITUTIONS

16% PUBLIC OFFICIALS, PLANNERS, AND ACADEMICS

33% ARCHITECTS, ATTORNEYS, CONSULTANTS, AND OTHER SERVICE PROFESSIONALS

37% DEVELOPERS



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

fall.uli.org



1025 Thomas Jefferson Street, NW
Suite 500 West
Washington, DC 20007
www.uli.org

For more information, contact

David Howard

EVP, Development and ULI Foundation
202-624-7055
David.Howard@ULI.org

Brandon Sedloff

Senior Vice President, Global Head of Corporate Development
202-714-2582
Brandon.Sedloff@ULI.org

Carla Clements

Managing Director, Head of Corporate Development
949-542-6122
Carla.Clements@ULI.org