



2012 ULI Fall Meeting

October 16–19, 2012 • Denver Convention Center • Denver, Colorado

SPONSORSHIP OPPORTUNITIES

What's Next

Real Estate in the New Economy

Join Us for the Premier Real Estate Event in 2012.

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Institute**

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2012 ULI Fall Meeting

The 2012 Fall Meeting in Denver will mark the culmination of ULI's 75th anniversary! As Fall Meeting co-chairs for this momentous occasion, we could not be more excited and enthusiastic about the opportunity to work with the many committed volunteers and sponsors whose contributions will be so important to ULI and the Denver mountain region. The theme of the 2012 Fall Meeting —“What's Next”—focuses on an industry fully engaged with larger issues of economic and political consequence—global finance, innovation, the national elections, to name a few. Within this backdrop, 7,000 real estate, land use, and public sector leaders from around the world will gather in Denver to learn what's next and to bring solutions to industry challenges.

The support of our Fall Meeting sponsors and funding partners is critically important to ensuring the financial success of this milestone event. However, we also encourage your participation as a sponsor so that you can help lead the conversation around what's next for the industry. Innovative thinking and proven solutions—whether in development, design, finance, or operations—will be at the forefront of our Fall Meeting program. Please review the opportunities included in this brochure to discover how you can align your firm with the strength, continuity, and innovation that have been the hallmarks of ULI's history for 75 years. Additionally, we are happy to discuss personalized options for your firm. Please contact us today (see contact details on page 8).



William E. Mosher
Senior Managing Director
Trammell Crow
Co-chair, Local Arrangements Committee



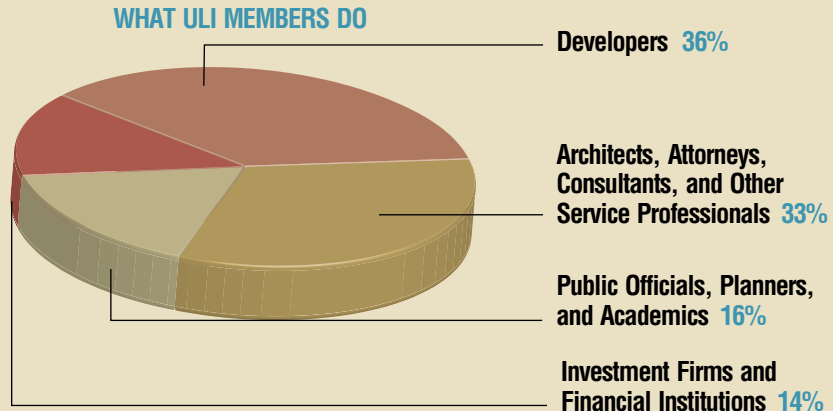
Thomas W. Toomey
Chief Executive Officer
UDR, Inc.
Co-chair, Local Arrangements Committee

The Fall Meeting, ULI's largest annual meeting, is the one event of the year where you can connect with an unprecedented number of leaders in the real estate and land use marketplace. The leading development professionals from around the world will be in Denver to showcase the latest trends, projects, and opportunities affecting the creation and sustainability of thriving communities. Here are the target audiences you'll meet at this exciting event:

- Real estate developers
- Investors
- Public sector officials
- Financiers
- Architects
- Planners
- Construction and building materials professionals
- Service providers

WHO ATTENDS THE FALL MEETING?

Based on 2011 attendees, over 2,500 attendees were ULI Full Members—ULI's highest category of membership. Over 6,400 leaders in the real estate and land use industry attended last year's meeting. More than half of attendees are employed by real estate development and investment firms.



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 meeting. 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 Fall Meeting 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 7,000 members.



SPONSORSHIP OPTIONS

Choose from a variety of levels and selected sponsorship opportunities to better accentuate your presence at the ULI Fall Meeting. This sponsorship program features five levels of recognition, each with a value-added package of benefits. Sponsors may select one of the five levels below based on your sponsorship budgets. Sponsor recognition will be determined by the total amount of sponsorship support.

ANNIVERSARY

\$75,000

- Company logo recognition as 75th Anniversary-level sponsor
- Lead recognition as 75th Anniversary-level sponsor in special on-site signage
- Opening party co-sponsor-Wednesday, October 17; recognition on signage at the reception, expected attendance of 6,000+
- Choose a sponsorship item or event from any of the levels listed on pages 4–7
- *Urban Land* magazine-two-page spread in Fall Meeting issue (due September 20)
- Complimentary 20'x20' in the Urban Innovation Lab, a showcase of innovation in real estate
- Eight full registrations to the meeting (names due to ULI October 1)
- Fifteen passes to the Urban Innovation Lab (names due to ULI October 1)
- Two invitations to the ULI Trustees Dinner
- Two invitations to Kickoff Reception
- Two annual ULI Associate memberships (\$840 value)
- Space for company handouts on tables

PLATINUM \$50,000+

- Company logo recognition as Platinum-level sponsor
- Lead recognition as Platinum-level sponsor in on-site signage on on ULI website
- Full-page ad in Fall Meeting issue of *Urban Land* magazine (due September 20)
- Five full registrations
- Ten passes to the Urban Innovation Lab
- Two invitations to ULI Trustees Dinner
- Two annual ULI Associate memberships (\$840 value)
- Space for company handouts on shared tables

CHOOSE FROM:

REGISTRATION BAGS \$50,000

One available

*Shoulder bags with sponsor logo distributed to all Fall Meeting attendees
Complimentary insert*

MEETING PADFOLIOS \$50,000

One available

*Padfolios with sponsor logo distributed to all Fall Meeting attendees
Complimentary insert*

GOLD

\$25,000–\$49,999

- Company logo recognition as Gold-level sponsor at the meeting and on ULI website
- Full-page ad in Fall Meeting issue of *Urban Land* magazine (due September 20)
- Four full registrations
- Eight passes to the Urban Innovation Lab
- One invitation to ULI Trustees Dinner
- One annual ULI Associate membership (\$420 value)
- Space for company handouts on shared tables

CHOOSE FROM:

GENERAL SESSION \$40,000

Four available

Opportunity to do introduction

Sponsor recognition on signage at session and in on-site program

Expected attendance 4,000

NAME-BADGE LANYARDS \$40,000

One available

Sponsor logo printed on all name-badge lanyards distributed to attendees

HOTEL KEYCARDS \$30,000

One available

Room keys distributed to attendees at primary Fall Meeting hotels

Sponsor branding on room keys

ULI TRUSTEES DINNER \$25,000

Four co-sponsorships available

Sponsor recognition at event

2 complimentary invitations to attend

Expected attendance 250

CEO LEADERSHIP PROGRAM \$25,000

Four co-sponsorships available

Sponsor recognition on event signage and on invitation

Invitation for one company representative to attend

Expected attendance 50

ULI ROSE CENTER FOR PUBLIC
LEADERSHIP–PUBLIC OFFICIALS
SCHOLARSHIP \$25,000

One sponsorship available

Opportunity to fund public officials' attendance at the meeting

Recognition on Rose Center web site, on communication to public officials, and on-site signage

NOTEPADS \$25,000

One sponsorship available

Sponsor recognition on notepads distributed to attendees

AD ON BACK OF MEETING PROGRAM \$25,000

One available

Full page, color ad on back of on-site program (4" w x 9" h)

Ad artwork due September 1, 2012

“The event puts me in the room with the right mix of people to share experiences and lay the groundwork for future deals. It pays for itself every time.”

MICHAEL D. FASCITELLI
PRESIDENT & CEO, VORNADO REALTY TRUST



SILVER \$10,000–\$24,999

- Company logo recognition as Silver-level sponsor at the meeting and on ULI website
- Three full registrations
- Four passes to the Urban Innovation Lab
- Space for company handouts on shared tables

CHOOSE FROM:

MEETING PENS \$20,000
One sponsorship available
Sponsor recognition on meeting pens distributed at registration

WOMENS RECEPTION \$15,000
Two co-sponsorships available
Sponsor recognition on signage at event and on invitations
Expected attendance 200

KICKOFF RECEPTION \$10,000
Four co-sponsorships available
Reception held Monday, October 15 at prominent location
Sponsor recognition on signage at event and on invitations
Expected attendance 150, including local committee

AD ON INSIDE FRONT COVER OF PROGRAM \$15,000
One available
Full-page, color ad on inside front cover of on-site program (4" w x 9" h)
Artwork due September 1, 2012

BLACK AND WHITE AD IN PROGRAM \$10,000
Four available
Full page, black & white ad in the pages of the on-site program (4" w x 9" h)
Artwork due September 1, 2012

BRONZE \$5,000–\$9,999

- Company name recognition as Bronze-level sponsor at the meeting and on ULI website
- Two full registrations
- Two expo passes
- Space for company handouts on shared tables

CHOOSE FROM:

MOBILE WORKSHOP \$5,000

Multiple available

Workshops travel to unique development sites in Denver area

Sponsor recognition on signage at mobile workshop and in on-site program

Opportunity to distribute give-away item to attendees

CONCURRENT SESSIONS \$5,000

Multiple available

Sponsor recognition on signage at session and in the on-site program

Opportunity to distribute marketing materials in the session room

Sponsor may coordinate seat-drop of marketing materials

NETWORKING BREAK \$5,000

Multiple available

Sponsor recognition on signage at break and in on-site program

URBAN INNOVATION LAB \$5,000

Sponsor the Urban Innovation Lab, showcasing new technology and advancements in real estate and building efficiency, and receive a table booth space.

EXHIBIT IN THE URBAN INNOVATION LAB!

The Urban Innovation Lab is a cross between a demonstration area and expo, showcasing the latest innovations and solutions in the real estate and land use industry. Specifically designed to provide attendees with a look into what's next in the real estate and land use industry, the Urban Innovation Lab features the latest designs, developments, and technologies that will define the landscape of tomorrow, while bringing solutions to the forefront today. Sponsors of the Urban Innovation Lab are entitled to a 100 square foot exhibit booth, two full registration, and two exhibitor registrations. Call or email today for more details.



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.



FOR MORE INFORMATION, CONTACT

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A wide-angle photograph of a large, modern conference hall. The room features high ceilings with recessed lighting and several large, spherical pendant lights. The walls are composed of large glass panels, allowing natural light to flood the space. In the foreground, a group of people in business attire are gathered around a bar, engaged in conversation. The floor is covered in a patterned carpet with a repeating geometric design. The overall atmosphere is professional and social.

“ULI attracts the foremost players and thinkers in the business. The smartest people are in the room—every room! ULI’s Fall Meeting is the connective tissue of commercial real estate.”

CHRISTOPHER R. LUDEMAN
PRESIDENT, BROKERAGE & CAPITAL MARKETS, THE AMERICAS
CBRE

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