



# The 2010 Washington Real Estate Trends Conference



## Sponsorship Opportunities

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

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2009 TRENDS SPONSORS*

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**EXHIBITORS**

David M. Schwarz Architects

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Harkins Builders

Institute for Building Technology & Safety

ULI Bookstore

Washington Business Journal

WDG Architecture

# ULI Washington

## 2010 Washington Real Estate Trends Conference

Tuesday, April 20, 2010

7:30 AM – 5:00 PM

Ronald Reagan Building and International Trade Center

The Washington Real Estate Trends Conference is ULI Washington's flagship program and the region's most prestigious real estate conference and networking event. Over 800 leading real estate industry professionals attended last year's sold-out event, and this year's conference will also be a must-attend event, providing attendees with critical information to understand the real estate industry during these challenging times. Thought-provoking keynote speakers will alternate with engaging panels to address the most pressing concerns in the real estate industry, as well as the economic, demographic and political trends shaping our region.

### SPONSORSHIP OPPORTUNITIES

The Washington Real Estate Trends Conference provides an exceptional opportunity to both support the mission of the Urban Land Institute and reach this region's land use and real estate professionals.

#### **Logo Recognition**

Event sponsors will receive logo recognition the day of the event (800+ attendees) on the ULI Washington website, and on all marketing materials that regularly reach over 10,000 industry leaders throughout the Mid-Atlantic.

#### **Complimentary Registration**

Receive complimentary registration(s) to the Conference.

#### **Company Advertisement in Event Program**

All major sponsors will receive ad space in this year's event program, providing sponsors with the opportunity to showcase your company, projects and services.

#### **Keynote Speaker and Panel Sponsors**

Sponsor one of the day's keynote speakers or panels and have your company associated with a specific portion of the program. To learn about confirmed keynote speakers and panels please contact Lisa Rother at ULI Washington: (240) 497-1919 or lrother@uli.org.

#### **Exhibit Space**

Limited Exhibit space is available at this year's Trends Conference. With only 10 exhibit spaces available, your company will have tremendous exposure to showcase your company, its projects and services.

# ULI Washington

## 2010 Washington Real Estate Trends Conference Sponsorship Levels

<b>PRINCIPAL SPONSOR</b>	
<input type="checkbox"/> <b>Principal Sponsor</b> <b>\$20,000</b>  <b>(1 Available)</b>	<ul style="list-style-type: none"> <li>▪ <i>Exclusive</i> sponsorship with company logo prominently displayed with event title on all marketing and program materials, website, sponsor board, and projection screens.</li> <li>▪ A double-size display (20' x 6') in prominent area.</li> <li>▪ Opportunity to distribute company materials (note pads, pens, etc.).</li> <li>▪ Six (6) complimentary registrations for the event.</li> <li>▪ Full page ad in program.</li> </ul>
<b>MAJOR SPONSORS</b>	
<input type="checkbox"/> <b>Lunch Sponsor</b> <b>\$10,000</b>  <b>(1 Available)</b>	<ul style="list-style-type: none"> <li>▪ <i>Exclusive</i> sponsor of the lunch held in the Atrium Ballroom.</li> <li>▪ Company logo on all marketing and program materials, sponsor board, and projection screens.</li> <li>▪ Three (3) complimentary registrations for the event.</li> <li>▪ Half page ad in program.</li> </ul>
<input type="checkbox"/> <b>Breakfast Sponsor or Podcast Sponsor</b> <b>\$7,500</b>  <b>(1 of each Available)</b>	<ul style="list-style-type: none"> <li>▪ <i>Select</i> sponsor of the breakfast or the Trends podcast (One of each Available).</li> <li>▪ Company logo on all marketing and program materials, sponsor board, and projection screens. For Podcast sponsor, recognition on podcast recording on website.</li> <li>▪ Two (2) complimentary registrations for the event.</li> <li>▪ Half page ad in program.</li> </ul>
<input type="checkbox"/> <b>Reception Sponsor</b> <b>\$5,000</b>  <b>(2 Available)</b>	<ul style="list-style-type: none"> <li>▪ <i>Select</i> sponsor of the reception (Two Available).</li> <li>▪ Company logo on all marketing and program materials, sponsor board, and projection screens.</li> <li>▪ Two (2) complimentary registrations for the event.</li> <li>▪ Quarter page ad in program</li> </ul>
<input type="checkbox"/> <b>Keynote Speaker Sponsor</b> <b>\$5,000</b>  <b>(4 Available)</b>	<ul style="list-style-type: none"> <li>▪ <i>Select</i> sponsor of one of four keynote speakers.</li> <li>▪ Special recognition in the introduction of a keynote speaker and in the printed program.</li> <li>▪ Company logo on all marketing and program materials, sponsor board and projection screens.</li> <li>▪ Two (2) complimentary registrations for the event</li> <li>▪ Quarter page ad in program</li> </ul>

## MAJOR SPONSORS - CONTINUED

**Panel Sponsor**  
**\$5,000**  
**(4 Available)**

- *Select* sponsor of a panel (Four available).
- Special recognition in the introduction of a panel and in the printed program.
- Company logo on all marketing and program materials, sponsor board and projection screen.
- Two (2) complimentary registrations for the event.
- Quarter page ad in program

## EVENT SPONSORS

**Event Sponsor**  
**\$3,000**  
**(Unlimited)**

- Company logo on all marketing materials, sponsor board, and projection screens.
- One (1) complimentary registration for the event

## EXHIBITORS

**Exhibitor**  
**\$2,500**  
**(10 Available)**

- One (1) 6' x 10' display space in major traffic corridor
- One (1) complimentary registration for the event
- Exhibitor recognition on all event boards

## PAYMENT OPTIONS

TOTAL \$ \_\_\_\_\_

Please invoice me directly:

I would like to pay by check. Checks payable to: **ULI Washington District Council**  
**4909 Cordell Avenue, 2<sup>nd</sup> Floor, Bethesda, MD 20814**

I would like to pay by credit card:

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## CONTACT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Fax Both Sides of Form to: 240.497.1818

ULI Federal Tax ID Number: 53-0159845

Questions? Contact Lisa Rother at 240.497.1919 ext 102