



VIRTUAL
FALL MEETING

CONNECT WITH THE WORLD OF REAL ESTATE

October 13-15, 2020

SPONSORSHIP PROSPECTUS



2020 VIRTUAL

FALL MEETING

ABOUT ULI

ABOUT THE URBAN LAND INSTITUTE

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. **ULI is its members**—delivering the mission, shaping the future of the industry, and creating thriving communities across the globe.



45,000+

members, representing
over **81 countries**



2,300+

programs, including **52 district councils**
and **64 product councils**



100,000+

people receive **Urban Land**
content by email weekly



300,000

followers make up ULI's **social media**
network across all four platforms



2020 VIRTUAL

FALL MEETING

ABOUT THE MEETING

ABOUT THE VIRTUAL FALL MEETING

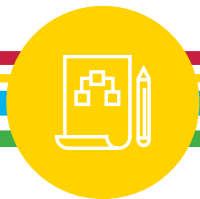
Now more than ever, ULI’s role as connector is crucial. The 2020 ULI Virtual Fall Meeting will bring together thousands of real estate and land use professionals during an interactive online experience to share knowledge, build relationships, and explore the role of real estate in shaping cities and communities across the globe.

Bringing the ULI experience to you, wherever you are

The virtual event will span three days and feature world-renowned industry leaders sharing their insights on topics ranging from capital markets and COVID-19 impacts to social equity and sustainability. The virtual environment will allow ULI to reach an even larger audience, making this a truly global event.

Not just another webinar

The ULI Virtual Fall Meeting will go beyond the usual online format: it is a digital production created to seamlessly deliver a personalized learning and networking experience through curated content, high-level insights, and audience interactivity.



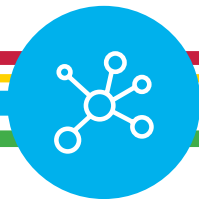
40+

sessions



100

speakers



25+

networking events



10+

real estate
mobile tours



130,000

individuals reached through
Fall Meeting marketing
communications



WHY SPONSOR?

BRAND VISIBILITY

GAIN RECOGNITION AMONG THE LEADERS IN REAL ESTATE DEVELOPMENT

Showcase your brand to more than **6,000 participants** from the leading real estate companies across the globe.

ULI ENGAGEMENT

DEEPEN YOUR ENGAGEMENT WITH THE LARGEST NETWORK OF CROSS-DISCIPLINARY REAL ESTATE AND LAND USE EXPERTS, BOTH GLOBALLY AND LOCALLY

Your sponsorship ensures that ULI is able to deliver its mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities, both at a global level and in San Francisco through the activities of the district council.

THOUGHT LEADERSHIP

DELIVER YOUR MESSAGE TO THE RIGHT PEOPLE

Demonstrate your company's **expertise and innovation** by aligning with and contributing to ULI content.

For more information about the sponsorship program and how to get involved with the 2020 ULI Fall Meeting, contact sponsorship@uli.org or visit fall.uli.org/sponsor.

2020 ULI FALL MEETING SPONSORSHIP BENEFITS	ICON \$75,000	PRINCIPAL \$50,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
SPOTS AVAILABLE	2	3	5	7	10	15
PRE-EVENT MARKETING						
ULI Conference Website Recognition	✓	✓	✓	✓	✓	✓
Virtual Fall Meeting Marketing Email Campaign Recognition	✓	✓	✓			
A ULI-Approved Testimonial or Video Teaser From a Company Leader to Include in 1 or More Emails	✓					
Promotional Posts across All ULI Social Media Platforms	2 posts	1 post				
"ON-SITE" MARKETING						
Virtual Exhibit Hall Booth*	✓ plus roundtables	✓ plus roundtables	✓ plus roundtables	✓	✓	✓
Virtual Platform Homepage Signage	✓	✓	✓			
Pre-recorded Conference Welcome Remarks from Company CEO or Leader	✓					
Exclusive Sponsor of Concurrent or General Session	Choice of 2 Sessions including 1 General Keynote Session	Choice of 1 Session including 1 General Keynote Session	Choice of 1 Concurrent Session	Choice of 1 Concurrent Session		
POST-EVENT MARKETING						
Access to Virtual Exhibit Hall Leads Dashboard (visitors and email list**) and ABM Dashboard (booth visitor by company and engagement score)	✓	✓	✓			
Post-Event Metric Report	✓	✓	✓	✓	✓	✓
ADDITIONAL ULI BENEFITS						
ULI Virtual Fall Meeting Complimentary Registrations	15	12	10	8	5	3
Complimentary Memberships (Associate Level)	4	3	2	1	1	
Urban Land Magazine Print Advertisement (Fall Meeting Issue)	2 Page Spread	1 Full Page	1/2 Page	1/2 Page	25% Ad Discount	
Urban Land Magazine Online Advertisement	6 Months	4 Months	4 Months			
One-year Sponsor Recognition and Benefits with ULI San Francisco in 2021 (as applicable)	Gold	Silver	Bronze			
CHOICE BENEFIT (CHOICE OF ONE PER SPONSOR)						
Options Include: 20-Minute Micro-Learning Session, ULI's Pathways to Inclusion Program, Urban Land Sponsored Content, Branded Swag Giveaway, or Virtual Tour Sponsor	✓	✓	✓	Available at additional cost	Available at additional cost	Available at additional cost

*Virtual booth includes: Personalized booth space with company description, logo, and social media links; interactive roundtables on demand and pre-scheduled; ability to create a playlist with up to 15 minutes of media content and/or downloadable resources; opportunity to highlight company sessions at booth.

**Email lists are shared pending permissions provided by attendees; privacy laws apply where applicable.

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