



October 11-14, 2021

FALL MEETING

CONNECT WITH THE WORLD OF REAL ESTATE

CHICAGO, IL

SPONSORSHIP PROSPECTUS



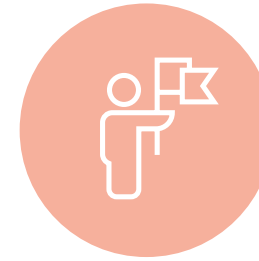
ABOUT THE URBAN LAND INSTITUTE

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 built environment for transformative impact in communities worldwide.



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



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ABOUT THE FALL MEETING

Join the thousands of decision-makers who will convene in Chicago and online, October 11-14, at the 2021 ULI Fall Meeting. The Fall Meeting is the only event that brings together **EVERY** sector of the real estate industry in one place. By attending, you build relationships with top industry professionals and receive the cutting-edge information you need to build your business.



100+
sessions



300
speakers



50+
networking events



30
real estate
mobile tours



4,000+
active event
app users



130,000
individuals reached via
Fall Meeting marketing
communications email,
website, and social media



94%

OF ATTENDEES REPORT MAKING
VALUABLE BUSINESS CONNECTIONS
AT ULI MEETINGS



96%

OF ATTENDEES REPORT A
POSITIVE ROI FROM ULI MEETINGS



86%

OF MEETING SPONSORS ARE LIKELY
TO RECOMMEND FALL MEETING
SPONSORSHIP TO A PEER OR COLLEAGUE

WHO ATTENDS?

- 42%** URBAN PLANNERS & GOVERNMENT INSTITUTIONS
- 41%** DEVELOPERS & INVESTMENT/FINANCE
- 17%** BROKERAGE & OTHER SERVICES PROVIDED



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WHY SPONSOR?

BRAND VISIBILITY

GAIN RECOGNITION AMONG THE LEADERS IN REAL ESTATE DEVELOPMENT

Showcase your brand to thousands of senior executives 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 GLOBAL AND LOCAL.

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 worldwide, both at a global level and in Chicago through the activities of our local 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 2021 ULI Fall Meeting, contact sponsorship@uli.org or visit fall.uli.org/sponsor.



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ULI CHICAGO LIFETIME ACHIEVEMENT AWARD DINNER

ULI is pleased to announce that the ULI Chicago Lifetime Achievement Award will be awarded during the 2021 ULI Fall Meeting. Now in its 26th year, the annual ULI Chicago Lifetime Achievement Award celebrates an industry leader who has made an indelible mark on the Chicago real estate industry and the community. This dinner will bring together top leaders in the industry from the Chicago area, across the country, and around the world. Notable past honorees include the late Marshall Bennett, Lester Crown, Penny Pritzker, and the late Gerald D. Hines.

2021 ULI Chicago Lifetime Achievement Award Honoree

Randy Rowe

Chairman | Green Courte Partners, LLC

Randy Rowe is Chairman of Green Courte Partners, LLC (“GCP”), a private equity real estate investment firm focused on niche real estate strategies including manufactured housing properties. (Windward Communities); near airport parking (The Parking Spot); and active adult and independent living properties (True Connection Communities). Mr. Rowe is a Trustee and former Global Chairman of the Urban Land Institute as well as a member and former Chairman of The Real Estate Roundtable.

2021 ULI CHICAGO LIFETIME ACHIEVEMENT AWARD DINNER

MONDAY, OCTOBER 11, 2021

In conjunction with the
2021 ULI Fall Meeting in Chicago

HONOREE

RANDY ROWE

Chairman | Green Courte Partners, LLC



Chicago



2021 ULI FALL MEETING SPONSORSHIP BENEFITS	ICON SPONSOR \$150,000	PRINCIPAL SPONSOR \$100,000	PLATINUM SPONSOR \$75,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$10,000
PRE-EVENT MARKETING						
ULI Conference Website Recognition	✓	✓	✓	✓	✓	✓
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 Post Across ULI Social Media Platforms	2 posts	1 post				
ONSITE EVENT MARKETING						
Onsite Branding and Signage	✓	✓	✓	✓	✓	✓
Opportunity for company leader to introduce keynote speaker at one of the general sessions	✓					
Choice of one exclusive add-on benefit (options include):	<p>Exclusive sponsor of the Fall Meeting Welcome Reception</p> <p>Presenting sponsor of the ULI Fall Meeting Tour program</p> <p>Official ULI Hotel Block Sponsor</p>	<p>Lanyards</p> <p>Hotel Keycards</p> <p>Branded giveaway item provided to all conference attendees (ULI guidelines apply)</p>	<p>Information Desk & Wi-Fi Network Name</p> <p>Co-Sponsor of the Closing Reception</p> <p>Fall Meeting Platform Sponsor</p>	<p>Co-sponsor of one Programming Event (i.e., Pathways to Inclusion Program, WLI Speakeasy, YLG Reception, or NEXT Reception)</p> <p>Micro-Learning Sessions Sponsor and Presenter</p>	<p>Daily Email and Wrap-up Email Advertising Placement</p> <p>Co-sponsor of one ULI Member Engagement Event (i.e., Full Member Reception, or NewMember Breakfast, Networking Lunch)</p>	<p>Concurrent Session Sponsor</p> <p>Individual Tour Sponsor</p> <p>Networking Coffee Break Sponsor</p>
ULI CHICAGO LIFETIME ACHIEVEMENT AWARD DINNER BENEFITS						
Complimentary Tickets	10	10	8	6	4	2
ADDITIONAL ULI BENEFITS						
ULI Fall Meeting Complimentary Registrations	12	10	8	6	4	2
ULI Fall Meeting Global Governing Trustees and Leadership Dinner Invitations	3	2				
Complimentary ULI Memberships (Associate Level)	4	4	3	3	1	1
Urban Land Magazine Print Advertisement (Fall Meeting Issue)	2 Page Spread Ad	1 Full Page Print Ad	1 Full Page Print Ad	1 Full Page Print Ad	1/2 Page Print Ad	
Urban Land Magazine Online Advertisement	10 Month Online Ad Run	8 Month Online Ad Run	6 Month Online Ad Run			
One year sponsor recognition and benefits with ULI Chicago	✓	✓	✓	✓	✓	

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