The ULI Fall Meeting, a global stage for real estate, connects cross-disciplinary land use professionals worldwide. Over three days, engage with influential decision-makers and industry experts, gaining insights through thought-provoking sessions, interactive workshops, and collaborative forums. Together, we will explore innovative solutions to the pressing issues affecting our cities and communities.

Join thousands of decision-makers convening in Las Vegas from October 28-30 at the 2024 ULI Fall Meeting—the only event uniting every sector of the real estate industry. Attend to build relationships with top professionals and acquire cutting-edge information for your business.
WHY SPONSOR?
INNOVATE. COLLABORATE. CONNECT.

• **Align your company with industry evolution.** Directly align your company with the mission priorities of ULI, focusing on key initiatives such as decarbonization and achieving net-zero, increasing housing attainability, and educating the next generation of diverse leaders. Investing in ULI allows your brand to champion these crucial objectives, reinforcing your commitment to sustainable practices, housing accessibility, and fostering diverse leadership in the real estate sector.

• **Strengthen your network.** Build meaningful connections, establish valuable relationships, and create opportunities for growth. Sponsoring allows companies to be an integral part of a community that values meaningful connections in the realm of real estate and land use.

• **Elevate your company’s thought leadership.** Showcase your innovative solutions, engage in discussions with industry leaders, and position your brand at the forefront of real estate innovation. It’s a unique opportunity to contribute to and lead conversations that shape the future of the industry.

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Connect with the World of Real Estate

- Developers
- Architects
- Urban Planners
- Engineers
- Investors
- Placemakers
- Financial Analysts
- Industrial
- Academic
- Venture Capitalists
- Mixed-use
- Nonprofit
- Commercial
- Government
- Technology

6000+ Real Estate Professionals
15+ Development Tours
40+ Concurrent Sessions
150+ Speakers
OVERVIEW
SPONSORSHIP OPPORTUNITIES AT A GLANCE

Explore the ULI Fall Meeting sponsorship guide, organized by areas of interest, to align your company with tailored opportunities for maximum impact.

**Corporate Brand Exposure and Visibility .......... 05**
- Welcome Reception - $200,000
- General Session - $150,000
- Digital Experience - $100,000
- Branded Giveaway - $75,000
- Golf Simulator - $75,000
- Interactive Bubble Screen - $50,000
- ULI Events App Pinned Post - $25,000
- Individual Tours - $25,000
- Art Installation Wall - $25,000
- Green Screen Photo Opportunity - $25,000
- Charging Station - $15,000

**Thought Leadership ................. 08**
- Concurrent Session - $150,000
- Presenting Tour - $100,000
- Short Session - $75,000

**Equitable Engagement ................. 09**
- Presenting NEXT/YLG Experience - $200,000
- WLI Coffee Connect - $25,000
- DEI & WLI Leaders Exchange - $25,000
- Reception Hosted by DEI Committee - $25,000

**Environmental Stewardship ............ 12**
- Event Greening - $100,000
- Hydration Station - $25,000

**Industry Networking ................. 14**
- Barista Service Coffee Bar - $50,000
- Networking Lunch - $50,000
- Afternoon Pick-Me-Up - $50,000
- New Member Breakfast - $25,000
- First Time Attendee Networking Reception - $25,000

**Additional Opportunities ............ 16**
- Public/Nonprofit Sponsorship - $10,000
- Friends of the Institute Sponsorship - $5,000 - $20,000

**Customized Packages ................. 17**
- Cornerstone Partnership
SPONSORSHIP OPPORTUNITIES:
CORPORATE BRAND EXPOSURE AND VISIBILITY

$200,000
Welcome Reception
One (1) available

- Sponsorship of Welcome Reception; Recognition on all Welcome Reception Related Signage and Materials
- Marketing Email Recognition
- Executive Testimonials in Email Campaigns
- ULI Conference Website Recognition
- On-site Branding and Signage
- Additional Marketing Opportunity
- *Urban Land* 2-Page Spread Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Fifteen (15) Registrations

$150,000
General Session
Two (2) available

- Sponsorship of One (1) General Session; Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* 2-Page Spread Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Twelve (12) Registrations
**$100,000 Digital Experience**
One (1) available
- Sponsorship of ULI Events App; Premier Logo Placement on the App Splash Screen
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* 1-Page Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Eight (8) Registrations

**$75,000 Branded Giveaway**
Three (3) available
- Customizable, Branded Giveaway for all Meeting Attendees
- One (1) ULI Event App Pinned Post about Giveaway
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Sustaining Level Local Market Sponsorship
- Six (6) Registrations

**$75,000 Golf Simulator**
One (1) available
- Sponsorship of Golf Simulator; Recognition on all Activation Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Sustaining Level Local Market Sponsorship
- Six (6) Registrations

**$50,000 Interactive Bubble Screen**
One (1) available
- Sponsorship of Interactive Bubble Screen; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Supporting Level Local Market Sponsorship
- Four (4) Registrations
**CORPORATE BRAND EXPOSURE AND VISIBILITY**

**$25,000**

**ULI Events App Pinned Post**
Four (4) available

- Sponsorship of One (1) ULI Events App Pinned Post
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

**$25,000**

**Individual Tours**
Fifteen (15) available

- Sponsorship of One (1) Tour; Recognition on all Tour Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Tickets to Sponsored Tour
- Two (2) Registrations

**$25,000**

**Art Installation Wall**
One (1) available

- Sponsorship of Art Installation Wall; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

**$25,000**

**Green Screen Photo Opportunity**
One (1) available

- Sponsorship of Green Screen Photo Opportunity; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

**$15,000**

**Charging Station**
Three (4) available

- Sponsorship of Charging Station; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration
SPONSORSHIP OPPORTUNITIES:
THOUGHT LEADERSHIP

$150,000
Concurrent Session
Two (2) available
- Sponsorship of One (1) Concurrent Session; Recognition on all Session Related Signage and Materials
- Opportunity to Develop and Plan One (1) Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land 2-Page Spread Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Twelve (12) Registrations

$100,000
Presenting Tour
One (1) available
- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials
- Option to Develop and Plan One (1) Meeting Tour
- Four (4) Tickets to Full Member Only Tour
- Custom and Branded Tour Departure Area in Premier Meeting Location
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land 1-Page Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Eight (8) Registrations

$75,000
Short Session
Eight (8) available
- Sponsorship of Curated 20-minute Session; Recognition on all Session Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land Print and Digital Advertising Package
- Sustaining Level Local Market Sponsorship
- Six (6) Registrations
SPONSORSHIP OPPORTUNITIES:
EQUITABLE ENGAGEMENT

$200,000
Presenting NEXT/Young Leaders Group Experience
One (1) available

• Sponsorship of the NEXT/YLG Experience Offerings; Recognition on all NEXT/YLG Related Signage and Materials
• Three (3) Complimentary Tickets to NEXT/YLG Reception
• Opening Remarks at NEXT/YLG Reception
• Marketing Email Recognition
• Executive Testimonials in Email Campaigns
• ULI Conference Website Recognition
• Additional Marketing Opportunity
• On-site Branding and Signage
• *Urban Land* 2-Page Spread Print and Sponsored Content Digital Advertising Package
• Custom Level Local Market Sponsorship
• Fifteen (15) Registrations

$25,000
Women’s Leadership Initiative Coffee Connect
Two (2) available

• Sponsorship of WLI Coffee Connect; Recognition on all Event Related Signage and Materials
• ULI Conference Website Recognition
• On-site Branding and Signage
• Annual Level Local Market Sponsorship
• Two (2) Registrations
$25,000
DEI & WLI Leaders Exchange
Four (4) available
- Sponsorship of DEI/WLI Leaders Exchange; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

$25,000
Reception Hosted by DEI Committee
Four (4) available
- Sponsorship of DEI Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

96% of CRE firms have DEI strategies

The Global Real Estate DEI Survey reports a nearly 96% adoption of DEI policies, with 56.4% employing formal strategies—a 5% YoY increase. Investing in ULI’s DEI program offerings ensures impactful contributions to industry diversity and inclusion initiatives.
$100,000
Event Greening
One (1) available

- Sponsorship of all Greening Practices throughout Host Hotel or Convention Center; Recognition on all Greening Practices through Signage and Marketing Materials
- One (1) Green Initiative Social Post
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* 1-Page Spread Print and Sponsored Content Digital Advertising Package
- Custom Level Local Market Sponsorship
- Eight (8) Registrations

Behind every successful event lies the invaluable support of our sponsors. In the world of real estate and land use, their contributions are not just investments; they are the foundation that construct meaningful impact in advancing ULI’s mission.

**Kirstina Griffin**, Vice President, Client Services, ULI
$25,000
Hydration Station
Six (6) available

- Sponsorship of Water Wise Hydration Station; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

Water Wise Initiative
Support ULI’s Water Wise Initiative by sponsoring a Hydration Station. Building on the success of ULI’s report, Water Wise: Strategies for Drought-Resilient Development, the Urban Resilience program introduced the Water Wise Development Coalition. This coalition brings together land use and real estate professionals with policymakers to promote water-smart development and policies. It offers abundant opportunities for sharing best practices and networking, with participants actively shaping coalition programming and implementation.
SPONSORSHIP OPPORTUNITIES:
INDUSTRY NETWORKING

$50,000
Barista Service Coffee Bar
Two (2) available
- Sponsorship of Barista Service Coffee Bar; Recognition on all Barista Service Coffee Bar related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land Print and Digital Advertising Package
- Supporting Level Local Market Sponsorship
- Four (4) Registrations

$50,000
Networking Lunch
One (1) available
- Sponsorship of Complimentary Lunch; Recognition on all Lunch related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land Print and Digital Advertising Package
- Supporting Level Local Market Sponsorship
- Four (4) Registrations

$50,000
Afternoon Pick-Me-Up
One (1) available
- Sponsorship of Complimentary Afternoon Pick-Me-Up; Recognition on all Afternoon Pick-Me-Up Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Urban Land Print and Digital Advertising Package
- Supporting Level Local Market Sponsorship
- Four (4) Registrations
$25,000
New Member Breakfast
Two (2) available

- Sponsorship of New Member Breakfast; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

$25,000
First Time Attendee Networking Reception
Two (2) available

- Sponsorship of First Time Attendee Networking Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Level Local Market Sponsorship
- Two (2) Registrations

“ULI is the only organization that joins leading real estate players and institutions globally to provide a diverse perspective on real estate investing, lending, operations and trends. Their councils and events allow members the opportunity to share ideas and experiences, and establish meaningful connections across the industry.”

KIRSTIN GANNON, MANAGING DIRECTOR
EASTDIL SECURED
$10,000
Nonprofit/Public Sponsorship
Ten (10) available
• ULI Conference Website Recognition
• On-site Branding and Signage
• Two (2) Registrations

$5,000 - $20,000
Friends of the Institute Sponsorship
Ten (10) available
• ULI Conference Website Recognition
• On-site Branding and Signage
• One (1) Registration
Cornerstone Partnership

Explore elevated opportunities through our customized Cornerstone Partnership packages, extending beyond the conventional sponsorship offerings. Tailored to meet your company’s specific needs, these packages provide specialized benefits that set your brand apart.

If your company brings unique value, whether through installations, activations, or technology, we are always eager to hear new ideas and collaborate to enhance the conference experience. Have an idea or looking for an elevated presence at this year’s Fall Meeting? Contact Erin Sloneker, Senior Vice President, Corporate Partnership & Strategy.

CONTACT

Erin Sloneker
Senior Vice President,
Corporate Partnership & Strategy
erin.sloneker@uli.org
### FALL MEETING ADVERTISING PACKAGES

<table>
<thead>
<tr>
<th>Price</th>
<th>Package Details</th>
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| $9,000 | One (1) Half-page Advertisement in *Urban Land* Magazine  
One (1) Homepage Middle Banner |
| $10,500 | One (1) Full-page Advertisement in *Urban Land* Magazine  
One (1) E-newsletter Top Banner |
| $16,000 | One (1) 2-page Spread Advertisement in *Urban Land* Magazine  
One (1) E-newsletter Top Banner |
| $21,000 | One (1) 2-page Spread Advertisement in *Urban Land* Magazine  
One (1) Leaderboard Banner on *Urban Land* Online  
One (1) E-newsletter Top Banner  
Three (3) Month Ad Package on Urban Land’s Online Marketplace  
*To use any time over 1 year from time of purchase* |

**Align your brand around the 2024 ULI Fall Meeting**

For more information, please contact Erin Sloneker at erin.sloneker@uli.org.
WE HOPE TO SEE YOU IN LAS VEGAS!

For more information regarding event sponsorships, please contact:

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Senior Vice President, Corporate Partnerships & Strategy  
erin.sloneker@uli.org