



NOVEMBER 4-6 | SAN FRANCISCO

FALL MEETING

To ensure a smooth and productive Fall Meeting experience, please read through this guide of essential event information.

ULI EVENTS APP

Download the ULI Events App to access important meeting information and maximize your experience in San Francisco.

Key Features:

- Personalized schedule planning
- Networking with attendees via in-app messaging
- Interactive venue maps



Download Instructions:

1. Go to your phone's app store and search for "ULI Events" or scan the provided QR code.
2. Download and install the app.
3. Enter the email used for event registration.
4. Check your email for an activation link to access the app.

GENERAL INFORMATION

Registration Times and Location:

Tuesday, November 4: 7:00 a.m.–6:00 p.m.

Wednesday, November 5: 7:30 a.m.–6:00 p.m.

Thursday, November 6: 7:30 a.m.–2:30 p.m.

Moscone West – Level 1, Lobby

Badge Pickup: Scan your QR code at the registration kiosks to receive your badge and lanyard. Your QR code will be emailed 24 hours prior to the conference.

Help Desk: The Ask ULI Information Desk is located at Moscone West on Level 2. ULI Staff will be available during registration hours.

Venue Details and Transportation:

Moscone West Convention Center
800 Howard Street
San Francisco, California

[Google Maps](#)

- San Francisco International Airport (SFO) is approximately 15 miles (a 30-minute drive) from the Moscone Center.
- Access [private and public transportation information](#).

Wi-Fi Access:

- Network: ULIFALL25
- Password: fall2025

Meals and Refreshments:

The activations below will be held in the networking engagement area, located in Moscone West, Level 2 – Lobby:

- **Breakfast & Connections** – Coffee and refreshments available Wednesday and Thursday from 7:30–9:00 a.m.
- **Lunch:** Available Wednesday–Thursday from 11:30 a.m.–12:30 p.m.
- **Coffee and Refreshments:** Available each day from 7:00 a.m.–5:00 p.m.
- **Afternoon Treat:** Enjoy an afternoon pick-me-up each day from 2:00–2:30 p.m.

Dietary and Accessibility Requirements: If you have any dietary or accessibility needs not previously communicated, please email Customer Service at ULIFall@maritz.com or call 864-541-0738. All meeting rooms at the Moscone Center are accessible.

Hotel Information:

The ULI Fall Meeting hotel room block is available on a first-come, first-serve basis to registered attendees. ULI provides hotel options at varying price points for attendees to

choose from. All official ULI hotels are proximate to the Moscone West Convention Center, the site of ULI Fall Meeting sessions and events.

See the list of [official ULI hotels](#).

Most hotels are within walking distance of the Moscone Convention Center. The hotels below will have complimentary shuttle service every 20 minutes to/from Moscone West:

ROUTE 1:

Hilton Union Square and Parc 55

Pickup: Curbside on Taylor Street in front of Hilton Union Square

ROUTE 2:

Westin St. Francis, JW Marriott Union Square, Marriott Union Square

Pickup: Curbside on Post Street at Westin St. Francis

A ULI Housing specialist will be available at on-site registration for any questions or concerns. You may also contact Customer Service at ULIFall@maritz.com or call 864-541-0738.

Tours:

Registration: Register for tours ahead of the meeting by accessing your registration confirmation email and selecting “add tour.” Additional fees apply.

Meeting Place and Time: Please arrive at the tour departure area, located at Moscone West, Level 1, 30 minutes before your tour’s departure time.

KEY EVENTS

Welcome Reception:

Tuesday, November 4, 5:00–6:30 p.m.

The Conservatory at One Sansome | One Sansome, San Francisco

Details: Network with peers and kick off the ULI Fall Meeting at The Conservatory at One Sansome, a stunning glasshouse setting for connection, conversation, and celebration.

Located a 15-minute walk from Moscone West, or available via complimentary shuttle from Moscone West and Marriott Marquis beginning at 4:45 p.m.

General Sessions:

Tuesday, November 4, 3:30–4:30 p.m.

Moscone West – Level 1, Exhibit Hall

Opening General Session: The Changing Geopolitical Landscape

Wednesday, November 5, 1:00–2:00 p.m.

Moscone West – Level 1, Exhibit Hall

General Session: Emerging Trends in Real Estate® 2026

Thursday, November 6, 1:00–2:00 p.m.

Moscone West – Level 1, Exhibit Hall

Closing General Session: Guy Kawasaki

Product Council Meetings:

Product Council Dinners: Wednesday, November 5

Product Council Meetings: Thursday, November 6

Detailed agendas will be posted on the [Product Council Agenda](#) page when finalized. For information regarding your council's meeting prior to agendas being posted, please reach out to your council leadership team.

Explore San Francisco:

In partnership with Visit San Francisco, explore a [curated tool for local food, travel, and attractions](#).

EVENT POLICIES

Filming and Photography: By registering for the 2025 ULI Fall Meeting, you consent to ULI capturing and using photographs, audio, and video of the event for promotional and educational purposes. See all [event policies](#).

Digital Package:

To prioritize in-person connection and peer-to-peer learning, Fall Meeting sessions will be available **onsite only**—no digital access package will be offered. By making content exclusive to attendees, we're reinforcing the unique value of participating live.

Select insights will be shared post-event through ULI channels. Make sure your membership is current to access these updates and other exclusive resources.