



2026

ULI FALL MEETING SPONSORSHIP GUIDE

October 26-28, 2026 | Miami, FL



**Urban Land
Institute**



QUICK FACTS

DATE

October 26-28, 2026

LOCATION

Miami, FL

VENUE

Miami Beach Convention Center

WEBSITE

fall.uli.org

SPONSORSHIP CONTACT

Jennifer Johnson

Vice President

Business Development

jennifer.johnson@uli.org

ABOUT FALL MEETING REAL ESTATE'S PREMIER EVENT

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 Miami from October 26-28 at the 2026 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.

GET STARTED TODAY, CONTACT JENNIFER.JOHNSON@ULI.ORG

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.

Connect with the World of Real Estate

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



5,000+

Real Estate
Professionals

45+

Sessions

25+

Tours

80+

Networking
Events

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TRACK RECORD OF REACH & IMPACT FOR SPONSORS

Our latest large-scale gatherings have set the standard for the industry, combining exceptional turnout with global influence to create high-impact opportunities for sponsor exposure.



COMBINED
ATTENDANCE

15,000+

ACROSS THREE
MAJOR MEETINGS



GLOBAL
REACH

27+

COUNTRIES
REPRESENTED



ORGANIZATION
ATTENDANCE

9,000+

UNIQUE COMPANIES
& FIRMS



US
COVERAGE

50/50

ALL STATES
REPRESENTED

ULI meetings bring together the brightest minds in real estate from around the world. The quality of conversations and connections made here are unmatched in our industry. It's where strategy is shaped and partnerships are forged.

ULI MEMBER



CONSISTENT EXECUTIVE EXPOSURE: WITH **50%+ EXECUTIVE PARTICIPATION**, SPONSORS GAIN DIRECT VISIBILITY AMONG LEADERS SPANNING MULTIPLE INDUSTRIES AND INTERESTS.

TOP INDUSTRIES

DEVELOPMENT
INVESTMENT & OWNERSHIP
PROFESSIONAL SERVICES
DESIGN & PLANNING
ACADEMIC

TOP JOB TITLES

PRINCIPAL
MANAGING DIRECTOR
DIRECTOR
PRESIDENT
CEO

TOP INTERESTS

URBAN INNOVATION & TECHNOLOGY
AFFORDABLE HOUSING
CAPITAL MARKETS
SUSTAINABILITY & RESILIENCE
PLACEMAKING & DESIGN

TOP CHOICES FOR SPONSORSHIPS

Short Session: Spotlight your expertise and thought leadership in a focused, high-impact presentation.

Full Member Networking Lunch: Connect with ULI members in an informal setting over lunch.

An Evening with WLI: Curated Conversations Dine Aroun: Foster networking for the Women's Leadership Initiative.

New Member Breakfast: Welcome and introduce new ULI members to the network.

Barista Service Coffee Bar: Provide attendees with coffee service with a branded touchpoint.

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. ****Click on the bolded headers to jump to those sections****

Corporate Brand Exposure and Visibility **06**

General Session (1) - \$150,000 - **SOLD OUT**
Welcome Reception (1) - \$125,000 - **SOLD OUT**
Digital Experience (1) - \$100,000
Golf Simulator (1) - \$75,000
Branded Giveaway (3) - \$50,000
Individual Tours (15) - \$25,000
Charging Station (4) - \$15,000
ULI Events App Pinned Post (4) - \$15,000

Thought Leadership **09**

Presenting Tour (1) - \$100,000
Podcast Sponsor (1) - \$100,000
Short Session (6) - \$50,000

Equitable Engagement **11**

The Young Leaders Experience (3) - \$50,000
Inclusivity Lounge (5) - \$25,000
Inclusivity Reception (5) - \$25,000
NEXT Americas Connect (2) - \$25,000
**An Evening With Women's Leadership Initiative (WLI):
Curated Conversations Dine Arounds (1) - \$75,000 -
SOLD OUT**
WLI Entrepreneur Exchange (4) - \$50,000
WLI Coffee Connect (4) - \$25,000
Scholarship for Students (4) - \$15,000
LGBTQ+ Meetup (4) - \$10,000
University Connections Networking Roundtables (6) - \$10,000

Environmental Stewardship **15**

Event Greening (1) - \$75,000
Hydration Sponsor (2) - \$30,000

Industry Networking **16**

Full Member Luncheon (1) - \$75,000
Barista Service Coffee Bar (2) - \$50,000
Happy Hour Pick-Me-Up (2) - \$50,000
Networking Lunch (2) - \$50,000
First-Time Attendee/New Member Reception (4) - \$25,000

Additional Opportunities **18**

Nonprofit/Public Sponsorship (10) - \$10,000
Friends of the Institute Sponsorship (10) - \$5,000 - \$15,000

Customized Packages **19**

Cornerstone Partnership



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$150,000

General Session

One (1) available

- Sponsorship of General Session; Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- Executive Testimonials in Email Campaigns
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Twelve (12) Registrations

\$125,000

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** Digital Advertising Package
- Platinum Level Local Sponsorship
- Ten (10) Registrations

CORPORATE BRAND EXPOSURE AND VISIBILITY

\$100,000

Digital Experience

One (1) available

- Sponsorship of ULI Events App; Premier Logo Placement on the App Homescreen and Schedule Banner
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) 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** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations

\$50,000

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** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$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
- Two (2) Sponsored Tour Tickets
- Two (2) Registrations

\$15,000

Charging Station

Four (4) available

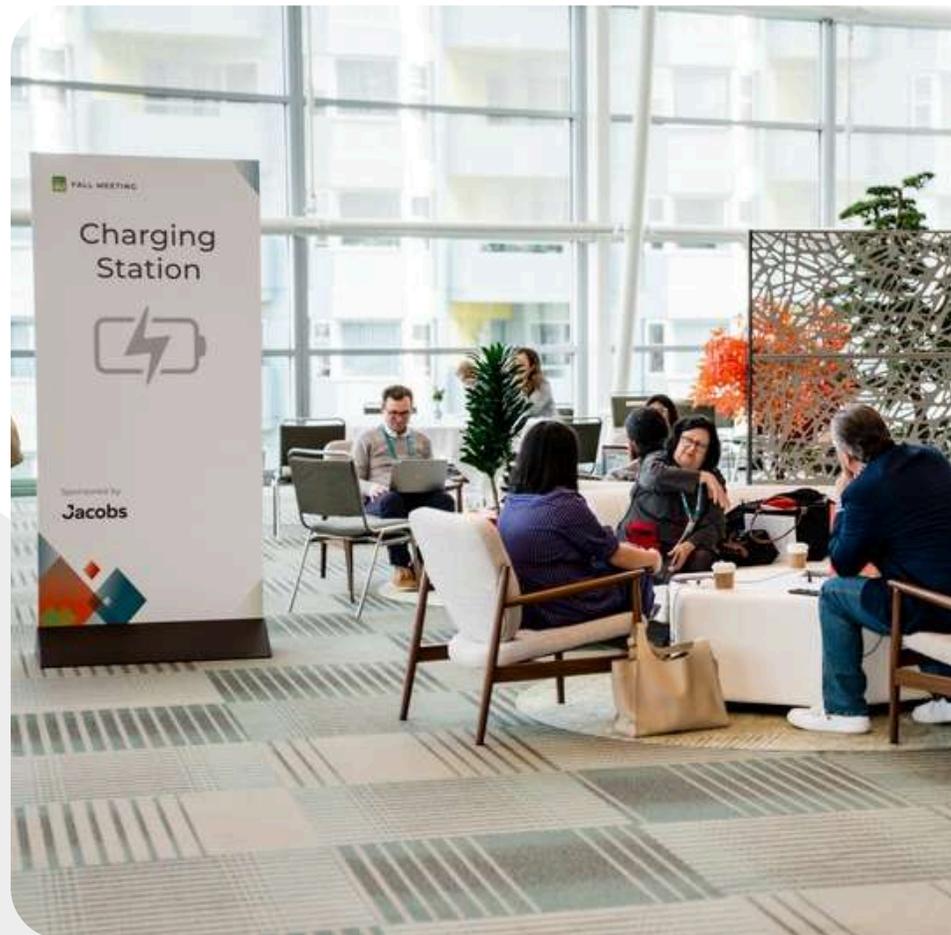
- Sponsorship of Charging Station; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

\$15,000

ULI Events App Pinned Post

Four (4) available

- Sponsorship of One (1) ULI Events App Pinned Post (linked image, video or GIF)
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration



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THOUGHT LEADERSHIP

\$100,000

Presenting Tour

One (1) available

- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials (Includes: Branded Grab-N-Go Snack)
- 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** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

\$100,000

Podcast Sponsor

One (1) available

- Sponsorship of Podcast; Recognition on all Podcast Related Signage and Materials
- Option to Develop and Host One (1) Podcast
- Branded Recognition Across ULI's Digital Platforms Associated with Fall Meeting
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

THOUGHT LEADERSHIP

\$50,000

Short Session

Six (6) 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** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations



As a meeting sponsor, I wanted to align our brand with a conversation that reflects where we live and work. Moderating the panel on mountain resort communities gave us a unique opportunity to showcase our expertise and demonstrate our commitment to the future of these markets.

BECKY ZIMMERMANN, CEO, DESIGN WORKSHOP & 2025 ULI SPRING MEETING SPONSOR



Short Sessions?

Sessions are a great way to foster the exchange of information, serving as an effective platform for communicating development concepts, sharing lessons learned, and discussing best practices.

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EQUITABLE ENGAGEMENT

\$50,000

The Young Leaders Experience

Three (3) available

- Sponsorship of the YLG Experience Offerings; Recognition on all YLG Related Signage and Materials
- Five (5) Complimentary Tickets to YLG Reception
- Opening Remarks at YLG Reception
- Panelist Participation for YLG Impact & Connect Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations

\$25,000

Inclusivity Lounge

Five (5) available

- Opening Remarks at Lounge Kickoff
- Event Related Signage
- Exclusive Activation for On-site Executives within Lounge
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- Two (2) Registrations

EQUITABLE ENGAGEMENT

\$25,000

Inclusivity Reception

Five (5) available

- Opening/Closing Remarks at Lounge Reception
- Event Related Signage
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- Two (2) Complimentary Tickets to the Inclusivity Reception
- Two (2) Registrations



EQUITABLE ENGAGEMENT

\$75,000

An Evening With Women's Leadership Initiative (WLI): Curated Conversation Dine Arounds

One (1) available

- Sponsorship of An Evening with WLI Curated Conversation Dine Arounds; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations

\$50,000

WLI Entrepreneur Exchange

Four (4) available

- Sponsorship of Concurrent Session and the Entrepreneurs Exchange; Recognition on all Event Related Signage and Materials
- Post Meeting Engagement with Selected Entrepreneurs
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations

\$25,000

WLI Coffee Connect

Four (4) available

- Sponsorship of WLI Coffee Connect; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Two (2) Registrations



EQUITABLE ENGAGEMENT

\$15,000

Scholarship for Students

Four (4) available

- Sponsorship of Scholarship for Students
- Receives Access to Post-Conference Stewardship Report
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

\$10,000

LGBTQ+ Meetup

Four (4) available

- Opening/Closing Remarks at Meetup
- Event Related Signage
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- One (1) Complimentary Ticket to the LGBTQ+ Meet up
- One (1) Registration

\$10,000

University Connections Networking Roundtables

Six (6) available

- Sponsorship of One (1) Networking Roundtable at the University Connections Event for Students; Recognition on all Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration



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.

KRISTIN GANNON, MANAGING DIRECTOR, EASTDIL SECURED

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ENVIRONMENTAL STEWARDSHIP

\$75,000

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** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations

\$30,000

Hydration Sponsor

Two (2) available

- Sponsorship of One (1) Hydration Station; Recognition on all Activation Related Signage and Materials (Includes: Opportunity for sponsors to bring branded water bottles)
- ULI Conference Website Recognition
- On-site Branding and Signage
- Three (3) Registrations



ULI's Water Wise Initiative?

ULI's effort to convene land use and real estate professionals with public sector decision-makers to advance water-smart real estate, built environments, and supportive policies.



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INDUSTRY NETWORKING

\$75,000

Full Member Luncheon

One (1) available

- Sponsorship of Full Member Luncheon; Recognition on all Full Member Luncheon Related Signage and Materials
- Introduction of Luncheon Guest Speaker
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations

\$50,000

Barista Service Coffee Bar

Two (2) available

- Sponsorship of Barista Service Coffee Bar; Recognition on Barista Service Coffee Bar related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations



INDUSTRY NETWORKING

\$50,000

Happy Hour Pick-Me-Up

Two (2) available

- Sponsorship of Complimentary Happy Hour Pick-Me-Up; Recognition on Happy Hour Pick-Me-Up Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations

\$50,000

Networking Lunch

Two (2) available

- Sponsorship of Complimentary Lunch; Recognition on Lunch related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local Sponsorship
- Four (4) Registrations

\$25,000

First-Time Attendee/ New Member 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
- Two (2) Registrations



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ADDITIONAL OPPORTUNITIES

\$10,000

Nonprofit/Public Sponsorship

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- Two (2) Registrations

\$5,000 - \$15,000

Friends of the Institute

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

“
 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.

KRISTINA GRIFFIN, HEAD OF PARTNERSHIPS, ULI



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CUSTOMIZED PACKAGES

Have an idea about how to elevate your presence at this year's event?

Explore elevated opportunities through our **Cornerstone Partnership** packages, designed to go beyond traditional sponsorships. Each package can be customized to meet your company's specific goals, offering distinctive benefits that highlight your brand's unique value. Whether through installations, activations, or innovative technology, we welcome creative ideas and collaboration to enhance the Fall Meeting experience.

CONTACT

JENNIFER JOHNSON
VICE PRESIDENT
BUSINESS DEVELOPMENT
JENNIFER.JOHNSON@ULI.ORG

From Kristina Griffin, Head of Corporate Partnerships

We hope you'll join us in shaping the future of the built environment. Your support helps us build more resilient, sustainable, and inclusive communities, while amplifying the collective impact of the passionate industry leaders who share this vision. Together, we can make a meaningful difference.

Thank you, and we look forward to seeing you at the Fall Meeting in Miami

Kristina Griffin



Head of Corporate Partnerships

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