

TORONTO REAL ESTATE FORUM

OFFICE • INDUSTRIAL • RETAIL • MULTI-UNIT RESIDENTIAL

December 1-3, 2009

**Metro Toronto
Convention Centre
North Building**

Sponsored by

REALpac
Real Property Association of Canada
Association des biens immobiliers du Canada

2009 Corporate Sponsorship Program

JOIN 2,150 EXECUTIVES AT CANADA'S LARGEST ANNUAL REAL ESTATE EVENT

Over the past 17 years, The **Real Estate Forum** has earned the reputation of being Canada's leading conference on real estate management issues. With over 2,100 registrants at last year's event, this conference has become the largest annual gathering of real estate professionals in Canada. The Forum was sold out for a fifth consecutive year.

This year's Co-Chairs are Michael Catford, Vice President, Real Estate, HOOPP and Michael Emory, President & CEO, Allied Properties REIT.

Once again, a committee of industry executives has developed a strong event program. Co-Chairs of the 2009 conference are Michael Catford and Michael Emory. The 2009 **Real Estate Forum** will be a powerful, information-packed two days focusing on the key issues and challenges facing the real estate industry.

THE OPPORTUNITY TO BE FRONT AND CENTRE

The **Real Estate Forum** Sponsorship Program has been designed to ensure that sponsors receive maximum corporate exposure to all attendees of the event. Each sponsorship level will offer a different package of value added benefits for a participating corporation.

The 2009 sponsorship program represents a unique marketing opportunity for companies that want to reach the "who's who" of the Canadian commercial real estate industry including:

- Owners & Developers of ICI Real Estate
- Financial Institution Executives involved in Real Estate
- Pension Fund & Real Estate Investment Managers
- Corporate Real Estate Executives
- Asset, Property & Facility Managers
- ICI Real Estate Brokers
- Legal and Accounting Professionals

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SPONSORSHIP LEVEL	SPONSORSHIP OPPORTUNITIES	COMMITMENT
Platinum	Not available	\$9,500-10,000 each
Chairman's Reception	Two opportunities	\$20,000 each
Lanyard	Not available	\$11,500
Gold	Not available	\$9,000 each
Conference Pen	One opportunity	\$9,000
Silver Luncheon	Two opportunities, December 2	\$6,500 each
Silver Luncheon	Two opportunities December, 3	\$6,500 each
Mint	One opportunity	\$6,500
Bronze/Keynote	Breakfast, December 2	\$7,000
Bronze	Breakfast, December 3	\$6,000
Bronze	Luncheon Refreshments, December 2	\$6,000
Bronze	Luncheon Refreshments, December 3	\$6,000
Bronze	Afternoon Reception, December 2	\$7,000
General	Coffee Break, December 2	\$6,000
General	Coffee Break, December 3	\$6,000
General	After Lunch Refreshments, December 2	\$6,000
General	After Lunch Refreshments, December 3	\$6,000
Plenary Sessions & Keynote Speakers	Seven opportunities	\$6,000 each
Opening Session	Three opportunities	\$5,500 each
Presenter Biographies	One opportunity	\$6,500
Concurrent Sessions	Ten opportunities on December 3	\$5,000 each
CD Briefcase	Two opportunities	\$5,000 each
Wireless Survey	Four opportunities	\$5,500 each
Conference Portfolio	Four opportunities	\$5,000 each

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LANYARD SPONSOR

Price: \$11,500, One Sponsorship

Lanyard sponsorship is available for a high profile presence throughout the entire conference. The lanyard is handed to each and every delegate and is worn to hold their credentials.

VALUE ADDED BENEFITS

- Three complete conference registrations
- High profile visibility throughout entire conference –starting at the Chairmen’s Welcome Reception and continuing through the Forum, on lanyards worn by each delegate
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your company name and logo in 25,000 promotional brochures
- Corporate logo on Real Estate Forums web page for nine month period
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event

GOLD SPONSOR

Price: \$9,000 Per Sponsor, Six Sponsorships

Enjoy a high profile on all our promotional literature before and during the entire event.

VALUE ADDED BENEFITS

- Three complimentary registrations
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Forum registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your logo on the front cover of 25,000 promotional brochures
- Placement of your corporate logo on the Forum web site for nine month period
- Your corporate logo on Power Point presentation throughout the event
- Placement of your logo on signage at the conference and on a banner on the main stage
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Your corporate logo prominently displayed on the screen throughout most of the event
- Database of all conference delegates will be provided immediately prior to as well as following the event

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CONFERENCE PEN SPONSOR

Price: \$9,000, One Sponsorship

Pen sponsorship is available for a high profile presence throughout the conference. The pen will be handed to each delegate for their use throughout the conference.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on the pen provided to each delegate at Registration
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Corporate logo on Real Estate Forums web page for nine month period
- Placement of your logo on signage at the Forum
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event

SILVER SPONSORS

Price: \$6,500 Per Sponsor, Four Sponsorships

Silver sponsorships are available for each of the conference luncheons, two on Wednesday, December 2 and the other two on Thursday, December 3

VALUE ADDED BENEFITS

- Three complete conference registrations
- Corporate signage at food tables
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Corporate logo on Real Estate Forums web page for a nine month period
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your corporate logo on Power Point during the luncheon
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Verbal acknowledgement of your sponsorship by the Chairmen

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MINT SPONSOR

Price: \$6,500, One Sponsorship

Mint sponsorship is available for a high profile presence throughout the conference. The mints will be handed to each delegate for use throughout and after the conference.

VALUE ADDED BENEFITS

- Two complete Real Estate Forum conference registrations includes the Chairman's Reception
- Your corporate logo on the mint case provided to each delegate at Registration
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine
- Placement of your company name and logo in the four color Conference Program which will be distributed to all delegates
- Corporate logo on the Real Estate Forums web page for a nine month period
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event

BRONZE/KEYNOTE SPONSOR

Price: \$7,000 Per Sponsor, One Sponsorships

Bronze sponsorship is available for the breakfast and opening keynote speaker on December 2, or the afternoon reception on December 2

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Corporate logo on Real Estate Forums web page for a nine month period
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your corporate logo on Power Point during the breakfast
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event

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BRONZE SPONSORS

Price: \$6,000 Per Sponsor, Four Sponsorships

Bronze sponsorships are available for the host bars prior to the luncheons on December 2 and December 3, and the breakfast on December 3.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Corporate signage at breakfast food tables or on host bar tickets for pre-luncheon receptions
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Corporate logo on Real Estate Forums web page for a nine month period
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your corporate logo on Power Point during the breakfast or luncheon
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Verbal acknowledgement of your sponsorship by the Chairmen or session Moderator

GENERAL SPONSORS

Price: \$6,000 Per Sponsor, Four Sponsorships

General sponsors will host the morning coffee breaks or after lunch refreshment on December 2 or December 3

VALUE ADDED BENEFITS

- Two complete conference registrations
- Corporate signage at coffee stations
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Corporate logo on Real Estate Forums web page for a nine month period
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your corporate logo on Power Point during the coffee break
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Verbal acknowledgement of your sponsorship by the session Moderator

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PLENARY SESSIONS & KEYNOTE SPEAKERS SPONSOR

Price: \$6,000 Per Sponsor, Seven Sponsorships

One sponsorship is available for each of the eight sessions and keynote speakers being offered throughout the conference.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on Power Point presentation during the session
- Corporate logo on Real Estate Forums web page for a nine month period
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Verbal acknowledgement of your sponsorship by session Moderator

PRESENTERS BIOGRAPHIES SPONSOR

Price: \$6,500, One Sponsorship

One sponsorship is available for the Speaker Biographies. Profile of all speakers, Moderators and panelists in a self contained booklet with your corporate name prominently featured on the cover and a full page, four colour, company ad.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Profile of all speakers, Moderators and panelists in a self-contained booklet with your corporate logo prominently featured on the cover of the biographies and two full pages four-colour corporate ads on the inside back and front covers of the booklet
- Corporate logo on Real Estate Forums web page for a nine month period
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
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OPENING SESSION SPONSORS

Price: \$5,500 Per Sponsor, Three Sponsorships

One sponsorship is available for each of the three sessions being offered throughout the conference.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on Power Point presentation during the session
- Two invitations to chairmen's Welcome Reception
- Corporate logo on Real Estate Forums web page for a nine month period
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Corporate logo on Real Estate Forums web page for a nine month period
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Verbal acknowledgement of your sponsorship by session Moderator

CONCURRENT SESSION SPONSORS

Price: \$5,000 Per Sponsor, Ten Sponsorships

One sponsorship is available for each of the nine sessions being offered throughout the conference.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on Power Point presentation during the session
- Two invitations to chairmen's Welcome Reception
- Corporate logo on Real Estate Forums web page for a nine month period
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Database of all conference delegates will be provided immediately prior to as well as following the event
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Verbal acknowledgement of your sponsorship by session Moderator

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CD BRIEFCASE SPONSORS

Price: \$5,000 Per Sponsor, Two Sponsorships

Two sponsorships are available for the CD Briefcase that will contain all information relating to the Real Estate Forum including sponsoring company profiles along with logos, conference program and presenters biographies.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on the CD Briefcase that is provided to each delegate at Registration
- Placement of your company name and logo in 25,000 promotional brochures
- Corporate logo on Real Estate Forums web page for a nine month period
- Your corporate logo on Power Point presentation
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
- Database of all conference delegates will be provided immediately prior to as well as following the event

WIRELESS SPONSOR

Price: \$5,500 Per Sponsor, Four Sponsorships

VALUE ADDED BENEFITS

- Two complete Real Estate Forum conference registrations includes the Chairman's Reception
- Your corporate logo on tent cards to be placed on individual tables in the meeting room
- Logo on PowerPoint presentation during the audience survey
- Your corporate information will be included in the CD Briefcase distributed to each delegate
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo in 25,000 copies of promotional brochures
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine
- Placement of your company name and logo in the four color Conference Program which will be distributed to all delegates
- Corporate logo on the Real Estate Forums web page for a nine month period
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
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CONFERENCE PORTFOLIO SPONSORS

Price: \$5,000 Per Sponsor, Four Sponsorships

Four sponsorships are available for the Conference Portfolio. A handy underarm portfolio that features your corporate logo prominently screened on the front cover.

VALUE ADDED BENEFITS

- Two complete conference registrations
- Your corporate logo on high quality portfolios presented to each delegate at the Registration
- Your corporate logo on the CD Briefcase that is provided to each delegate at Registration
- Placement of your company name and logo in 25,000 promotional brochures
- Corporate logo on Real Estate Forums web page for a nine month period
- Placement of your logo on signage at the Registration desk
- Placement of your company name and logo four color in the Conference Program which will be distributed to all delegates
- Placement of your logo in 5,000 copies of Canadian Real Estate Forum magazine - Winter Issue
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TO RESERVE YOUR CORPORATE SPONSORSHIP

Contact Frank Scalisi at

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For more information on Canada's leading annual conferences on Office, Industrial, Retail and Multi-Unit Residential Markets please visit our web site

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