

The Real Estate Strategy & Leasing Conference

September 19, 2017 • Metro Toronto Convention Centre, North Building

www.realestateforums.com

2017 CORPORATE SPONSORSHIP PROGRAM



Reach Over 450 Key Real Estate Executives

THE EVENT

The 16th annual The Real Estate Strategy & Leasing conference represents a unique marketing opportunity for companies that want to reach real estate executives who play any integral role in leasing transactions related to office, industrial, retail and multi-unit residential space.

This high level business forum is organized by the Real Property Association of Canada and Informa Canada, the producers of the Real Estate Forums. In keeping with the strong reputation of the Forums, The Real Estate Strategy & Leasing conference will present high quality speakers on very topical issues at relatively low registration fees.

Focus on Strategies, Issues, Practices and Trends in Real Estate Leasing for the Office, Industrial, and Retail Markets.

Executing an effective leasing strategy is of critical importance to both owners as well as users of real estate space. And yet, the leasing negotiation and transaction process – especially in this unpredictable environment – continues to produce many challenges and issues for landlords, tenants as well as all the intermediaries and third parties who are commonly involved in this process, including brokers, lawyers, lenders, and insurers.

BENEFITS

- Complimentary conference registrations
- Logo placement in promotional brochures, and in the onsite program handout
- Logo exposure on the conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the sponsor's contact page in the onsite program handout
- Your company profile will be listed under a dedicated "Sponsors" icon on the homepage of this year's mobile app
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event

FRONT & CENTRE

The Real Estate Strategy & Leasing conference Sponsorship Program has been designed to ensure that sponsors receive maximum corporate exposure to all of the attendee at the event. Each sponsorship level will offer a different package of value added benefits for a participating corporation.

WHO WILL ATTEND

The Real Estate Strategy & Leasing conference is designed to meet the needs of all the executives who have responsibility for their organization's leasing strategies as well as all the individuals who play an integral role in the leasing process related to office, industrial and retail space, buildings and property. The program is equally targeted at owners and landlords as well as users and tenants.

2016 SPONSORS

- Aird & Berlis LLP
- Altus Group
- Ashlar Urban
- Avison Young
- Bennett Jones SLP
- Blakes, Cassels & Graydon LLP
- Blaney McMurtry LLP
- Borden Ladner Gervais LLP
- Colliers International
- Colliers International
- CoStar Group
- Daoust Vukovich LLP
- Dentons Canada LLP
- Goldman Sloan Nash & Haber LLP
- Gowlings LLP
- JLL
- Kevric Ontario Real Estate Corporation
- Manulife Real Estate
- McLean & Kerr LLP
- McMillan LLP
- Minden Gross LLP
- Owens Wright LLP
- Oxford Properties Group
- ULI
- WeirFoulds LLP

MORE INFORMATION

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Website: realestateforums.com



Produced by

informa
exhibitions

Co-owned by

REALPAC

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SPONSORSHIP LEVEL	SPONSORSHIP OPPORTUNITIES	COMMITMENT
Title	Not Available	N/A
Platinum	3 Opportunities	\$5,000 each
Gold	4 Opportunities	\$4,250 each
Social Media Wall	2 Opportunities	\$4,000 each
Silver	1 Opportunity	\$3,750
Lanyard	1 Opportunity	\$3,500
Post Notes	2 Opportunities	\$3,500 each
Pen	1 Opportunity	\$3,500
Mints	1 Opportunity	\$3,500
Hand Cleanser	1 Opportunity	\$3,500
Mobile Screen Cleaner	1 Opportunity	\$3,500
Mini Roundtable Discussions	1 Opportunity	\$3,500
Presenter Biographies	1 Opportunity	\$3,500
Closing Roundtable	1 Opportunity	\$3,500
Journal	2 Opportunities	\$3,500 each
Speaker Video Series	2 Opportunities	\$3,000 each
General Session	16 Opportunities	\$2,500 each
Bronze	3 Opportunities	\$2,500 each

To reserve your corporate sponsorship, contact **Frank Scalisi**

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PLATINUM

\$5,000 / Sponsor
3 Opportunities

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

VALUE ADDED BENEFITS

- Three complimentary conference registrations
- Prominent logo placement on the front cover of the promotional brochure and on the onsite program handout
- Highest level of sponsorship visibility during the event: logo exposure on PowerPoint presentation
- Placement of your logo on a banner on the main stage
- Placement of your logo on signage at the conference
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Corporate logo included in some promotional emails
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

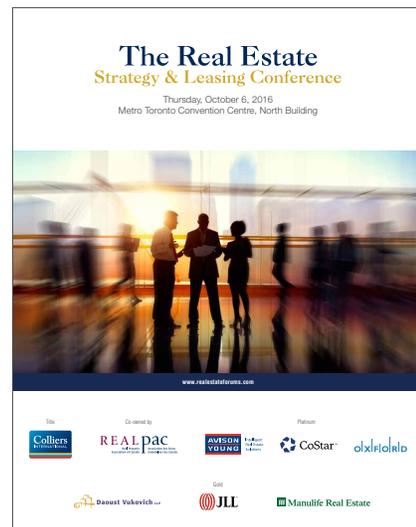
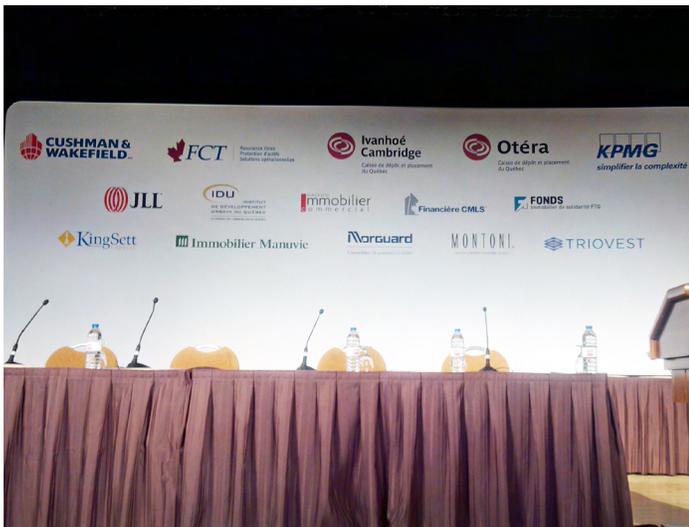
GOLD

\$4,250 / Sponsor
4 Opportunities

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

VALUE ADDED BENEFITS

- Three complimentary conference registrations
- Logo placement on the front cover of the promotional brochure and on the onsite program handout
- Strong visibility during the event: logo exposure on PowerPoint presentation
- Placement of your logo on a banner on the main stage
- Placement of your logo on signage at the conference
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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SOCIAL MEDIA WALL

\$4,000 / Sponsor
2 Opportunities

Have your logo front and centre on a large screen in the form of a social media wall during the entire main event. Last year's live tweeting initiative sparked hundreds of high quality tweets. To view last year's twitter conversation, visit: www.twitter.com/#RLeasing16.

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your company will be recognized as the social media wall sponsor through the Real Estate Forums social media channels
- Your corporate logo prominently displayed on a large social media screen in a high-traffic area showcasing all the social media conversations happening throughout the event, mainly live tweeting
- Logo placement in the promotional brochure and in the onsite program handout
- Placement of your corporate logo on PowerPoint
- Placement of your logo on signage at the conference
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference (no emails) delegates will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

SILVER

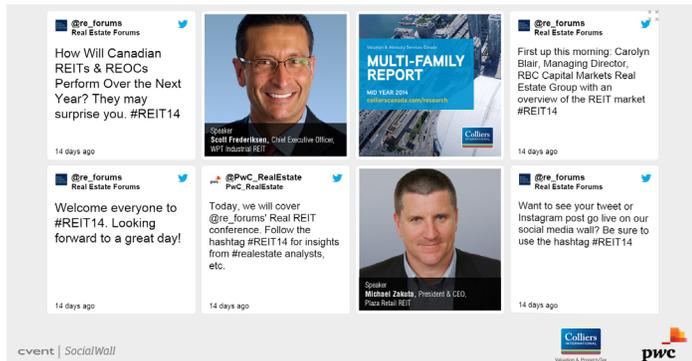
\$3,750 / Sponsor
1 Opportunity

Networking Luncheon

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Luncheon sponsor - strong logo exposure on the PowerPoint during the luncheon
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the Chairman
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

RealREIT Conference 2014 | #REIT14



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LANYARD

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo prominently displayed on the lanyard worn by each delegate during the entire event
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

POST NOTES

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo imprinted on post notes that will be placed on each of the tables in the main hall of the conference
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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PEN

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo on the pen provided to each delegate
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

MINTS

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo on the mint tin provided to each delegate
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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HAND CLEANSER

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo displayed on each bottle provided to delegates
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

MOBILE SCREEN CLEANER

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo digitally printed in full color on every mobile screen cleaner provided to delegates
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
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MINI ROUNDTABLE DISCUSSIONS

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

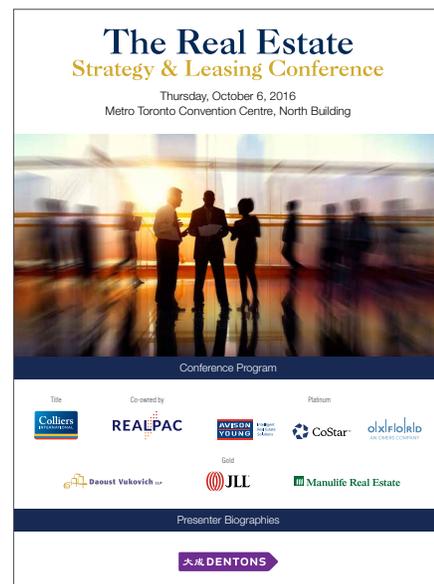
- Two complimentary conference registrations
- Logo placement in the promotional brochure and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Sponsorship acknowledgment on PowerPoint presentation
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by either the Chairman
- Database of all conference delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

PRESENTER BIOGRAPHIES

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary 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. Plus a full page, four colour, company ad on the inside front and outside back covers
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the Chairman
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
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CLOSING ROUNDTABLE

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

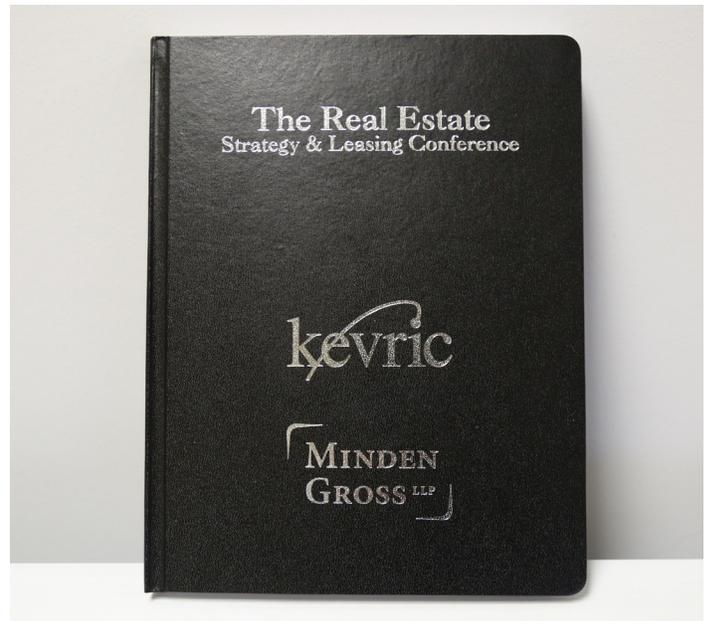
- Two complimentary conference registrations
- Logo placement in the promotional brochure and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference sponsorship acknowledgment on powerpoint presentation
- Placement of your logo in 5,000 copies of Canadian Apartment Investment Report
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by either the chairman or session moderator
- Database of all conference delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship

JOURNAL

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo prominently placed on the cover of a high quality journal provided to each attendee at registration
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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SPEAKER VIDEO SERIES

\$3,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo showcased at the beginning of the Speaker Interview Video Series
- Step and repeat video presence at the Conference visible to all conference delegates
- Videos will be hosted on the Real Estate Forums YouTube channel and then promoted through various channels including the web portal, conference emails, newsletter, social media channels, etc.
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



GENERAL SESSION

\$2,500 / Sponsor
16 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Sponsorship acknowledgment on PowerPoint presentation
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the session Moderator
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

ROOM 104C

9:25 a.m. B1 Landlord & Tenant Rights
and Remedies

10:50 a.m. D2 Negotiating Strategies for
Today's Market



1:30 p.m. B3 Modern Day Leases and Deal-Making

gowlings

2:40 p.m. B4 Good Faith and Other Recent
Case Law

mcmillan

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BRONZE

\$2,500 / Sponsor
3 Opportunities

(Morning, Luncheon and Afternoon Refreshments)

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Your corporate logo on complimentary refreshment tickets that each delegate will receive (Luncheon only)
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Sponsorship acknowledgment on PowerPoint presentation
- Verbal acknowledgment of your sponsorship by the Chairman or session moderator
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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