

REAL ESTATE 2012

The Leading Commercial Real Estate Industry Event of the Year

MARCH 22, 2012 — The Westin Bonaventure Hotel

The commercial real estate industry's most influential and knowledgeable executives will once again share their insights and outlooks for the marketplace at our upcoming **RealShare REAL ESTATE 2012**. As evidenced by the yearly increase in attendance and media coverage, our highly productive conferences remain unrivaled in the industry by combining an unequaled information platform with an unparalleled networking opportunity.

GREAT INFORMATION

A topical and issue oriented agenda will be crafted in conjunction with representatives from *Real Estate Forum* and *GlobeSt.com*. Whether gleaning keen insights from the keynote address or gaining new perspective from one of our discussion panels, a wealth of information pertinent to your business will be available from a variety of industry experts.

VALUABLE NETWORKING

Unfettered access to over 1,000 of the industry's leading owners, lenders, investors, developers, brokers, and service providers creates an exceptional opportunity to exchange ideas and share advice in an atmosphere conducive to forging long term business partnerships.

COST EFFECTIVE MARKETING

RealShare REAL ESTATE 2012 offers extensive branding possibilities and a variety of business generating opportunities via a comprehensive print, online and at-the-event marketing program.

See next page for detailed audience breakdown and marketing options

ALM's Real Estate Media Group

Our constantly evolving media platform has allowed our loyal and growing list of advertising partners to enjoy greater marketing reach at lower cost.

Whether utilizing a print advertisement within *Real Estate Forum*, a banner ad on *GlobeSt.com*, or sponsorship of a *RealShare Conference* devoted ALM's Real Estate Media Group delivers more marketing opportunities to more companies than any other real estate based media outlet.

The 2012 Calendar year will see even more options, including an online professional services directory, expanded *GlobeSt.com* coverage and **RealShareCONNECT** — our growing professional networking service.

For more information visit:
ALMRealEstateMediaGroup.com

REAL ESTATE 2012 ATTRACTS HIGH-PROFILE REAL ESTATE EXECUTIVES

**select speakers from RealShare REAL ESTATE 2011 depicted*



Mark Gibson
HFF, LP



Jeffrey Meyers
Meyers LLC



Bruce Mosler
Cushman & Wakefield,
Inc.



David Zimmer
Zimmer Real Estate
Services



Chris Thornberg
Beacon Economics



Kev Zoryan
Morgan Stanley



Robert Brunswick
Buchanan Street Partners

RealShare SPONSORSHIP OPTIONS

Real Estate 2012 — MARCH 22, 2012	PRE-EVENT MARKETING	DAY OF EVENT MARKETING	POST EVENT MARKETING
CHAIRMAN SPONSORSHIP <i>For pricing information contact Daniel Cenicerros at 213.236.3698.</i> This sponsorship package provides the most prominent corporate branding positions, the greatest variety of promotional opportunities, and the most wide-ranging company participation before, during and after the event. See Below	✓	✓	✓
PRESIDENTIAL SPONSORSHIP \$6,000 This coveted sponsorship level delivers a comprehensive package of highly visible marketing opportunities—both at the event and on all pre-and-post conference print and web promotions. See Page 3	✓	✓	✓
EXECUTIVE SPONSORSHIP \$4,000 This level offers exclusive billing on the panel session or networking break that best serves your corporate objective. Executive sponsorships also include corporate branding via event signage, recognition within the conference program, plus two (2) complimentary registrations. See Page 3	✓	✓	✓
EXHIBITOR SPONSORSHIP \$3,500 – \$2,000 RealShare REAL ESTATE 2012 conference offers two cost-effective exhibit options that conveniently bundle show services along with exhibit space to save you significant time and money while providing your company with increased visibility before, during, and after the event. See Page 4	✓	✓	✓
REALSHARECONNECT SPONSORSHIP \$3,000 (Limit 2) See Page 4 for more details	✓	✓	✓
<i>In addition to RealShare sponsorship, we provide many highly visible and cost effective marketing options — see page 3 for more details.</i>			

CHAIRMAN SPONSOR PACKAGE *for more information contact Daniel Cenicerros* *This package offers the highest recognition before, during, and after the event.*

Pre-Event

- Discounted registration for your employees and associates
- Top billing on all pre-conference emails, website promotions and print ads
- Send messages and schedule meetings via RealShare CONNECT attendee database

Day of Event

- Ten (10) complimentary registrations and VIP reserved seating for all general sessions
- Inclusion in industry testimonials for agendas and in advanced testimonials
- Participation as a moderator or panelist on two (2) applicable topics
- Three minute introduction of a panel, name integration into signage and program
- Top billing on all event signage and slide presentations
- Tabletop exhibit space with your choice of location (best available)
- Host a networking break — includes prominent signage
- Distribution of your company's marketing materials
- Full-page advertisement in conference program

Post Event

- Exclusive GlobeSt.TV interview with GlobeSt.com editor at the event
- Promote your services with a co-branded email distributed to 25,000 prospects
- Exclusive copy of conference attendee list (name, company, address, email)
- Promote your services year-round with sponsor page on RealShare CONNECT

Generate Business Leads Year Round at No Additional Cost

Now in its third year, **RealShareCONNECT**—an interactive professional networking platform—provides all conference participants the ability to **CONNECT** year-round.

With RealShareCONNECT your company can:

- Create a comprehensive sponsor profile in under five minutes
- Share information about your products and services
- Post video and pictures
- Schedule meetings and send messages with RealShare attendees
- Update profile year-round to generate additional traffic

Exclusive sponsor opportunities are available. See page 4 for more details.

PRESIDENTIAL SPONSOR PACKAGE.....\$6,000

This popular sponsorship level delivers a comprehensive package of highly visible marketing opportunities—both at the event and on all ALM-Real Estate Media Group print, email and web promotions.

Pre-Event

- Discounted registration for your employees and associates
- Prominent recognition on all pre-conference emails, website promotions and print ads
- Send messages and schedule meetings via RealShareCONNECT attendee database

Day of Event

- Six (6) complimentary registrations
- Participation as a panelist as applicable
- Prominent recognition on all event signage and slide presentations
- Distribution of your firm's marketing materials
- 50% discount on full-page advertisement in conference program

Post Event

- Discount on dedicated email blast
- Promote your services year-round with sponsor page on RealShareCONNECT

EXECUTIVE SPONSOR PACKAGE.....\$4,000

This sponsor package provides your company either exclusive billing at one of our networking breaks or panel sessions, plus two (2) complimentary registrations, corporate branding via event signage and recognition within the conference program.

Pre-Event

- Discounted registration for your employees and associates
- Recognition as executive sponsor on website agenda and pre-event brochure
- Send messages and schedule meetings via RealShareCONNECT attendee database

Day of Event

- Two (2) complimentary registrations
 - Exclusive sponsor of networking break or panel session of your choice (based on availability first come, first serve)
 - Recognition on agenda, event signage and slide presentations
 - 25% discount on full-page advertisement in conference program
- * Panel sponsors are allotted three minutes to deliver an exclusive marketing presentation prior to introduction of moderator.*

Post Event

- Promote your services year-round with sponsor page on RealShareCONNECT
- 25% discount on full-page advertisement in conference program

See next page for Exhibitor Packages

RealShareCONNECT Facts

- The average RealShare attendee makes 10 NEW connections

- 83% of attendees plan to use RealShareCONNECT to network/prospect and participate in online discussions

- Over 2,000 messages were sent between attendees in 2011 via RealShareCONNECT

Attendee Testimonials

*"RealShare Conferences are an excellent source of information and I recommend them to any real estate professional."
- Richard Hill Adams of American Realty Capital Advisors, Inc.*

*"One of the powerhouse seminars and networking opportunities. Well-organized and executed. You end up feeling like RealShare really wants to see you personally succeed."
- Jess Bressi of Luce Forward*

BOOTH SPONSORSHIP\$3,500

*This package provides exhibitors with ample booth space in a prime location. You can expect to strengthen existing relationships, establish new ones, generate qualified leads and get market feedback directly from some of the most influential people in the commercial real estate industry. *limited availability*

Pre-Event

- Prominent placement in dedicated email listing exhibitors services
- Send messages and schedule meetings via RealShareCONNECT attendee database

Day of Event

- Booth space* in a premium location-- includes: electric, chairs, wastebasket
- Two (2) complimentary registrations
- Logo and company information listing in the conference program
- Generate traffic via RealShareCONNECT messages sent to all attendees

Post Event

- Contact attendees online via RealShareCONNECT directory
- Promote your services year-round with exhibitor page on RealShareCONNECT

TABLETOP EXHIBITOR\$2,000

*This convenient and cost-effective option provides your company with tabletop exhibit in a highly trafficked area. *limited availability*

Pre-Event

- Recognition on pre-conference email alerting attendees to your participation
- Send messages and schedule meetings via RealShareCONNECT attendee database

Day of Event

- One (1) tabletop exhibit* -- Skirted six-foot table, chairs, wastebasket
- One (1) complimentary registration
- Logo and company information listing in the conference program
- Generate traffic via RealShareCONNECT messages sent to all attendees

Post Event

- Contact attendees online via RealShareCONNECT directory
- Promote your services year-round with exhibitor page on RealShareCONNECT

* Electricity and internet are not included. Both are available for an additional fee.

REALSHARE CONNECT SPONSOR PACKAGE.....\$3,000 (Limit 2)

Generate business leads year round with this multi-level promotional package -- a cost effective way for your company to leverage our pre-event marketing efforts, highly visible day-of-event branding/signage opportunities, and post-event networking platform (see details below).

Pre-Event

- Recognition as official RealShareCONNECT sponsor on all promotional materials including conference website, emails, ads and brochures
- Utilize attendee database to send messages and schedule meetings

Day of Event

- Two (2) complimentary registrations
- Recognition on agenda, slide presentations and signage displayed at CONNECT Booth
- Ongoing sponsorship recognition during panel introductions

Post Event

- Exclusive GlobeSt.TV interview with GlobeSt.com editor at the event
- One (1) dedicated email blast to all **RealShare REAL ESTATE 2012** attendees
- Utilize your RealShare CONNECT sponsor page to promote your services year-round
- Increase business leads by marketing to members who join community after the event

Additional Opportunities

On Site Video Interview*

Extend your corporate message to our national audience via GlobeSt.TV interview conducted by one of our GlobeSt.com editors for only \$1,500.

*five minute video to be filmed day of event.

Conference Program Ads

Reserve a full-page color ad to be distributed to hundreds of senior-level real estate decision makers via RealShare conference program for only \$1,000.

Group VIP Passes

Reserve a VIP table and receive eight (8) VIP registrations, as well as corporate branding at the table for \$ 3,500.

CONTACT US

Sponsorship Information

Daniel Cenicerros

213.236.3698

dcenicerros@alm.com

General Information

Colleen McShane

310.988.6936

cmcshane@alm.com

Registration Information

Jeffrey Wierichs

347.227.3188

jwierichs@alm.com