



**INSTITUTIONAL
REAL ESTATE, INC.**

Europe Sponsorship

Institutional Real Estate, Inc's Europe programme is designed to connect investors, consultants and managers with news, data, insights and each other.

**INSTITUTIONAL
REAL ESTATE, INC.**
NEWSLINE

Institutional Real Estate
Europe

VIP
EUROPE

**VISIONS
INSIGHTS &
PERSPECTIVES**
Institutional Real Estate, Inc.



WEB-BASED SERVICES

IREI's website news is refreshed daily. It is the go-to site for investors and investment managers working within the institutional real estate marketplace.



SUBSCRIPTIONS

Investors receive only the news that is relevant to them; investment managers get inside knowledge on investor sentiment.

INVESTOR FOCUSED



DATABASES

Our IREI.Q database is like having your own research department. Investors receive access to hundreds of different proprietary searches; investment managers can purchase a paid subscription or receive access through sponsorship.



EVENTS

Investors can enjoy IREI's marketing-free events where we strive for a 3:1 manager/investor ratio; managers can also network in a relaxed environment where there is plenty of opportunity to meet the right investors.



SPONSORSHIP AND ADVERTISING

Investment managers can raise their visibility to our exclusive investor audience.

IREI's Platform

For more than 30 years, Institutional Real Estate, Inc (IREI) has been the most trusted and reliable source of data, insights and perspectives on the real estate, infrastructure and real asset classes.

With a unique and singular platform that focuses on the investor in the most important regions of the world – the Americas, Europe and Asia Pacific – we facilitate a more open dialogue between the investors and the people and companies who serve them.

Armed with tailored daily news content; monthly print publications; online database resources; and exclusive invitation-only programmes and events that address investors' needs, concerns and what's keeping them up at night, you're able to make more informed investment strategy decisions.

What's more, investment managers who sponsor IREI's publications and events have the unique opportunity to meet one-to-one with many of the most active investors and raise their firm's profile and differentiate their services.

The result is the ability to build closer relationships faster, more efficiently and at a much lower cost.

IREI Europe Platform

IREI's Europe platform offers many different options to get involved at both the individual and organisation level.

Our Europe platform is expansive, including a publication, *Institutional Real Estate Europe (Europe)*; annual conference, *Visions, Insights & Perspectives (VIP) Europe*; annual Editorial Advisory Board meeting; and original digital content.

There are three distinct levels of collaboration with IREI's Europe platform, all designed to connect investors, consultants and managers with news, data, insights and each other.

INFORMATION

- *Institutional Real Estate Newsline* – complimentary to sign up
- Videos, Webinars and Podcasts
- *Europe* Publication – US\$295 for a one-year subscription (11 editions)

ENGAGEMENT

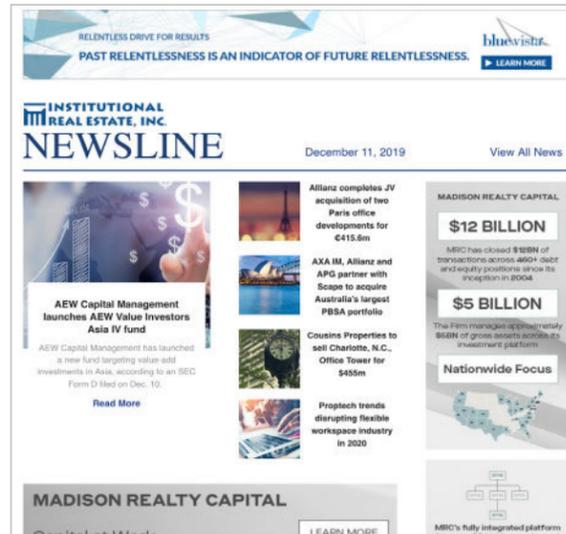
- Advertising in *Europe* – digital and print options, prices vary
- Attend VIP Europe – annual event, US\$2,295 to attend
- Sponsor VIP Europe – sponsorships ranging from US\$5,000 - US\$30,000

SPONSORSHIP

- *Europe* Publication Sponsorship – US\$69,500 annually, 12-month programme
- *Europe* Editorial Advisory Board meeting – annual, invite-only event
- Exclusively Curated Virtual Roundtables



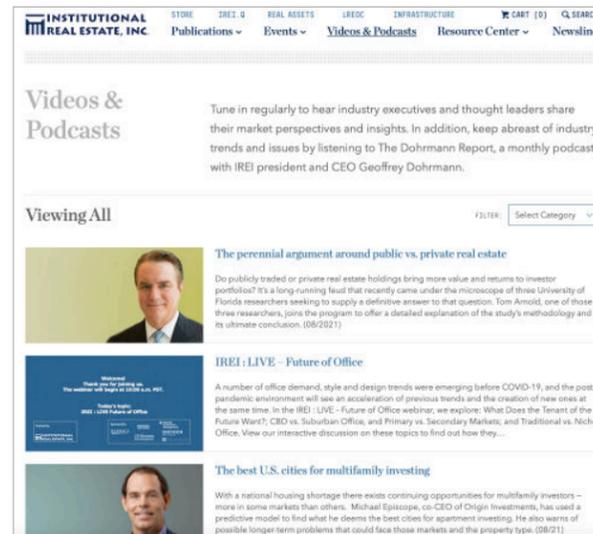
Information



INSTITUTIONAL REAL ESTATE NEWSLINE

Our daily *Institutional Real Estate Newsline* email delivers the day's top stories on the institutional real estate market, including news on commitments, fundraising, transactions, research reports, people and press releases.

Institutional Real Estate Newsline is a complimentary news service. All you have to do is opt in to start receiving news stories every weekday.



VIDEOS, WEBINARS & PODCASTS

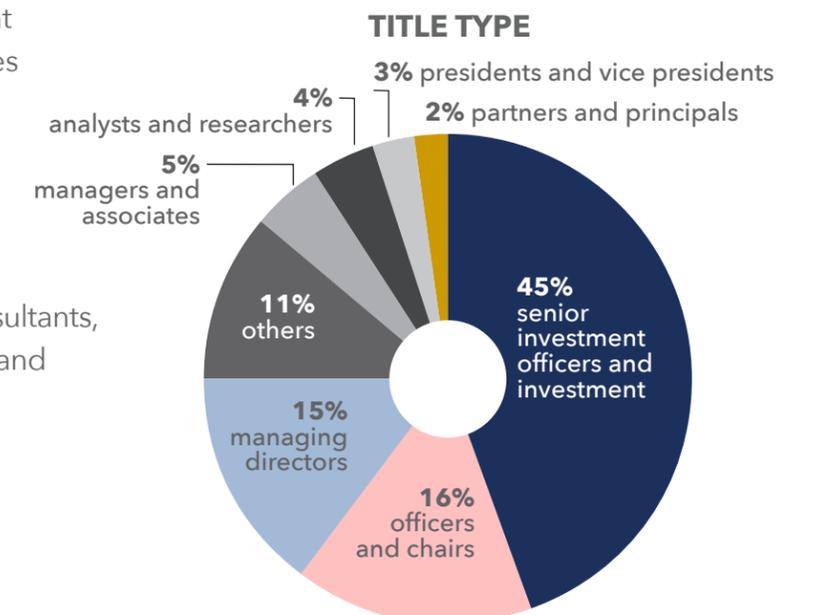
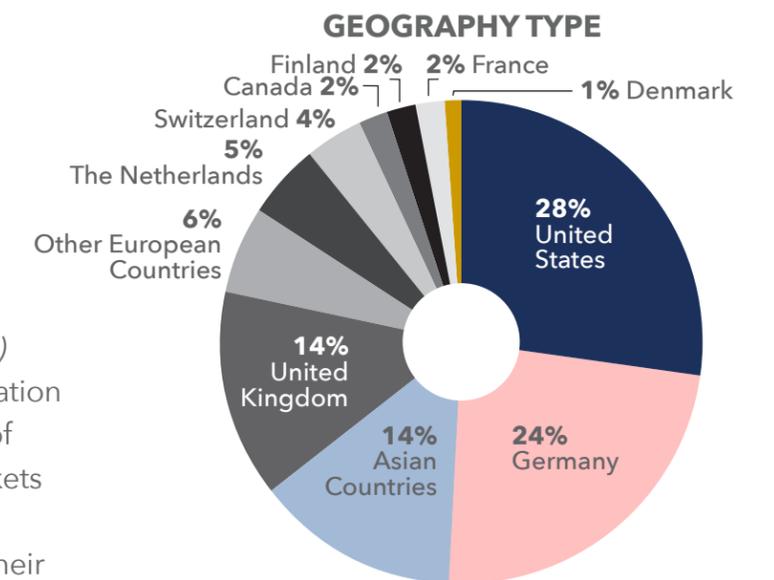
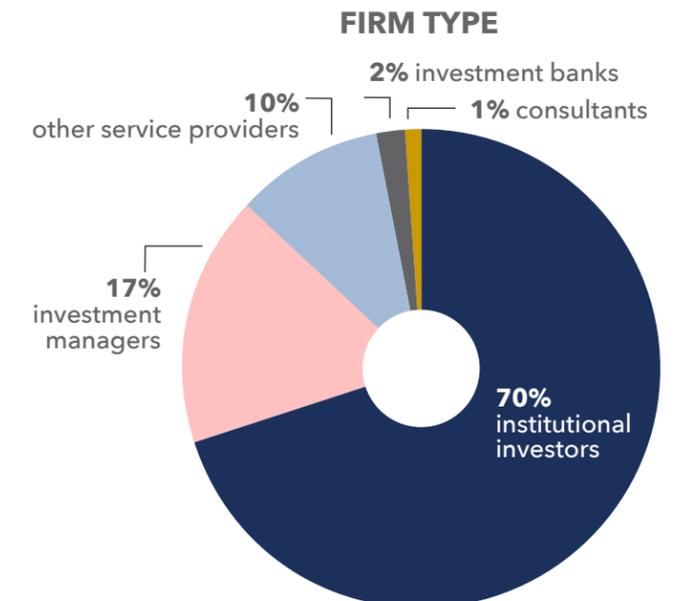
IREI regularly releases original videos, webinars and podcasts geared to European institutional investors. Tune in to hear industry executives and thought leaders share their market perspectives and insights.



EUROPE PUBLICATION

Institutional Real Estate Europe (Europe) provides readers with the news, information and insights necessary to stay abreast of the dynamic and diverse property markets throughout Europe. Leading industry executives and thought leaders share their insights on market trends and investment opportunities. The magazine also features the latest information on capital flows, new investment products, investment strategies and activity by the region's most active investors.

- Controlled circulation of investors, consultants, managers, bankers, placement agents and other service providers
- Readership of nearly 1,200
- Content directed by investor-led Editorial Advisory Board



Engagement

ADVERTISING

IREI's *Institutional Real Estate Newslines* and *Europe* publications, as well as its website, are highly targeted advertising vehicles to help you reach the key players in the real estate industry with impact and authority. Sponsoring firms receive advertising with their package of benefits, but you don't have to be a sponsor to advertise in our publications. Advertising is a great way to gain visibility in the community and get your message in front of leading institutional investors.

WEBSITE:

Owner, Operator, Lender and Developer of Real Assets.
www.cimgroup.com

HEADER BANNER - 960W X 120H

REAL ESTATE INVESTING
Reviewing the Critical Updates to ILPA Principles Version 3.0

SIDE BANNER - 300W X 600H

CenterSquare
REAL ASSET INVESTMENT LEADERSHIP

MIDDLE BANNER - 960W X 120H

Modern investment management for real estate

Juniper Square

SIDE BANNER - 300W X 250H

2020 ULI EUROPE CONFERENCE
AMSTERDAM | 3-5 FEBRUARY 2020
REGISTER TODAY AT: europeconference.uli.org

SIDE BANNER - 300W X 250H

BARINGS Adaptability. It's the new look of partnership. [Learn More](#)

FOOTER BANNER - 960W X 120H

NEWSLINE:

MADISON REALTY CAPITAL \$11 BILLION \$5 BILLION
closed across 460+ debt and equity positions since 2004
approximate gross assets across investment platform

MADISON REALTY CAPITAL \$11 BILLION \$5 BILLION

LEADERBOARD BANNER - 760W X 100H

WE SET THE CURVE ON STUDENT HOUSING RESULTS.

RELENTLESS DRIVE FOR RESULTS

FOCUSSED STRATEGY BUILD-TO-CORE

National REAL ESTATE ADVISORS

SIDE BANNER - 200W X 150H

bluevista [LEARN MORE](#)

SPONSORED CONTENT SIDE BANNER - 200W X 385H

BARINGS Adaptability. It's the new look of partnership. [Learn More](#)

MIDDLE BANNER - 520W X 100H

DIGITAL BANNER PROGRAMME

Receive exposure through digital ad placements in our *Institutional Real Estate Newslines*, which is distributed every weekday to 9,200. You may also place your banner ad on our IREI homepage or news page for even more branding options.

PUBLICATION ADVERTISEMENT PROGRAMME

There are quarter-page, half-page, full-page, and double-page advertisement options in our *Europe* publication. Prices for these ad placements range from US\$950 - US\$7,100.

Engagement

VISIONS, INSIGHTS & PERSPECTIVES (VIP) EUROPE

VIP Europe brings together the industry's top investment managers, investors and consultants who have a stake in the European institutional marketplace or are exploring it for the future.

The event offers exclusive content, expert analysis and insightful perspectives carefully selected to meet the needs of our European audience.

- Annual conference open to investors, consultants, managers, placement agents and other service providers.
- Agenda developed by an independent, investor-led advisory board.
- No "pay to play" – advisory board chooses panelists.
- Content designed to educate investors and provide insight to others on investor needs.
- Specially curated networking events to deepen relationships and a strict "no side meetings" policy.
- Different levels of conference sponsorships – from US\$5,000 - US\$30,000.



REPRESENTATIVE SAMPLE OF VIP EUROPE ATTENDING ORGANISATIONS

INVESTORS:

Alecta Pensionsforsakring
AM alpha
Kapitalverwaltungsgesellschaft mbH
APG Asset Management US Inc.
Bayerische Versorgungskammer (BVK)
Church Commissioners for England
CNP Assurances
E.ON SE
Hermes Real Estate (Investor)
Irish Life Investment Managers
Migdal Insurance
MN Services
P+
Second Swedish National Pension Fund - AP2 / Andra AP-fonden
Shell Asset Management Company B.V. (SAMCo)
Tesco plc
Varma Mutual Pension Insurance Co.
Zusatzversorgungskasse des Baugewerbes AG

CONSULTANTS:

Cambridge Associates
Hamilton Lane
Hillcrest Finance LLC
StepStone Group Real Estate
Sweco Capital Consultants

INVESTMENT MANAGERS:

Affinius Capital
Accord Equity Advisors LLC
AEW Europe
Almanac Realty Investors
Argosy Real Estate Partners
AXA IM Alts
BlackRock (Europe)
BNP Paribas Real Estate
MetLife Investment Management
Nuveen
Paramount Group, Inc.
Principal Real Estate Europe
Rockpoint
Thor Equities, L.L.C.
Tristan Capital Partners
UBS Asset Management, Global Real Estate - United Kingdom

Sponsorship

Sponsorship is a unique programme that provides you with a rich array of services designed to help you position your firm for the best success in the European marketplace. Our current sponsors are among the top investment advisory firms in the industry. When you become a sponsor you are aligning your company with these leading firms. You and your firm will get noticed and be heard in the industry.

A sponsorship bundles our information and engagement products, plus it includes consulting time and an invitation to be a *Europe* board member.

Our Europe Publication Sponsorship is US\$69,500 annually.



BENEFIT	FULL LEVEL
MARKETING/BRANDING	
Advertising (publication or digital)	8 Credits
Editorial Advisory Board Member listed in publication	Throughout sponsor term
Company listing on back of publication	Throughout sponsor term
Company listing on IREI website	Throughout sponsor term
Complimentary PDF reprints of sponsor interviews and contributed features	Unlimited
INVESTOR RELATIONS/RESEARCH	
Event: Editorial Advisory Board Meeting	1 seat
Event: Sponsor Briefing on Annual Investor Survey	Unlimited attendees
Event: Roundtable Meetings (virtual & in-person)	~4 per year (varies based on schedule)
Subscription: <i>Institutional Real Estate Newsline</i> (Daily Email)	Unlimited
Subscription: <i>Institutional Real Estate Europe</i> (Monthly Publication)	13 Subscriptions
Subscription: <i>IREI.Q Fundraising Reports</i>	13 Subscriptions
Research Hours OR access to <i>IREI.Q Database</i>	12 Hours or 3 Subscriptions to IREI.Q
Consulting	1 Hour
OTHER	
Priority and discounted registration for VIP Americas conference	20% Discount
Discounts on additional IREI items: conference sponsorships, advertising in special reports, etc.	25% Discount
Discounts on sponsoring other IREI publications	20% Discount
Complimentary contribution to feature stories	
Complimentary video interviews and podcasts	

***All sponsorship benefits must be utilized within the term dates of the agreement.**

Europe Editorial Advisory Board Meeting

The *Europe* Editorial Advisory Board meeting is an invitation-only event designed to create and foster stimulating dialogue. This meeting provides an open forum for this representative group to exchange ideas and cultivate discussions to improve the quality of *Institutional Real Estate Europe*.

- Board members include investors, consultants and publication-sponsoring investment managers.
- The *Europe* Editorial Advisory Board meeting is held annually.
- The discussions at the Editorial Advisory Board meeting direct *Europe* content for the year moving forward.



CURRENT EUROPE BOARD MEMBERS

INVESTORS:

AM alpha KVG mbH
Bank of Ireland Private Banking Ltd
Bayerische Versorgungskammer (BVK)
DNB Real Estate Investment Management
E.ON SE
Hermes Real Estate
Nedlloyd Pension Fund
OP Real Estate Asset Management Ltd
PGGM Investments
Versicherungskammer Bayern

CONSULTANTS:

Almazara Real Assets Advisory
Sweco Capital Consultants
Townsend Group

ASSOCIATIONS:

GRESB
Pacific Pension & Investment Institute (PPI)

INVESTMENT MANAGERS (CURRENT PUBLICATION SPONSORS):

Affinius Capital
DWS
GRESB
Greystar
Invesco Real Estate
J.P. Morgan Asset Management - Global Real Assets
M&G Real Estate
Madison Realty Capital
Nuveen Real Estate
Pacific Pension & Investment Institute (PPI)
Tishman Speyer
UBS Asset Management, Global Real Estate



HEADQUARTERS

2010 Crow Canyon Place, Suite 455
San Ramon, California 94583 U.S.A.
telephone +1 925-244-0500

ASIA PACIFIC

1 Raffles Place, Level 19 & 20
One Raffles Place, Tower 2
Singapore 048616



KELLY ARMANIOS
MANAGING DIRECTOR, EUROPE

W: +1 925-244-0500, ext.113

k.armanios@irei.com

EUROPE

35 New Broad Street
London EC2M 1NH
United Kingdom

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www.irei.com