

# sponsorship

GET NOTICED.

GET YOUR MESSAGE ACROSS.

GET CONNECTED.



**INSTITUTIONAL  
REAL ESTATE, INC.**

*Investor Focused.  
Connecting People, Data, Insights*

**Institutional Real Estate**  
*Americas*

# Sponsorship

All investment managers seeking capital need to get noticed and stand out from the crowd, and they need to communicate a substantive message to—and need to get connected with—the right people.

Sponsorship is a dynamic program that is designed to give you the advantage you need to stand out in this increasingly competitive marketplace and get your message across, while forming and strengthening relationships with the right people. Sponsorship will position your firm as an industry leader, and put you at the leading edge of industry issues and trends. The leading investment advisers that currently sponsor our publications collectively manage more than \$1.2 trillion of real estate investment capital for their clients. With sponsorship, your firm will get in front of the industry's most active investors and will be top of mind within the industry. It creates an excellent platform for your firm to get its unique message across to hard-to-reach investors. And sponsorship will help you connect with the right people by giving you a seat at our private Editorial Advisory Board meeting, where you will be able to network with investors for three days in an intimate setting that breaks down the barriers that usually exist between investors and advisers.



The firms shown above account for only a fraction of our sponsoring firms. IREI currently has 70 firms participating in its sponsorship program with many of these firms having sponsorships in multiple regions.



# Benefits Package

In exchange for helping underwrite the work we do, your firm will benefit from a rich array of services designed to help you: GET NOTICED. GET YOUR MESSAGE ACROSS. GET CONNECTED.



## 1. BETTER POSITION YOUR FIRM IN THE MARKET

As a Dual or Full sponsor of *Institutional Real Estate Americas*, you'll expose prospective investors to your company at least 11 times each year while positioning your firm as one of the leaders in the institutional real estate marketplace.

## 2. BUILD STRONGER RELATIONSHIPS and LEARN

As a sponsor of *Institutional Real Estate Americas*, you or representatives from your firm will have the opportunity to attend and participate in the following information-gathering and relationship-building events:

- a. Sponsor Briefing** — You'll join other publication sponsors to learn the results of our Annual Investor Survey. This half-day briefing provides a pleasant social as well as informative atmosphere. Lunch and cocktails are compliments of Institutional Real Estate, Inc. We'll take a look at the forces that will be driving investment and asset management decisions in the year to come.
- b. Editorial Advisory Board Meeting** — We hold two Editorial Advisory Board Meetings each year — Spring and Fall. Full sponsors can choose the meeting they want to attend at time of sponsorship confirmation — Spring or Fall. Dual sponsors can attend both meetings. Each of these meetings is an exclusive, three-day informational and relationship-building event held at a resort location. You and your fellow publication sponsors will meet and engage with the leading plan sponsors and consultants you and your firm most need and want to reach. Each year, a significant portion of the agenda focuses on identifying and exploring current tax-exempt investor concerns, plans, fund offerings and the outlook for continued investment in the institutional real estate marketplace.
- c. Opportunity** — You'll have the opportunity to nominate and invite the potential investor and consultant candidates for the board meeting(s) you attend. This process is an inherent strength of the benefits package in that it allows each sponsor to help maintain its unique, high level of expertise and, therefore, attendance. Your power to nominate within this high caliber group of candidates also supports your relationship-building efforts with those whom you respect.
- d. Exclusively Curated Virtual Roundtables** — IREI offers intimate and off-the-record conversations where investors, consultants and investment managers engage on a wide ranging variety of topics of the day and create long-term and profitable relationships.



# Benefits Package *(continued)*

## 3. RAISE YOUR FIRM'S PROFILE

As a sponsor, your firm will have multiple opportunities to raise its profile and become firmly positioned in the markets you most need to reach, while differentiating your firm and its offerings from those of your competitors. These opportunities include:

- a. Ad/Advertorial Insertion** — EIGHT pages of color ads or advertorial insertions you can place each year in *Institutional Real Estate Americas*, creating exposure and positioning opportunities for your firm.
- b. Recognition** — Recognition as an Institutional Real Estate, Inc. publication sponsor in the special tombstone sponsor acknowledgment ads in every issue of *Institutional Real Estate Americas*.
- c. Links** — Special links on Institutional Real Estate, Inc.'s website ([www.irei.com](http://www.irei.com)).

## 4. COMMUNICATE A SUBSTANTIVE MESSAGE

Each year, you can choose to use some of the pages from your advertising benefits for your choice of a four-page sponsor profile or sponsor interview, or a two-page bound-in sponsored section. Then, our award-winning editors, copywriters and designers will work closely with you to produce a high-quality, credible, third-party vehicle to carry and communicate a substantive message to your target audience, creating an even more significant exposure and positioning opportunity for your firm. (See section 3, part “a,” above.)

## 5. ENJOY AN INFORMATION ADVANTAGE

As a sponsor, you'll receive reliable, accurate, exclusive inside information on various aspects of the institutional real estate investment industry from a variety of sources. The information advantage this creates will help you better understand what's going on in both the investment management and property markets, where the opportunities are likely to be, and how best to capitalize on those opportunities. The resources you'll receive each year as a sponsor include:

- a. Subscriptions** — Full sponsors receive 13 complimentary 11-month subscriptions to *Institutional Real Estate Americas*. Dual sponsors receive 26 complimentary subscriptions. In addition, each subscriber at your firm will also receive a complimentary subscription to *Institutional Investing in Infrastructure*, which is published 11 times a year.
- b. Institutional Real Estate FundTracker** — The primary sponsor contact will receive a complimentary subscription to *Institutional Real Estate FundTracker*. Published five weeks after the quarter closes, *FundTracker* provides the most comprehensive overview of fund-raising activity in the private equity real estate arena. It features a detailed list of funds that closed during the previous quarter, as well as analysis of fund-raising activity by investment style, geographic focus and fund size. In addition, it includes a sampling of funds that are currently being marketed.



# Benefits Package *(continued)*

**c. Special Reports** — Approximately 20 FREE reports throughout the year, summarizing property transactions tracked by our in-house data service team. IREI Investment Guides are a value-added component to a subscription to *Institutional Real Estate Americas*. These investment guides are valuable resources and include such content as Core/Core-Plus Funds, Valued-Added Funds, Opportunistic Funds, International Funds and Investment Managers Ranked by AUM.

**d. Knowledge Information Applied** — Up to 12 HOURS of custom data services to leverage your in-house research and capital-raising efforts or exchange 10 hours to receive ONE Standard Access to IREI's *FundTracker Database* with more than 4,500 global real estate funds in the database — and more than 1,100 of them actively trying to raise a combined total of \$400 billion. In addition, you will find data on 600 of the leading infrastructure funds in the industry. Data is available on current offerings as well as historical offerings dating back to 1996, as well as detailed information on other institutional investors, their investment allocations, past investment commitments and key contacts. This system provides a user-driven ALERT system and RATINGS system.

## 6. SAVE MONEY

Finally, as a sponsor, you'll be able to exercise discounts on additional products and services purchased from our firm. For example, you'll receive a 25 percent discount on the currently effective published rates when purchasing additional advertising, consulting time and other selected products from Institutional Real Estate, Inc. and 20 percent discount on prevailing rates for our conference events.

## ANNUAL SPONSORSHIP FEE:

### FULL SPONSORSHIP

(one Editorial Advisory Board meeting per year) — **\$64,500**

### DUAL SPONSORSHIP

(two Editorial Advisory Board meetings per year) — **\$125,000**

*Ask about our multi-publication sponsorship discounts.*



For more information, visit us online at [www.irei.com](http://www.irei.com) or contact:

**Jonathan Schein**  
Global Head of Business Development

**+1 917-854-2345**

**[j.schein@irei.com](mailto:j.schein@irei.com)**



# Summary of IRE Americas

## FULL SPONSORSHIP BENEFITS

The chart below provides an overview of your sponsorship benefits and what they are worth if purchased individually outside the sponsorship package.

| BENEFITS  | DETAILS    | FULL VALUE |
|---|------------|------------|
| 4-Color Profiles, Interviews or Ads <sup>(1)</sup>                    | 8.25 Pages | \$39,600   |
| Advertorial Prep Time Costs <sup>(2)</sup>                            |            | \$10,000   |
| Choice of Spring or Fall Editorial Board Meeting <sup>(3)</sup>       | 2.5 Days   | \$29,250   |
| Sponsor Briefing <sup>(4)</sup>                                       | 1/2 Day    | \$10,395   |
| Consulting/Meeting Time <sup>(5)</sup>                                | 1 Hour     | \$800      |
| Data Services Time <sup>(6)</sup>                                     | 12 Hours   | \$6,600    |
| Minimum Number of Annual Exposures <sup>(7)</sup>                     | 11+        | \$15,950   |
| IREI Investment Guides <sup>(8)</sup>                                 |            | \$1,885    |
| Subscriptions to IRE AMERICAS & i3 <sup>(9)</sup>                     | 13         | \$35,035   |
| Complimentary Subscription to FundTracker Publication <sup>(10)</sup> | 1          | \$1,200    |
| Discounts on Ad Placements and Consulting <sup>(11)</sup>             | Varies     | Varies     |
| Exclusively Curated Virtual Roundtables                               |            | \$17,500   |
| TOTAL VALUE (not including discounts)                                 |            | \$168,215  |
| ANNUAL SPONSORSHIP FEE  |            | \$64,500*  |

### Value Assumptions

- Value based on our standard advertising rate card, at \$4,700 per page. Quarter-page ad is priced off standard advertising rate card at \$2,000.
- The value of prep time is based on past experience of actual cost. Value may not apply if ads are elected in lieu of sponsor profiles.
- Value based on the pricing of other three- to four-day private industry networking events that are held at resort locations with a limited number of participants.
- Value assumes one-day preparation and one half-day consulting. Includes a copy of the annual plan sponsor survey report, a \$795 value.
- Value of consulting time is based on our normal rate of \$800 per hour for professional time.
- Based on our normal rate of \$550 per hour for professional time.
- Value of each exposure is based on the lowest cost available to advertisers, per our current rate card. This does not include mentions in our publications or speaking opportunities that IREI provides from time to time.

8. Based on 29 investment guides published annually (standard rate is \$65).

9. Based on our regular subscription rates.

10. Based on annual subscription rate of \$1,200.

11. The value of your Sponsorship can increase substantially when you avail yourself of the opportunity to purchase additional advertising and consulting services at your discounted rates.



**\* Multi-publication discounts are available for sponsors of more than one publication.**



# IREI's FundTracker Database

## IREI's FundTracker Database

With more than 4,500 global real estate funds in the database — and more than 1,100 of them actively trying to raise a combined total of \$400 billion — FundTracker gives investment managers and placement agents access to information to keep an eye on the competition and strategically position their products and marketing efforts. In addition to its extensive coverage of real estate

funds, FundTracker includes data on more than 600 of the leading infrastructure funds in the industry.

FundTracker is a powerful, extensive database loaded with data and information on investors, funds, investment managers and placement agents and is backed by 30 years of institutional real estate industry research and reporting.

The screenshot shows the IREI's FundTracker Database website. At the top, there is a navigation bar with the IREI logo (Institutional Real Estate, Inc.) and the FundTracker Database logo. To the right of the logo, it says "Signed in as Sandy Terranova" with links for "Dashboard" and "Sign Out". Below the navigation bar, there is a dark blue bar with links: "MANAGE MY PREFERENCES", "REPORTS", "CONTACT US", and "HELP". The main content area has a light beige background with the text "Welcome to IREI's FundTracker Database" and "You are viewing Real Estate data. [CLICK HERE](#) to switch to Infrastructure." Below this, there are three large blue buttons with white text and images: "Search by Organization", "Search by Funds", and "Other Searches". Each button has a "Select category" dropdown menu and a right arrow icon. The background of the buttons features images of business professionals in a modern office setting.

**Currency converter:** Work smarter and get the data you need in the format you need. Exchange rates updated daily.

**Exclusive to FundTracker:** Along with data on closed-end and open-end fund offerings, review separate accounts, club deals and co-investments, joint ventures, and oversight management service offerings.

**Customizable daily or weekly email alerts!** We'll alert you via email when updates are made to the database. You also may specify which companies you would like to watch.



# IREI's FundTracker Database *(continues)*

## FundTracker Search Features:

- **Investors:** Track financial information on current allocations, real estate assets under management, actual and target real estate allocation percentages, and historical and current data on specific commitments and investments going back to 1990. Also provides primary organization name and contact information for key executives.

- **Investment managers and placement agents:** Quickly access basic information on real estate and infrastructure investment managers and placement agents operating anywhere on earth, whenever you need it. Get the information you need, when you need it, so you can develop more effective competitive strategies.

- **Consultants:** Access information on current real estate and general consultants serving tax-exempt investors.

- **Fund searches:** Find information on a single fund, funds actively marketing, recently closed funds, recently added funds, or historical funds. FundTracker contains in-depth information on investment products offered to institutional investors by various investment managers. Information includes fund lifecycle, fund investment style, total capital raised, critical dates, strategy, property and market focus, and target returns.

- **Product fees:** Contains the fee structure of a number of investment offerings. (This information is only available in blind format.)

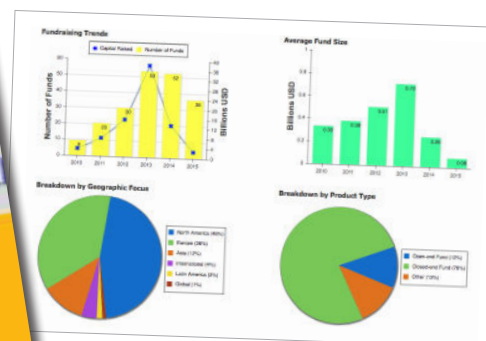
- **Commitments:** Track commitments and searches in progress, including status of RFPs issued by tax-exempt real estate and infrastructure investors seeking to hire an investment manager or consultant. Also view investors' historical fund commitments.

- **Transactions:** Track acquisition and disposition information, such as buyer and seller, property type, name and address, property size, price, and price per unit.

- **Customizable currency conversion:** Select a preferred currency to convert all amounts to daily currency exchange rates.

- **Customizable "follow" feature:** Follow an investor, investment manager, fund and more! When changes are made to these records, you can be alerted via email.

- **Lists of top real estate investors** and top real estate investment managers



**PLUS** – Receive the quarterly **FundTracker** publication

- ▶ Subscription to **Institutional Real Estate FundTracker**. This quarterly electronic publication reports on the extensive data captured by IREI's FundTracker database.
- ▶ Comprehensive overview of fund offerings and fundraising activity in the private equity real estate arena.
- ▶ Analysis and insights into fundraising activity and trends.
- ▶ Fund news, with summary tables of recent investor commitments and recent fundraising activity.
- ▶ Analysis of fundraising by investment style, geographic focus and fund size.
- ▶ Includes a sampling of more than 100 funds that are currently being marketed.
- ▶ Exclusive digital access to recent/past issues of Institutional Real Estate FundTracker publication.



# Advertising Snapshot

## Institutional Real Estate Americas

*Institutional Real Estate Americas* is read by the top tier of the institutional real estate industry. This includes the chief investment officers of the largest pension plans in the nation, the investment advisers who invest their capital for them and the leading consultants who serve them. We can confidently say that the readers of *Institutional Real Estate Americas* currently control 90 percent of the institutional capital that is being invested in real estate. It is a very influential audience.

**Frequency:** 11x

**Circulation:** 1,700 (print and online)

**Distribution:** by mail and email alert for online version

**Supplements:** *Institutional Investing in Infrastructure*

**Subscription rate:** \$2,695.00

### ADVERTISING RATES:

Full-page, 4-color single run: \$4,700

Full-page, 4-color 3x run: \$4,400

Junior-page, 4-color single run: \$3,900

Junior-page, 4-color 3x run: \$3,600

Half-page, 4-color single run: \$3,100

Half-page, 4-color 3x run: \$2,900

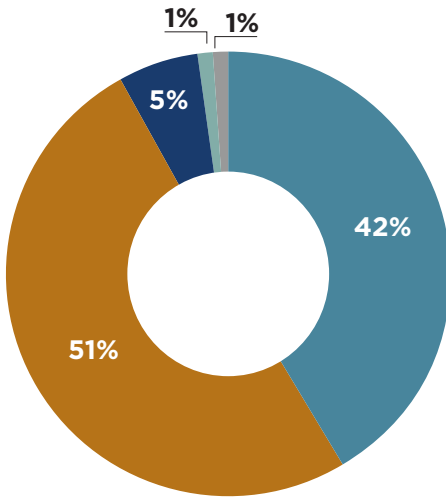
Quarter-page, 4-color single run: \$2,000

Quarter-page, 4-color 3x run: 1,900



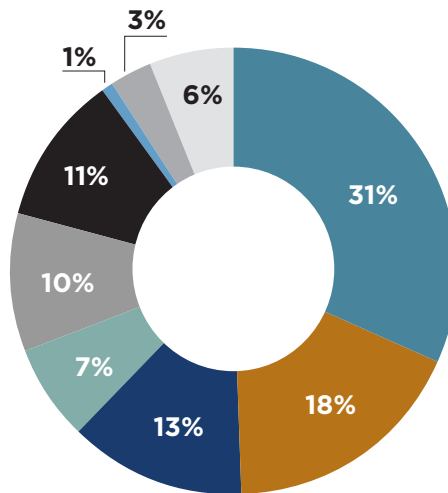
# Advertising Snapshot *(continues)*

**FIRM-TYPE BREAKDOWN**



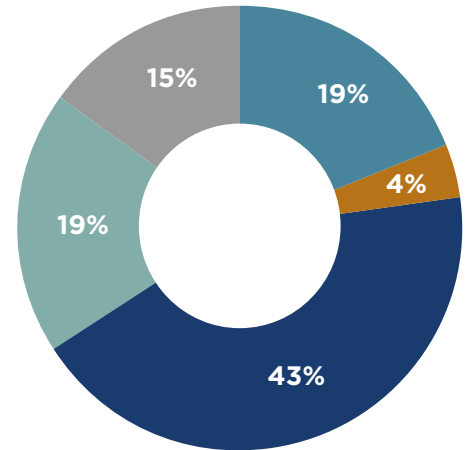
- Pension fund advisers
- Plan sponsors (pension funds, foundations and endowments)
- Other industry service providers (real estate operating companies, developers, brokers, law firms, accounting firms, REITs and other financial institutions)
- Investment banks
- Consultants

**TITLE BREAKDOWN**



- Pension fund investment officers and administrators
- Managing directors
- Presidents and vice presidents
- Partners and principals
- Officers and chairs
- Managers and associates
- Administration
- Portfolio managers, analysts and researchers
- Other

**GEOGRAPHIC BREAKDOWN**



- Pacific (highest concentration in California)
- Mountain
- Eastern (highest concentration in New York)
- Central (highest concentration in Illinois and Texas)
- International

## BONUS DISTRIBUTION:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute *Institutional Real Estate Americas* to the attendees of some of the biggest and best known events. Check out the link below to see our current roster of upcoming events.

<http://www.irei.com/iream-bd>

## EDITORIAL CALENDAR:

Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

[http://www.irei.com/iream\\_editorialcalendar](http://www.irei.com/iream_editorialcalendar)

## EDITORIAL BOARD MEMBERS:

*Institutional Real Estate Americas* has a board of industry experts who meet semi-annually to discuss the critical issues that the industry is facing. The candid discussions that take place at these meetings help formulate the content for the publication.

[http://www.irei.com/iream\\_boardmembers](http://www.irei.com/iream_boardmembers)



# Editorial Advisory Board Members

The following Editorial Advisory Board members represent the interests of the readership of *Institutional Real Estate Americas*:

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The Editorial Advisory Board members meet for two days – typically at a resort location – to connect and build stronger relationships, identify and explore the most important current issues facing our readers, and thereby help establish the editorial direction for the publication for the coming year.



# Editorial Advisory Board Members *(continued)*

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# Investor Focused



For more than 30 years, Institutional Real Estate, Inc. has been connecting people, data and insights throughout the institutional real estate and infrastructure industries. We do this with a unique platform that focuses on the investor. We focus on their needs, concerns and what is keeping them up at night. By taking this approach, we are better able to serve the industry as a whole. Investors are provided with news coverage and events that focus on content that will help them make informed investment decisions. And, by reading our publications, attending our events and participating in our sponsorship program, investment advisers can really understand how investors think and can create products that are aligned with their interests and investment strategies.



## HEADQUARTERS

2010 Crow Canyon Place, Suite 455  
San Ramon, California 94583 U.S.A.  
telephone +1 925-244-0500  
fax +1 925-244-0520

## NEW YORK

300 Park Avenue, 12th Floor  
New York, New York 10022 U.S.A.  
telephone +1 917-854-2345

## ASIA PACIFIC

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

## EUROPE

35 New Broad Street  
London EC2M 1NH  
United Kingdom



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**Institutional Real Estate**  
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