



IREI's Americas Real Estate Platform

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





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 programs 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 Americas Platform

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

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

There are three distinct levels of collaboration with IREI's Americas 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
- *Americas* Publication - \$2,695 for a one-year subscription (11 editions)

ENGAGEMENT

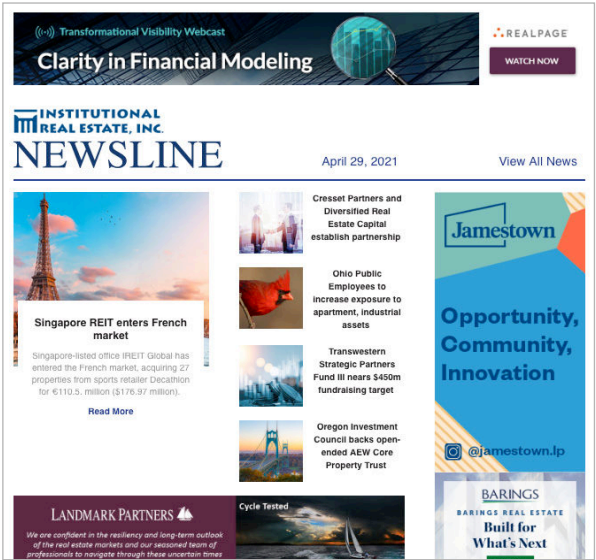
- Advertising in *Americas* - digital and print options, prices vary
- Attend VIP Americas - annual event, \$4,995 to attend
- Exclusively curated virtual roundtables

SPONSORSHIP

- *Americas* Full Sponsorship - \$76,500 annually, 12-month program (one Editorial Advisory Board meeting per year)
- *Americas* Dual Sponsorship - \$125,000 annually, 12-month program (two Editorial Advisory Board meeting per year)
- *Americas* Spring and Fall Editorial Advisory Board meetings - annual, invite-only events



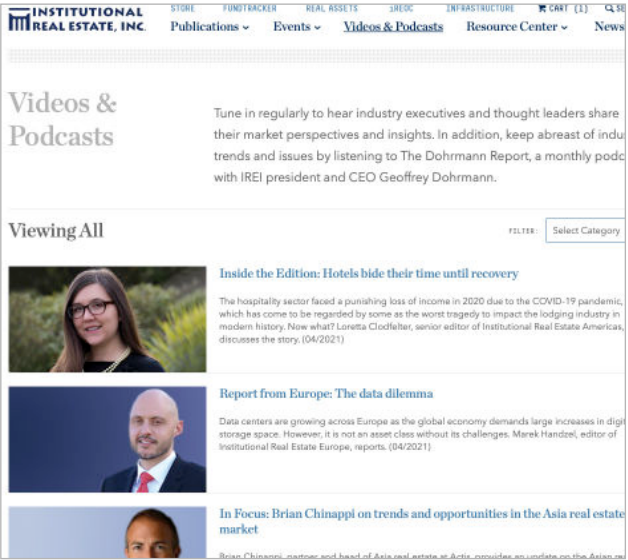
Information



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.



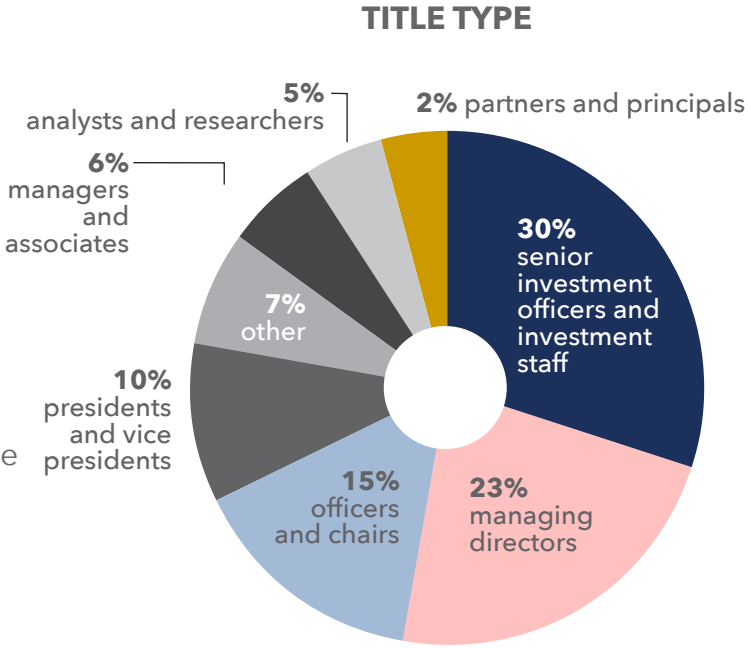
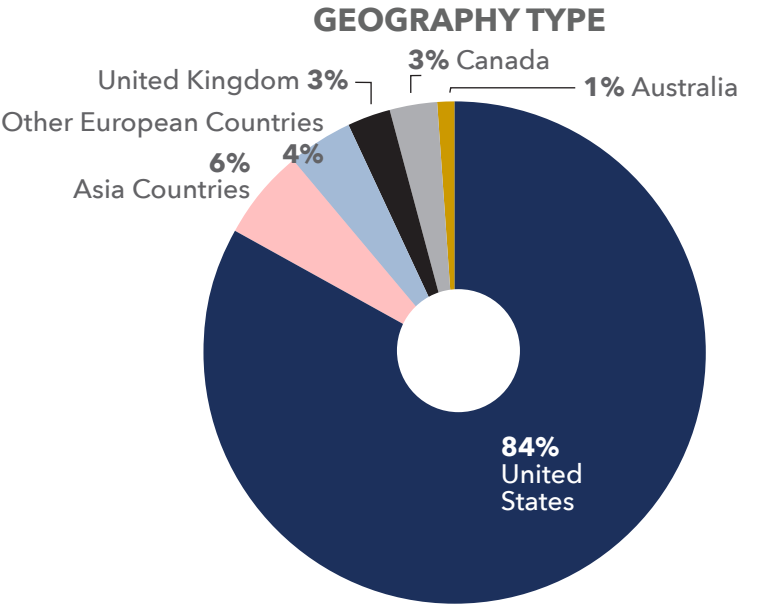
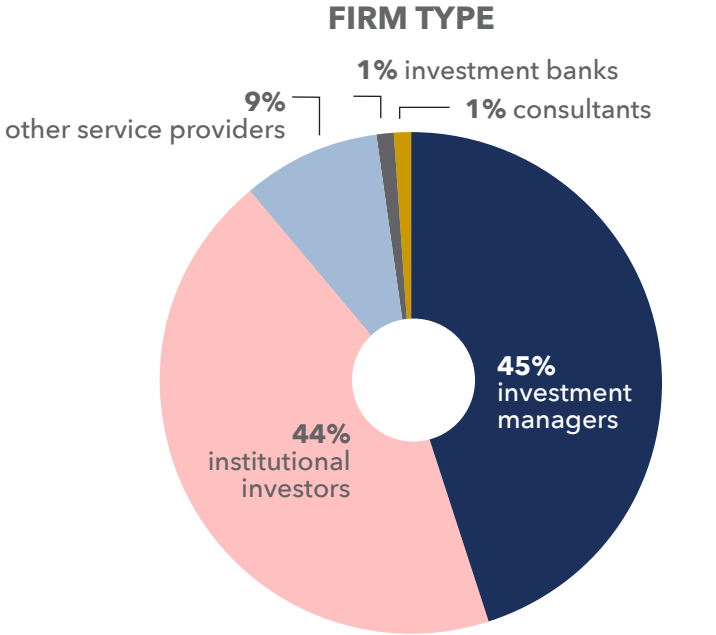
VIDEOS, WEBINARS & PODCASTS

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

AMERICAS PUBLICATION

Institutional Real Estate Americas is written for institutional investors in real estate – pension plans, foundations and endowments – and the consultants and real estate investment managers who serve them. With an emphasis on insights and analysis, the publication provides information about the people, events and trends driving this market. Features cover portfolio management, investment strategy and capital flows, with a focus on supporting the staff and investment committee members of public and corporate pension plans, foundations, and endowments. Every issue also contains lists of recent commitments and new fund offerings; people moves and promotions; and news and data about real estate fundraising and investment activity.

- Readership of investors, consultants, managers, bankers, placement agents and other service providers
- Controlled readership of investors who have been qualified to receive the publication
- Content directed by investor-led Editorial Advisory Board



Engagement

ADVERTISING

IREI's *Institutional Real Estate Newsline* and *Americas* 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:

The collage displays a variety of digital marketing materials for J.P. Morgan Asset Management, organized into several categories:

- Header Banner (960W X 120H):** A large banner at the top with a dark background, featuring the J.P. Morgan Asset Management logo and the headline "The complex world of Alternative investments. Simplified." with a "READ THE GUIDE" button.
- Side Banner (300W X 600H):** A vertical banner titled "REAL ESTATE INVESTING" with the sub-headline "Restoring the Critical Updates to ILPA Principles Version 3.0" and a "READ MORE" button. It features a stylized architectural image.
- Middle Banner (960W X 120H):** A horizontal banner for "CenterSquare REAL ASSET INVESTMENT LEADERSHIP" with a blue background and icons for "LISTED REAL ESTATE", "LISTED INFRASTRUCTURE", "PRIVATE EQUITY REAL ESTATE", and "PRIVATE REAL ESTATE DEBT".
- Side Banner (300W X 250H):** A vertical banner for "M&G Investments" titled "THE INVESTMENT PODCAST" with the sub-headline "Building a more sustainable future" and a "Listen now" button.
- Side Banner (300W X 250H):** A vertical banner for "TGM" titled "THE FOCUSED RESOURCE FOR APARTMENT INVESTORS" with a red header and a photo of a modern apartment building.
- Footer Banner (960W X 120H):** A horizontal banner at the bottom for "BARINGS" with the headline "Adaptability. It's the new look of partnership." and a "Learn More" button.

Other elements visible in the collage include a J.P. Morgan Asset Management website screenshot, a "REAL ESTATE INVESTING" article preview, a "CenterSquare" website screenshot, a "THE INVESTMENT PODCAST" article preview, a "TGM" article preview, and a "BARINGS" article preview.

NEWSLINE:

The image displays a variety of digital marketing materials for Madison Realty Capital, all featuring a consistent branding and messaging strategy. The assets include:

- Website Header:** Features the company name, logo, and key statistics: "\$11 BILLION" (closed across 460+ debt and equity positions since 2004) and "\$5 BILLION" (approximate gross assets across investment platform).
- Newsletter:** Titled "INSTITUTIONAL REAL ESTATE, INC. NEWSLINE", dated November 22, 2019. It includes a "View All News" link and several articles with images, such as "WSP issues \$1.22B in new debt, appoints new CEO" and "Brookfield raises \$1.1b for Senior Mezzanine Real Estate Finance Fund".
- Leaderboard Banner (760W X 100H):** Features a blue geometric pattern and the text "WE SET THE CURVE ON STUDENT HOUSING RESULTS." with a "LEARN MORE" button.
- Side Banner (200W X 150H):** Features a blue background with a red map of the United States and the text "FOCUSSED STRATEGY BUILD-TO-CORE National REAL ESTATE ADVISORS".
- Sponsored Content Side Banner (200W X 385H):** Features a blue background with the text "FOCUSSED STRATEGY BUILD-TO-CORE National REAL ESTATE ADVISORS" and a "LEARN MORE" button.
- Middle Banner (520W X 100H):** Features a green background with the text "BARINGS Adaptability. It's the new look of partnership." and a "Learn More" button.

Each asset is connected by lines to a central point, illustrating a cohesive branding and messaging strategy across different digital touchpoints.

DIGITAL BANNER PROGRAM

Receive exposure through digital ad placements in our *Institutional Real Estate Newsline*, which is distributed every weekday to more than 10,400. You may also place your banner ad on our IREI homepage or news page for even more branding options.

PUBLICATION ADVERTISEMENT PROGRAM

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

Engagement

VIP Americas is a unique event that brings together the crème de la crème of the institutional real estate industry. It acts as a bridge that provides a superb platform for institutional investors and investment advisers to have candid discussions about critical issues happening now in the industry.

The event offers exclusive content, expert analysis, insightful perspectives and unbeatable networking opportunities.

- 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 \$14,000 - \$40,000.



REPRESENTATIVE SAMPLE OF VIP AMERICAS ATTENDING ORGANIZATIONS

INVESTORS:

Alaska Electrical Pension Fund
 Alaska Permanent Fund Corp.
 California Public Employees’ Retirement System (CalPERS)
 California State Teachers’ Retirement System (CalSTRS)
 Chevron
 Florida State Board of Administration (FSBA)
 Healthcare of Ontario Pension Plan
 Los Angeles City Employees Retirement System (LACERS)
 Los Angeles Fire & Police Pensions (LAFPP)
 Manulife
 New York State Common Retirement Fund
 Oregon State Treasury
 Prudential Insurance Company of America
 Sacramento County Employees Retirement System
 San Diego State University Research Foundation
 San Joaquin County Employees Retirement Association (SJCERA)

Teacher Retirement System of Texas
 Tennessee Consolidated Retirement System
 Texas Municipal Retirement System
 University of Chicago Endowment
 University of Texas Investment Management Co. (UTIMCO)
 University of Wisconsin Foundation
 Utah Retirement Systems (URS)
 World Bank Pension Fund, The

CONSULTANTS:

Bard Consulting, LLC
 Cambridge Associates
 Hamilton Lane
 Meketa Investment Group Inc
 Mercer
 ORG Portfolio Management
 Real Estate Fiduciary Services, LLC
 StepStone Group Real Estate
 The Townsend Group
 Wilshire Associates Incorporated

INVESTMENT MANAGERS:

Amherst Group, The
 Artemis Real Estate Partners LLC
 Barings Real Estate
 BlackRock
 Broadshore Capital Partners
 CrossHarbor Capital Partners
 EQT Partners
 Equus Capital Partners
 Kohlberg, Kravis, Roberts & Co. L.P.
 L&B Realty Advisors, LLP
 National Real Estate Advisors
 PCCP, LLC
 Rockwood Capital
 TGM Associates L.P.

Sponsorship

Publication Sponsorship is a 12-month partnership where we combine elements from the Information and Engagement levels, and add in unique benefits like joining the Editorial Advisory Board.

The objective of the Publication Sponsorship program is to position your firm for success in an increasingly competitive institutional real estate marketplace.

By maximizing the benefits outlined here, your firm will get noticed, get differentiated and get connected.

Our Americas Publication Sponsorship has two levels:

- Full Sponsorship - \$76,500 annually
- Dual Sponsorship - \$125,000 annually



BENEFIT	FULL LEVEL	DUAL LEVEL
MARKETING/BRANDING		
Advertising (publication or digital)	8 Credits	12 Credits
Editorial Advisory Board Member listed in publication	Throughout sponsor term	Throughout sponsor term
Company listing on back of publication	Throughout sponsor term	Throughout sponsor term
Company listing on IREI website	Throughout sponsor term	Throughout sponsor term
Complimentary PDF reprints of sponsor interviews and contributed features	Unlimited	Unlimited
INVESTOR RELATIONS/RESEARCH		
Event: Editorial Advisory Board Meeting	Spring OR Fall Meeting	Spring AND Fall Meeting
Event: Sponsor Briefing on Annual Investor Survey	Unlimited attendees	Unlimited attendees
Event: Roundtable Meetings (virtual & in-person)	~4 per year	4+ per year
Subscription: Institutional Real Estate Newsline (Daily Email)	Unlimited	Unlimited
Subscription: Institutional Real Estate Americas (Monthly Publication)	13 Subscriptions	26 Subscriptions
Subscription: IREI.Q Fundraising Reports	13 Subscriptions	26 Subscriptions
Research Hours OR access to IREI.Q Database	12 Hours or 3 Subscriptions to IREI.Q	12 Hours or 3 Subscriptions to IREI.Q
Consulting	1 Hour	1 Hour
OTHER		
Priority and discounted registration for VIP Americas conference	20% Discount	20% Discount
Discounts on additional IREI items: conference sponsorships, advertising in special reports, etc.	25% Discount	25% Discount
Discounts on sponsoring other IREI publications	20% Discount	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.**

Americas Editorial Advisory Board Meeting

The *Americas* 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 Americas*.

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

Roundtables:

Available to sponsors only: 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. Roundtables are conducted in both in-person and virtual formats.

EDITORIAL BOARD MEETING



ROUNDTABLES



REPRESENTATIVE SAMPLE OF PREVIOUS AMERICAS BOARD MEMBERS

INVESTORS:

California Public Employees' Retirement System
Florida State Board of Administration
Healthcare of Ontario Pension Plan
Liberty Mutual Group
Massachusetts Pension Reserves Investment Management Board
Montana Board of Investments
National Railroad Retirement Investment Trust
New Jersey Division of Investment
New Mexico State Investment Council
New York State Common Retirement Fund
Northwestern Mutual Real Estate
Oregon State Treasury
Public Sector Pension Investment Board
San Jose Retirement Systems
School Employees Retirement System of Ohio
State of Maryland
State of Wisconsin Investment Board
Texas Municipal Retirement System
United States Steel and Carnegie Pension Fund
UPS Group Trust
Virginia Retirement System
YMCA Retirement Fund

CONSULTANTS:

Alliance Global Advisors
Bard Consulting, LLC
Callan
Cambridge Associates
Cliffwater
Makena Capital Management, LLC
Meketa Investment
Mercer
NEPC
ORG Portfolio Management
RCLCO Real Estate Consulting
Real Estate Fiduciary Services, LLC
StepStone Group Real Estate
The Townsend Group

INVESTMENT MANAGERS:

Argosy Real Estate Partners
Ardian
CenterSquare Investment Management
CIM Group LLC
Crow Holdings
GID
Greystar
Heitman
Invesco Real Estate
J.P. Morgan Asset Management - Global Real Assets
LaSalle Investment Management
Madison International Realty
Manulife Investment Management
MetLife Investment Management (capital L)
Nuveen Real Estate
Rockpoint
Tishman Speyer LLC



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



CHASE MCWHORTER
MANAGING DIRECTOR, AMERICAS

+1 925-365-7164
c.mcwhorter@irei.com

EUROPE

35 New Broad Street
London EC2M 1NH
United Kingdom

FOLLOW US:



www.irei.com