

# Asia Pacific Sponsorship

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

**Institutional Real Estate**  
*Asia Pacific*

 INSTITUTIONAL  
REAL ESTATE, INC.  
**NEWSLINE**



#### 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 Asia Pacific Platform

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

Our Asia Pacific platform is expansive, including a publication, *Institutional Real Estate Asia Pacific*; annual Editorial Advisory Board meeting; and original digital content.

There are three distinct levels of collaboration with IREI's Asia Pacific 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
- *Asia Pacific* Publication - US\$295 for a one-year subscription (11 editions)

## ENGAGEMENT

- Videos, Webinars and Podcasts - complimentary to participate
- Advertising in *Asia Pacific* - digital and print options, prices vary

## SPONSORSHIP

- *Asia Pacific* Publication Sponsorship - US\$69,500 annually, 12-month programme
- *Asia Pacific* Editorial Advisory Board meeting (in-person for 2.5 days) - annual, invite-only event
- Exclusively Curated Virtual Roundtables





# Information



## REPRESENTATIVE SAMPLE OF ASIA PACIFIC READERSHIP

### INVESTORS:

- ABN AMRO Pension Fund
- AT&T Master Pension Trust
- Bank of America Pension Plan
- Canada Pension Plan Investment Board
- China Life Overseas
- The Family Office
- The Korean Teachers Credit Union
- Noah Holdings
- Pacific Pension & Investment Institute
- Saudi Aramco Investment Management
- Tokyo Oil Pension Fund
- UPS Group Trust
- The World Bank Pension Fund

### CONSULTANTS:

- The Altus Group
- Mercer
- StepStone Group Real Estate
- The Townsend Group

### INVESTMENT MANAGERS:

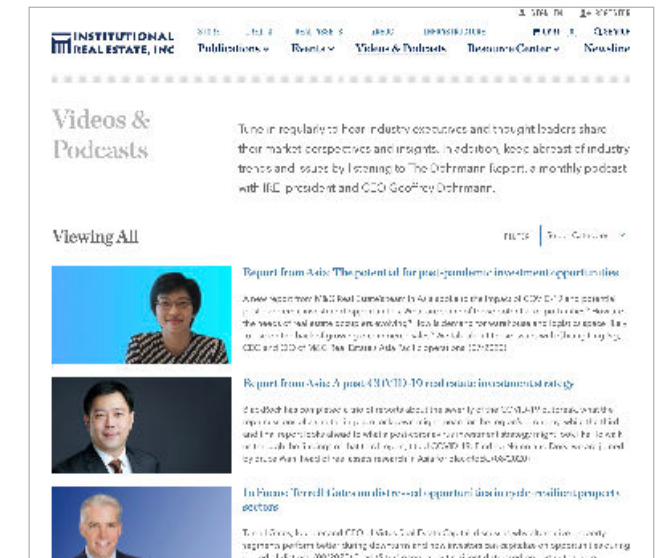
- Actis
- AEW
- Ares Secondaries
- Forest Logistics Properties
- GRESB
- Greystar
- Harrison Street
- Invesco Real Estate
- J.P. Morgan Asset Management - Global Real Assets
- Lionstone Investments
- MARK
- Paramount Group
- Rockpoint Group
- Rockwood Capital



## 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 Asia Pacific institutional investors. Tune in to hear industry executives and thought leaders share their market perspectives and insights.

## ASIA PACIFIC PUBLICATION

*Institutional Real Estate Asia Pacific* provides investors with the necessary information, data and insights to help them shape their decision making and investment strategies in the region's mature and emerging markets. The magazine features articles on capital flows, cross-border investing trends, market and property type profiles, and the latest on investment strategies, new investment products, fundraising and property transactions.

- 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 *Asia Pacific* 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**

**EMPLOYING A NICHE STRATEGY.**  
Proactive. Fiduciary. Consistent.

**SIDE BANNER - 300W X 250H**

**Juniper Square**

**SIDE BANNER - 300W X 250H**

**BARINGS** Adaptability. It's the new look of partnership.

**FOOTER BANNER - 960W X 120H**

## NEWSLINE:

**MADISON REALTY CAPITAL** \$11 BILLION \$5 BILLION

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

**LEADERBOARD BANNER - 760W X 100H**

**WE SET THE CURVE ON STUDENT HOUSING RESULTS.**

**FOCUSSED STRATEGY BUILD-TO-CORE**

**National REAL ESTATE ADVISORS**

**SIDE BANNER - 200W X 150H**

**RELENTLESS DRIVE FOR RESULTS**

**bluevista**  
LEARN MORE

**SPONSORED CONTENT SIDE BANNER - 200W X 385H**

**BARINGS** Adaptability. It's the new look of partnership.

**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 7,700 subscribers. 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 *Asia Pacific* publication. Prices for these ad placements range from US\$1,450 - US\$7,100.



# Sponsorship

Asia Pacific 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 Asia Pacific 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 an *Asia Pacific* board member.

**Our Asia Pacific Publication Sponsorship is US\$69,500 annually.**



BENEFIT	FULL LEVEL
<b>MARKETING/BRANDING</b>	
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
<b>INVESTOR RELATIONS/RESEARCH</b>	
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 Asia Pacific</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
<b>OTHER</b>	
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.**

# Asia Pacific Editorial Advisory Board Meeting

The *Asia Pacific* 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 Asia Pacific*.

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



## REPRESENTATIVE SAMPLE OF ASIA PACIFIC BOARD MEMBERS

### INVESTORS:

Canada Pension Plan Investment Board  
CDH Investments Management  
China Life Overseas  
The Family Office  
Ivanhoe Cambridge  
KaiLong REI  
Manulife Asset Management  
MUFG  
NH Investment & Securities  
Noah Holdings  
Saudi Aramco Investment Management  
Starr International Investment Advisors (Asia) Ltd

### CONSULTANTS:

Mercer  
The Townsend Group  
StepStone Group

### INVESTMENT MANAGERS (CURRENT PUBLICATION SPONSORS):

Actis  
AEW  
Affinius Capital  
Ares Management  
CBRE Investment Management  
Core Property Research  
CrossHarbor Capital Partners  
EBA Investments  
EG Funds Management  
Forest Logistics Properties  
GRESB  
Greystar  
Harrison Street  
MARK  
Pacific Pension & Investment Institute (PPI)  
Paramount Group  
Principal Real Estate Investors  
RealFoundations  
Rockpoint  
Slate Asset Management





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