



 **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



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 in-person and virtual roundtables; 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)
- IREI.Q Database – US\$3,995 for a one-year subscription

ENGAGEMENT

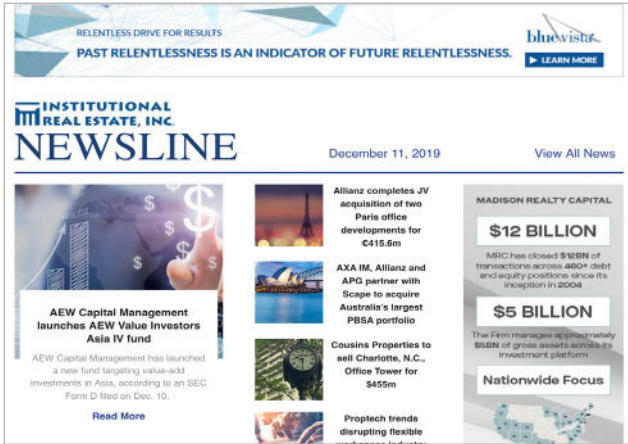
- Advertising in *Europe* – digital and print options available, prices vary
- Editorial Opportunities – chance to feature your press-release submissions, list your whitepapers and research, and contribute to articles, videos or podcasts

SPONSORSHIP

- *Europe* Publication Sponsorship – US\$71,585 annually, 12-month programme
- *Europe* Editorial Advisory Board meeting – annual, invite-only event
- Exclusively curated in-person and virtual roundtables
- Annual Sponsorship Briefing – offers an exclusive first look at IREI's Global Annual Investor Survey results



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.

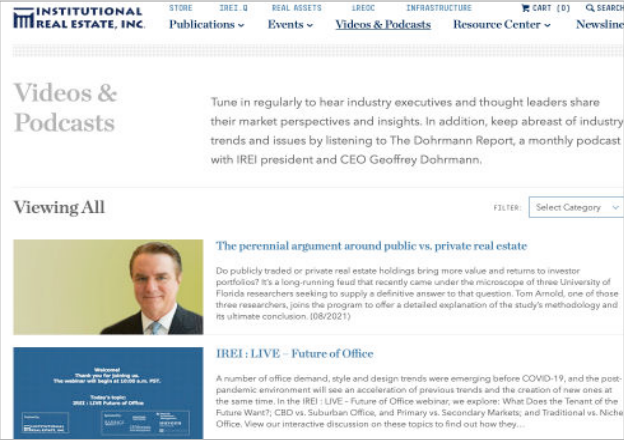
All you have to do is opt in to start receiving news stories every weekday.

IREI.Q DATABASE

Our user-friendly database tracks more than 5,000 global institutional real estate investment programs – over 1,000 of which are actively in the market now and seeking to raise a combined total of more than \$400 billion from institutional investors.

IREI.Q FUNDRAISING REPORTS

These quarterly electronic reports provide a comprehensive overview of fund offerings and fundraising activity in the private equity real estate arena, features analysis and insights into fundraising activity and trends, as well as analysis of fundraising by investment style, geographic focus and fund size.



VIDEOS, WEBINARS & PODCASTS

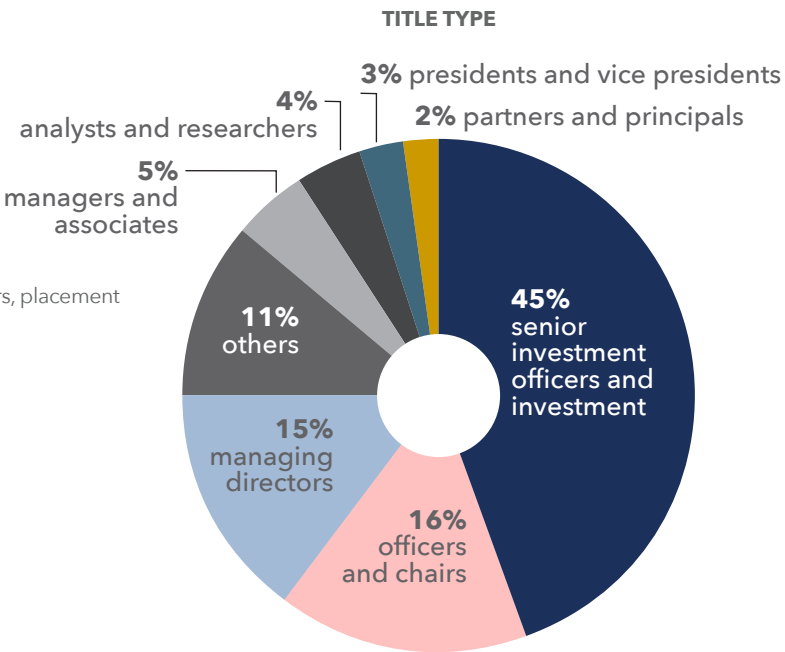
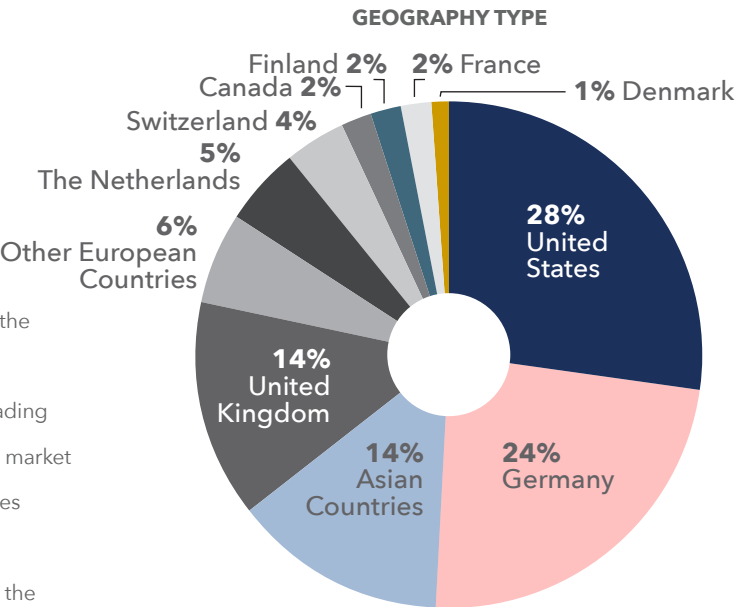
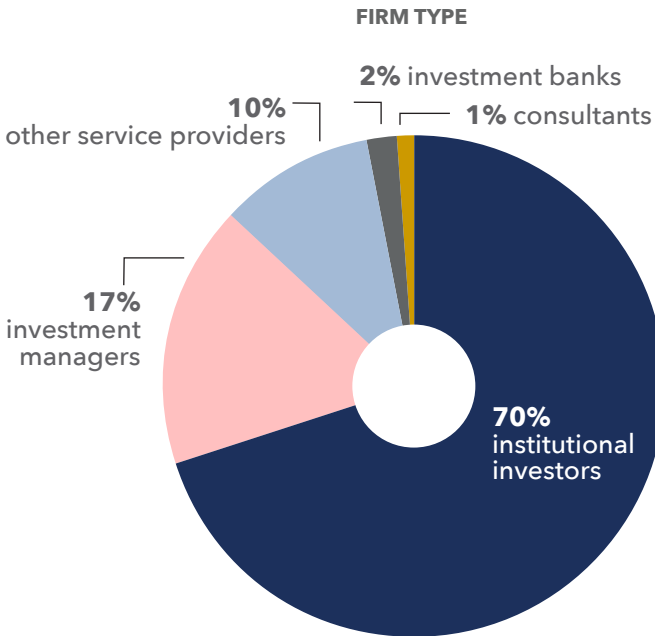
IREI regularly releases original videos, webinars and podcasts geared to European institutional investors. Tune in to hear industry executives and thought leaders share their market perspectives and insights.



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



Institutional Real Estate
Europe

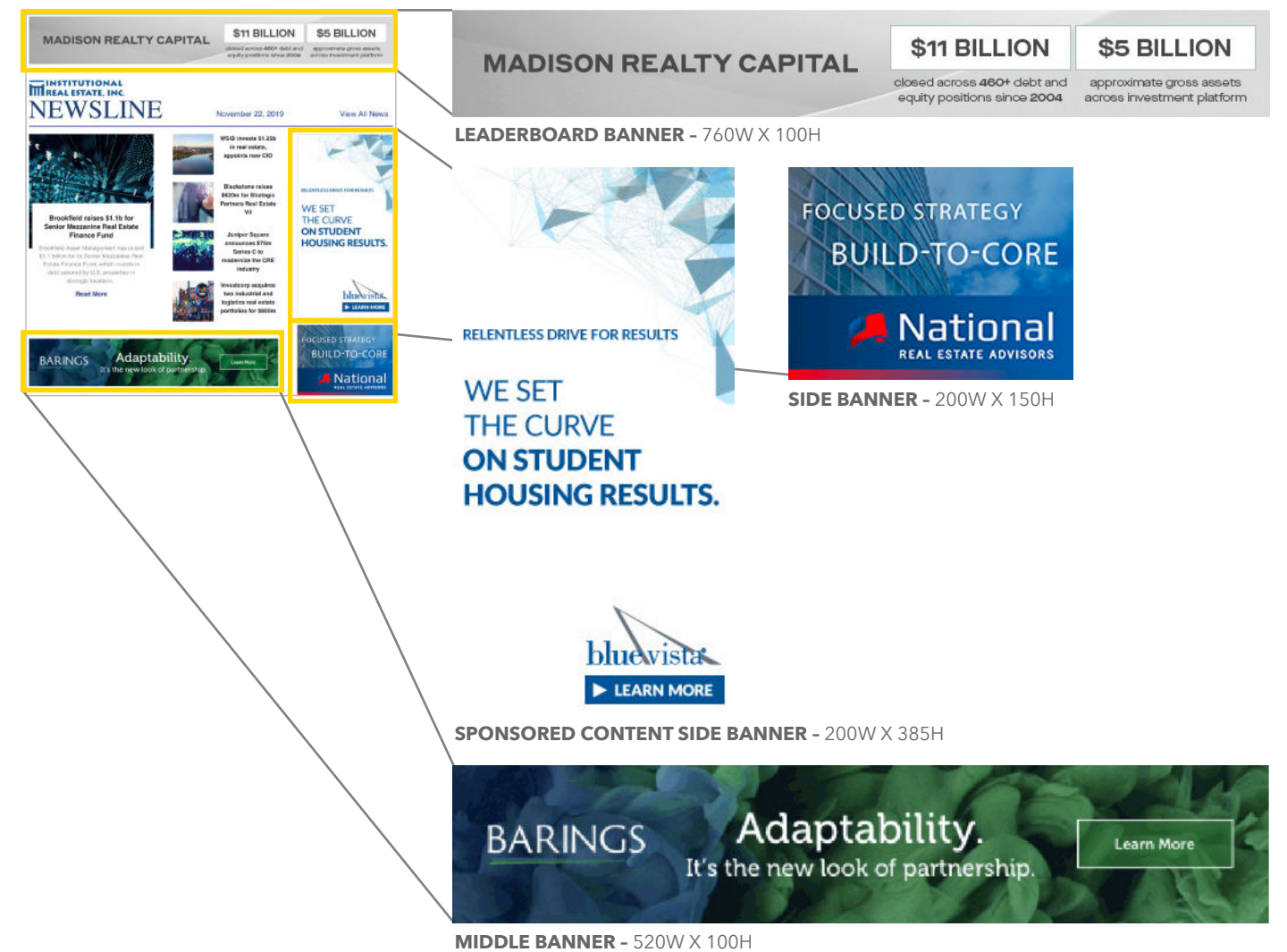
Engagement

ADVERTISING

IREI's *Institutional Real Estate Newsline* 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:

NEWSLINE:



DIGITAL BANNER PROGRAMME

Receive exposure through digital ad placements in our *Institutional Real Estate Newsline*, 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.

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\$71,585 annually.



G R E S B



HARRISON STREET



TISHMAN SPEYER



UBS

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 meaningful dialogue in a strict non-marketing environment. This meeting provides for an open exchange of ideas to identify the key issues facing European institutional real estate investors and the people and firms that serve them. The issues identified by the board chart the course for the upcoming years editorial focus.

- The board is comprised of investors, consultants, and publication-sponsoring investment managers that underwrite our ability to service our community.
- The targeted investor to manager ratio of the board is 1:1.
- The board meetings are held annually and provide for memorable experiences in highly desirable locations.
- The meetings provide the opportunity to build new relationships and foster existing ones.
- Board member contributions directly impact and influence the content we provide to best serve the institutional real estate investor community.



CURRENT EUROPE BOARD MEMBERS

INVESTORS:

(formerly of) Abu Dhabi Investment Council (ADIC) - John Gellatly
APG AM - Kristian Elonen
ASR Real Assets - Jeroen Winkelman
Bank of Ireland - Paul McKee
Bank of Italy - Roberto Violi
BVK - Rainer Komenda
Fidelidade - João Andrade
MJ et Cie - Alberto Haddad
MN Services - Jeroen Reijnoudt
Nippon Life Global Investors - Marc Didavi
OP Real Estate - Pami Pihlström

CONSULTANTS:

Alliance Global Advisors - Heather Border
Al Mazara - Wietse De Vries
Inderst Advisory - Georg Inderst
Stepstone Group - Anja Ritchie
The Townsend Group - David Dix
TME Associates - Dr Wolfgang Speckhahn

MANAGERS:

Affinius - Max Von Below
DWS Group - Ulrich Von Creyzt
Greystar - Alex Mullins
Harrison Street - Mina Kojuri
Invesco Real Estate - Simon Redman
J.P. Morgan Asset Management - Global Real Assets - Paul Kennedy
Madison Realty Capital - Adam Tantleff
M&G Real Estate - Robin Hubbard
Nuveen Real Estate - John Harding
Tishman Speyer - Matthias Huenlein
UBS Asset Management - Jonathan Hollick

STRATEGIC PARTNERS:

Alliance Global Advisors
European Public Real Estate Association (EPRA)
GRESB
Pacific Pension & Investments (PPI)

INVESTMENT MANAGERS (CURRENT PUBLICATION SPONSORS):

Affinius Capital
GRESB
Greystar
Harrison Street
Invesco Real Estate
Pacific Pension & Investment Institute (PPI)
Tishman Speyer
UBS Asset Management



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