

An aerial photograph of a city skyline, likely New York City, with a blue tint. Overlaid on the image is a network of white lines connecting circular nodes, symbolizing connectivity and data. The nodes are placed at various points across the city, including near the Empire State Building and other skyscrapers.

**INSTITUTIONAL  
REAL ESTATE, INC.**

# Investor Focused.

**CONNECTING PEOPLE, DATA AND INSIGHTS**



#### 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 IRE.IQ 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 the manager/investor ratio is kept at 3:1; 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, insight and perspective 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 also operates the Institute for Real Estate Operating Companies (iREOC).

This exclusive, invitation-only membership organization helps facilitate the creation and management of more effective, more efficient and more profitable joint ventures between U.S. real estate operating companies, investment managers and the global investors they all serve.

And as part of our continuing commitment to expand IREI's editorial coverage, we now address the real assets-related information needs of the U.S. private wealth advisory community as well.

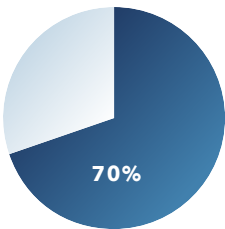
PEOPLE

# This industry is all about relationship building.

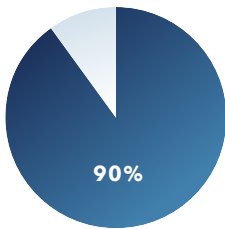
In this niche market, the key to success is knowing the right people. But connecting to busy, hard-to-reach executives – whether at pension funds, foundations, endowments, sovereign wealth funds, insurance companies, trust companies or family offices – is a challenge.

IREI helps bridge the gap, connecting investors with advisers cost-effectively.

Through IREI’s publications, website and events, you get the insights you need to understand the ever-changing investor mindset, foster dialogue and create exceptional networking opportunities that can lead to greater success.



CAPITAL



REAL ESTATE  
ASSETS

Our global audience collectively controls roughly 70% of the more than \$60 trillion in capital held by institutional investors worldwide, and roughly 90% of the more than \$4.7 trillion in real estate assets currently held by these institutions.



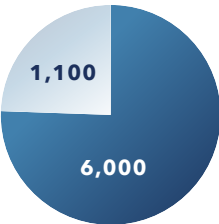
DATA

# In the digital age, information overload threatens to overwhelm us all.

Information comes at you from all angles. Making sense of it all – truly understanding the underlying trends – is difficult.

IREI continually mines, assembles, analyzes and interprets the data and delivers news, analysis and insights you can't get anywhere else, enabling you to make better business decisions while enabling investment managers to provide the services investors truly need.

In addition, IREI's online IRE.IQ database gives you a wealth of detailed information on more than 13,000 industry organizations as well as fundraising data on thousands of current and historical real estate fund offerings. So you always stay in the know.



IRE.IQ database tracks more than 6,000 global institutional real estate investment programs – 1,100 of which are actively in the market now and seeking to raise a combined total of more than \$500 billions from institutional investors.

An infographic showing various digital devices (laptop, tablet, smartphone, desktop monitor) displaying the IRE.IQ website and database. Blue lines connect specific features to callout boxes. The features include: receiving database updates, choosing search parameters, accessing the IRE.IQ database, reading top stories, accessing current issues and archives, reading more than 520 original news stories monthly, selecting from an array of research reports, and conducting content with industry leaders. The callout boxes also mention more than 20 events annually and the availability of Real Assets, Institutional Investing, and iREOC microsites.

Receive Database Update  
Alerts in your inbox –  
select immediately or daily

Easily choose your  
search parameters

Read top stories for the  
day on our homepage

Current issues and  
archives back to 2013  
including e-books

More than 520  
original news  
stories monthly

More than 20 events  
annually

Select from an array  
of research reports,  
fundraising reports and  
investment guides in our  
resource center

Real Assets  
Adviser Microsite

Institutional Investing in  
Infrastructure Microsite

iREOC Microsite

Access more  
than 6,000 global  
institutional real estate  
investment programs

Access our latest issues  
of IRE.IQ Quarterly  
Fundraising Report

More than 520 original  
news stories monthly

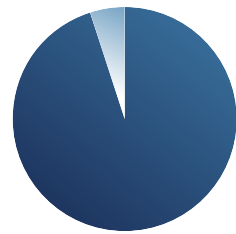
Conducted with industry  
leaders, new content is  
posted regularly

## INSIGHTS

# At IREI, the investor always comes first.

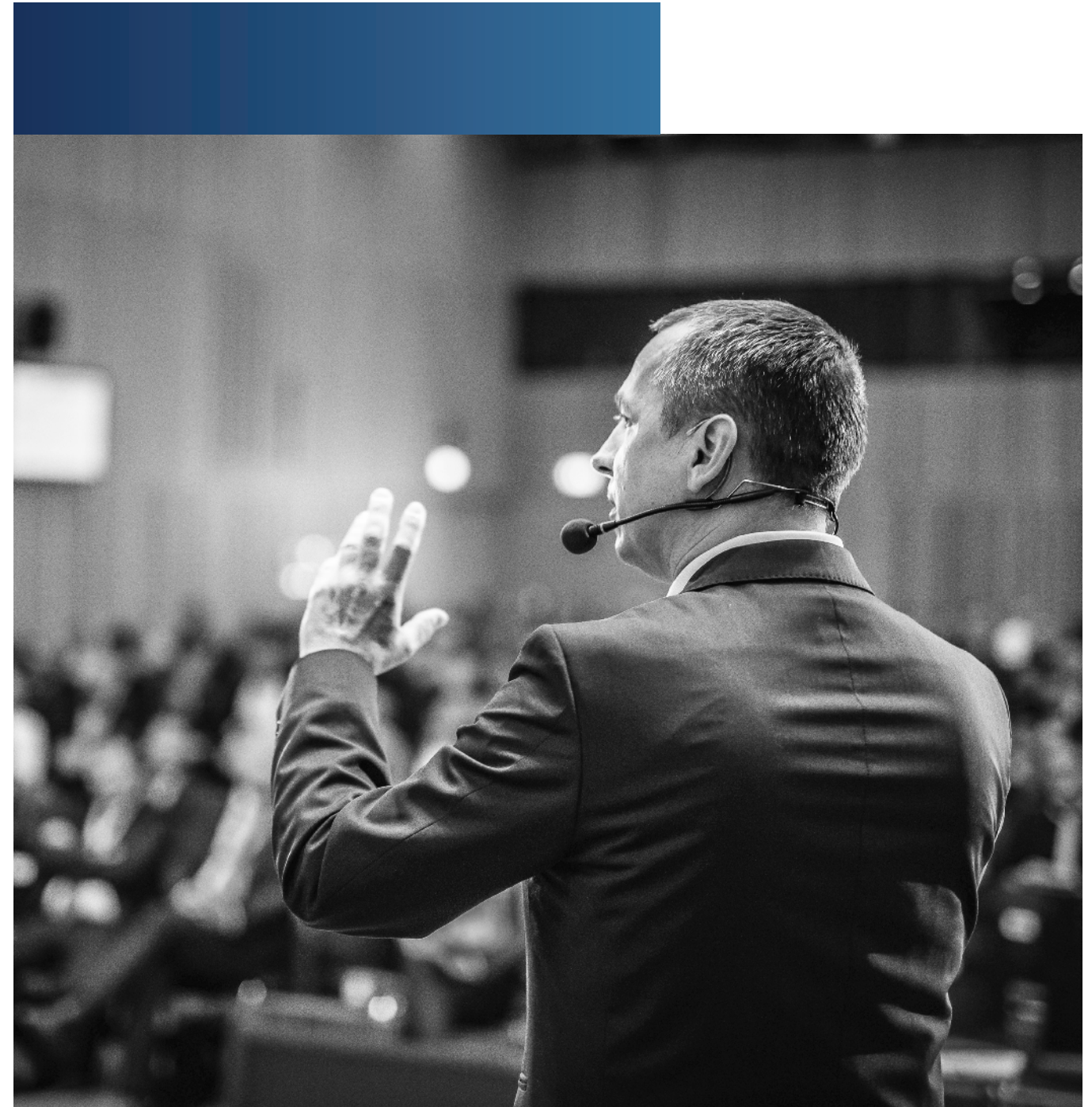
Our singular focus is on the needs and interests of the investor community – and nobody does it like we do.

IREI's editorial staff blends various opinions, viewpoints and areas of expertise together with the data we collect and the news we report to create timely, forward-looking, thought-provoking content...and drive unique perspectives for sounder, more informed decision-making.



**95% RENEWAL**

The value of the information and services we provide is clearly seen in our renewal rates. IREI's sponsorship program boasts a 95% renewal rate, with some organizations renewing for more than 35 years.



SPONSORSHIP

# To raise capital, you need to do 3 things...

The keys to raising capital: Get noticed. Differentiate yourself. And get connected with the right investors and consultants.

IREI sponsorship is a dynamic program that gives investment managers the advantage to distinguish themselves in a competitive marketplace and get their message across, all while building and strengthening relationships with the right people at the right organizations.

As a sponsor, your name will be constantly exposed to the industry’s largest and most active real estate and infrastructure investors. So you’ll be “top of mind” when decisions are made.

Most importantly, a sponsorship will give you a coveted seat at IREI’s exclusive, invitation-only 3-day Editorial Advisory Board Meetings. You can network and engage in meaningful one-to-one dialogue with investors and break down the barriers that usually separate investors and consultants from prospective investment managers.



**NOTE:**  
The firms shown above account for only a fraction of our sponsoring firms. IREI currently has 110 firms participating in its sponsorship program, with many of these firms having sponsorships in multiple regions.

EVENTS

Institutional Real Estate, Inc. has a wide array of events across the globe to choose from every year.



EDITORIAL ADVISORY BOARD MEETINGS:

Sponsorship entitles your firm to a seat at IREI’s annual Editorial Advisory Board Meetings – private invitation-only events typically held at resort locations.

You’ll have the select opportunity to nominate potential investor and consultant participants, ensuring that the composition of the board supports your relationship-building objectives – and drives future success.

In addition, you and your fellow board members will define in advance the critical issues to be discussed which can further advance your objectives.

Note: Sponsorship programs are offered by *Institutional Real Estate Americas*, *Institutional Real Estate Europe* and *Institutional Real Estate Asia Pacific* as well as *Institutional Investing in Infrastructure (i3)* and *Real Assets Adviser*.



VISIONS, INSIGHTS & PERSPECTIVES (VIP):

Praised by attendees as the most productive, educational and networking events in the industry, IREI’s VIP Americas, Europe and Infrastructure events deliver rich content, expert speakers, interactive roundtables and a carefully controlled mix of attendees (typically a ratio of no more than 3 capital seekers for every capital provider) in first-rate venues.

This “investor friendly” environment is ideal for relationship-building.

Our annual VIP Americas event offers a **3:1** ratio of managers to investors.



WEBINARS

IREI also produces IRE.IQ Quarterly Fundraising Report Review, in addition to webinars co-hosted with IDR/Accordant, Nareit and EPRA.



IREOC ANNUAL MEMBERSHIP MEETING

Created in 2016, iREOC provides an exclusive platform for senior executives from institutional investors, investment managers and real estate operating companies to develop and manage more profitable and productive REOC JV partnerships.

It quickly has grown to nearly 100 members, who all share a commitment and a stake in this increasingly important sector of the market.

ROUNDTABLES

IREI also produces exclusively curated virtual roundtables. Available to sponsors only, these roundtables offer 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.



IREI CEO SUMMIT

This exclusive, invitation-only event gives CEOs a unique opportunity to meet in a relaxed, consultant-free venue; connect professionally and personally on a one-to-one basis; and speak candidly about mission-critical issues that are most concerning.

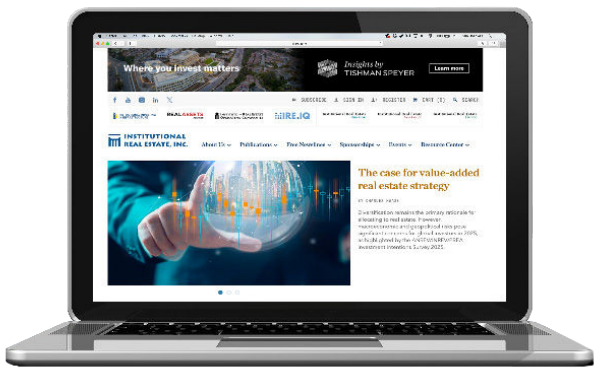
IREI SPRINGBOARD

This annual, invitation-only education and mentorship program is designed to help the next generation of leaders further develop their management and leadership skills while building vital career-long relationships.

The program admits no more than 100 participants a year, each of whom must be nominated by a senior executive at their sponsoring firm.

PRODUCTS / PUBLICATIONS

Each one of IREI’s publications has a digital-first strategy where our website serves as the hub for the latest industry news and events.



IREI’S WEBSITE

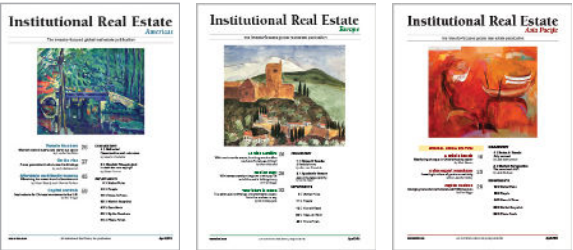
The online hub for products and services features daily news stories, videos, podcasts with industry experts, special reports and a calendar of events, as well as current and archive issues of past IREI publications.

NEWSLINE

INSTITUTIONAL REAL ESTATE NEWSLINE:

Distributed via our website and daily e-blasts, our complimentary news source is a quick and easy way to stay on top of all the latest industry news. According to independent analysis, *Newsline* consistently reports more breaking news than its competitors, providing you with a distinct information advantage.

In addition, *Newsline* also includes tailored versions for infrastructure investors, private wealth advisers (Real Assets) and joint venture participants (iREOC).



INSTITUTIONAL REAL ESTATE AMERICAS, EUROPE, ASIA PACIFIC:

Launched more than 30 years ago, *Institutional Real Estate Americas* is our flagship publication. Although it is written for the investor, advisers and other service providers can gain a competitive edge by getting keen insights as to how investors think and strategize.

Today, it has grown to include two sister publications covering Europe and Asia.



REAL ASSETS ADVISER:

The only real asset investment publication that serves the members of the private wealth advisory community and helps them stay current on the latest developments that impact client recommendations on the real asset investment space – both on the listed and unlisted side of the market.



iREOC CONNECT

This special quarterly supplement features the biannual iREOC Directory, which list the leading U.S. real estate operating companies engaged in REOC partnership investments, specializing in all property types and geographic markets.

IRE.IQ DATABASE

IRE.IQ DATABASE:

IREI has a long-established reputation and more than 35 years of experience researching and reporting on the institutional real estate investment markets.

IRE.IQ tracks more than 6,000 global institutional real estate investment programs – over 1,100 of which are actively in the market now and seeking to raise a combined total of more than \$500 billion from institutional investors.



INSTITUTIONAL INVESTING IN INFRASTRUCTURE (I3):

This is the only LP-focused (vs. GP-focused) publication that serves global institutional investors who have invested in infrastructure or who are exploring the asset class for the future.



INSTITUTIONAL REAL ESTATE INVESTOR TRENDS

IREI conducts this annual survey of the investor community and their key strategies for the upcoming year. Investment managers are kept in the know so they can adjust their products to align with those strategies.

CONTACT US

If you have any questions regarding our products and services, please contact us.

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## OUR MISSION

To improve transparency and lower the cost of accessing information throughout the real estate, infrastructure and real assets investment industries

To facilitate more open dialogue between investors and the people and companies who serve them

To be the most trusted and reliable source of data and intelligence on the institutionalization and globalization of real estate, infrastructure and the real asset classes

To protect and defend the interests of investors worldwide who are investing in real estate, infrastructure and real assets

To advocate for the inclusion of real estate, infrastructure and real assets in the portfolio

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