

# IREI's Americas Real Estate Platform

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

# Investor Focused



## 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.



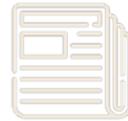
## Databases

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.



## Sponsorship and Advertising

Investment managers can raise their visibility to our exclusive investor audience.



## Subscriptions

Investors receive only the news that is relevant to them; investment managers get inside knowledge on investor sentiment.



## 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.

# 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
- Submit research and guest commentary
- Videos, webinars and podcasts
- *Americas* Publication - \$2,695 for a one-year subscription

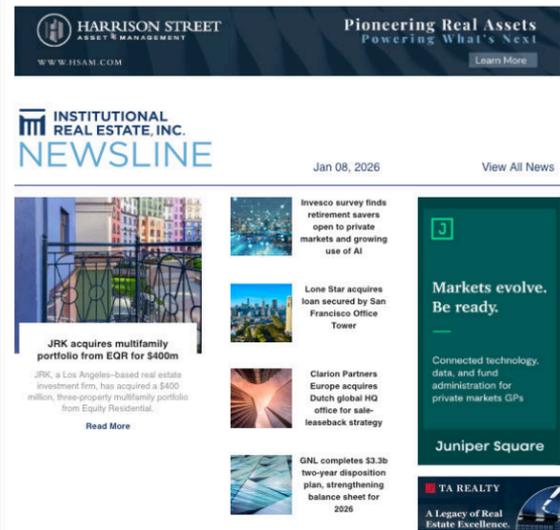
## Engagement

- Advertising in *Americas* - digital and print options, prices vary
- Attend VIP Americas - annual event, \$5,295 to attend, 20% sponsor discount
- Subscription to IRE.IQ database

## Partnership

- *Americas* Full Sponsorship - \$78,795 annually, 12-month program (one Editorial Advisory Board meeting per year)
- *Americas* Dual Sponsorship - \$128,750 annually, 12-month program (two Editorial Advisory Board meeting per year)
- *Americas* Spring and Fall Editorial Advisory Board meetings - annual, invite-only event

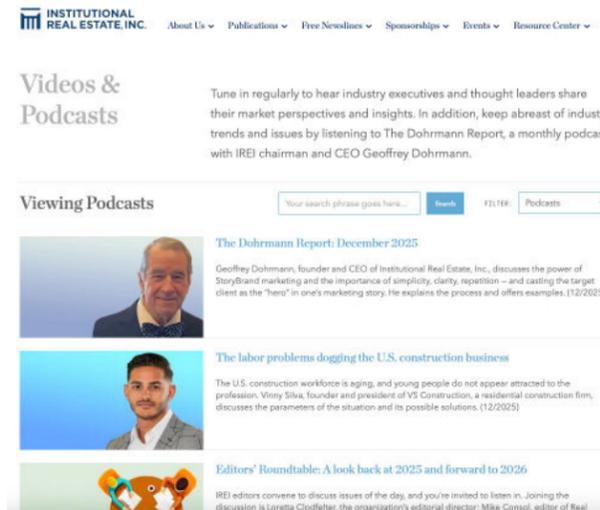
# Information



## 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.

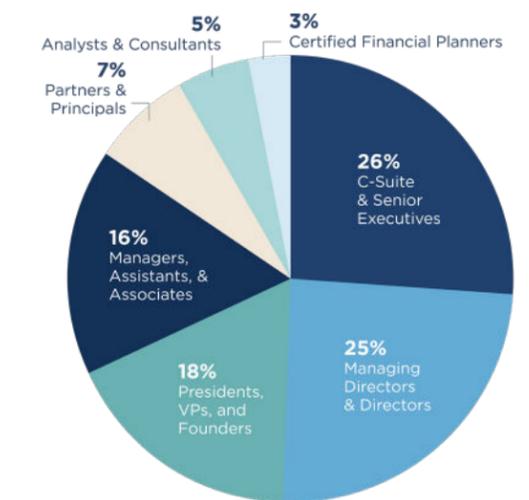
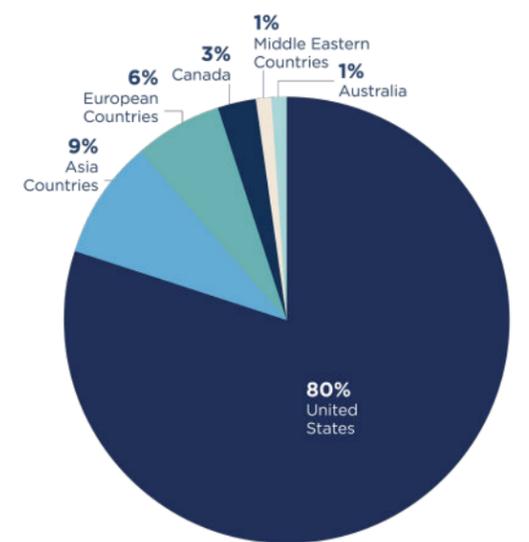
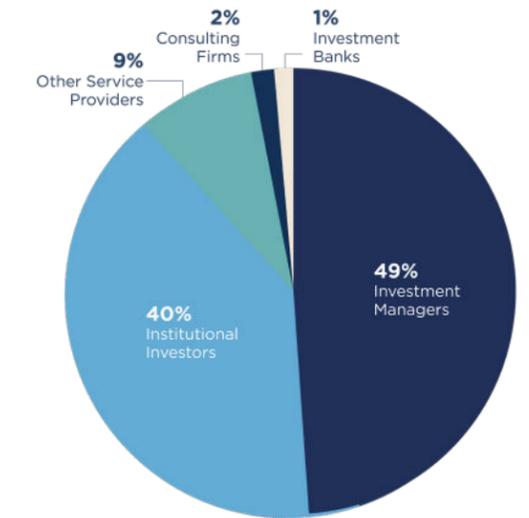
## Americas Publication

*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

**J.P.Morgan Asset Management**  
The complex world of Alternative investments. Simplified.  
READ THE GUIDE  
HEADER BANNER - 960W X 120H

**REAL ESTATE INVESTING**  
Renewing the Central Corridor to I-75 Principles Version 3.0  
VERTICAL SIDE BANNER - 300W X 600H

**CenterSquare**  
REAL ASSET INVESTMENT LEADERSHIP  
LISTED REAL ESTATE LISTED INFRASTRUCTURE  
PRIVATE EQUITY REAL ESTATE PRIVATE REAL ESTATE DEBT  
MIDDLE BANNER - 960W X 120H

**M&G Investments**  
THE INVESTMENT PODCAST  
Building a more sustainable future  
Listen now  
SIDE BANNER - 300W X 250H

**BARINGS**  
Adaptability.  
It's the new look of partnership.  
Learn More  
FOOTER BANNER - 960W X 120H

## Newsline

**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

**INSTITUTIONAL REAL ESTATE INC. NEWSLINE**  
Jun 08, 2020  
View All News

**WE SET THE CURVE ON STUDENT HOUSING RESULTS.**  
RELENTLESS DRIVE FOR RESULTS  
MIDDLE BANNER - 520W X 100H

**bluevista**  
LEARN MORE  
VERTICAL SIDE BANNER - 200W X 385H

**National REAL ESTATE ADVISORS**  
FOCUSED STRATEGY  
BUILT-TO-CORE  
SIDE BANNER - 200W X 150H

**BARINGS**  
Adaptability.  
It's the new look of partnership.  
Learn More  
MIDDLE BANNER - 520W X 100H

## Digital Banner Program

Receive exposure through digital ad placements in our *Institutional Real Estate Newsline*, which is distributed every weekday to more than 17,000. 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 \$2,400 - \$9,000.

# 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

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

### Investment Managers

- Artemis Real Estate Partners LLC
- Bain Capital
- Barings Real Estate
- BlackRock
- Broadshore Capital Partners
- CrossHarbor Capital Partners
- EQT Partners
- Equus Capital Partners
- GEM Realty Capital
- Heitman
- Kayne Anderson
- Kohlberg, Kravis, Roberts & Co. L.P.
- L&B Realty Advisors, LLP
- National Real Estate Advisors
- Nuveen Real Estate
- PCCP, LLC
- TGM
- The Amherst Group
- Torchlight Investors

# Partnership

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:

|  |   |
|--|---|
| <b>Full Sponsorship</b><br>\$78,795 annually | <b>Dual Sponsorship</b><br>\$128,750 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: IRE.IQ Fundraising Reports  | 13 Subscriptions                      | 26 Subscriptions                      |
|                             | Research Hours OR access to IRE.IQ Database   | 12 Hours or 3 Subscriptions to IRE.IQ | 12 Hours or 3 Subscriptions to IRE.IQ |
| Other                       | Consulting  | 1 Hour                                | 1 Hour                                |
|                             | 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  
 Erie Insurance Group  
 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  
 Virginia Retirement System  
 YMCA Retirement Fund

### Consultants

Bard Consulting, LLC  
 Callan  
 Cambridge Associates  
 Cliffwater  
 Hamilton Lane  
 Makena Capital Management, LLC  
 Meketa Investment  
 Mercer  
 NEPC  
 ORG Portfolio Management  
 RCLCO Fund Advisors  
 RVK, Inc.  
 StepStone Group Real Estate  
 The Townsend Group  
 Verus  
 Wilshire Associates

### Investment Managers

Argosy Real Estate Partners  
 Ardian  
 CenterSquare Investment Management  
 CrossHarbor Capital Partners  
 Crow Holdings  
 Greystar  
 Heitman  
 Invesco Real Estate  
 J.P. Morgan Asset Management - Global Real Assets  
 LaSalle Investment Management  
 Madison International Realty  
 Manulife Investment Management  
 Marcus Partners  
 MetLife Investment Management  
 Nuveen Real Estate  
 PCCP  
 Rockpoint  
 Tishman Speyer LLC  
 Walton Street Capital



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