

Feb 26, Hyatt Regency, Miami



In 2012, RealShare APARTMENTS EAST drew more than 400 high-level attendees for networking and three dozen industry experts speaking on an informative agenda. The event returns for its second year on February 26th at the Hyatt Regency in Miami, where we'll once again deliver the biggest multifamily crowd on the east coast and the timeliest market information on investment, finance, development, property management and more across the multifamily sector.

MAKE YOUR NEXT DEAL

RealShare APARTMENTS EAST will draw more than 500 of multifamily's leading owners, developers, lenders, investors, brokers and service providers from up and down the east coast. Network with them, deliver your marketing message, exchange ideas, share advice and forge long-term business partnerships.

SURVIVE AND THRIVE

Multifamily titans will share their insights and reveal outlooks on the marketplace. Our agenda will be timely and filled with value

YOUR MARKETING DOLLARS, WELL-SPENT

RealShare APARTMENTS EAST offers extensive cost-effective branding possibilities and a variety of business-generating opportunities via a comprehensive print, online and at-the-event marketing platform. See the following pages for more information

REACH YOUR TARGET AUDIENCE Attendee Profile

Our attendees span the broad spectrum of commercial real estate endeavors and as a group they have tremendous buying power.

- 23%** Commercial Real Estate Brokers/Service Providers
- 20%** Owner/Investor, Developer/Builder
- 15%** Finance & Institutional Investment
- 13%** Professional Service Executives
- 11%** Property/Facility Management
- 10%** Corporate
- 8%** Government

77%
hold executive level positions

67%
recommend or authorize purchases

REALSHARE APARTMENTS EAST ATTRACTS HIGH-PROFILE EXECUTIVES



Scott Anderson
Senior Director -
Head of Multifamily
Asset Management
TIAA-CREF Global
Real Estate



John Bezzant
Executive Vice President
- Transactions
AIMCO



Doug Bibby
President
National Multi Housing
Council



David Levey
Executive Vice President -
East Coast Development
Forest City



Mike McRoberts
Managing Director
Prudential Mortgage
Capital



Steve Weilbach
Senior Managing
Director, National Head
of Multifamily
Cushman & Wakefield

**select speakers from RealShare APARTMENTS EAST 2012 depicted*

For continuous information, visit: www.RealShareConferences.com

SPONSORSHIP OPTIONS

CHAIRMAN SPONSOR PACKAGE for more information contact your sales rep

This package offers the highest recognition before, during, and after the event.

- Discounted registration for your employees and associates
- Top billing on all pre-conference emails, website promotions and print ads
- Ten (10) complimentary registrations and VIP reserved seating for all general sessions
- Inclusion in industry testimonials for agendas and in advanced testimonials
- Participation as a moderator or panelist on two (2) applicable topics
- Three minute introduction of a panel, name integration into signage and program
- Top billing on all event signage and slide presentations
- Tabletop exhibit space with your choice of location (best available)
- Host a networking break — includes prominent signage
- Distribution of your company's marketing materials
- Full-page advertisement in conference program
- Exclusive GlobeSt.TV interview with GlobeSt.com editor at the event
- Promote your services with a co-branded email distributed to 25,000 prospects
- Exclusive copy of conference attendee list (name, company, address, email)

PRESIDENTIAL SPONSOR PACKAGE\$6,000

This popular sponsorship level delivers a comprehensive package of highly visible marketing opportunities—both at the event and on all ALM-Real Estate Media Group print, email and web promotions.

- Discounted registration for your employees and associates
- Prominent recognition on all pre-conference emails, website promotions and print ads
- Six (6) complimentary registrations
- Participation as a panelist as applicable
- Prominent recognition on all event signage and slide presentations
- Distribution of your firm's marketing materials
- 50% discount on full-page advertisement in conference program
- Discount on dedicated email blast

ALM's Real Estate Media Group

Our constantly evolving media platform has allowed our loyal and growing list of advertising partners to enjoy greater marketing reach at lower cost.

Whether utilizing a print advertisement within *Real Estate Forum*, a banner ad on *GlobeSt.com*, or sponsorship of a *RealShare Conference* devoted ALM's Real Estate Media Group delivers more marketing opportunities to more companies than any other real estate based media outlet.

The 2012 Calendar year will see even more options, including an online professional services directory and expanded *GlobeSt.com* coverage.

For more information visit:
ALMRealEstateMediaGroup.com

CONTACT US

Sponsorship Information

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**Sponsorship packages continue on pg. 3*

EXECUTIVE SPONSOR PACKAGE.....\$4,000

This sponsor package provides your company either exclusive billing at one of our networking breaks or panel sessions, plus two (2) complimentary registrations, corporate branding via event signage and recognition within the conference program.

- Discounted registration for your employees and associates
 - Recognition as executive sponsor on website agenda and pre-event brochure
 - Two (2) complimentary registrations
 - Exclusive sponsor of networking break or panel session of your choice (based on availability first come, first serve)
 - Recognition on agenda, event signage and slide presentations
 - 25% discount on full-page advertisement in conference program
- * Panel sponsors are allotted three minutes to deliver an exclusive marketing presentation prior to introduction of moderator.*
- 25% discount on full-page advertisement in conference program

EXHIBITOR OPTIONS

BOOTH SPONSORSHIP\$3,500

This package provides exhibitors with ample booth space in a prime location. You can expect to strengthen existing relationships, establish new ones, generate qualified leads and get market feedback directly from some of the most influential people in the commercial real estate industry.

- Prominent placement in dedicated email listing exhibitors services
- Booth space* in a premium location -- includes: electric, chairs, wastebasket
- Two (2) complimentary registrations
- Logo and company information listing in the conference program

**limited availability*

TABLETOP EXHIBITOR\$2,000

This convenient and cost-effective option provides your company with tabletop exhibit in a highly trafficked area.

- Recognition on pre-conference email alerting attendees to your participation
- One (1) tabletop exhibit* -- Skirted six-foot table, chairs, wastebasket
- One (1) complimentary registration
- Logo and company information listing in the conference program

**limited availability*

More Branding Opportunities



On Site Video Interview*

Extend your corporate message to our national audience via GlobeSt.TV interview conducted by one of our GlobeSt.com editors.

**five minute video to be filmed day of event.*



Conference Program Ads

Reserve a full-page color ad to be distributed to hundreds of senior-level real estate decision makers via RealShare conference program.



Group VIP Passes

Reserve a VIP table and receive eight (8) VIP registrations, as well as corporate branding at the table.



Conference Water

Busy networking calls for lots of water. Sponsor the conference water and have your logo branded on water bottles that go on stage and to each attendee.



Cocktail Reception

There are two key takeaways from any great event: what you heard and who you met. Sponsorships are available for the cocktail reception, well branded so everyone knows that the drinks are on you.



Pens, Paper, Lanyards

The possibilities are limitless. If it can be branded, we can have it at RealShare.

***For more information on any of these options, please contact your Sales Rep**