

March 7 - The Crystal Tea Room, Philadelphia



In 2012, **RealShare PHILADELPHIA** drew more than 500 high-level attendees for networking and two dozen industry experts speaking on a compact and informative four-panel agenda. The event returns for its eleventh year on March 7, 2013 at the Crystal Tea Room, where we'll again deliver the biggest commercial real estate crowd and the timeliest market reconnaissance on leasing, investment and development across the property sectors, from Center City to the suburbs.

FIND YOUR NEXT DEAL

RealShare PHILADELPHIA will draw more than 500 of Philadelphia's leading owners, lenders, investors, developers, brokers, service providers and end users. Network with them, deliver your marketing message, exchange ideas, share advice and forge long-term business partnerships.

SURVIVE AND THRIVE

Philadelphia's real estate titans will share their insights and reveal outlooks for this challenging marketplace. Attendees will hear how the city's savviest players are finding leads and opportunities, and getting deals signed, sealed and delivered. Our agenda will have timeliness and takeaway value.

YOUR MARKETING DOLLARS, WELL-SPENT

RealShare PHILADELPHIA offers extensive cost-effective branding possibilities and a variety of business-generating opportunities via a comprehensive print, online and at-the-event marketing program. See following pages for detailed marketing options.

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 PHILADELPHIA ATTRACTS HIGH-PROFILE REAL ESTATE EXECUTIVES



William Hankowsky
Chairman, President & CEO
Liberty Property Trust



Bradley Korman
Co-CEO
Korman Communities



Arthur Pasquarella
EVP and Chief Operating Officer
BPG Properties, Ltd.



Karen Randal
Director, Office of Business Attraction and Retention
City of Philadelphia



H. Hetherington Smith
Senior Vice President, Branch Manager
Studley



Robert Walters
Executive Managing Director
CBRE

*select speakers from RealShare PHILADELPHIA 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.....\$5,500

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

EXECUTIVE SPONSOR PACKAGE.....\$3,500

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

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 2013 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

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EXHIBITOR OPTIONS

BOOTH SPONSORSHIP\$3,000

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; internet may cost extra



TABLETOP EXHIBITOR\$1,500

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; electric/internet may cost extra



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 the 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.



Breakfast

There are two key takeaways from any great event: what you heard and who you met. Sponsorships are available for our breakfast, well branded so everyone knows you're behind our hearty start.



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**