



October 24-27, 2022

FALL MEETING

Dallas, TX



SPONSORSHIP PROSPECTUS



FALL MEETING

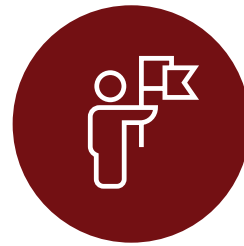
ABOUT THE URBAN LAND INSTITUTE

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. **ULI is its members**—delivering the mission, shaping the future of the built environment for transformative impact in communities worldwide.



45,000+

ULI members, representing
over 81 countries



2,300+

programs, including **52 district councils**
and **64 product councils**



100,000+

people receive **Urban Land**
by email weekly



300,000

followers make up ULI's **social media**
network across all four platforms

ABOUT THE FALL MEETING

Join the thousands of decision-makers who will convene in Dallas, October 24–27, at the 2022 ULI Fall Meeting. The Fall Meeting is the only event that brings together **every** sector of the real estate industry in one place. By attending, you build relationships with top industry professionals and receive the cutting-edge information you need to build your business.



100+
sessions



300
speakers



50+
networking events



30
real estate
mobile tours



4,000+
active event
app users



130,000
individuals reached via
Fall Meeting marketing
communications email,
website, and social media

WHO ATTENDS?



42% BROKERAGE & OTHER SERVICE PROVIDERS



41% DEVELOPERS & INVESTMENT/FINANCE



17% URBAN PLANNERS & GOVERNMENT INSTITUTIONS



WHY SPONSOR?

BRAND VISIBILITY

GAIN RECOGNITION AMONG THE LEADERS IN REAL ESTATE DEVELOPMENT

Showcase your brand to thousands of senior executives from the leading real estate companies around the globe.

ULI ENGAGEMENT

DEEPEN YOUR ENGAGEMENT WITH THE LARGEST NETWORK OF CROSS-DISCIPLINARY REAL ESTATE AND LAND USE EXPERTS, BOTH GLOBAL AND LOCAL.

Your sponsorship ensures that ULI is able to deliver its mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide, both at a global level and in Texas through the activities of our local district council.

THOUGHT LEADERSHIP

DELIVER YOUR MESSAGE TO THE RIGHT PEOPLE

Demonstrate your company's expertise and innovation by aligning with and contributing to ULI content.

For more information about the sponsorship program and how to get involved with the 2022 ULI Fall Meeting, contact sponsorship@uli.org or visit fall.uli.org/sponsor.

ABOUT THE AREA

The Dallas/Fort Worth (DFW) Metroplex is one of the top regions for business and investment in the nation. With over 26 Fortune 500 headquarters, the region continues to be a magnet for company operations and real estate investment. DFW also boasts a thriving cultural and entertainment scene. The Dallas Arts District, anchored by the Dallas Symphony Center and the AT&T Performing Arts Center and Klyde Warren Park, is one of many in the region.





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2022 ULI FALL MEETING SPONSORSHIP BENEFITS	ICON SPONSOR \$150,000	PRINCIPAL SPONSOR \$100,000	PLATINUM SPONSOR \$75,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$10,000
PRE-EVENT MARKETING						
ULI Conference Website Recognition	✓	✓	✓	✓	✓	✓
Fall Meeting Marketing Email Campaign Recognition	✓	✓	✓	✓		
A ULI-approved testimonial or video teaser from a company leader to include in 1 or more emails	✓					
Social Media Post or ULI's Event App Push Notification	2 posts	One posts				
ON-SITE EVENT MARKETING						
On-site Branding and Signage	✓	✓	✓	✓	✓	✓
Opportunity for company leader to introduce keynote speaker at one of the general sessions	✓					
Choice of one exclusive add-on benefit (see options below)	✓	✓	✓	✓	✓	✓
ADDITIONAL ULI BENEFITS						
ULI Fall Meeting Complimentary Registrations	12	10	8	6	4	2
ULI Fall Meeting Global Governing Trustees and Leadership Dinner Invitations	3	2				
Complimentary ULI Memberships (Associate Level)	4	4	3	3	1	1
Urban Land Magazine Print Advertisement (Fall Meeting Issue)	2-Page Spread Ad	1 Full Page Print Ad	1 Full Page Print Ad	1 Full Page Print Ad	1/2-Page Print Ad	
Urban Land Magazine Online Advertisement	10-Month Online Ad Run	8-Month Online Ad Run	6-Month Online Ad Run			
One-year sponsor recognition and benefits with ULI Dallas/Fort Worth during 2023	Innovator Level	Innovator Level	Groundbreaker Level	Groundbreaker Level	Stakeholder Level	Stakeholder Level

