

DYNAMIC Agenda | UNIQUE Perspectives | NEW Venue & Experience



GlobeSt.
MULTIFAMILY
FALL

2022 EVENT PROSPECTUS & SPONSORSHIP OPPORTUNITIES

October 24-25, 2022

*JW Marriott Los Angeles L.A. Live
Los Angeles, CA*

ALM.



GlobeSt. MULTIFAMILY FALL

OCTOBER 24-25, 2022 | JW Marriott Los Angeles L.A. Live | Los Angeles, CA

WHAT'S NEW FOR 2022? a lot.



NEW PERSPECTIVES

More Programmed Speakers; Call for Papers



TRACKS BY BUSINESS FOCUS

Owner/Operator, Investor, Developer



A NEW UPSCALE & MODERN VENUE

Located in the Heart of Downtown L.A.



RE-IMAGINED EXHIBIT HALL

6 Hours of Dedicated Time, Prizes and More



IMPROVED NETWORKING TOOLS

New App with Recommendation Engine



THE CELEBRATION CONTINUES

2nd Annual Multifamily INFLUENCERS Dinner

As a leading multifamily professional you know that sustained success cannot be achieved without experience, dedication, and a proven ability to evolve. Following those same principles, as we head into our fourth decade – we are excited to share details of the transformed **MULTIFAMILY FALL** experience.

From general sessions featuring fresh perspectives to deep-dive track sessions, this year's revamped agenda is laser-focused on providing **developers, property owners/operators, and investors** with practical and insightful content that goes way beyond transaction updates and market overviews. In addition, our new networking app uses information collected at registration to recommend potential matches while giving attendees the ability to schedule 1:1 meetings.

The transformed **MULTIFAMILY FALL** experience may start with a new venue... but is highlighted by a re-imagined exhibit hall that includes 6 hours of dedicated networking time, a designated area for 1:1 meetings between active dealmakers, and more than 50 of the industry's leading solutions providers.

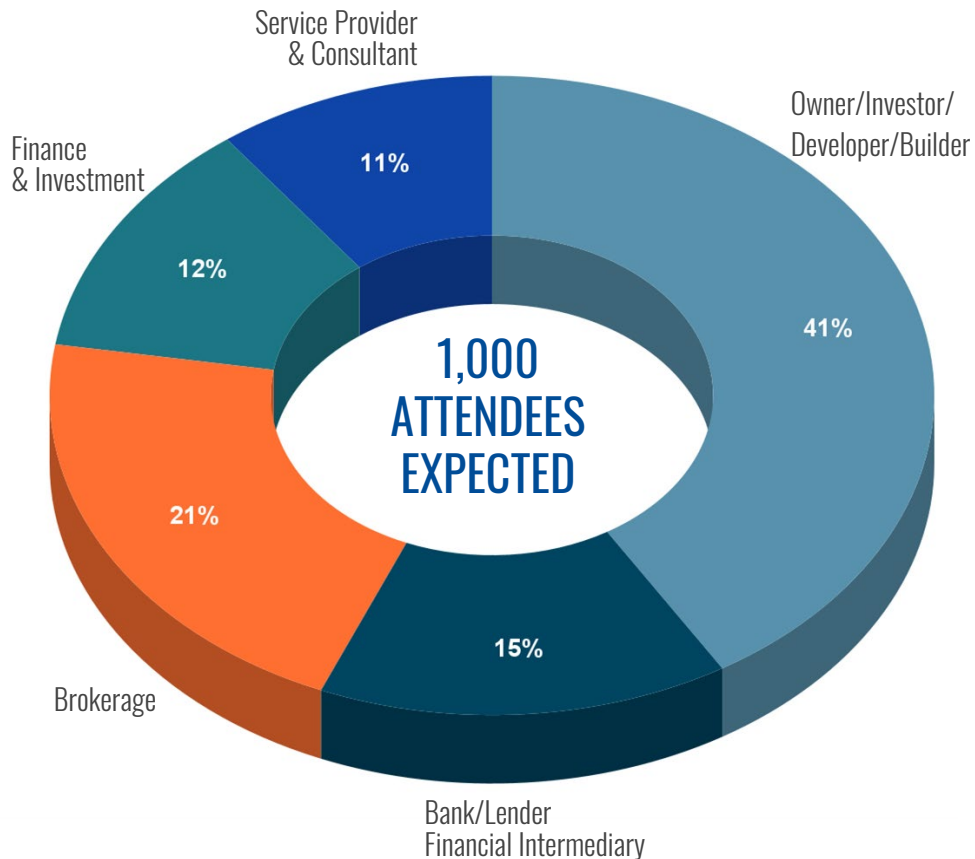
More details on these exciting changes and how you can increase your firm's access to an engaged community can be found in the pages that follow. We look forward to discussing your participation in this year's event.



Scott Thompson
Vice President,
Events Director



Rich Tomko
Vice President,
Sales



Gain Access to an ENGAGED & INFLUENTIAL National Audience

*Powered by a deeply-engaged GlobeSt.com and Real Estate Forum community, **GlobeSt. MULTIFAMILY FALL** will attract top CRE decision makers from across the NATION, connect active deal makers and generate new business activity for our sponsors.*

- 70%** Key Decision Makers
DIRECTOR-PLUS LEVEL DELEGATES
- 87%** Generate Valuable Leads
ATTENDEES FOLLOW-UP WITH SPONSORS
- 47K+** eNewsletter Subscribers
ENGAGED READERS ACROSS THE NATION



MONDAY, OCTOBER 24TH

8:00 AM - 9:30 AM	Registration & Coffee Exhibitor Setup		
9:30 AM - 10:30 AM	Panel: State of the Industry		
10:30 AM - 10:50 AM	Solo Presentations: Innovations & Strategies (Two 20-Minute Presentations)		
10:50 AM - 11:10 AM			
11:10 AM - 12:10 PM	Transactions Showdown: Case Studies in Transactional Successes in 2022		
12:10 PM - 1:00 PM	Economic Overview Hosted By Hessam Nadji, President and Chief Executive Officer - Marcus & Millichap		
1:00 PM - 2:30 PM	Exhibit Hall Opens: Lunch & 1:1 Networking Exchange		
	Owner / Operator Track	Finance & Investment Track	Development Track
2:30 PM - 3:10 PM	Attracting and Maintaining Quality Tenants	BTR/Single Family Rental Communities	Keeping Pace with Demand: Best Practices in Navigation Supply Chain/Labor Shortage
3:15 PM - 3:55 PM	Resident-Related Regulatory Issues	Opportunistic Investing Opportunities	Generational Opportunities: How to Attract Gen Z, Millennials, and Baby Boomers
4:00 PM - 4:40 PM	Controlling Costs: Helping Owners Manage the Unknown	Winning Value Add Investments	Adapting to Change: New Space Requirements, Designs & Amenities
4:45 PM - 5:30 PM	Institutional Investors Panel		
5:30 PM - 7:00 PM	GlobeSt Multifamily Fall Welcome Reception		

GENERAL SESSIONS

Headlined by two keynote presentations, **GlobeSt. MULTIFAMILY FALL** will feature 10 hours of main stage programming. Each panel provides multiple opportunities for thought leadership alongside active and innovative developers, institutional investors and/or property owner/operators.

DEEP-DIVE TRACKS

A call for papers process will fuel four hours of hyper-focused programming aimed to provide owners, operators, investors, and developers with practical insights and actionable information. Each track will give sponsors an opportunity to align their brand to a targeted and engaged audience.

EXHIBIT HALL

At the center of the re-imagined **GlobeSt. MULTIFAMILY FALL** experience is six-hours of dedicated networking and business building conversations. This year's exhibit hall will feature the industry's leading solutions providers and a 1:1 networking exchange powered by a matchmaking app. Attendees will be encouraged to meet exhibitors via email, mobile app pushes and through our new Luxe Haul Passport program -- see page 6 for more details.



TUESDAY, OCTOBER 25TH

8:00 AM - 9:30 AM	Networking Breakfast in Exhibit Hall	
9:30 AM - 10:00 AM	Opening Keynote: A Conversation on Institutional Investing	
10:00 AM - 10:45 AM	Panel: Property Ownership & Management in a Post-Pandemic Landscape	
10:50 AM - 11:10 AM	Solo Presentation: Innovations & Strategies (Two 20-Minute Presentations)	
11:10 AM - 11:30 AM		
11:30 AM - 12:30 PM	Industry Insights Into Capital & Lending Resources	
12:30 PM - 2:00 PM	Exhibit Hall Lunch	
2:00 PM - 2:45 PM	Developers Power Hour: What You Need to Know From Your Developer Partners	
	Owner / Operator Track	Finance & Investment Track
2:50 PM - 3:30 PM	Overcoming Single-Family Competition	The Value Prop of Short-Term and Flexible Rentals
3:35 PM - 4:15 PM	Talent & Recruitment: Refilling the Labor Pool	How to Attract a Private Investor
4:20 PM - 5:00 PM	Building Your Tech Stack	Understanding Affordable Housing Investing
5:00 PM	Close of Conference	

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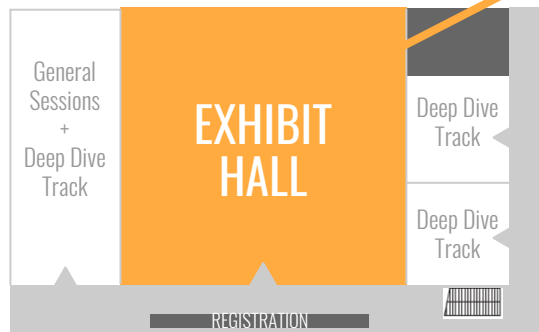
Exhibit Hall

RE-IMAGINED EXHIBIT HALL & NETWORKING EXPERIENCE

The **GlobeSt. MULTIFAMILY FALL** exhibit hall will feature **six-hours of dedicated networking time** where attendees will be actively engaged with our exhibitors and each other.

Key Exhibit Hall Activities & Destinations:

- 50 industry-leading service and technology providers
- Dedicated dealmaking zone for scheduled 1:1 meetings
- Giveaways -- Attendees win prizes throughout event
- Branded charging stations
- Food, snacks, coffee and libations



DEDICATED SHOW HOURS

MONDAY, OCTOBER 24TH

1:00 PM - 2:30 PM

5:30 PM - 7:00 PM

TUESDAY, OCTOBER 25TH

8:00 AM - 9:30 AM

12:30 PM - 2:00 PM

DELIVERABLES & BENEFITS

- One (1) 8x10 Exhibit Space; all booths come with 6' table draped, 2 chairs, wastebasket.
- Recognition on email promotions, on-site signage, event website and show daily email.
- Two (2) complimentary registrations for your employees.
- Discount registration for employees and clients (available upon request).
- In-person registration list delivered two weeks prior and two-weeks after the event concludes.



DRIVE TRAFFIC TO YOUR BOOTH VIA OUR NEW LUXE HAUL PASSPORT PROGRAM



Attendees Have the
Opportunity to Win
\$7,500* in Prizes!!!

The Luxe Haul Passport Program is designed to provide a select number (15) of exhibitors additional brand exposure while driving traffic to their exhibit hall booths. Throughout the event, attendees will be encouraged via verbal and digital reminders to visit all 15 Luxe Haul exhibit booths to validate their “passport” and gain a chance to win **\$7,500** in prizes. To ensure maximum participation and engagement, at least one prize will be awarded during the dedicated exhibit hours listed below:

DAY ONE	MONDAY, OCTOBER 24TH
1:00 - 2:30 PM	One random winner selected via passport serial number -- All Attendees Eligible
5:30 - 7:00 PM	Completed passport cards eligible to win a great prize during the cocktail reception

DAY TWO	TUESDAY, OCTOBER 25TH
8:00 - 9:30 AM	Completed passport cards eligible to win a great prize during the networking breakfast
12:30 - 2:00 PM	Completed passport cards will be eligible to win the grand prize during the networking lunch

*Prizes subject to change, but not the total value.

GlobeSt. LUXE HAUL PASSPORT PROGRAM

BOOTH 101			BOOTH 101
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Sponsorship includes a stamp and logo on all player cards with logo placement on all Passport promotional pieces. Cost: \$1,500.



THOUGHT LEADERSHIP	CONFERENCE SPONSORSHIP & MARKETING OPPORTUNITIES	PREMIER (Limit 4)	SOLO INNOVATIONS & STRATEGIES (Limit 4)	PRESIDENTIAL (Limit 22)	TRACK SPONSOR (Limit 5)	BOOTH (Limit 50)
	One (1) 20-Minute Solo Presentation*		✓			
	One (1) 60-Minute State of the Industry Panel Participation*	✓				
	One (1) 45-Minute Panel Participation* (topic, speaker to be agreed with event producer)			✓		
	One (1) Track Master of Ceremony role for the Day, introducing each panel on that track. Tracks include: Owner/Operator, Finance & Investment, and Development				✓	
	One (1) 8x10 Exhibit Space; all booths come with 6' table draped, 2 chairs, wastebasket					✓
	Recognition on email promotions, on-site signage, event website and show daily email	✓	✓	✓	✓	✓
	One (1) pre-show dedicated email promotion to GlobeSt. MULTIFAMILY attendees		✓			
	Company and speaker included in GlobeSt.com conference coverage (pre- and post-event)		✓			
	Complimentary registrations for your employees	6	6	6	2	2
	Presentation recording supplied post-event (raw files only)		✓			
	Discount registration for employees and clients (available upon request)	✓	✓	✓	✓	✓
	In-person registration list (mailing addresses only) delivered two weeks prior to and within two-weeks after the event concludes	✓	✓	✓	✓	✓
	Subtotal	\$7,500	\$7,500	\$6,000	\$5,000	\$4,000
	Premium booth placement					\$500
	Investment	\$7,500	\$7,500	\$6,000	\$5,000	\$4,500

* speaking sessions approved and coordinated with conference producer



GlobeSt. MULTIFAMILY FALL

Branding Opportunities



NEW VENUE - FANTASTIC CONTEXT

Various Branding Opportunities Available:

- Event Registration Area
- Ballroom Entry Murals and Clings in highly visible areas
- Registration Counters (Freeman)
- Glass Clings (Surrounding Escalator)
- Window Clings Outside Sessions / Hall

Pricing: Please Inquire





GlobeSt. MULTIFAMILY FALL

Branding Opportunities

SPONSORSHIP	DETAILS AND DELIVERABLES	FULL PKG	ADD-ON
Exhibit Hall Cocktail Reception <i>(1 exclusive opportunity)</i>	As the exclusive sponsor of the Opening Night Cocktail Reception your firm will receive prominent recognition on pre- & post-event emails, event agenda, and slide presentations promoting the reception. GlobeSt. will provide branded napkins during the cocktail hour and feature a custom cocktail containing your company's name. Package also includes six (6) complimentary staff registrations.	\$7,000	\$5,000
1:1 Networking App & Lounge <i>(1 exclusive opportunity)</i>	Sponsorship of this powerful and intuitive 1:1 Networking App that utilizes AI to maximize engagement and appointment-setting between attendees include top billing within the networking app, email blast announcing app launch three-weeks prior to the event and on all signs within the clearly defined networking area (see floor plan). Additionally, your company will receive recognition on pre- & post-event emails, event agenda, and slide presentations promoting the 1:1 Networking App & Lounge. Package also includes six (6) complimentary staff registrations.	\$7,000	\$5,000
Wi-Fi <i>(1 exclusive opportunity)</i>	As the Wi-Fi sponsor , you will provide attendees exclusive access to the internet while gaining prominent brand exposure as your company name is the password used to access Wi-Fi and included on signage, slideshows and within conference program. (Additional fees may apply).	\$6,000	X
Conference Badge & Lanyard <i>(1 exclusive opportunity)</i>	As the exclusive Conference Badge & Lanyard Sponsor , your company logo will be included on lanyards distributed at the registration counter. Company will be listed as official badge & lanyard sponsor on signage, slideshows and within conference program. Sponsor to supply the lanyards.	\$5,500	\$3,500
Registration Counter <i>(1 exclusive opportunity)</i>	Sponsor the Registration Counters to have your brand at the center of the most trafficked area of the conference and expo. Sponsorship includes your company logo on the registration counter graphics. Company will be listed as official registration counter sponsor on signage, slideshows and within conference program.	\$5,500	\$3,500
Keynote Introduction <i>(2 available)</i>	Introduce your company and our Day 1 or Day 2 Opening Keynote with these two exclusive opportunities. Sponsors will the opportunity to provide a 2-minute company overview/tie-in to the Keynote. Company introduction listed within program guide and app.	\$4,000	\$1,500

In addition to the branding benefits listed above, **ALL FULL PACKAGE SPONSORSHIPS** include two (2) complimentary staff registrations and access to the conference attendee list (mailing addresses only) two weeks prior to the conference and within two-weeks of the events conclusion.



GlobeSt. MULTIFAMILY FALL

Branding Opportunities

SPONSORSHIP	DETAILS AND DELIVERABLES	FULL PKG	ADD-ON
Conference Bags	The official Conference Bag Sponsorship is designed for a company seeking extensive brand visibility. A standard bag ,supplied by Sponsor, featuring your logo will distributed to attendees as they check-in at the registration desk. As the conference bag sponsor, your firm can have one (1) piece of company literature and/or a promotional item within the conference bag. GlobeSt to supply bag specifications.	\$5,500	\$3,000
Conference Meals <i>(3 available)</i>	As the exclusive Lunch (Day 1 or Day 2) or Breakfast (Day 2) sponsor , your firm will receive prominent recognition via branded napkins and tent card on food tables, as well as distribution of marketing materials on tables during applicable break located within the exhibit hall. Sponsors will be recognized on the event agenda and on event slides. Pre-and-post event emails that are specifically promoting meals will also include sponsor recognition.	\$4,500	\$2,000
Charging Stations <i>(1 exclusive opportunity)</i>	Display your logo on mobile-device Charging Stations for use by all attendees. The branded charging stations (supplied by GlobeSt) will be located in a prominent area in the Exhibit Hall and will include Sponsor logo on all wayfinding signs. Company will be listed as official Charging Station sponsor on signage, slideshows and within conference program.	\$5,000	\$3,000
Table/Seat Drop <i>(4 available)</i>	Provide attendees with a branded gift or flyer that makes an impression. Your item will be placed on each table/seat prior to the day one and two opening and closing general sessions. All items supplied by sponsoring firm. Opportunity limited to conference sponsor and exhibitors.	--	\$2,000
Company Call-Out	Showcase your company projects, team, and/or Multifamily INFLUENCER in high-impact areas: general session room, near registration, lunch, and in the networking areas. Placements would be on walls, standing boards, or on-screen depending on the location desired. The sponsor is responsible to provide the project design file according to the GlobeSt specifications. Opportunity limited to conference sponsor and exhibitors.	--	\$1,000
Bag Insert <i>(18 available)</i>	Attendees will take note of your participation with a Conference Bag Insert . Your insert can include everything from a company description to your booth number to a list of your products and services. Sponsor to provide inserts no larger than 8.5x11. Opportunity limited to conference sponsor and exhibitors.	--	\$500

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GlobeSt. EVENTS CALENDAR 2022

February 22-23	MULTIFAMILY SPRING CONFERENCE [NEW FOR 2022]	Hollywood, FL
April 4-5	NET LEASE SPRING	New York City, NY
July 25-27	WOMEN OF INFLUENCE	Stein Eriksen Lodge, Park City, UT
July 26	WOMEN OF INFLUENCE Awards	Stein Eriksen Lodge, Park City, UT
October 24-25	MULTIFAMILY FALL CONFERENCE	JW Marriott L.A. LIVE, Los Angeles, CA
October 25	MULTIFAMILY INFLUENCERS AWARDS	JW Marriott L.A. LIVE, Los Angeles, CA
October 26	NET LEASE FALL OPENING RECEPTION	JW Marriott L.A. LIVE, Los Angeles, CA
October 27	NET LEASE FALL CONFERENCE	JW Marriott L.A. LIVE, Los Angeles, CA
December 6-7	HEALTHCARE REAL ESTATE	Andaz Scottsdale, Scottsdale, AZ
December 8-9	INDUSTRIAL REAL ESTATE [NEW FOR 2022]	Andaz Scottsdale, Scottsdale, AZ

MEET THE TEAM



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