



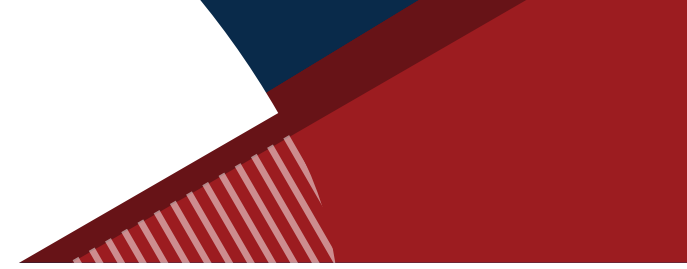
VIRTUAL

EUROPE CONFERENCE

CONNECT WITH THE WORLD OF REAL ESTATE

8-10 FEBRUARY 2021

SPONSORSHIP PROSPECTUS



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 industry, and creating thriving communities across the globe.



45,000+
ULI members,
representing over
80 countries



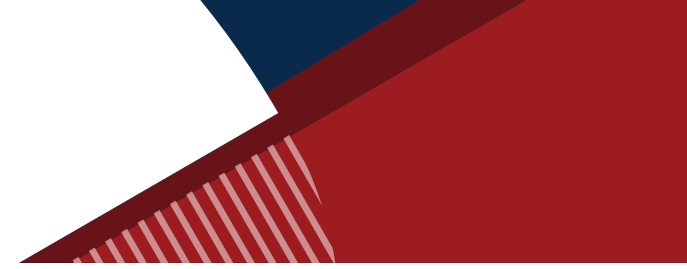
2,300+
Global events



100,000+
people receive
Urban Land weekly
by email



300,000+
Followers make up
ULI's social media network
across all four platforms



ABOUT THE 2021 ULI VIRTUAL EUROPE CONFERENCE

Now more than ever, ULI's role as connector is crucial. The 2021 ULI Virtual Europe Conference will bring together hundreds of real estate and land use professionals during an interactive online experience to share knowledge, build relationships, and explore the role of real estate in shaping cities and communities across the globe.

Bringing the ULI experience to you, wherever you are

The virtual event will feature world-renowned industry leaders sharing their insights on topics ranging from geopolitics and economic developments to social changes and the future of cities. The virtual environment will allow ULI to reach an even larger audience, making this a truly global event.

Not just another webinar

The ULI Virtual Europe Conference will go beyond the usual online format: it is a digital production created to seamlessly deliver a personalized learning and networking experience through curated content, high-level insights, and audience interactivity.



30+

Sessions



40

Speakers



10+

Networking Events

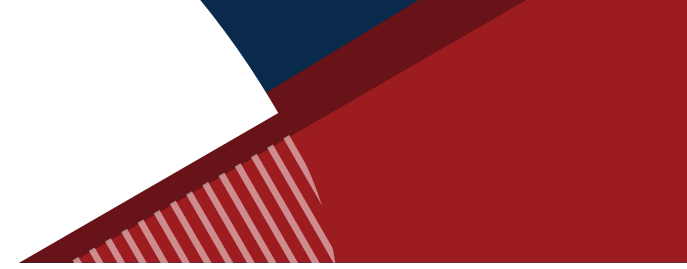


3+

Real Estate Mobile Tours



VIRTUAL
EUROPE CONFERENCE
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WHY SPONSOR

The engagement of our sponsoring firms is key to running a successful event. Join this elite group of companies supporting the 2021 ULI Virtual Europe Conference. Choose from a variety of levels and selected sponsorship opportunities—outlined in this brochure—to better enhance your presence at the 2021 ULI Virtual Europe Conference.

For sponsorship opportunities, please contact jacqui.collins@uli.org and niamh.murphy@uli.org

EUROPECONFERENCE.ULI.ORG



2021 ULI Virtual Europe Conference
SPONSORSHIP
BENEFITS

	PRINCIPAL SPONSOR POA	ICON SPONSOR €35,000	PLATINUM SPONSOR €25,000	GOLD SPONSOR €15,000	SILVER SPONSOR €10,000	BRONZE SPONSOR €5,000
Slots Available	1	3	5	10	10	15
PRE-EVENT MARKETING						
ULI Conference Website Recognition	✓	✓	✓	✓	✓	✓
Email Campaign Recognition	✓	✓	✓	✓	✓	✓
Testimonial or Video Teaser	✓	✓				
Promotional Posts on ULI Social Media Platforms	2	1				
"ON-SITE" MARKETING						
Virtual Exhibit Hall Booth	✓	✓	✓	✓	✓	✓
Virtual Platform Homepage Signage	✓	✓	✓	✓	✓	✓
Pre-recorded Conference Welcome Remarks from Company CEO or Leader	✓	✓	✓			
Sponsor of Concurrent or General Session	✓	✓				
POST-EVENT MARKETING						
Post-Event Metric Report	✓	✓	✓	✓	✓	✓
Access to Virtual Exhibit Hall Leads Dashboard (visitors and email list**) and ABM Dashboard (booth visitor by company and engagement score)	✓	✓	✓			
ULI Europe Newsletter Advert	2	1				
ADDITIONAL ULI BENEFITS						
Registrations	30	25	20	15	10	5
Invite to Physical ULI Europe Annual Conference Hub* *(Subject to local laws)	✓	✓	✓	✓		
Urban Land Magazine Online Advertisement	4 Months	4 Months	2 Months			
CHOICE BENEFIT (CHOICE OF ONE PER SPONSOR)						
ULI Partnered Roundtable, or Sponsored Dinner	✓	✓				

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