

CONNECT YOUR BRAND

WELCOME TO THE LEADING ONLINE SOURCE OF UP TO DATE INFORMATION ON THE LEASING, INVESTMENT, DEVELOPMENT, MANAGEMENT AND FINANCING OF OFFICE, INDUSTRIAL, RETAIL AND MULTI-UNIT RESIDENTIAL REAL ESTATE ACROSS CANADA

It's no secret that the digital evolution is placing enormous pressure on the marketing efforts of organizations. By joining our world-class network, we can amplify your online presence and position your company as a thought leader in commercial real estate through educational videos, content placement, expert interviews, news, articles, podcasts, advertisements, career opportunities, reports and more.

Brought to you by Informa Connect and produced by the organizers of Canadian Real Estate Forums, we bring together over 17,000 leading decision-makers across over 18 conferences annually. The focus of content is to examine the trends, strategies, risks and opportunities that matter most to today's real estate executives.

+17,000 +18

DECISION CANADIAN

MAKERS CONFERENCES

LEVERAGE OUR PLATFORM

REACH QUALIFIED AND TARGETED AUDIENCES



SHOWCASE

KNOWLEDGE LEADERSHIP ONLINE



SHARE

INDUSTRY NEWS, TRENDS AND REPORTS



TARGET

THE DECISION MAKERS
YOU WANT



EDUCATED + ENGAGED

INVESTORS

DEVELOPERS OWNERS

ASSET MANAGERS

PROPERTY MANAGERS

BROKERS

TENANTS

LAWYERS

ACCOUNTANTS

EVALUATORS

LENDERS

ONLINE REACH

17,000

ATTENDEES ACROSS CANADA 96,000+

WEBSITE VISITS PER QUARTER

600,000+

WEBSITE PAGE VIEWS PER QUARTER 130,000+

PODCAST DOWNLOADS
ANNUALLY

1,400+

LINKEDIN GROUP MEMBERS

5,600+

TWITTER FOLLOWERS

25,000+

YOUTUBE VIEWS

25%

AVERAGE UNIQUE OPEN RATES FROM NEWSLETTERS

DIGITAL OPPORTUNITIES

SUMMARY OF OFFERINGS

WEBSITE LEADERBOARD AD

INCREMENTS	3 MONTHS
OPPORTUNITIES	8

\$4,000

WEBSITE SIDEBAR TOP AD

INCREMENTS	з монтня
OPPORTUNITIES	8

\$3,000

WEBSITE SIDEBAR BOTTOM AD

INCREMENTS	3 MONTHS
OPPORTUNITIES	8

\$2,500

WEBSITE INLINE AD

INCREMENTS	з монтнѕ
OPPORTUNITIES	8

\$2,500

NEWSLETTER CASE STUDY

INCREMENTS	MONTHLY
OPPORTUNITIES	72

\$1,500

NEWSLETTER SUBJECT LINE

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INCREMENTS	MONTHLY
OPPORTUNITIES	24

\$1,500

NEWSLETTER MIDDLE BANNER AD

INCREMENTS	3 MONTHS
OPPORTUNITIES	8

\$2,500

NEWSLETTER BOTTOM BANNER AD

INCREMENTS	3 MONTHS
OPPORTUNITIES	8

\$1,500

REALCAREER REALTRENDS NEWSLETTER

INCREMENTS	MONTHLY
OPPORTUNITIES	12

\$1,000

REALPOLLS REALNEWS NEWSLETTER

INCREMENTS	MONTHLY
OPPORTUNITIES	12

\$5,000

REALINSIGHTS WEB PAGE BANNER AND AD IN PDF

INCREMENTS	MONTHLY
OPPORTUNITIES	54

\$1,500

REALINSIGHTS TITLE SPONSORSHIP

INCREMENTS	EACH
OPPORTUNITIES	1

\$30,000

DIGITAL OPPORTUNITIES

FOCUSED DISCUSSION PODCAST

INCREMENTS	EACH
OPPORTUNITIES	8

\$2,450

EPISODE SPONSORED PODCAST

INCREMENTS	EACH
OPPORTUNITIES	16

\$1,400

LIVE INTERACTIVE WEBINAR

INCREMENTS	EACH
OPPORTUNITIES	48

\$5,000

SPEAKER SERIES TARGETED COMPANY

INCREMENTS	5 EVENTS
OPPORTUNITIES	1

\$15,000

MULTI-RES SURVEY TITLE SPONSOR

INCREMENTS	EACH
OPPORTUNITIES	1

\$20,000

COMMERCIAL SURVEY TITLE SPONSOR

INCREMENTS	EACH
OPPORTUNITIES	1

\$20,000

MULTI-RES SURVEY GOLD SPONSOR

INCREMENTS	EACH
OPPORTUNITIES	25

\$5,000

COMMERCIAL SURVEY GOLD SPONSOR

INCREMENTS	EACH
OPPORTUNITIES	25

\$5,000

MULTI-RES SURVEY DASHBOARD SALES

INCREMENTS	EACH
OPPORTUNITIES	Unlimited

\$5,000

COMMERCIAL SURVEY DASHBOARD SALES

INCREMENTS	EACH
OPPORTUNITIES	Unlimited

\$5,000

COMMERCIAL SURVEY TREND REPORT SALES

INCREMENTS	EACH
OPPORTUNITIES	Unlimited

\$2,500*

MULTI-RES SURVEY TREND REPORT SALES

INCREMENTS	EACH
OPPORTUNITIES	Unlimited

\$2,500*

ON SITE VIDEOS

INCREMENTS	EACH
OPPORTUNITIES	27

\$3,500

NATIONAL FORUMS & CONFERENCE SURVEYS

INCREMENTS	18 ANNUAL
OPPORTUNITIES	1

\$30,000

* REF Club members receive 20% discount

NOT ALL OPPORTUNITIES ARE DETAILED IN
THIS PACKAGE. PLEASE CONTACT
GEORGE PRZYBYLOWSKI, FRANK SCALISI, OR
SARAH SEGAL FOR FULL DETAILS, SPECIFIC
REQUESTS AND/OR CUSTOM PRODUCTS

GEORGE.PRZYBYLOWSKI@INFORMA.COM
FRANK.SCALISI@INFORMA.COM
SARAH.SEGAL@INFORMA.COM

NEWSLETTER OFFERINGS

EXPAND THE THOUGHT LEADERSHIP REACH OF YOUR COMPANY

FEATURED NEWSLETTER CASE STUDY

\$1,500 / MONTH



Your team will have the opportunity to post a featured section in our bi-weekly Real Estate Forums newsletter REALNEWS or REALTRENDS. This section will link directly to your brand website to drive direct traffic. The content, to be created and delivered by your brand, will include 150 words of text and a 600px X 200px image. The content must be educational in nature and keep with the voice and intent of the newsletter to ensure relevancy to real estate professionals.

FEATURED NEWSLETTER SUBJECT LINE

\$1,500 / MONTH



Your brand will be the presenting sponsor of our monthly RealTrends and/or RealNews newsletter. This newsletter is sent to a highly targeted audience of 15,000 real estate professionals with an average open rate of approximately 50%.

NEWSLETTER BANNER AD

\$2,500 / 3 MONTHS / MIDDLE \$1,500 / 3 MONTHS / BOTTOM

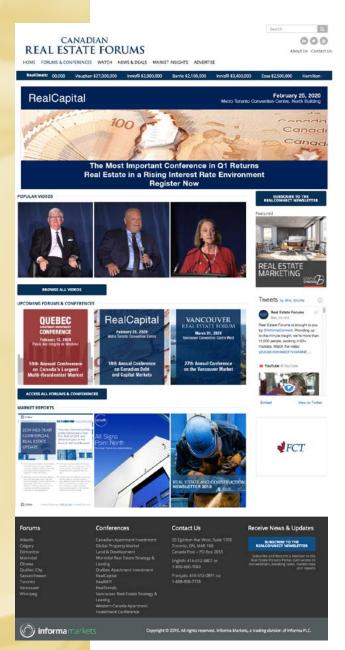


Increase your online visibility and drive higher traffic to your website through middle or bottom banner ad in the RealNews or RealTrends Newsletter with and image size of 600px X 100px.

WEBSITE OFFERINGS

INCREASE YOUR ONLINE PROFILE

WEBSITE DISPLAY BANNER AD



Your brand will reach real estate professionals through ad spots offered on realestateforums.com.

The ad module will increase your online visibility and drive higher traffic to your website through a combination of interactive Leaderboard, Sidebar and Inline ad spots.

AD TYPE	SIZE	COST
Leaderboard	728x90px	\$4,000 / 3 Months
Top Sidebar	300x250px	\$3,000 / 3 Months
Middle Sidebar	300x250px	\$2,500 / 3 Months
Bottom Sidebar	300x250px	\$2,500 / 3 Months

SELECT DIGITAL OFFERINGS

INCREASE YOUR ONLINE PROFILE

REAL INSIGHTS BANNER AD

\$1,500 / EDITION



Real Insights feature curated content from industry leaders during the program formation of the Real Estate Forums and Conferences. Each report features the Top 10 Real Insights focusing on major trends.

One of the most viewed content on the website and created in both PDF and webpage version, your brand will get an opportunity to reach real estate professionals through a half page ad on the PDF and a digital banner on the webpage.

AD TYPE

SIZE

PDF 1/2pg Banner

7.83" x 4.25"

Webpage Banner

1037px x 348px

REAL CAREER

Partners)

Altus Group, Director, Asset Management
 Manulife, AVP of Real Estate Operations Excelle

· Analyst, Credit Risk Management, Vancouver

\$1,000 / MONTH / TITLE \$500 / MONTH / POST

by Reply All Afforward Stilm

REALTRENDS <events@informacanada.com>

REALCAPITAL PODCASTS ARE ONLINE AND MORE...

ere are problems with how this message is displayed, click here to view it in a web browser.

JOBS IN THE MARKET*

Strathalien Capital, Director, Asset Management

Browns Restaurant Group, Director of Real Estate

BGIS, National Director Real Estate Services

KingSett Capital, Director Investments, Head of Property Marketing (Taylor I Ryan Execu

COMPANY SPOTLIGHT | CMLS VANCOUVER AND TORONTO IS HIRING

Strengthen your brand as the title sponsor of the Real Career section. Have the ability to high-light choice jobs. Be a leader in powering jobs for the real estate industry.

Are you looking to market a position, announce a new hire or congratulate a member of your team? You can do it in the Real Career section for \$500 per post.

Career section in RealTrends Newsletter reaches more than 17,000 real estate professionals.

SELECT WEBINAR + PODCAST OFFERINGS

POSITION YOUR BRAND AS A THOUGHT LEADER

LIVE INTERACTIVE WEBINARS

\$5,000 / PER WEBINAR



Create a thought leadership series of live and interactive on demand webinars to increase your industry exposure and share your expertise.

Host a live webinar presented by a speaker of your choice, on a topic of your choice, to a qualified and engaged audience. Get connected to a network of real estate professionals through a dedicated eblast and social media campaign.

COMMERCIAL REAL ESTATE PODCAST

\$2,450 COMPANY DIRECTED PODCAST \$1,400 EPISODE SPONSORSHIP



Real Estate Forums have teamed up with First National Financial LP to produce live podcasts at conferences and forums around the country. Each episode features guests that include industry titans, innovators and game changers.







With a unique brand and format designed to attract listeners, the Commercial Real Estate Podcast reaches more than 17,000 real estate professionals and receives about 2,000 downloads per episode.

PURCHASED PODCAST / \$2,450

EPISODE SPONSORSHIP / \$1,400

A company or individual can purchase a podcast and direct the content. The content can be pre-planned by the sponsor but will require approval from Real Estate Forums and the First National Team.

A company or individual can sponsor an episode. The sponsor will get a special mention at the beginning of the podcast as well as brand recognition. Positioning includes: "Welcome to the Commercial Real Estate Podcast brought to you by First National, we are recording live here at the (insert conference) as part of our Real Estate Forum Podcast Series. Today's episode is sponsored by XXXXX. We are here today with XXXX to discuss.....".

ON SITE + PRINT OPPORTUNITIES

Traditional Conference/Forum and Print Magazine Opportunities are listed below. Please note that each event/magazine has their own sponsorship and advertisement package and many items have right of first refusals in place. Please contact our team to discuss item availability for specific events that you are interested in.

TRADITIONAL SPONSORSHIP ITEMS FOR CONFERENCE/FORUM

AFTERNOON REFRESHMENTS SPONSOR

BREAKFAST SPONSOR

BRONZE SPONSORSHIP (REFRESHMENTS)

CHAIRS RECEPTION SPONSOR

CHARGE BAR (MOBILE PHONES) SPONSORSHIP

CLOSING REMARKS SPONSORSHIP

CLOSING ROUNDTABLE SPONSORSHIP

CONCURRENT SESSION SPONSORSHIP

CORPORATE SPONSORSHIP

CUSTOM BRANDED ITEM OR IDEA SPONSORSHIP

CUSTOM PLAYING CARDS SPONSOR

DEAL ROOM SPONSOR

DYNAMIC MULTI-DISPLAY SPONSORSHIP

EDUCATION SPONSOR

GOLD SPONSORSHIP

HAND CLEANSER SPONSORSHIP

HIGH PROFILE KEYNOTE SPEAKER

INCHARGE KEYCHAIN SPONSORSHIP

JOURNAL SPONSOR

LANYARD SPONSOR

LOUNGE FURNITURE SPONSORSHIP

LUNCHEON KEYNOTE SPONSOR

MARKET INTELLIGENCE LOUNGE SPONSORSHIP

MINTS SPONSOR

MOBILE APP SPONSORSHIP

MOBILE SCREEN CLEANER SPONSORSHIP

MORNING KEYNOTE SPONSOR

MORNING REFRESHMENTS SPONSORSHIP

NAPKINS SPONSOR

NETWORKING RECEPTION SPONSORSHIP

ONSITE HANDOUT AD SPONSORSHIP

OPENING REMARKS SPONSORSHIP

OPENING SESSION SPONSORSHIP

OUTSTANDING YOUNG LEADERS

AWARD SERIES SPONSOR

PEN SPONSORSHIP

PLATINUM SPONSOR

PLENARY SESSION SPONSOR

PODIUM SPONSORSHIP

POST NOTES SPONSORSHIP

POST SHOW SURVEY SPONSORSHIP

PRESENTER BIO'S SPONSORSHIP

REGISTRATION SPONSOR

SHOESHINE SPONSOR

SILVER SPONSORSHIP

SIMULTANEOUS INTERPRETATION SPONSOR

SMART WALLET SPONSORSHIP

SOCIAL MEDIA WALL SPONSOR

SPEAKER & VIP LOUNGE SPONSORSHIP

SPEAKER VIDEO SERIES SPONSOR

STAGE FURNITURE SPONSORSHIP

THOUGHT LEADERS SPONSORSHIP

TITLE SPONSORSHIP

TOTE BAG SPONSOR

USB KEY PACKAGE SPONSORSHIP

VIP/SPEAKER RECEPTION SPONSOR

WI-FI SPONSOR

WIRELESS SURVEY SPONSOR

MAGAZINE PUBLICATIONS

APPOINTMENT NOTICE

1/4 PAGE AD

1/2 PAGE AD

FULL PAGE ADD

INSIDE BACK COVER

INSIDE FRONT COVER

OUTSIDE BACK COVER



