

# IMN Digital Opportunities

From content to connections.  
Enhance your industry visibility.



# Who are we?

# Where real estate presence makes profit

As the premier real estate organizer for over 30 years, IMN's content offerings are your one-stop shop to essential insights across a wealth of real estate asset classes. With exclusive intel covering commercial and residential real estate, you can now utilize IMN's content platforms to become an industry thought leader all year round.

What makes IMN different? IMN has been the driving force of the future of real estate for over three decades. We leverage our deep customer relationships and unmatched industry knowledge to create must-attend events that facilitate deal flow, knowledge transfer, and connections across the entire real estate spectrum.

**Find out more**



# Which decision makers do you want to reach?



## IMN's database is extensive...

- 300k+ email database
- 200k+ C-level, directors, department heads and VPs
- A multitude of real estate centric portfolios
- A premier event presence in the USA & UK



## focused...

- 75k Capital Raising and Dealmaking
- 70k SFR, BTR & Homebuilding
- 65k Multifamily
- 55k ESG
- 50k Specialty Housing
- 45k Residential Mortgages
- 30k PropTech & AI
- 30k Distressed/Debt
- 30k Data Centers (US) 20k (UK)
- 20k Bank Special Assets
- 25k Asset Management
- 20k CFO/COO
- 15k Industrial



## and social...

- 13,000+ LinkedIn Page followers and LinkedIn group followers
- 7,000+ X followers
- 5,000+ Facebook followers
- 2,000+ Instagram followers

# Make the most of your time with IMN

Explore your opportunities

# Reach the real estate community

IMN connects you with your clients - any time, any place.

Generate leads, raise your profile, prove your thought leadership and expertise.  
Whatever your goal, our expert digital team will work with you to get you what you want.

Before, during, and after the event



## Prime and prepare

Discover ways to reach and engage your target audience.

**Before the event**



## Ensure your visibility

IMN events are busy, so make sure your clients can see and reach you.

**At the event**



## Follow up

Continue your conversations from the event, and reach out to the community.

**After the event**

# Before the event

Let IMN make your presence known to the real estate community



# Start the conversation early

Whether you have a new solution or research that you want to share at the event, why not



## Showcase your expertise

Host a webinar and get leads

Share content on our blog page

## Speak to the community

Send an email to our database

Share your story on social media

## Promote your brand

Share ads in our newsletters

Target ads to your key accounts



## At the event

Use our digital resources to make a memorable impact on site

# Make your investment count

Our digital team will be onsite to capture every inch of the event - this is your chance to get involved! Receive professionally edited videos and photos of your thought leaders to use during or after the event. Or elevate your brand and message around the event and on our social media accounts.



**Video interviews**



**Custom video services**



**Photography services**



**Social media amplification**



**Digital display advertising**

# After the event

Keep the momentum going and extend your reach once the event is over

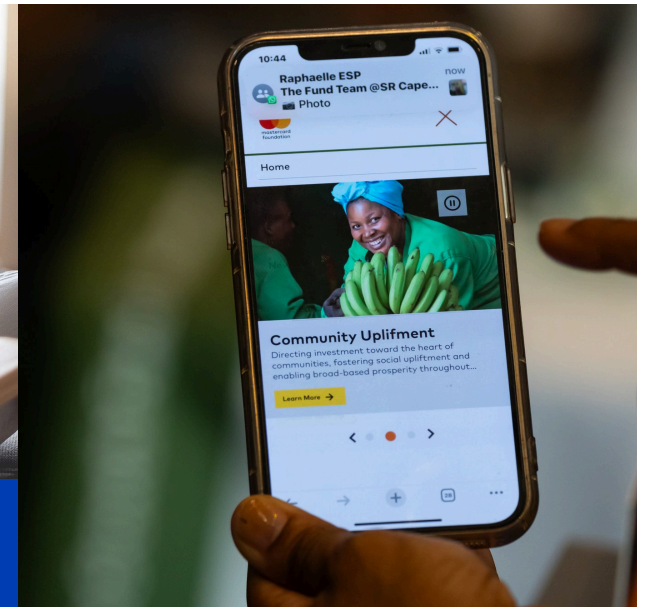


# Stay top of mind

The event may have concluded but it's not faded in memory. This is your chance to extend your reach and showcase your brand across our follow-up digital output. This ensures your brand gets maximum visibility in the IMN community, at a time where everyone wants to relive the event.



**Showcase your content**



**Contribute to our eMagazine**

**Share content on the blog**

**Put a banner in our newsletter**

**Target ads to our web visitors**

**Generate more leads**

**Sponsor our eMagazine**

**Follow up in a webinar**

A man in a dark suit and glasses stands on a stage, holding a small card and gesturing with his hands. He is addressing an audience seated in a lounge area. The lounge features a long, light-colored sofa with several water bottles and decorative items on a low table in front of it. The audience members are seen from behind, seated in rows of chairs. The overall atmosphere is professional and focused.

# Curated packages

Choose from one of our tailored packages that enhance your end-to-end event experience

# Choose from one of our curated packages to get the most out of your IMN experience

## IMN Spotlight

*Reach the people that matter to you before, during and after the event. The package includes:*

- Speaker interview (up to two company contributors), mp4 provided for own use and promotion on IMN social media.
- Speaker and topic featured in the pre-event email to all event attendees.
- Creation of pre-event speaker card to promote the session, promoted on IMN social media.
- Interview shared post-event via social channels and post-event highlights.

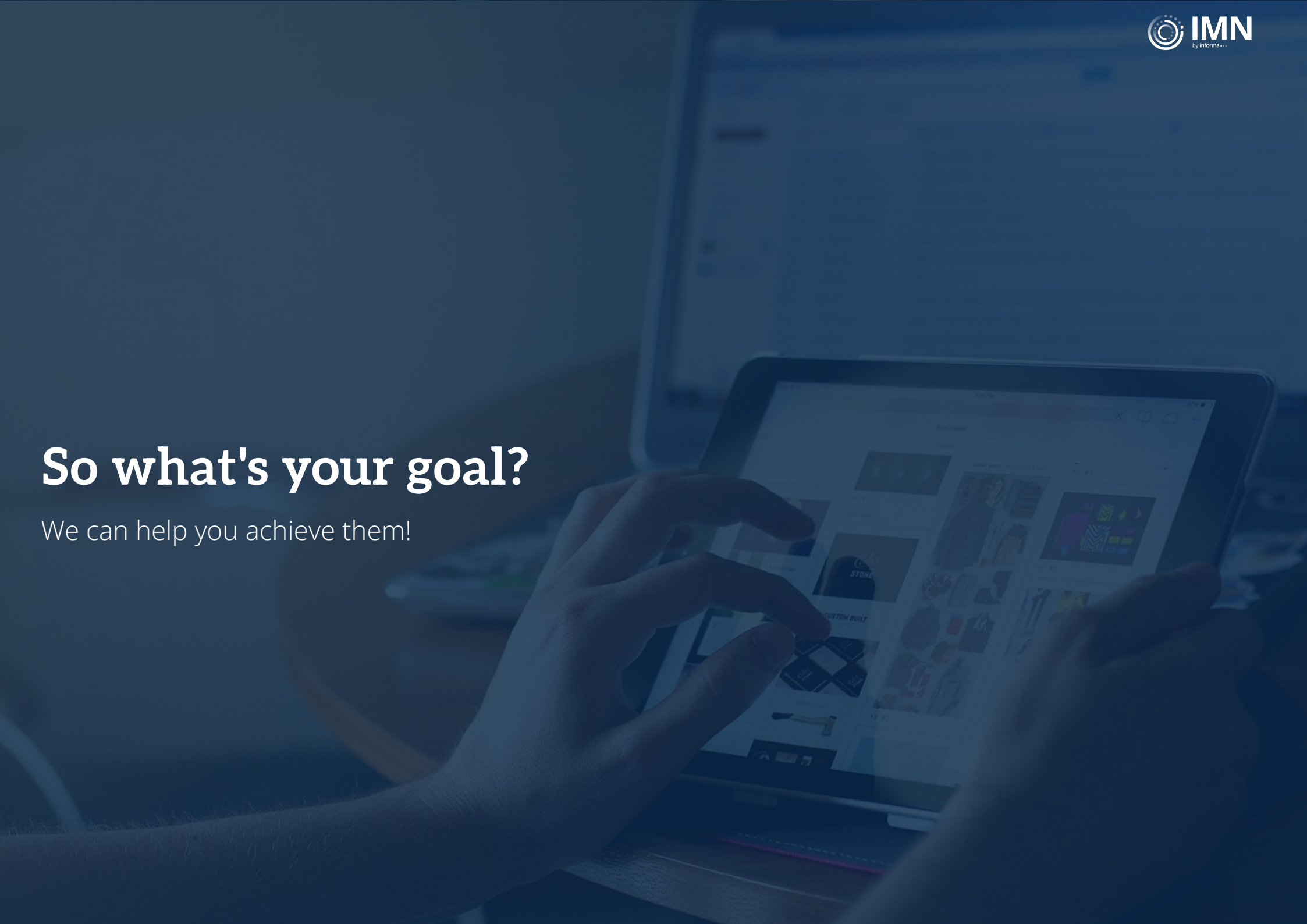
## IMN Spotlight+

*Amplify your business even further. The package includes IMN Spotlight offerings, plus:*

- Quick turn around photography.
- Early access to the delegate list, four weeks prior to the event starting. Standard access is two weeks out.
- Company branding in the post-event magazine (only offered at IMN Real Estate Private Funds and Single Family Rental events.)

# So what's your goal?

We can help you achieve them!



## Do you want to grow your brand and reach?

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Audience extension campaigns

Banner ads in our newsletters

Banner ads in our eMagazine

Display ads at IMN

Photography services at IMN

Social media amplification

## Do you want to show off your thought leadership?

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Article in our eMagazine

Bespoke emails

Bespoke research report

Blog feature

Custom video & infographic design

Video interviews

Spotlight sponsorship

## Do you want to generate leads?

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eMagazine headline sponsorship

Host a webinar

# Audience extension

Target the 273,000+ influential professionals who visit our event websites each year. You can also target individuals from our 300,000+ database by seniority, company, industry, geography and more!



## Your benefits include:

- Relevancy: You know your investment is being targeted to your relevant prospects only
- Frequency: Specified targets will see your ad many times - standard package is 16,000+ impressions in a one month period
- Flexibility: Up to 10 ads to try out different messaging and see what works for future campaigns
- Improved engagement: Click through rates can be 5x higher on average than static media banners
- Analytics: Access to post campaign report so you can measure the success of each ad

**Available year-round -  
recommended before  
and after the event**

# Newsletter banner ads

Thousands of professional decision makers rely on our editorial team to keep them up to date in industry news. Advertise within one of our monthly newsletters, that deliver inspiring and thought-provoking content to the industry's decision makers. Work with our team to figure out which would work for the message you're aiming to send, inspiring and thought-provoking content to the industry's decision makers.

## What you'll get

Brand exposure to the industry's most senior decision-makers and an opportunity to take them to your website.

The screenshot shows a vertical newsletter banner for IMN Real Estate Intel. At the top, it features the IMN logo and the title "Real Estate Intel". Below this is a paragraph of introductory text. The main content is organized into several sections, each with a small image and a headline:

- BTR / SFR outlook and opportunity**: Includes articles on "Strategic vision in Build-to-Rent: market recovery & future outlook" by Garry Anthony Hill and "Building wealth through Single Family Rentals & lease-to-own programs" by Ben to Retirement product hosts.
- Family office future-proofing**: Includes articles on "Grant Cardone: A new era of real estate and bitcoin investment" and "Avoid leadership gaps with these proven succession strategies".
- Tomorrow's real estate landscape**: Includes articles on "Beyond the hype: Real-world AI" and "Women leaders shaping the industry".

At the bottom, there are three event listings: "Data Centers West" (October 28, Silicon Valley, CA), "CRE Conversions" (October 29, New York City), and "Residential Gro Up Construction" (November 4-5, Atlanta, GA). Each listing has a "Learn more" button. A "View all real estate events" button is also present. The footer includes social media icons and the text "Connect with us".

# Display ads

Strengthen your brand messaging and share a horizontal banner or video on the screens dotted around the event space.



## What you'll get

Additional brand exposure in front of hundreds of decision makers.

# Photography sponsorship

Provide delegates with professional photos of their time at the event - live! Each delegate can sign up to receive a personalised event album, download their photos, and share! In partnership with Spot My Photos, all photos will be branded and watermarked with your logo, ensuring that you benefit from everyone's social networks.

## What you'll get

Brand visibility for every delegate and recognised as the Photography Sponsor in pre-event and onsite marketing.



# Headshot sponsorship

Bring delegates to your stand and provide them with headshots.

## What you'll get

A dedicated photographer, arranged by IMN, stationed by your stand and promoted as "Headshot Sponsor" pre-event and onsite



# Quick turnaround photos

Get a selection of photos of your time on stage to use on your social media channels!

## What you'll get

Up to 5 photos from each speaking session, delivered within 2 hours



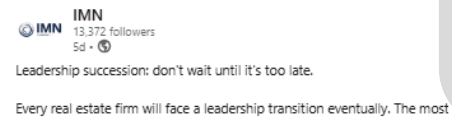
# Social amplification

Boost traffic to your site, and grow your audience by utilising the IMN social following. Give us the content you want to amplify, and our social media team will engage and share your posts to put your message in front of our followers.

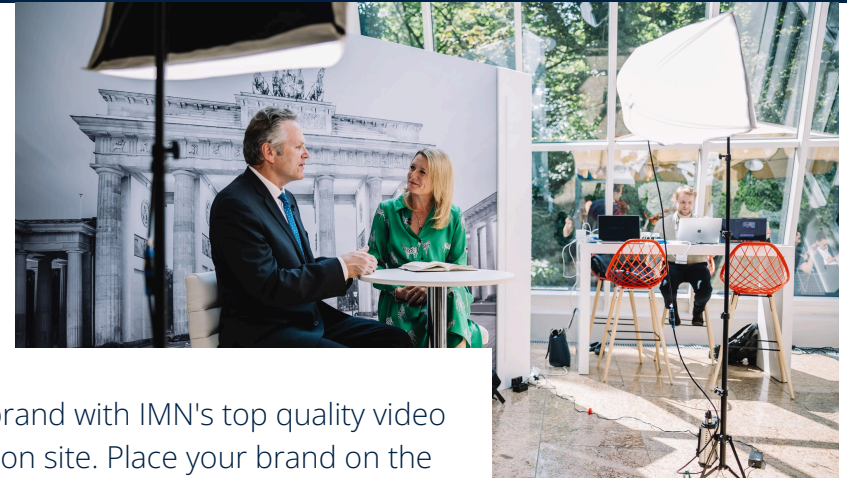
## What you'll get

Exposure to 27,000+ followers for IMN accounts across X and LinkedIn.

**Available year-round  
- recommended  
during the event**



# Spotlight sponsorship



Align your brand with IMN's top quality video production on site. Place your brand on the editorial interviews and be seen on site and when the interviews are shared!

## What you'll get

- Recognised as the "Spotlight Sponsor" pre-event and onsite
- Brand visibility on our editorial interviews (6-10)

# Banner ad or article inclusion in the eMagazine



Curated by the IMN content team, the eMagazine addresses the key industry themes and latest insights. Align yourself with leaders in the industry and share your content with the IMN online community.

## What you'll get

An opportunity to show your brand and message to our most dedicated and engaged community members

Looking to get leads as well?  
**Consider Headline Sponsorship**



# Bespoke research report



Interested in finding out more about your target audience? Our research service helps you obtain market insight to better understand your target audience and create unique content.

Work with the IMN editorial team research team to form a survey, then the IMN team puts together a bespoke report, distilling the results and forming ultra-sharable content.

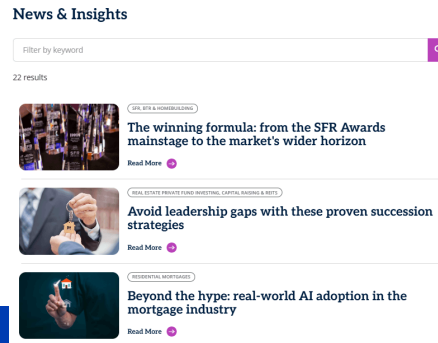
## Package includes:

- Dedicated program manager to oversee research project
- Kick-off call with IMN analysts and research team to define scope of the project
- You supply to questions, IMN designs and distributes the survey (aiming for 75+ qualified respondents to your specifications)
- Briefing call on results with in-house research team, plus professional journalist who will write up the results into an industry whitepaper
- Whitepaper and any accompanying content hosted on the IMN home in a dedicated blog article, and shared with you for your own marketing purposes
- Whitepaper included in weekly eNewsletters, plus extensive social campaign and banner advertising.

Price upon request, depending on scope of project

# Content syndication

Share your message with our engaged digital audience. Either create a bespoke piece of content to publish exclusively on our IMN content page, or provide us with a pre-created piece for re-sharing.



## What you'll get

Content promotion to 15,000+ newsletter recipients and 27,000+ social media followers.

**Available year-round -  
recommended before and  
after the event**

# Bespoke emails

Have a message you want to send directly to your target audience? Work with the IMN editorial team to craft your email and send to your chosen dataset.

## The numbers that matter

- 300k+ email database
- 200k+ senior decision makers

## What you'll get

A custom message sent to your selection of our 300,000+ database on the date of your choosing.

**Available year-round -  
recommended before  
and after the event**

# Video interviews year-round



Can't wait until IMN to talk to the community? Come to our New York office and create unique video content for us and for you to share.

## What you'll get:

- Professional video production and editing services
- Promotion across the IMN marketing channels

# Custom video & infographic design

Bring your message to life through visual design - static or motion! Our editorial, video and design team can turn your story and insights into attractive and digestible content for your target audience.

## Options include:

- Infographic design
- Display ads at events
- Video highlights from IMN

# Magazine sponsorship

Become Headline Sponsor for our post-event magazine and benefit from increased brand exposure, as well as receive the opt-in leads of from the audience downloads.

## Sponsorship includes:

- Opt-in compliant lead list
- Prominent logo placement on the eMagazine and gated landing page
- Article inclusion, up to 800 words with imagery and design
- Full page advert to drive click through back to your site



# Webinars

IMN webinars are a great way to engage with your target audience year-round. Share your message and generate leads. The IMN team provides audience development, marketing, production and project management as well as a professional moderator to help with the introduction and Q&A.

## Promotion includes

- 2 dedicated emails to the IMN database
- Dedicated blog post on the IMN blog and module on upcoming IMN event sites
- Social media promotion across our channels

## Promoted to

- 15,000+ newsletter database
- 300,000+ relevant professionals on our email database
- 27,000+ social media followers

## Plus, you'll get

- 100+ registrations
- 40% average webinar attendance

**Available  
year-round**

The graphic is a dark blue banner for a webinar. At the top left is the IMN logo (a circle with 'IMN' inside) and the text 'IMN's Data Center Private Equity Dealmakers by informa...'. Below this is 'WEST' and 'Virtual Session'. The main title is 'An Introduction To PE In The Data Center Industry' in large white font. Below the title is the date and time: 'Monday, October 6, 2025 1:30pm - 2:30pm PST'. A yellow play button icon is at the bottom left. On the right side, there are six circular headshots of speakers, each with a name and title in a dark blue box: Geraldine Barlow (Managing Director and Head of Infrastructure, Affinius Capital), Scott Jacobs (Managing Partner, Altru Digital), Alex Kang (Vice President of Acq, Legacy Investing LLC), Jeff Moerdler (Member, Mintz), and Andreas Vlahakis (Managing Director, Thor Equities).

# Want to know more?

Contact [sponsorIMN@informa.com](mailto:sponsorIMN@informa.com)