

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022 • Metro Toronto Convention Centre, North Building

www.realestateforums.com

2022 CORPORATE SPONSORSHIP PROGRAM



BACK TO IN-PERSON!

WHY IS DEVELOPMENT AND CITY BUILDING SO BOUYANT ACROSS CANADA?
HOW IS HOUSING AFFORDABILITY GOING TO BE IMPACTED?

THE ONGOING TRENDS IN RESIDENTIAL AND COMMERCIAL LAND & DEVELOPMENT ACTIVITY: WHERE ARE THE IDEAL OPPORTUNITIES? IS INNOVATION CONTRIBUTING TO YIELD GROWTH?

We're back, live! After two years of virtual events, we are ready and poised to bring the **Land and Development Conference** to life after 24 months. The 19th annual **Land & Development Conference** will provide an insightful examination of the reshaping our cities, and what the implications of these trends are for real estate investment and growth strategies going forward. Owners, developers, investors, lenders, brokers, architects, planners, lawyers and municipal officials will all contribute to the conversations.

Strong market fundamentals, rapid price increases in residential real estate and corporate growth strategies are supporting robust development and redevelopment activity in industrial, purpose-built rental, condominiums and other forms of housing. This is the case across Canada, from gateway cities to mid-market and secondary centres as well.

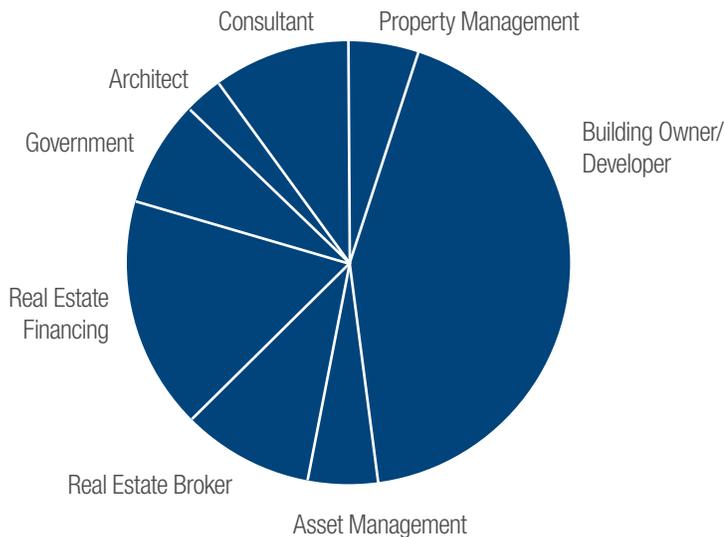
What are the major characteristics of projects that are taking advantage of current market opportunities? Are governments willing to participate as partners and facilitators in the development process? Which policies are helping/hindering the process of developing affordable housing? What are the key issues and constraints that developers need to address in order to launch potential projects? With net zero energy being a goal for many investors, developers and different levels of government, how can developments achieve this target and still show positive cash flow growth? To what extent has the pandemic affected technology being integrated into current projects? Has the pandemic created a form of obsolescence e.g. parking needs, elevators, washroom and hallway congestion, tolerance for density, high-rise vs. low-rise, open plan layouts? Will decarbonization do the same for older assets, construction materials and technology? What changes can we expect in future development projects (by asset type and geography)?

The 2022 program will examine the aforementioned fundamentals and dynamics, how they are affecting land acquisition and development in Canadian cities, and where new construction pro formas and values are heading.

The **Land & Development Conference** has been organized by Informa Connect, the producers of the Real Estate Forums, in conjunction with a steering committee of developers, owners, lenders, brokers, and their intermediaries.

Please join us as we share insightful keynote presentations, interviews and panel sessions on local, national and global residential and commercial development activity.

WHO WILL ATTEND



MORE INFORMATION

Frank Scalisi

Director of Sales

Email: frank.scalisi@informa.com

Tel: 416.512.3815

Website: realestateforums.com



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THANK YOU TO SPONSORS FOR
THEIR CONTINUED SUPPORT DURING THE PANDEMIC

Title



Platinum

Gold



Live – Happening Now



PPE Facial Mask



Pen



Hand Sanitizer



Swag Bag



Journal



Morning Keynote



Closing Roundtable



Presenter Biographies



Social Media Wall

Online Daily Attendee Poll

Post Forum Survey

Virtual Event Platform



Speaker Video Series



Concurrent Session

Signature



Media



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2022 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Title	1 exclusive opportunity	\$6,000
Platinum	3 opportunities	\$5,250 each
Gold	8 opportunities	\$5,000 each
Hydration	1 exclusive opportunity	\$4,750
Lanyard	1 exclusive opportunity	\$4,500
Luncheon	2 opportunities	\$4,500 each
Presenter Biographies	1 exclusive opportunity	\$4,500
Closing Roundtable	1 exclusive opportunity	\$4,250
Hand Sanitizer	1 exclusive opportunity	\$4,250
Journal	2 opportunities	\$4,250 each
Mints	1 exclusive opportunity	\$4,250
Mobile Screen Cleaner	1 exclusive opportunity	\$4,250
Pen	1 exclusive opportunity	\$4,250
Keynote Speaker	2 opportunities	\$4,000 each
Post Notes	2 opportunities	\$4,000 each
Plenary Session	3 opportunities	\$3,850 each
Breakfast	2 opportunities	\$3,750 each
Post Conference Survey	1 exclusive opportunity	\$3,750
Registration	1 exclusive opportunity	\$3,750
Speaker Video Series	3 opportunities	\$3,750 each
Afternoon Refreshments	1 exclusive opportunity	\$3,500
Luncheon Refreshments	2 opportunities	\$3,500 each
Morning Refreshments	1 exclusive opportunity	\$3,500
Networking Reception	2 opportunities	\$3,500 each
Podcast	2 opportunities	\$3,500 each
Concurrent Session	12 opportunities	\$3,350 each
Signature	4 opportunities	\$3,000 each

TITLE

\$6,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on website, Canadian Real Estate Forums portal, emails, social media and printed materials with other premium sponsors

REGISTRATION

Three Land & Development Conference Registrations (value \$1,575)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

E-Marketing

- On promotional emails with a total distribution of over 110,000
- On bi-monthly national digital newsletter when Land & Development Conference is promoted - distribution of 16,000
- In banner on a number of promotional emails

Social Media (Linked-In & Twitter)

On a number of social media posts made across LinkedIn (9,500+ followers) and Twitter

Canadian Real Estate Forums Portal

Placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted

Website

High profile logo placement with sponsor acknowledgement on the Conference website with Platinum and Gold and other premium sponsors for a nine month period on the following pages:

- Home page
- Program
- Sponsors

Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

Onsite

Prominently displayed in the main plenary room throughout the Conference

Print Material

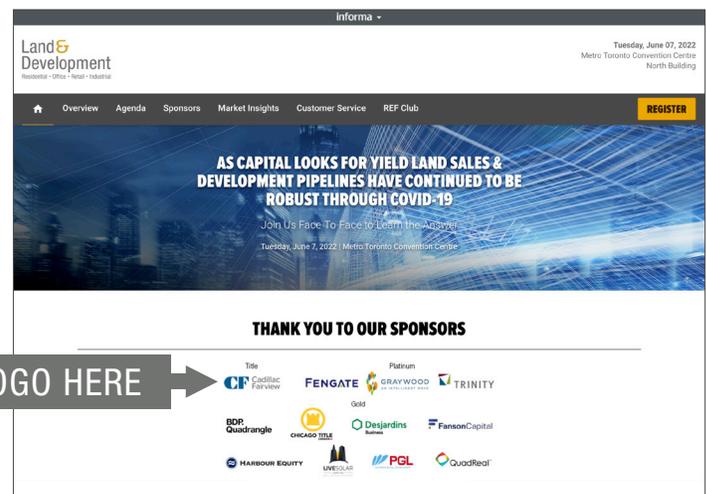
- On the front cover of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the Front Cover and Sponsor page of the onsite program provided to all attendees at registration
- At the top of "Thank You to Sponsors" signage displayed prominently at the venue
- If plated served lunch on inside front cover of the Luncheon Menu

Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request



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To reserve your corporate sponsorship, contact **Frank Scalisi**

Tel: 416.512.3815 • **Email:** frank.scalisi@informa.com • **Website:** realestateforums.com

PLATINUM

\$5,250 / Sponsor • 3 Opportunities

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- In banner on a number of promotional emails

Social Media (Linked-In & Twitter)

On a number of social media posts made across LinkedIn (9,500+ followers) and Twitter

Canadian Real Estate Forums Portal

Placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted

Website

High profile logo placement with sponsor acknowledgement on the Conference website with Gold and other premium sponsors for a nine month period on the following pages:

- Home page
- Program
- Sponsors

Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

Onsite

Prominently displayed in the main plenary room throughout the Conference

Print Material

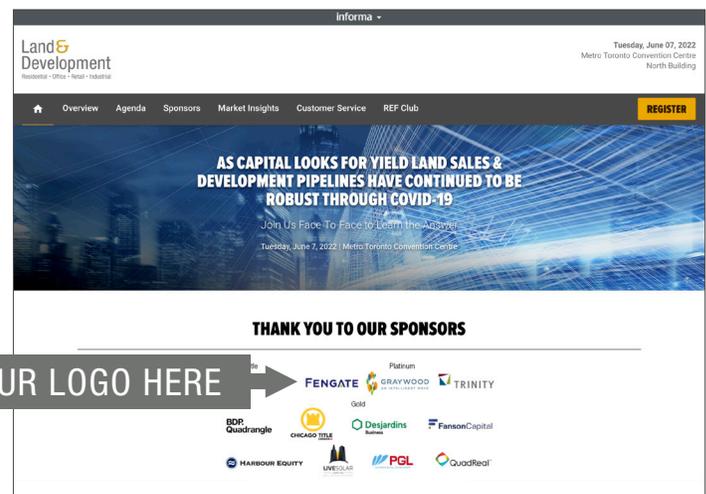
- On the front cover of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the Front Cover and Sponsor page of the onsite program provided to all attendees at registration
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- If plated served lunch on inside front cover of the Luncheon Menu

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GOLD

\$5,000 / Sponsor • 8 Opportunities

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DESCRIPTION AND SPONSOR BENEFITS

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on website, Canadian Real Estate Forums portal, emails, social media and printed materials with other premium sponsors, after Platinum Sponsors

REGISTRATION

Three Land & Development Conference Registrations (value \$1,575)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

E-Marketing

- On promotional emails with a total distribution of over 110,000
- On bi-monthly national digital newsletter when Land & Development Conference is promoted - distribution of 16,000
- In banner on a number of promotional emails

Social Media (Linked-In & Twitter)

On a number of social media posts made across LinkedIn (9,500+ followers) and Twitter

Canadian Real Estate Forums Portal

Placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted

Website

High profile logo placement with sponsor acknowledgement on the Conference website with Platinum and other premium sponsors for a nine month period on the following pages:

- Home page
- Program
- Sponsors

Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

Onsite

Prominently displayed in the main plenary room throughout the Conference

Print Material

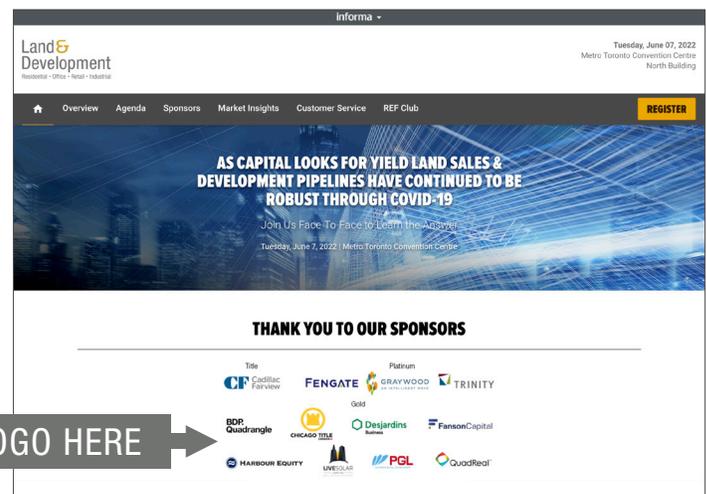
- On the front cover of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the Front Cover and Sponsor page of the onsite program provided to all attendees at registration
- Close to the top of "Thank You to Sponsors" signage displayed prominently at the venue
- If plated served lunch on inside front cover of the Luncheon Menu

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HYDRATION

\$4,750 / Sponsor • 1 Exclusive Opportunity

Land &
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DESCRIPTION AND SPONSOR BENEFITS

Pitchers of citrus, cucumber & mint, cranberry & orange or similar iced water, with tent card acknowledging your sponsorship, on all tables as attendees arrive in the morning

Hydration stations with citrus, cucumber & mint, cranberry & orange or similar iced water placed in registration area for the duration of the Conference – attendees can fill their water bottles or take a glass of water during the course of the day

Signage on stations acknowledging sponsorship

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- On signage on tables on the morning as attendees enter acknowledging sponsorship
- On signage on all hydration stations acknowledging sponsorship

Print Material

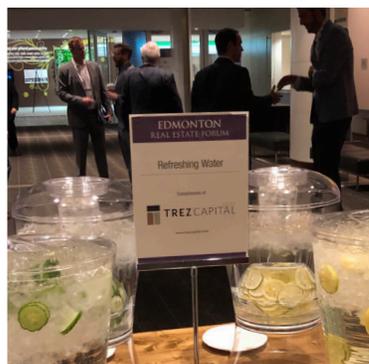
- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

Database of Conference Delegates

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LANYARD

\$4,500 / Sponsor • 1 Exclusive Opportunity

Land & Development

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on Conference lanyard provided to every attendee at the event on which to hang their name badge

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Logo placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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LUNCHEON

\$4,500 / Sponsor • 2 Opportunities

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DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions) prior to lunch and on welcome back to sessions

Logo on PowerPoint slide on screen on scrolling loop during lunch

Logo on menu front cover placed on tables at lunch (if a served meal) – Logo on signage at the Buffet (if a buffet lunch)

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Logo on PowerPoint slide on screen on scrolling loop during lunch
- Logo on menu placed on tables at lunch (if a served meal) – Logo on signage at the Buffet (if a buffet lunch)

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the luncheon is mentioned
- On front cover of menu placed on tables at lunch (if a plated served meal) – logo on signage at the Buffet (if a buffet lunch)

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Reporting

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PRESENTER BIOGRAPHIES

\$4,500 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on front cover of onsite program with Platinum, Gold and other major sponsors. A full page (four colour) advertisement page left next to the page (right) that announces the Presenter Biographies will follow OR advertisement on outside back cover. Decision must be made on ad placement at point of finalizing sponsorship

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration
- On the front cover of the onsite program with Platinum, Gold and other major sponsors
- On your full page (four colour) corporate advertisement on outside back cover of the onsite program

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CLOSING ROUNDTABLE

\$4,250 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) at the introduction and at the close of the Closing Round Table

Logo on PowerPoint slide during mention and on screen for the duration of the session

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- On program signage located outside plenary room for attendees to see as they enter

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of onsite program brochure next to sponsored Closing Roundtable

Database of Conference Delegates

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Reporting

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HAND SANITIZER

\$4,250 / Sponsor • 1 Exclusive Opportunity

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June 7, 2022

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on quality a pocket sized recyclable bottle of hand sanitizer provided to every attendee at registration on arrival to the Conference

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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JOURNAL

\$4,250 / Sponsor • 2 Opportunities

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on quality journal provided to every attendee at registration on arrival to the Conference

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

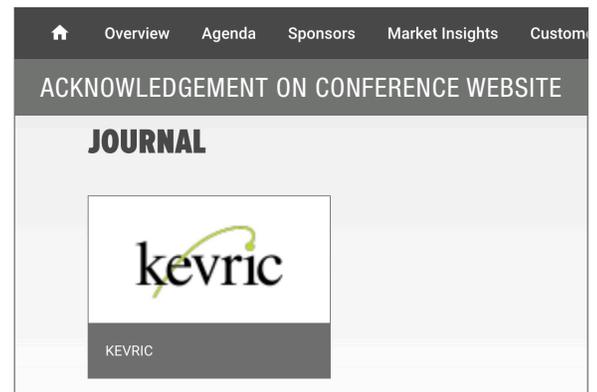
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MINTS

\$4,250 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Logo placement on a pocket sized recyclable tin of quality mints provided to every attendee at registration on arrival to the Conference

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

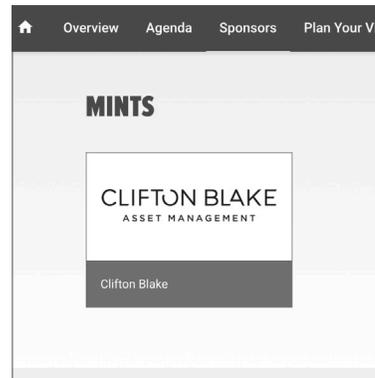
- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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MOBILE SCREEN CLEANER

\$4,250 / Sponsor • 1 Exclusive Opportunity

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North Building

DESCRIPTION AND SPONSOR BENEFITS

Logo placement on quality mobile/cell phone, also great as a spectacles cleaner, provided to every attendee at registration on arrival to the Conference

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
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PEN

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on good quality provided to every attendee at registration on arrival to the Conference

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request



Images shown are for illustration purposes only and may change for a similar item without notice.

To reserve your corporate sponsorship, contact **Frank Scalisi**

Tel: 416.512.3815 • **Email:** frank.scalisi@informa.com • **Website:** realestateforums.com

KEYNOTE SPEAKER

\$4,000 / Sponsor • 2 Opportunities

Land &
Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of the Lunchtime Keynote presentation. The sponsor of the session will be thanked twice by a Conference Chair – as speaker is introduced and at the close of the session.

Your corporate logo on the screen for the duration of the session.

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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POST NOTES

\$4,000 / Sponsor • 2 Opportunities

Land &
Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Logo placement on handy post note pack provided to every attendee at registration on arrival to the Conference

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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PLENARY SESSION

\$3,850 / Sponsor • 3 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Thank You from the Chair or Moderator before and following the sponsored session

Logo on PowerPoint slide during mention and on screen for the duration of the session

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page of Conference website next to the sponsored session

Onsite

- On program signage located outside plenary room for attendees to see as they enter

Print Material

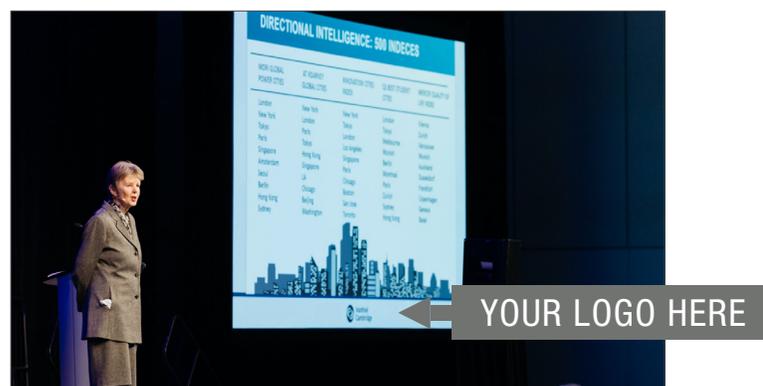
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration
- On program page of the onsite program located alongside the sponsored session
- On program signage outside the plenary room located alongside the sponsored session

Database of Conference Delegates

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Reporting

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BREAKFAST

\$3,750 / Sponsor • 2 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room)

Logo on breakfast stations in registration area

Logo on PowerPoint slide on screen on scrolling loop as attendees walk into the plenary room with their breakfast – this continues until the Chair opens the Conference

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Breakfast is mentioned

Onsite

- On PowerPoint slide on screen on scrolling loop during Breakfast
- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program where Breakfast is listed
- On signage at all Breakfast stations

Database of Conference Delegates

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Reporting

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POST CONFERENCE SURVEY

\$3,750 / Sponsor • 1 Exclusive Opportunity

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

All attendees are invited to participate in a Post Conference Survey, providing them with an opportunity to give feedback on their experience at the event. The sponsor will be acknowledged by the Chair in their closing comments and the sponsor logo will appear at that time on the screen in the plenary room. The sponsor logo will also be positioned on the email to all attendees that includes the request to complete the Post Conference Survey together with a link to the site.

The sponsor logo will also be included on the landing page of the online survey.

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Logo on "thank you to sponsors signage" prominently displayed for the duration of the event

Print Material

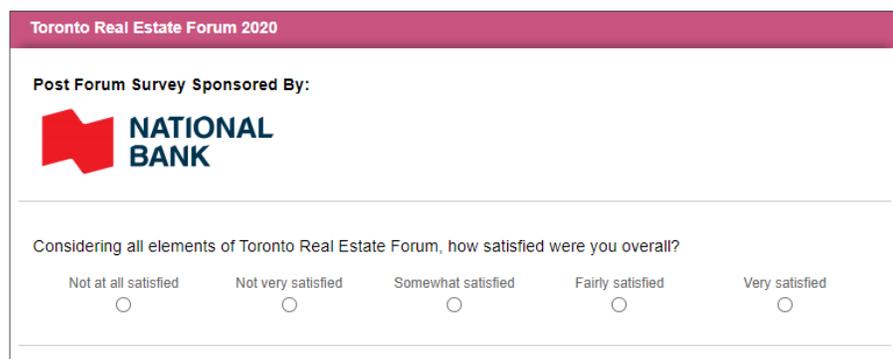
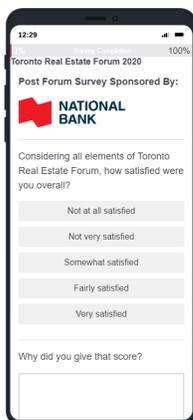
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

Reporting

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REGISTRATION

\$3,750 / Sponsor • 1 Exclusive Opportunity

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

A high exposure opportunity that provides a lot of visibility. A great benefit-to-cost payoff. Your corporate logo will appear on the website registration page and registration platform. Your logo will also be included on every registration confirmation email and joining information email.

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On Registration page

Onsite

- On signage in registration area at the Conference
- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

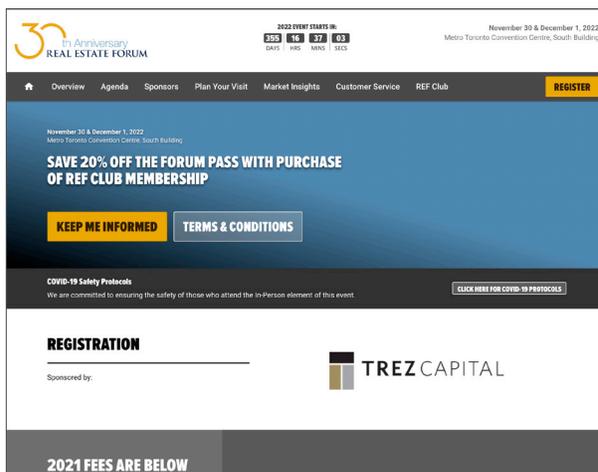
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

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Reporting

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SPEAKER VIDEO SERIES

\$3,750 / Sponsor • 3 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Logo placement on Video Series created onsite with senior thought leaders and then posted on the CREF portal as well as distributed to 16,000 executives across Canada

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website and Video

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- Your corporate logo showcased at the beginning of the Speaker Interview Video Series
- Videos will be hosted on the Real Estate Forums YouTube channel and then promoted through various channels including the web portal, Conference emails, newsletter, social media channels, etc.
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference
- Step and repeat video presence at the Conference visible to all Conference Delegates when filmed at the Conference

Print Material

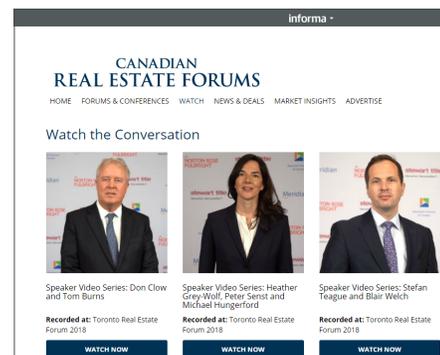
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

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Reporting

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AFTERNOON REFRESHMENTS

\$3,500 / Sponsor • 1 Exclusive Opportunity

Land &
Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions)

Logo on PowerPoint slide on screen on scrolling loop during walk in for the session that follows the provision of afternoon refreshments identifying sponsorship of refreshment

Logo on refreshment station signage – will be positioned outside plenary room for attendees to take and enjoy at the next plenary session

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Afternoon Refreshments are mentioned

Onsite

- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the afternoon refreshments are mentioned

Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

Reporting

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LUNCHEON REFRESHMENTS

\$3,500 / Sponsor • 2 opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions) prior to lunch and on welcome back to sessions

Logo on PowerPoint slide on screen on scrolling loop during lunch

Logo on bar signage

Logo on drinks tickets (to hand to the bartender in exchange for a drink, beer, wine, soft drinks, sodas, etc)

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On website in program where Luncheon Refreshments are mentioned
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Logo on PowerPoint slide on screen on scrolling loop during lunch
- Logo on menu placed on tables at lunch (if a served meal) – Logo on signage at the Buffet (if a buffet lunch)

Print Material

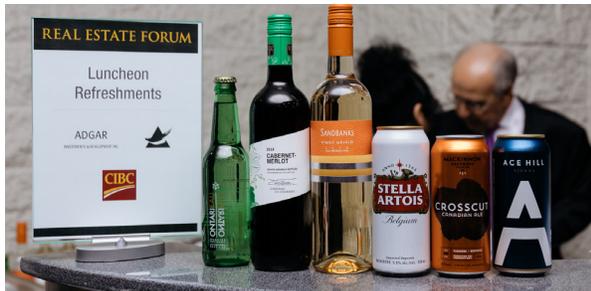
- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the luncheon refreshments are mentioned
- On bar signage
- On drinks tickets provided to attendees with their name badge at registration

Database of Conference Delegates

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Reporting

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MORNING REFRESHMENTS

\$3,500 / Sponsor • 1 Exclusive Opportunity

Land &
Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions)

Logo on PowerPoint slide on screen on scrolling loop during morning refreshment break

Logo on refreshment station signage

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Morning Refreshments are mentioned

Onsite

- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the Morning Refreshments are mentioned

Database of Conference Delegates

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NETWORKING RECEPTION

\$3,500 / Sponsor • 2 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions)

Logo on PowerPoint slide on screen in plenary room as Chair/Moderator announces the Networking Reception

Logo on signage all bars

Logo on drinks tickets that attendees hand to the bartender in exchange for their drink (wine, beer, soft drinks, sodas, etc)

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Networking Reception is mentioned

Onsite

- On “thank you to sponsors signage” prominently displayed for the duration of the event
- On drinks tickets handed to all attendees at registration

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the Networking Reception is mentioned

Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

Reporting

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PODCAST

\$3,500 / Sponsor • 2 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Two key speakers will be interviewed onsite at the Conference by knowledgeable and seasoned podcast producers from the industry. Sponsor corporate logo

will be showcased in the podcast series section on the Canadian Real Estate Forums portal and promoted through various channels including the web portal, newsletter and social media channels.

Signage with sponsor logos will be prominently displayed at the podcast recording site in the lobby close to the plenary room.

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration

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CONCURRENT SESSION

\$3,350 / Sponsor • 12 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

Logo on screen in Plenary or Concurrent Session room on announcement by Chair or Moderator

Thank You from the Moderator before and following the sponsored session

Logo on screen for duration of the sponsored concurrent session

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page of Conference website next to the sponsored concurrent session

Onsite

- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite program located alongside the sponsored session
- On program signage outside the concurrent room located alongside the sponsored session

Database of Conference Delegates

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Reporting

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SIGNATURE

\$3,000 / Sponsor • 4 Opportunities

Land & Development

Residential • Office • Retail • Industrial

June 7, 2022

Metro Toronto Convention Centre
North Building

DESCRIPTION AND SPONSOR BENEFITS

REGISTRATION

Two Land & Development Conference Registrations (value \$1,050)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

Placement with sponsor acknowledgement on the Conference website with other sponsors for a nine month period on the “thank you to sponsors” page.

Onsite

On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

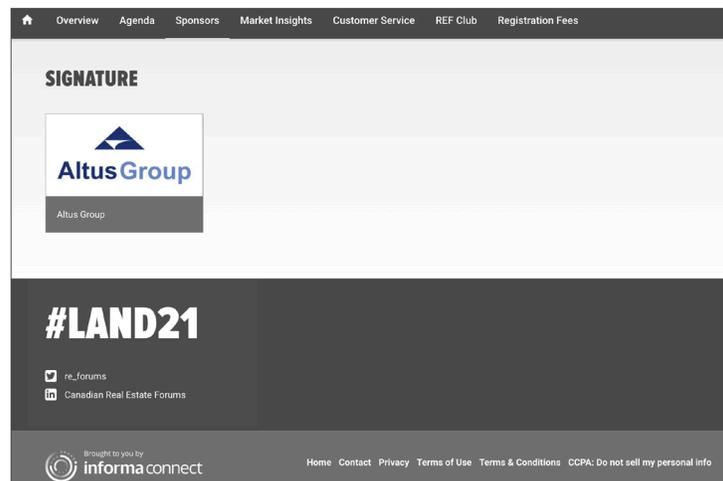
On “Thank You To Sponsors” page of the promotional brochure mailed out in early April to over 5,000 industry professionals

Database of Conference Delegates

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