

Celebrating Fifty  
Years of REITs

# 50 REIT World<sup>®</sup> 2010

NAREIT's Annual Convention for All Things REIT

## Sponsorship Opportunities

### Sponsorship Levels:

- **Diamond**
- **Platinum**
- **Gold**
- **Silver**
- **Convention Partner**

REITWorld<sup>®</sup> 2010: NAREIT's Annual Convention will be held at the Waldorf=Astoria New York, NY November 15-17, 2010. Those in attendance will include :

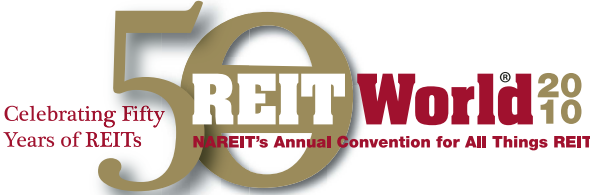
- Over 120 REITs and publicly traded real estate companies from the US and around the globe
- Top deal-makers from leading banking, financing and capital markets firms
- Senior officers from the foremost buy-side and investment advisory shops
- Decision-makers and thought leaders from first-tier financial services organizations
- Real Estate executives and operations professionals controlling more than \$400 billion of assets

For sponsorship information, please contact  
Chris Flood at [cflood@nareit.com](mailto:cflood@nareit.com)

REIT.com<sup>™</sup>  
All Things REIT<sup>™</sup>



National Association of Real Estate Investment Trusts<sup>®</sup>  
*REITs: Building Dividends & Diversification<sup>®</sup>*



*All Diamond level sponsorships provide the following benefits:*

- Four complimentary registrations for company representatives
- Pre- and post-convention convention mailing list (company, contact name, title and mailing address)
- Company recognition on all promotional material including print, online, and on-site
- On-site sponsor signage and slide show presentation during the annual convention

**Opening Welcome Luncheon w/Panel Discussion - \$25,000**

Monday, Nov 15

- Event recognition
- Company representative reserved seat at luncheon head table
- Front of room reserved table for company representatives and guests



**Chair's Dinner and Board of Governors Meeting - \$25,000**

Monday, Evening

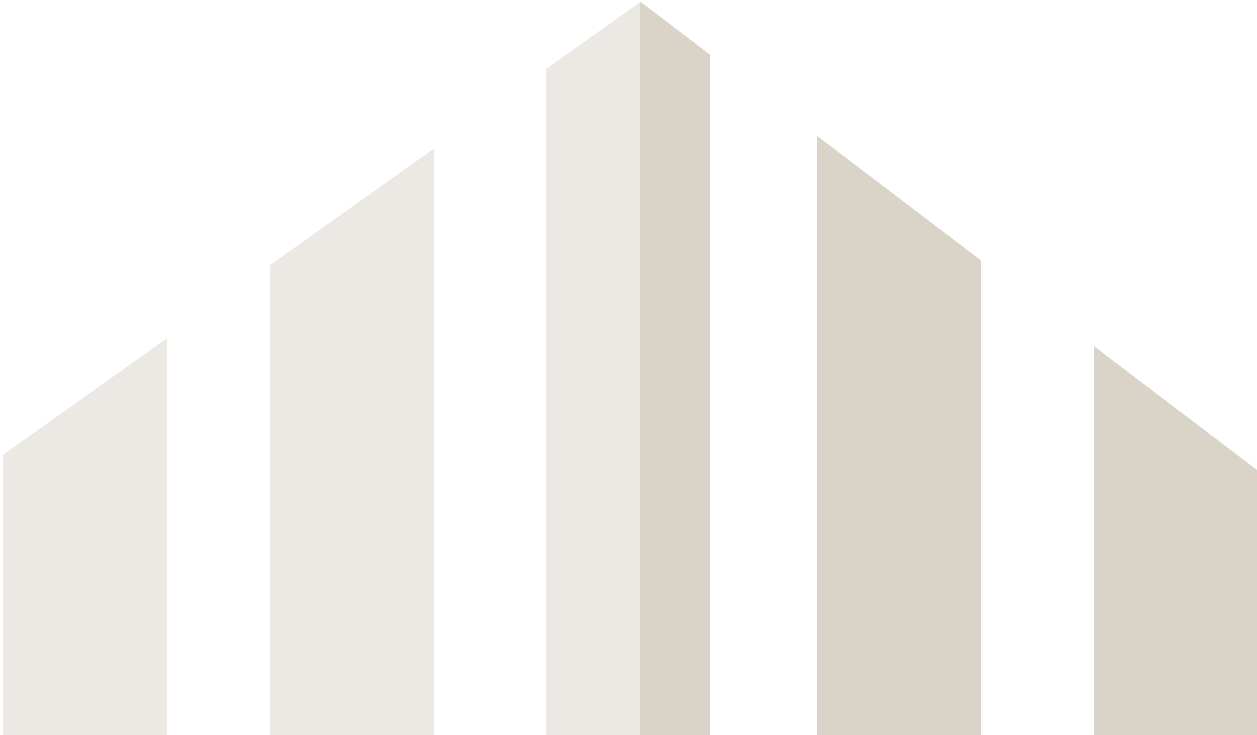
- Event recognition
- Company representative reserved seat at head table

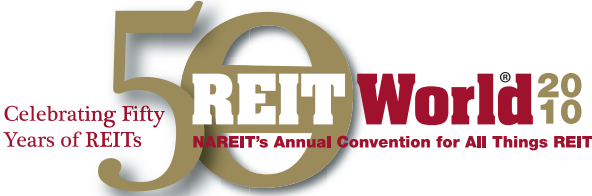


**Chair's Dinner Speaker – Ben Stein - \$25,000**

Monday, Nov 15

- Brief welcome opportunity
- Event recognition
- Company representative reserved seat at head table





All Platinum level sponsorships provide the following benefits:

- Three complimentary registrations for company representatives
- Pre- and post-convention convention mailing list (company, contact name, title and mailing address)
- Company recognition on all promotional material including print, online, and on-site
- On-site sponsor signage and slide show presentation during the annual convention

**Registration Bag - \$20,000**

- Custom convention bag for each attendee
- Presented to each attendee upon registration
- Sponsor logo included (deadline to submit logo: September 25)

**Convention Badge Holders - \$20,000**

- Sponsor logo on lanyard (badge holder)
- Distributed to each attendee upon registration

**Tuesday Breakfast w/Panel Discussion - \$20,000**

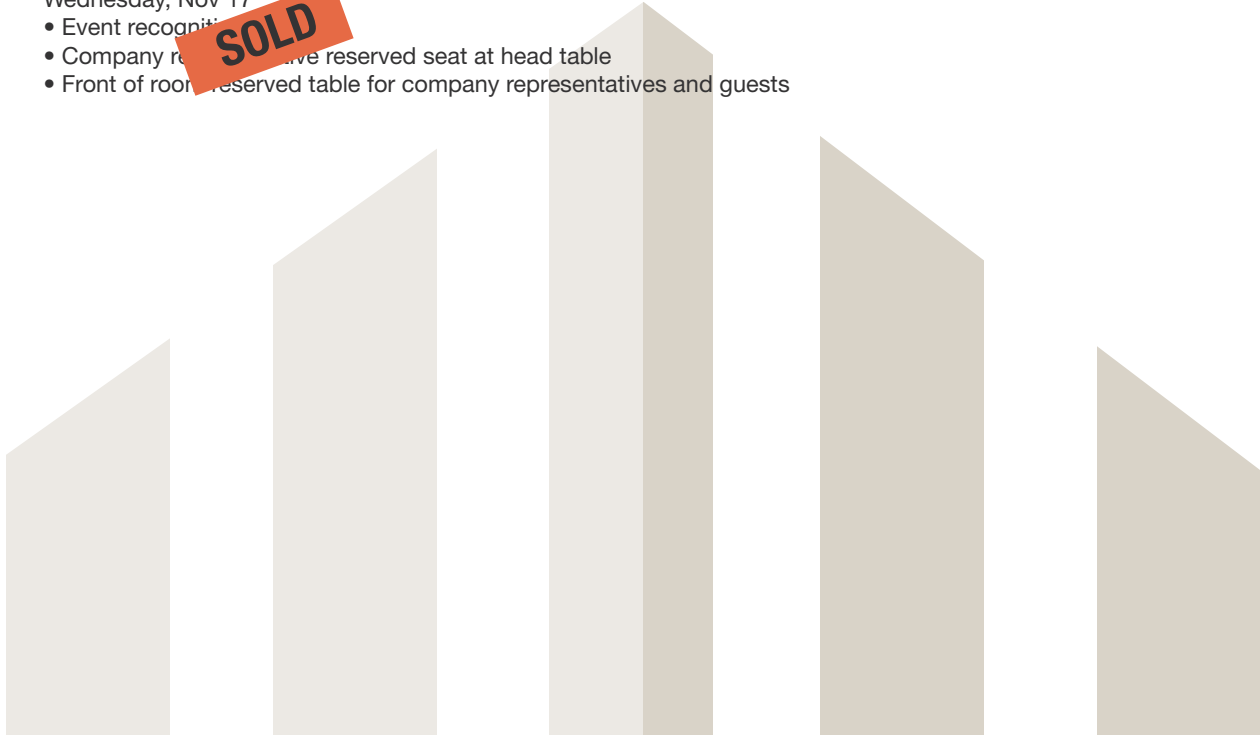
- Tuesday, Nov 16
- Event recognition
  - Company representative reserved seat at head table
  - Front of room reserved table for company representatives and guests

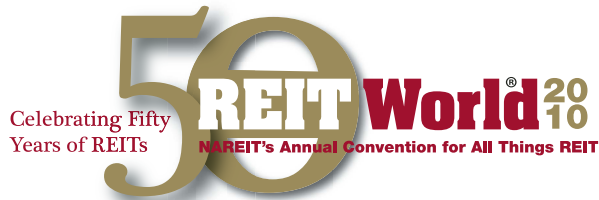
**Tuesday Luncheon w/Panel Discussion - \$20,000**

- Tuesday, Nov 16
- Event recognition
  - Company representative reserved seat at head table
  - Front of room reserved table for company representatives and guests

**Wednesday Breakfast w/Panel Discussion - \$20,000**

- Wednesday, Nov 17
- Event recognition
  - Company representative reserved seat at head table
  - Front of room reserved table for company representatives and guests





All Gold level sponsorships provide the following benefits:

- Two complimentary registrations for company representatives
- Pre- and post-convention convention mailing list (company, contact name, title and mailing address)
- Company recognition on all promotional material including print, online, and on-site
- On-site sponsor signage and slide show presentation during the annual convention

#### Headquarters Hotel Room Keys - \$17,500

- Customized room keys presented to registered convention attendee upon hotel check-in
- Sponsor logo on room key
- Design and production by NAREIT

#### Webcast Sponsorship - \$5,000

- Webcasting of Division and Individual Company Presentations for all 3 days
- Sponsor recognition on webcasting landing page on www.REIT.com

#### Internet Café - \$15,000

- Computer stations for internet access for use by all registered attendees
- Exclusive Internet banner recognition
- Branded favorables placed @ Internet café

#### Onsite Program Sponsorship - \$15,000

- Exclusive advertisement in printed onsite program
- The electronic program reaches 17,000 potential attendees on a weekly basis, including all current NAREIT members
- Deadline for advertisement is October 22, 2010

#### Suite Survival Kit - \$15,000

- Meeting supplies placed in all one-on-one suites/meeting rooms reserved through NAREIT
- Sponsor logo on selected kit items
- Compliment card included

#### CEO Welcome Gift - \$15,000

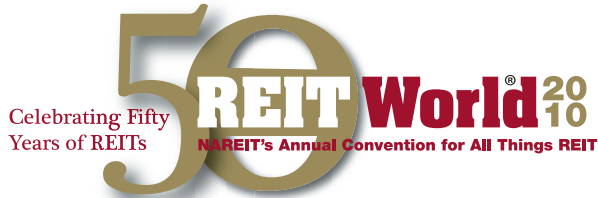
- Gift box delivered to the guest room of all CEOs and VIPs staying at the Waldorf=Astoria
- Sponsor logo on gift
- Compliment card included

#### Attendee List - \$15,000

- Onsite booklet of registered convention attendees
- One full-page advertisement with choice of inside front cover, inside back cover or outside back cover of printed attendee list
- Deadline for advertisement material is September 25, 2010

#### Attendee Gifts - Please Contact Chris Flood for Further Details

- 1) Attendee Gift - \$15,000



All Silver level sponsorships provide the following benefits:

- One complimentary registration for company representative
- Post-convention convention mailing list (company, contact name, title and mailing address)
- Company recognition on all promotional material including print, online, and on-site
- On-site sponsor signage and slide show presentation during the annual convention

#### Continental Breakfast - \$5,000

Monday, Nov 15

- Only program during time slot
- Event recognition
- Branded favor for distribution at breakfast

#### Message Center - \$10,000

- Promotional use of message center
- Notepads and pens with sponsor logo provided

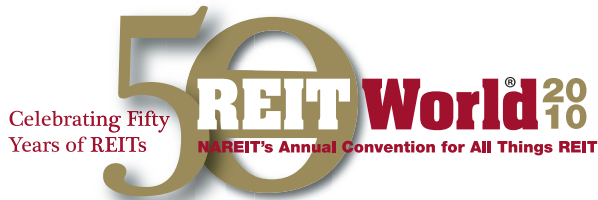
#### Solutions Showcase - \$10,000

- Table top display
- Sponsor table display set in the registration area
- Limited sponsorship opportunity (6)
- Table "open" throughout convention

#### Wall Street Journal Distribution - \$10,000

- Daily available Wall Street Journal
- Sponsor logo displayed at distribution table





## Convention Partners

### Convention Partners - \$5,000

- One complimentary registration for company representatives
- Company recognition on all promotional material including print, online, and on-site
- On-site sponsor signage and slide show presentation during the annual convention

## 2009 Sponsors

### Platinum

Intuit Real Estate Solutions  
Zenta  
Zurich North America  
Goodwin Procter  
Hogan & Hartson  
Locke Lord Bissel & Liddell  
Real Foundations

### Gold

RBC Capital Markets  
Vintage Filings  
Raymond James  
Barclays  
Greenberg Traurig  
BMO Capital Markets

### Silver

Chartis  
Frank Crystal & Co  
Key Bank Capital Markets  
Thomson Reuters - ONESOURCE  
Trepp LLC

### Convention Partners

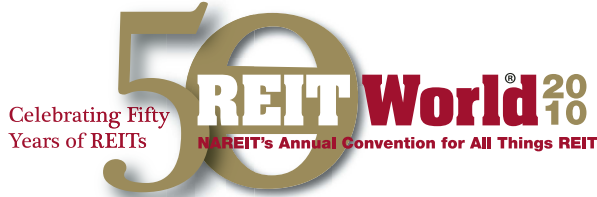
Citi

### Media Sponsors

Commercial Property Executive  
The Institutional Real Estate Letter  
REITWrap

**For more information about REITWorld sponsorship opportunities, please contact Chris Flood at 202-739-9412, [cflood@nareit.com](mailto:cflood@nareit.com).**

# Sponsorship Form



- Please complete this form in its entirety in order for it to be considered.
- All sponsorship materials/details will be sent to the contact listed below.
- Permission is granted for your company's logo to be used on our website and onsite convention materials.
- Logos and complimentary registrations, as indicated per your sponsorship, are due by Friday, October 22, 2010.

**Logo specs: 150-300 dpi, 3-4 inches, color or b/w, high resolution** Please e-mail to [cflood@nareit.com](mailto:cflood@nareit.com)

- Should you have any further questions and/or requests, please contact Chris Flood at 202-739-9412.

## Sponsorship Information

Please list sponsorship opportunities, in order of preference. Sponsorships will be confirmed on a first come, first served basis and per availability.

1. \_\_\_\_\_ Amount \$ \_\_\_\_\_

2. \_\_\_\_\_ Amount \$ \_\_\_\_\_

3. \_\_\_\_\_ Amount \$ \_\_\_\_\_

## Contact Information

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone, Fax \_\_\_\_\_

Email \_\_\_\_\_

### 3 easy ways to return a copy of this form Attn: Chris Flood

**Email :** [cflood@nareit.com](mailto:cflood@nareit.com)

**Fax:** 202-739-9401

**Mail:** NAREIT

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Washington, DC 20006