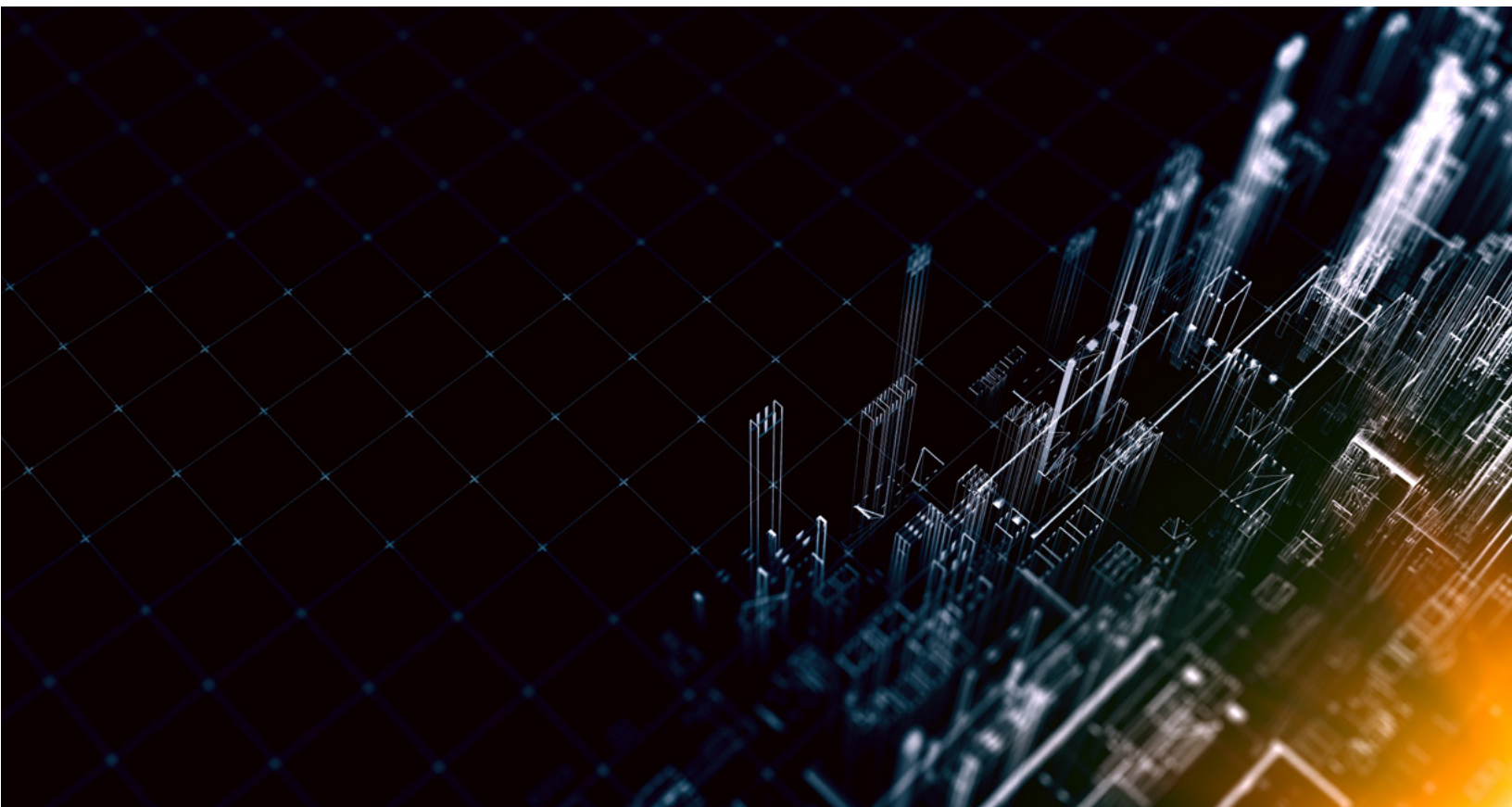


RealTrends

September 17, 2019 • Metro Toronto Convention Centre, North Building

www.realestateforums.com

2019 CORPORATE SPONSORSHIP PROGRAM



Reach Over 450 Key Real Estate Executives

THE EVENT

RealTrends will help attendees prepare their business and assets for the rapidly evolving future.

2018 saw the annual Real Estate Leasing and Strategy Conference rebranded to RealTrends. The objective of this change was to provide our participants with strategies to increase top line revenue, streamline operations and cut overall costs. RealTrends is a one-day conference being held at the Metro Toronto Convention Centre on September 17, 2019. This conference will attract leaders and executives in the Canadian real estate market who embrace the importance of being informed and keeping ahead of the curve with technological advancements and innovative value creation strategies in their market.

This high-level business forum is organized by the Real Property Association of Canada and Informa Canada, the producers of the Real Estate Forums. In keeping with the strong reputation of the Forums, The RealTrends conference will present high quality speakers on very topical issues at relatively low registration fees. Focus on Strategies, Issues, Practices and Trends in Real Estate Leasing for the Office, Industrial, and Retail Markets.

The producers of the RealTrends Conference are extremely excited to reengineer this conference to provide insight and knowledge on technology within the commercial real estate industry in addition to other new and innovative asset/portfolio, leasing and legal trends.

BENEFITS

- Complimentary conference registrations
- Logo placement in promotional brochures, and in the onsite program handout
- Logo exposure on the conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the sponsor's contact page in the onsite program handout
- Your company profile will be listed under a dedicated "Sponsors" icon on the homepage of this year's mobile app
- Database of all conference delegates (no emails) will be provided two weeks prior to as well as following the event

FRONT & CENTRE

The RealTrends conference Sponsorship Program has been designed to ensure that sponsors receive maximum corporate exposure to all of the attendee at the event. Each sponsorship level will offer a different package of value added benefits for a participating corporation.

WHO WILL ATTEND

The RealTrends conference is designed to meet the needs of all the executives who have responsibility for their organization's leasing strategies as well as all the individuals who play an integral role in the leasing & financing process related to office, industrial and retail space, buildings and property. The program is equally targeted at real estate developers, asset managers, property managers, owners and landlords as well as users and tenants

2018 SPONSORS

- Aird & Berlis LLP
- Altus Group
- Avison Young
- Bennett Jones LLP
- Blake, Cassels & Graydon LLP
- Blaney McMurtry LLP
- BOMA Toronto
- BLG LLP
- Colliers International
- Crown Realty Partners
- Daoust Vukovich LLP
- Dentons Canada LLP
- Gowling WLG
- IWG
- JLL
- Kevric Real Estate Corporation Inc.
- Manulife Real Estate
- McMillan LLP
- Minden Gross LLP
- NAIOP
- Owens Wright LLP
- QuadReal Property Group
- SIOR
- Toronto CREW
- WeirFoulds LLP

MORE INFORMATION

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REALPAC

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SPONSORSHIP LEVEL	SPONSORSHIP OPPORTUNITIES	COMMITMENT
Title	Not Available	N/A
Platinum	3 Opportunities	\$5,000 each
Gold	4 Opportunities	\$4,250 each
Silver	1 Opportunity	\$3,750
Lanyard	1 Opportunity	\$3,500
Post Notes	2 Opportunities	\$3,500 each
Pen	1 Opportunity	\$3,500
Mints	1 Opportunity	\$3,500
Presenter Biographies	1 Opportunity	\$3,500
Closing Roundtable	1 Opportunity	\$3,500
Plenary Session	1 Opportunity	\$3,500
Journal	2 Opportunities	\$3,500 each
Speaker Video Series	2 Opportunities	\$3,000 each
Concurrent Session	9 Opportunities	\$2,500 each
Bronze	3 Opportunities	\$2,500 each

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PLATINUM

\$5,000 / Sponsor
3 Opportunities

Enjoy a high profile on all our promotional literature before and during the entire event.

VALUE ADDED BENEFITS

- Three complimentary conference registrations
- Prominent logo placement on the front cover of the promotional brochure and on the onsite program handout
- Highest level of sponsorship visibility during the event: logo exposure on PowerPoint presentation
- Placement of your logo on a banner on the main stage
- Placement of your logo on signage at the conference
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Corporate logo included in some promotional emails
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

GOLD

\$4,250 / Sponsor
4 Opportunities

Enjoy a high profile on all our promotional literature before and during the entire event.

VALUE ADDED BENEFITS

- Three complimentary conference registrations
- Logo placement on the front cover of the promotional brochure and on the onsite program handout
- Strong visibility during the event: logo exposure on PowerPoint presentation
- Placement of your logo on a banner on the main stage
- Placement of your logo on signage at the conference
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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SILVER

\$3,750 / Sponsor
1 Opportunity

Networking Luncheon

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Luncheon sponsor - strong logo exposure on the PowerPoint during the luncheon
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the Chairman
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

LANYARD

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo prominently displayed on the lanyard worn by each delegate during the entire event
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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POST NOTES

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo imprinted on post notes that will be placed on each of the tables in the main hall of the conference
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

PEN

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo on the pen provided to each delegate
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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MINTS

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo on the mint tin provided to each delegate
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



PRESENTER BIOGRAPHIES

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Profile of all speakers, moderators and panelists in a comprehensive onsite booklet with your corporate name prominently featured on the opening section of the biographies next to a full page, four colour, company ad. In addition, your logo on the from cover and a full page ad on the outside back cover
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the Chairman
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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CLOSING ROUNDTABLE

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference sponsorship acknowledgment on powerpoint presentation
- Placement of your logo in 5,000 copies of Canadian Apartment Investment Report
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by either the chairman or session moderator
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

PLENARY SESSION

\$3,500 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the RealTrends website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Your company profile will be listed under a dedicated "Sponsors" icon on the homepage of this year's mobile app
- Sponsorship acknowledgment on PowerPoint presentation
- Verbal acknowledgment of your sponsorship by the session moderator
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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JOURNAL

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo prominently placed on the cover of a high quality journal provided to each attendee at registration
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

SPEAKER VIDEO SERIES

\$3,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Your corporate logo showcased at the beginning of the Speaker Interview Video Series
- Step and repeat video presence at the Conference visible to all conference delegates
- 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.
- Logo placement in the promotional brochure, and in the onsite program handout
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
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CONCURRENT SESSION

\$2,500 / Sponsor
9 Opportunities

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Sponsorship acknowledgment on PowerPoint presentation
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Verbal acknowledgment of your sponsorship by the session Moderator
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event

ROOM 104C

9:25 a.m. B1 Landlord & Tenant Rights and Remedies

10:50 a.m. D2 Negotiating Strategies for Today's Market



1:30 p.m. B3 Modern Day Leases and Deal-Making

gowlings

2:40 p.m. B4 Good Faith and Other Recent Case Law

mcmillan

BRONZE

\$2,500 / Sponsor
3 Opportunities

(Morning, Luncheon and Afternoon Refreshments)

VALUE ADDED BENEFITS

- Two complimentary conference registrations
- Logo placement in the promotional brochure, and in the onsite program handout
- Your corporate logo on complimentary refreshment tickets that each delegate will receive (Luncheon only)
- Logo exposure on the The Real Estate Strategy & Leasing conference website for a nine-month period
- Placement of your logo on signage at the conference
- Placement of your logo and company profile in the Sponsor Directory page in the onsite handout
- Sponsorship acknowledgment on PowerPoint presentation
- Verbal acknowledgment of your sponsorship by the Chairman or session moderator
- A database of all conference delegates (excluding email address) will be provided immediately prior to as well as following the event. The following 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.
- A custom wrap up report outlining all deliverables of your sponsorship to be sent out after the event



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