

THE INSTITUTIONAL REAL ESTATE LETTER AMERICAS

The Information Source for Real Estate Fiduciaries

In exchange for helping underwrite the work we do, your firm will benefit from a rich array of services designed to help you - GET NOTICED. GET YOUR MESSAGE ACROSS. GET CONNECTED.

1. BETTER POSITION YOUR FIRM IN THE MARKET

As a Participating sponsor of *The Institutional Real Estate Letter – Americas* (our monthly publication that is a source for tax-exempt real estate investors), you'll expose prospective investors to your company at least 11 times each year while positioning your firm as one of the leaders in the institutional real estate marketplace.

2. BUILD STRONGER RELATIONSHIPS and LEARN

As a sponsor of *The Institutional Real Estate Letter – Americas*, you or representatives from your firm will have the opportunity to attend and participate in the following information-gathering and relationship-building events:

Sponsor Briefing – You'll join other publication sponsors to learn the results of our Annual Investor Survey. This half-day briefing – noon to 6 p.m., traditionally held in San Francisco – provides a pleasant social as well as informative atmosphere. Lunch and cocktails are compliments of Institutional Real Estate, Inc. We'll take a look at the forces that will be driving investment and asset management decisions in the year to come.

3. RAISE YOUR FIRM'S PROFILE

As a sponsor, your firm will have multiple opportunities to raise its profile and become firmly positioned in the markets you most need to reach, while differentiating your firm and its offerings from those of your competitors.

These opportunities include:

a. Ad/Advertorial Insertion – FOUR pages of color ads or advertorial insertions you can place each year in *The Institutional Real Estate Letter – Americas*, creating exposure and positioning opportunities for your firm.

b. Recognition – Recognition as an Institutional Real Estate, Inc. publication sponsor in the special tombstone sponsor acknowledgment ads in every issue of *The Institutional Real Estate Letter – Americas*.

c. Links – Special links on Institutional Real Estate, Inc.'s website (www.irei.com).

d. Job Postings – FREE job postings on Institutional Real Estate, Inc.'s website (www.irei.com).

4. COMMUNICATE A SUBSTANTIVE MESSAGE

Each year, you can choose to use some of the pages from your advertising benefit for your choice of a four-page sponsor profile or sponsor interview, or a two-page bound-in sponsored section. Then, our award-winning editors, copywriters and designers will work closely with you to produce a high-quality, credible, third-party vehicle to carry and communicate a substantive message to your target audience, creating an even more significant exposure and positioning opportunity for your firm. (See section 3, part “a,” above.)

5. ENJOY AN INFORMATION ADVANTAGE

As a sponsor, you'll receive reliable, accurate, exclusive inside information on various aspects of the institutional real estate investment industry from a variety of sources. The information advantage this creates will help you better understand what's going on in both the investment management and property markets, where the opportunities are likely to be, and how best to capitalize on those opportunities. The resources you'll receive each year as a sponsor include:

a. Subscriptions — Participating sponsors receive SIX complimentary 11-month subscriptions to *The Institutional Real Estate Letter – Americas*. In addition, each *TIREL – Americas* subscriber at your firm will also receive a complimentary subscription to *Institutional Investing in Infrastructure*, which is published 11 times a year. Finally, your firm will receive UNLIMITED subscriptions to our daily premium newswire, *Institutional Real Estate Newswire (IREN)*.

b. FundTracker — The primary sponsor contact will receive a complimentary subscription to *FundTracker*. Published five weeks after the quarter closes, *FundTracker* provides the most comprehensive overview of fund-raising activity in the private equity real estate arena. It features a detailed list of funds that closed during the previous quarter, as well as analysis of fund-raising activity by investment style, geographic focus and fund size. In addition, it includes a sampling of funds that are currently being marketed.

c. Special Reports — Approximately TWENTY FREE reports throughout the year, summarizing property transactions tracked by our in-house data service team. IREI Investment Guides are a value-added component to a premium subscription to *Institutional Real Estate Newswire (IREN)*. These investment guides are valuable resources and include such content as Core/Core-Plus Funds, Valued-Added Funds, Opportunistic Funds, International Funds and Investment Managers Ranked by AUM.

d. List Resources — ONE FREE copy of the most up-to-date tax-exempt investor subscriber list for *The Institutional Real Estate Letter – Americas* each year (use subject to certain restrictions and available only to sponsors of our publications).

e. Knowledge Information Applied — Up to SIX HOURS of custom data services to leverage your in-house research and capital-raising efforts or exchange ten hours to receive ONE Standard Access to IREI's Online Global FundTracker Database with more than 4,500 global real estate funds in the database – and over 800 of them actively trying to raise a combined total of \$248.9 billion. In addition, you will find data on 400 of the leading infrastructure funds in the industry. Data is available on current offerings as well as historical offerings dating back to 1996, as well as detailed information on other

institutional investors, their investment allocations, past investment commitments and key contacts. This system provides a user driven ALERT system and RATINGS system.

6. STIMULATE EDITORIAL EXPOSURE

As a sponsor, you and members of your staff will have the opportunity to build a much closer, more mutually beneficial working relationship with our talented staff of writers, contributors and editors. This not only can produce better coverage for your firm in all of our publications, but it also can create the opportunity for you to submit bylined articles for publication. In addition, you'll have the opportunity to contribute data for the many tables, charts and graphs that help illustrate these publications each month (earning you the appropriate source credit for your firm, of course). Assuming you take advantage of these opportunities, these extra exposures can and will help you position your firm even more strongly as a leader in this market.

7. SAVE MONEY

Finally, as a sponsor, you'll be able to exercise discounts on additional products and services purchased from our firm. For example, you'll receive a 15 percent discount on the currently effective published rates when purchasing additional advertising, consulting time and other selected products from Institutional Real Estate, Inc. and 20 percent discount on prevailing rate for our conference events.

Annual Sponsorship Fee:

Participating Sponsorship — **\$38,500**

Ask about our multi-publication sponsorship discounts.

For more information, visit us online at www.irei.com or contact

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