

Thank you for participating in this year's Urban Marketplace 2009 on Wednesday, March 18, 2009. Please indicate your participation as a sponsor of the URBAN MARKETPLACE 2009 by checking one category below.



MEDIA BENEFITS

All Sponsors committed by October 22, 2008 will be included in the **Form** (AIA/LA) ad series (Series Retail Value \$10,000). Circulation is 18,800

All sponsors committed by January 15th, 2009 deadline will be included in the **California Real Estate Journal** ad series (series retail value \$13,000). In addition, Presenting, Platinum, and Gold Sponsors will receive ads in a special section in the March 16, 2009 **CREJ** issue (retail value \$3,000 and \$2,500 respectively). Circulation is 10,000 weekly.

All sponsors committed by January 15, 2009 will be included in the **Real Estate Southern California** ad series (series retail value \$14,000). Circulation is 14,500.

ALL SPONSORS: PLEASE provide a high resolution digital image (greater than 300 dpi .jpg format or vector artwork.eps) of your logo to krake@uli-la.org.

Upon receipt of your check, you will be provided with pre-registration materials and instructions regarding Marketplace set-up.

All Exhibitors must remain "show ready" until the end of the conference at 1:00 pm.

Note: New phone, fax, and address as of 12.22.08

PRESENTING SPONSOR: BANK OF AMERICA

TRANSPORTATION SPONSOR: METROLINK

PLATINUM SPONSOR: (\$10,000)

One full page color ad in **California Real Estate Journal** special section of the event week issue (retail value \$3,000) January 15, 2009 deadline
 Sponsor logo on attendee bag
 Two ULI Memberships for one year *
 Organization's name on Marketplace souvenir
 12 Complimentary Registrations
 Recognition in the URBAN MARKETPLACE 2009 Program
 One 8 foot table-top exhibit space at the Marketplace

GOLD SPONSOR: (\$7,500)

One half page color ad in **California Real Estate Journal** special section of the event week issue (retail value \$2,500) January 15, 2009 deadline
 Organization's name on Marketplace souvenir
 10 Complimentary Registrations
 Recognition in the URBAN MARKETPLACE 2009 Program
 One 8 foot table-top exhibit space at the Marketplace

SILVER SPONSOR: (\$5,000)

Organization's name on the Marketplace souvenir
 8 Complimentary Registrations
 Recognition in the URBAN MARKETPLACE 2009 Program
 One 8 foot table-top exhibit space at the Marketplace

BRONZE SPONSOR: (\$3,000)

5 Complimentary Registrations
 Recognition in the URBAN MARKETPLACE 2009 Program
 One 8 foot table-top exhibit space at the Marketplace

ALL SPONSORS

Committed by January 15, 2009 deadline:

Alphabetical listing of company name on ULI LA Urban Marketplace registration mailer
 Alphabetical listing of company name on ULI LA website/Urban Marketplace page
 Alphabetical listing of company name in ULI LA 2009 Annual Report

Please Complete

- Yes, we'd like to reserve our complimentary exhibitor space
- No, we'd like our space to be offered to a non-profit organization.
 Please donate to: _____

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Telephone (____) _____ - _____ Fax (____) _____ - _____
 E-mail _____

To confirm your sponsorship:

FAX THIS COMPLETED FORM TO (213) 213-2240

MAIL THIS FORM with your CHECK Payable to: **ULI Los Angeles**

ULI Federal Tax ID: 530159845

444 South Flower Street, Suite 3880
 Los Angeles, California 90071
 213.213.2245

*Request and required information for membership application must be submitted to ULI Los Angeles by January 31, 2009