



Real Estate Connect NYC 2008 Sponsorship Packages

Real Estate Connect is the real estate industry's premier place to obtain the latest and most intelligent marketing, analytics, innovations and technology tools and resources, uniting the real estate industry's most influential leaders, decision makers, innovators and experts as they convene, network and explore the most critical issues of the day. Melding a powerful attendee mix with the best conference content and unparalleled networking opportunities, Real Estate Connect delivers the most focused, effective, face-to-face marketing and influence platform in real estate.

Inman News' Connect Conferences have been taking place for over 11 years, and Connect sponsors and attendees have generated millions of dollars in business and strategic partnerships through our Connect conferences.

Be part of the action at this dynamic event by showcasing your brand and product in front of the most powerful and forward-looking people in the real estate, mortgage, and technology industries.

Attendee Profile: C-suite executives (CEOs, COOs, CTOs, CMOs), presidents, VPs, directors & managers from leading real estate, mortgage, settlement services, technology and internet companies, top-producing brokers and Realtors®, MLS executives, economists, investors, lenders, media and influential bloggers.

PLATINUM SPONSORSHIP

Benefits:

1. Ten (10) complimentary event registrations
2. Platinum-level logo exposure at the event, on the event Web site and in the printed Program Guide
3. Full-page ad in Program Guide
4. 50-word maximum company description in Program Guide
5. 2 opportunities to access attendee list either via third party mail house or to view without contact information for the purpose of setting up meetings
6. One-time access to press list two weeks prior to event
7. 1 single piece collateral item to be placed in attendee tote bag
8. Choice to sponsor one dominant event activity from the following list (subject to availability):
 - 8.1 Private meeting room with a 22" x 28" sign in front of the room with logo
 - 8.2 Innovation Track sponsorship (see event program for topic selection)

(Prices and Availability subject to change)



PLATINUM SPONSORSHIP (CONT'D)

- 8.3 In-room company video display on a select channel; first video on loop
- 8.4 Roundtable sponsorship (see event program for topic selection)
- 8.5 General session single item chair drop
- 8.6 Badge mailing single item insert
- 8.7 Party promotion
- 8.8 Sponsored Intensive Sessions, Inman promotes your seminar to attendees (standard room set included)
- 8.9 Press/Speaker Room Sponsorship
- 8.10 Logo on one side of attendee tote

Options with some additional cost:

- 8.11 Sponsor registration area
- 8.12 Ad on front page of event program
- 8.13 Co-Sponsor welcome reception
- 8.14 Pocket guide sponsorship
- 8.15 Cyber Café – includes 2 monitors and internet access, logo on computer screens, & signage in area. (Sponsor is responsible for supplying mouse pads with their logo & literature distribution)
- 8.16 Attendee badge lanyard
- 8.17 Attendee badge holder
- 8.18 Additional opportunities available

9. Optional Booth Package (*additional \$3k charge*)

- Includes 8' x 10' exhibit space with: pipe & drape, 1 – 6' draped table with 2 chairs, garbage can, company ID sign, 10 amps of power, low-grade wireless internet access*

\$26,250 Standard Platinum Sponsorship price

\$23,100 With Discount Pricing if booked and paid before October 31, 2007

\$21,000 With Early Bird Discount if booked and paid before September 30, 2007

(Prices and Availability subject to change)



GOLD SPONSORSHIP

Benefits:

1. Five (5) complimentary event registrations
2. Gold-level logo exposure at the event, on the event Web site and in the printed Program Guide
3. Half-page ad in Program Guide
4. 50-word maximum company description in Program Guide
5. One-time access to the attendee list either via third party mail house or to view without contact information for the purpose of setting up meetings
6. Choice to sponsor one dominant event activity from the following list (subject to availability):
 - 6.1 Private meeting room with a 22" x 28" sign in front of the room with logo
 - 6.2 Innovation Track sponsorship (see event program for topic selection)
 - 6.3 In-room company video display on a select channel; first video on loop
 - 6.4 Roundtable sponsorship (see event program for topic selection)
 - 6.5 Press/Speaker Room
 - 6.6 General session single item chair drop
 - 6.7 Badge mailing single item insert
 - 6.8 Party promotion

Options with some additional cost:

- 6.9 Sponsor registration area
 - 6.10 Ad on front page of printed event program
 - 6.11 Pocket guide sponsorship
 - 6.12 Bottled water distribution in the General Session for 1 day
 - 6.13 Hotel Room Drop
 - 6.14 Coffee sponsorship – one day
 - 6.15 Pen sponsorship – to be distributed at Registration
 - 6.16 Additional opportunities available
7. Optional Booth Package (*additional \$3k charge*)
 - Includes 8' x 10' exhibit space with: pipe & drape, 1 – 6' draped table with 2 chairs, garbage can, company ID sign, 10 amps of power, low-grade wireless internet access*

\$15,750 Standard Gold Sponsorship price

\$13,850 With Discount Pricing if booked and paid before October 31, 2007

\$12,600 With Early Bird Discount if booked and paid before September 30, 2007

(Prices and Availability subject to change)



SILVER SPONSORSHIP

Benefits:

1. Includes 8' x 10' exhibit space with: pipe & drape, 1 – 6' draped table with 2 chairs, garbage can, company ID sign, 10 amps of power, low-grade wireless internet access *
2. Three (3) complimentary event registrations
3. Silver-level logo exposure at the event, on the event Web site and in the printed Program Guide
4. Quarter-page ad in Program Guide
5. 50-word maximum company description in Program Guide

\$8,950 Standard Silver Sponsorship price

\$8,100 With Discount Pricing if booked and paid before October 31, 2007

\$7,350 With Super Early Bird Discount if booked and paid before September 30, 2007

BRONZE SPONSORSHIP

Benefits:

1. Two (2) complimentary event registrations
2. Promotion of company name at the Demo pod station, on the event website and in the Program Guide
3. 50-word maximum company description in Program Guide
4. Low-grade Wireless Internet access at no additional cost *

\$6,300 Standard Bronze Sponsorship price

\$5,250 With Discount Pricing if booked and paid before October 31, 2007

\$4,200 With Early Bird Discount if booked and paid before September 30, 2007

(Prices and Availability subject to change)



EXHIBIT ONLY OPPORTUNITIES

For companies interested in obtaining a booth on the exhibit floor of Real Estate Connect but don't have a need for the additional exposure that the Silver sponsorship offers, we have a booth only option.

Booth includes:

1. Includes 8' x 10' exhibit space with: pipe & drape, 1 – 6' draped table with 2 chairs, garbage can, company ID sign, 10 amps of power, low-grade wireless internet access *
2. Company listing and 50-word maximum company description in Program Guide

\$6,300 Standard Exhibitor price

\$5,800 With discount pricing if booked and paid before October 31, 2007

\$5,250 With Early Bird Discount if booked and paid before September 30, 2007

NOTE: Any aspect of the sponsorship packages that involves printing, such as signage, listing in the program guide, etc. will have a deadline that must be met by the sponsor/exhibitor. If the deadline is not met, that aspect of the sponsorship may be forfeited or rush fees may be assessed.

**We do not guarantee the quality of the wireless internet access provided through the event venue that is included in the sponsorship/exhibitor packages. The wireless internet access provided is primarily for checking email or for simple product demonstrations. If demonstrating your product requires a minimum internet speed or expanded bandwidth, Inman News recommends that you arrange for direct (hard wired) internet access to your booth/computers. This will ensure no disruption in service and your ability to demonstrate your product.*

For more information on any of these packages, please contact your sales representative:

Alice Myerhoff, Sales Director, 510-658-9252, x124, alice@inman.com

Peter Hottenstein, Sales Manager, 510-658-9252, x129, peter@inman.com

(Prices and Availability subject to change)