



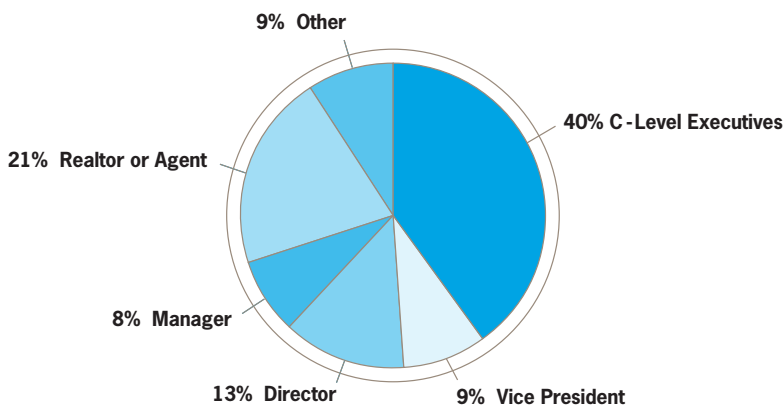
Real Estate Connect San Francisco 2009 • August 5–7, 2009 • The Palace Hotel

## Sponsorship and Exhibit Packages

### The Real Estate Industry's Leaders Want to See Your Product!

Show your product to the people who matter. Over the last 12 years, Inman's Real Estate Connect has brought together C-level executives, Presidents, VPs, Directors & Managers from the leading Real Estate, Mortgage, Settlement Services, Technology and Internet companies; top-producing brokers and Relators, MLS Executives, Economists, Investors, Lenders, Media and Bloggers who convene to network and explore the limits of what's possible in real estate. They also expect to see the latest products and innovations in our exhibit areas. Be there!

#### Attendee Job Titles:\*



#### Attendee Companies:\*

- 58% Real Estate Brokerage
- 13% Title/Escrow
- 12% Technology/Data-Related
- 10% Marketing Services
- 6% Media
- 11% Other

#### Results of Attendee Survey:\*

- 99% come to "Learn about new technologies or services"
- 98% said they visited the Exhibit Hall
- 92% come for "The networking opportunities"

*\*2008 Real Estate Connect Attendee Survey*

#### To sponsor please contact:

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**inmanNEWS**

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## Bronze Sponsorship

### **BENEFITS:**

1. Use of one (1) Demo Station display package including two full days (approx. noon–6pm), 5 amps of power and low-grade wireless internet access \*
2. Two (2) complimentary event registrations
3. Promotion of company name at the Demo Station, on the event Web site and in the Program Guide
4. 50-word maximum company description in Program Guide

*Early Bird Pricing: \$4,200 Must be booked and paid by February 28, 2009*

*Discount Pricing: \$5,250 Must be booked and paid by April 30, 2009*

*Standard Pricing: \$6,300*

**NEW: "Half Bronze" Same as above but ONE full day of demostation access and ONE event registration for \$3K**

## Exhibit Only Opportunities (8'x10' Booth)

### **BENEFITS:**

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

*Early Bird Pricing: \$5,250 Must be booked and paid by February 28, 2009*

*Discount Pricing: \$5,800 Must be booked and paid by April 30, 2009*

*Standard Pricing: \$6,300*

## Startup Alley

### **BENEFITS:**

Specifically designed for start-ups, **Startup Alley** is an affordable entry level package. Note that this is application based and not everyone will qualify. Submit applications [HERE](#)

1. 3-Hours to demo your product/service to Connect SF conference and workshop attendees
2. Two (2) Conference-Only Passes
3. 50-Word Description in the program guide
4. Dedicated landing page for Startup Alley companies on Connect SF '09 conference Web site
5. Email announcement(s) and dedicated email(s) prior to the event (2 email blasts minimum)
6. Inclusion in special Start-Up Alley section of program guide
7. Exposure to Inman audience via twitter, Facebook, Inman Community and LinkedIn.

*Standard Pricing: \$2,500*



## 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. One (1) opportunity to access the attendee list. List will be sent directly to Co-Sponsor containing only individual names, titles and company names. Co-Sponsor may use the list only for the express purpose of arranging meetings prior to the event and may not upload attendee information into any Co-Sponsor databases.
6. One (1) opportunity to access the press list two weeks prior to the event.
7. 25,000 online advertising impressions on Inman.com to be used within 3 months
8. 5% discount on any online advertising purchases in the following 12 months
9. 50-word maximum company description in Program Guide

*Early Bird Pricing: \$7,350 Must be booked and paid by February 28, 2009*

*Discount Pricing: \$8,100 Must be booked and paid by April 30, 2009*

*Standard Pricing: \$8,950*

## 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 Program Guide
3. Half-page ad in Program Guide
4. 50-word maximum company description in Program Guide
5. One (1) opportunity to access the attendee list. Co-Sponsor may elect to receive the full attendee list once via third party mail house OR once as a list sent directly to Co-Sponsor containing only individual names, titles and company names. Co-Sponsor may use the non-mail house list only for the express purpose of arranging meetings prior to the event and may not upload attendee information into any Co-Sponsor databases.
6. One (1) opportunity to access the press list two weeks prior to the event
7. 50,000 online advertising impressions on Inman.com to be used within 3 months
8. 10% discount on any online advertising purchases in the following 12 months
9. Choice to sponsor ONE key event activity from the following list (subject to availability):
  - 9.1 Private meeting room with a 22" x 28" sign in front of the room with logo
  - 9.2 Innovation Track sponsorship (see event program for topic selection)
  - 9.3 Press/Speaker Room
  - 9.4 General session single item chair drop
  - 9.5 Badge mailing single item insert
  - 9.6 Party promotion

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## Gold Sponsorship (cont'd)

### Options with some additional cost:

- 9.7 Sponsor registration area
  - 9.8 Ad on front page of printed event program
  - 9.9 Pocket guide sponsorship
  - 9.10 Bottled water distribution in the General Session for 1 day
  - 9.11 Hotel Room Drop
  - 9.12 Coffee sponsorship – one day
  - 9.13 Pen sponsorship – to be distributed at Registration
  - 9.14 Additional opportunities available. Contact the sales department to discuss custom opportunities.
10. 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\*

*Early Bird Pricing: \$12,600 Must be booked and paid by February 28, 2009*

*Discount Pricing: \$13,850 Must be booked and paid by April 30, 2009*

*Standard Pricing: \$15,750*

## 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 Program Guide
3. Full-page ad in Program Guide
4. Sponsor logo will be included in all email communications sent out by Inman News to attendees and attendee prospects. Distribution list is approximately 32K. Inman typically sends out 4 Connect emails per month.
5. 50-word maximum company description in Program Guide
6. Two (2) opportunities to access the attendee list. Co-Sponsor may elect to receive the full attendee list via third party mail house and/or as a list sent directly to Co-Sponsor containing only individual names, titles and company names. Co-Sponsor may use the non-mail house list only for the express purpose of arranging meetings prior to the event and may not upload attendee information into any Co-Sponsor databases.
7. One (1) opportunity to access the press list two weeks prior to the event
8. One single piece collateral item to be placed in attendee tote bag
9. 100,000 online advertising impressions on Inman.com to be used within 3 months
10. 15% discount on any online advertising purchases in the following 12 months
11. Choice to sponsor ONE key event activity from the following list (subject to availability):
  - 11.1 Private meeting room with a 22" x 28" sign in front of the room with logo
  - 11.2 Innovation Track sponsorship (see event program for topic selection)
  - 11.3 General session single item chair drop
  - 11.4 Badge mailing single item insert (2 available)
  - 11.5 Sponsored Intensive Sessions, Inman promotes your seminar to attendees (standard room set included)

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## Platinum Sponsorship (cont'd)

- 11.6 Press/Speaker Room Sponsorship
- 11.7 Logo on one side of attendee tote
- 11.8 Party promotion package

### **Options with some additional cost:**

- 11.9 Sponsor registration area
  - 11.10 Ad on front page of event program guide
  - 11.11 Co-Sponsor welcome reception
  - 11.12 Pocket guide sponsorship
  - 11.13 Email Station – 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)
  - 11.14 Attendee badge lanyard
  - 11.15 Attendee badge holder
  - 11.16 WiFi Sponsorship
  - 11.17 Additional opportunities available. Contact the sales department to discuss custom opportunities.
12. 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\*

*Early Bird Pricing: \$21,000 Must be booked and paid by February 28, 2009*

*Discount Pricing: \$23,100 Must be booked and paid by April 30, 2009*

*Standard Pricing: \$26,250*

## LAUNCH Package (Available Only to Sponsors)

1. Product name and link will be included in a press release that Inman releases announcing the companies that are launching or launching products at the conference.
2. Inman will broadcast an email announcing the LAUNCH participants to a list of over 125,000 recipients
3. Co-Sponsor name, logo, link and company description will be listed on a special LAUNCH page on our events website and in the program guide distributed at the conference
4. Inman will promote the Launch program via other venues as well, including LinkedIn, Twitter and Facebook.

*Standard Pricing: \$500 add-on*

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## Additional Opportunities

Please ask your sales representative about additional à la carte promotional opportunities such as:

- Pre-Conference Workshop Sponsorships
- Press Room Sponsorship - **SOLD**
- Chair Drops
- WiFi Sponsorship - **SOLD**
- Attendee Tote Bag Inserts
- Event Update Emails
- Registration Sponsorship - **SOLD**
- Logo on Attendee Tote Bag - **SOLD**
- **NEW: Segway Sponsorship**
- **NEW: Party Coaster Sponsorship**

**For more information on any of these packages, please contact:**

**Alice Myerhoff**

alice@inman.com

510.658.9252 ext 124

Fax 510.658.9317

### **NOTES:**

All prices and availability are subject to change.

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.*