



LONDON BUSINESS SCHOOL
2012 REAL ESTATE CONFERENCE
.....
SPONSORSHIP INFORMATION

9.00AM – 4.30PM

FRIDAY 4 MAY 2012

NURSERY PAVILION

LORD'S CRICKET GROUND

SAINT JOHN'S WOOD ROAD

LONDON NW8 8QN



LETTER FROM EXECUTIVE COMMITTEE

On behalf of the London Business School Real Estate Club, we are delighted to invite you to sponsor our 2012 Real Estate Conference. This year's conference focuses on "Capital Raising and Investment in Uncertain Times", and aims to provide an opportunity for industry experts to discuss and debate some of the key issues resulting from the recent changes in the investment landscape that impact the real estate industry.

The conference will focus on issues such as Capital Raising, European Real Estate Markets, and Emerging Market Investing. We are honoured to have a distinguished group of speakers who will offer attendees their insights on these key topics as well as the industry as a whole. Our confirmed guest speakers/presenters include:

Eric Adler – CEO Pramerica

Desmond Taljaard – COO Europe, Starwood Capital

Mike Pashley – CFO Europe, AREA Property Partners

Christophe de Taurines – CEO, Capital & Marketing Group

Dale Lattanzio – Chief Investment Officer,
European Real Estate, DUET

Each year our conference attracts around 250 industry executives and London Business School students, so we believe it's a great opportunity for your firm to strengthen its presence, build new relationships, and seek new opportunities in the real estate industry. We hope you will be able to support the London Business School Real Estate Club and would be delighted to discuss the range of available sponsorship opportunities.

Kind regards,

Dominic Wilson – President

Real Estate Club

London Business School

PLATINUM SPONSOR PACKAGE

Platinum sponsors receive the most prominent position on promotional materials and signage

- Benefits:**
- Listing in all promotional materials and on signage as a platinum sponsor
 - Sponsor's name and/or logo at the event on signage – as determined by the organisers
 - Logo and 300 word company profile to be included on the conference website
 - Link to company's website from the London Business School Real Estate Club Conference site
 - Display table (one table) in the reception area and opportunity to display a pull up banner
 - One complementary panel speaker/moderator
 - Company logo/name displayed on the name badge or lanyard
 - Company logo/name displayed on the official conference program (Platinum Sponsors area)
 - Company logo/name displayed next to/on the main stage
 - Dedicated 'Thank You' at the opening speech
 - A full page advert in the delegate materials
 - Complimentary delegate places at the event. Registration forms completed by those people accepting the free Conference passes must be received by the Organisers by 15 March 2012.

Price: £8000 plus VAT/Platinum Sponsor

Total of 3 Platinum Sponsors for the London Business School 2012 Real Estate Conference

GOLD SPONSOR PACKAGE

- Benefits:**
- Listing in all promotional materials and on signage as a Gold sponsor
 - Signage (one banner) in the reception area
 - Company logo displayed on the official conference program (Gold Sponsors area)
 - Company logo/name displayed on the TV screen in the conference room
 - Logo and 300 word company profile to be included on the conference website
 - Link to company's website at the London Business School Real Estate Club Conference site
 - Complimentary delegate places at the event. Registration forms completed by those people accepting the free Conference passes must be received by the Organisers by 15 March 2012.

Price: £5000 plus VAT/Gold Sponsor

Total of 5 Gold Sponsors for London Business School 2012 Real Estate Conference

SILVER SPONSOR PACKAGE

- Benefits:**
- Listing in all promotional materials and on signage as a Silver sponsor
 - Company logo displayed on the official conference program (Silver Sponsors area)
 - Company logo/name displayed on the TV screen in the conference room
 - Logo and 300 word company profile to be included on the conference website
 - Link to company's website at the London Business School Real Estate Club Conference site

Price: £3000 plus VAT/Silver Sponsor

COMMUNICATION SPONSOR PACKAGE

- Benefits:**
- Listing in all promotional materials and on signage as Communications sponsor
 - Company logo displayed on the official conference program (Silver Sponsors area)
 - Company logo/name displayed on the TV screen in the conference room
 - Logo and 300 word company profile to be included on the conference website
 - Link to company's website at the London Business School Real Estate Club Conference site

Cost: Assist London Business School Real Estate Club with distributing promotional material and reaching out to the delegates

ADDITIONAL SPONSORSHIP OPPORTUNITIES

LUNCH SPONSOR *

COFFEE BREAK SPONSOR *

*Meal function Sponsorship fee includes the cost of the food and beverage. Type and quantity of food ordered is at the discretion of the organisers. Sponsorship includes branding on promotional and onsite materials next to mention of the lunch/coffee break where appropriate.

DELEGATE BAG SPONSOR

Delegate sponsorship fee includes the cost of the delegate bag (Approx. 300). Bag design/quality must be approved by the organisers.

LANYARD SPONSOR

Lanyard sponsorship fee includes the cost of the lanyard (Approx. 300). Lanyard design/quality must be approved by the organisers.



REGISTRATION INFORMATION / CONTACT INFORMATION

We thank you for your support of London Business School and the Real Estate Club. Should you be interested in becoming one of our sponsors, please feel free to contact Abi Goldsbrough and/or Zoe Duan for further information.

LONDON BUSINESS SCHOOL REAL ESTATE CLUB EXECUTIVE COMMITTEE:

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