

SIOR 2012

OPPORTUNITIES CATALOG

A COMPREHENSIVE PROSPECTUS ON HOW TO
CONNECT WITH COMMERCIAL REAL ESTATE'S MOST
SUCCESSFUL INDUSTRIAL AND OFFICE BROKERS

WHY & HOW TO:

SPONSOR

EXHIBIT

ADVERTISE

JOIN AS AN
ASSOCIATE MEMBER

+ Other Ways
to Participate

SIOR²⁰¹²

OPPORTUNITIES CATALOG

ABOUT SIOR

ABOUT SIOR

BUILD RELATIONSHIPS WITH THE COMMERCIAL REAL ESTATE INDUSTRY'S TOP BROKERS FOR LONG-TERM BUSINESS OPPORTUNITIES.

THE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® (SIOR) IS THE WORLD'S LEADING INDUSTRIAL AND OFFICE REAL ESTATE BROKERAGE ASSOCIATION. 2,800 INDUSTRIAL AND OFFICE BROKERS AND AGENTS WORLDWIDE HAVE MET STRINGENT QUALIFICATIONS TO EARN THE SIOR DESIGNATION, CERTIFYING THEIR EXPERTISE AND SUCCESS.

ABOUT OUR MEMBERS

Brokers do not *join* SIOR, they *earn* the SIOR Designation – requirements include:

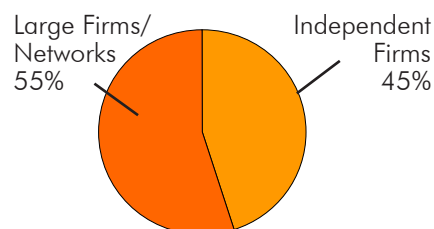
- Experience: Minimum of five years as an industrial and/or office broker
- Production: Minimum annual transaction volume
- Recommendations: Endorsements from SIOR members
- Education: Completion of stringent education requirements
- Ethics: Adherence to the SIOR Code of Ethics

Collectively SIORs close more than 78,000 transactions annually for a per-member average of:

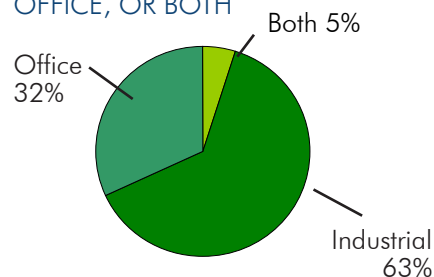
- 30 deals
- 1.05 million square feet (97,500 meters)
- US \$32.2 million in leases/sales

SIOR members are influencers and decision-makers who have significant say or input in the direction of their respective companies. Therefore, the benefit of having your message in front of 2,800 high-caliber real estate brokerage professionals is exponentially increased by the number of people each designee impacts on a daily basis.

PERCENT OF MEMBERS WITH LARGE FIRMS/NETWORKS VS. INDEPENDENT FIRMS



PERCENT OF MEMBERS SPECIALIZING IN INDUSTRIAL, OFFICE, OR BOTH



Countries with SIOR Members:

- | | |
|-----------------|------------------|
| • AUSTRALIA | • ITALY |
| • BALTIC STATES | • JAPAN |
| • BELGIUM | • LEBANON |
| • BRAZIL | • MALAYSIA |
| • CANADA | • MEXICO |
| • CHINA | • NETHERLANDS |
| • COSTA RICA | • POLAND |
| • FRANCE | • ROMANIA |
| • GERMANY | • SOUTH KOREA |
| • GREECE | • SPAIN |
| • HUNGARY | • SWITZERLAND |
| • INDIA | • UNITED KINGDOM |
| • IRELAND | • UNITED STATES |
| • ISRAEL | • VENEZUELA |

SIOR 2012

OPPORTUNITIES CATALOG

OPPORTUNITIES-AT-A-GLANCE

WORLD CONFERENCES

4

SIOR hosts two World Conferences every year drawing 800 people, on average. Attendees gather for the industry's best networking and education with continuing education credits for members available for most states. Industry experts may also submit proposals for consideration to present educational content. This is the place to connect face-to-face to develop relationships with members of SIOR.

- SPONSOR
- ADVERTISE
- EXHIBIT
- PRESENT

COURSES & WEBINARS

23

Brokers seeking the SIOR Designation must first complete extensive educational requirements. Most applicants do so by attending the multi-day Designation Course. The Designation Course is offered three to four times per year with about 50 students per offering. Getting in front of these future members offers the chance to build a pipeline of long-term business opportunities. Webinars covering industry hot-topics are another avenue to reach the membership.

- SPONSOR

ASSOCIATE MEMBERSHIP

25

SIOR offers two types of membership: The SIOR Designation and Associate Membership. Associate Members enjoy many of the same benefits as SIOR Designees, but most importantly, it offers the opportunity to be a part of the SIOR network. The Associate Membership categories are Corporate, Developer, Educator, and General.

- JOIN

PRINT & DIGITAL MEDIA

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SIOR has several publications with advertising opportunities. SIOR Professional Report magazine is produced quarterly and includes news and information geared towards the elite professionals in the commercial real estate industry. Digital advertising opportunities will soon be available for the online version of Professional Report, mobile apps, as well as the soon-to-be-launched new SIOR website. All advertising opportunities reach the SIOR membership and beyond on a regular, consistent basis. Obtain additional exposure by submitting articles to be considered for publication.

- ADVERTISE
- WRITE

OTHER OPPORTUNITIES

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SIOR is comprised of 46 Chapters. These Chapters are self-governing and most offer their own robust educational, networking, and sponsorship programs. Involvement at the local Chapter level is another way to target market to SIOR Members.

Companies who obtain the best returns on their investment with SIOR elect to participate in multiple platforms. Find the right mix for you. Contact Alexis Fermanis, Director of Communications at 202.449.8226 or afermanis@sior.com.

SIOR 2012

OPPORTUNITIES CATALOG

WORLD CONFERENCES

NETWORK WITH SIORS

Nothing beats face-to-face networking to build relationships. Everyone wants to do business with someone they know and trust. SIOR World Conferences are the place to meet the top brokers and agents in commercial real estate and establish those long-term relationships.

SIOR holds two World Conferences every year in the spring and fall. Eight hundred plus Members and other industry professionals gather from around the world for high-level networking and education. Professionals in the industry know that the SIOR members are the most knowledgeable about conditions in their market. Therefore, even during tough economic times, SIOR World Conferences are highly attended. SIORs look to each other and our supporting companies for solutions and to make deals.

SIOR is fertile ground for business opportunities.

There are several ways to participate in SIOR World Conferences:

- SPONSOR
- EXHIBIT
- ADVERTISE
- PRESENT

SIOR 2012 SPRING WORLD CONFERENCE

MAY 10-12
MIAMI, FL USA

SIOR 2012 FALL WORLD CONFERENCE

OCTOBER 25-27
LOS ANGELES, CA USA

SIOR 2012

OPPORTUNITIES CATALOG

WORLD CONFERENCES SPONSOR

SPONSOR WITH SIOR

Sponsorship opportunities at SIOR conferences allow participating companies ongoing exposure before, during and after each conference. Sponsor logos are displayed on conference materials including the conference website, promotional emails, promotional mailers, the new conference program mobile app, on-site signage and in conference promotions and highlights printed in the SIOR's quarterly *Professional Report* magazine. SIOR officers addressing attendees at all three general sessions individually thank and name every sponsoring company while logos are again displayed.

On site at the conferences, representatives from sponsoring companies are invited to the President's Reception for VIPs. This allows for networking with SIOR's Board of Directors, Past Presidents, Award Winners, Anniversary Members, International Members and other Sponsors. Sponsors are also automatically upgraded to "premium" booth location if also exhibiting.

Bottom line, sponsoring companies have prominent visibility throughout SIOR conferences and are seen in support of SIOR by the membership. SIORs are loyal and support those who support them.



WORLD CONFERENCES — SPONSOR

OPPORTUNITIES

SPONSOR OPPORTUNITIES

GENERAL SESSION DAY 2: \$70,000 (SOLD)

SPONSORING A KEYNOTE PRESENTATION FROM A NATIONALLY RECOGNIZED SPEAKER OR INDUSTRY EXPERT PLACES YOUR ORGANIZATION IN FRONT OF ALL ATTENDEES.

ADDITIONAL BENEFITS:

- COMPLIMENTARY 20'x10' PREMIUM LOCATION EXHIBIT BOOTH SPACE
- 12 COMPLIMENTARY CONFERENCE REGISTRATIONS
- COPY OF BOOK AUTHORED BY SPEAKER GIVEN TO EACH ATTENDEE
- ARRANGEMENT OF POST-SESSION INVITATION-ONLY BOOK SIGNING EVENT FOR SELECT GUESTS
- INTRODUCTION OF SPEAKER
- 1-PAGE INSERT IN CONFERENCE BAG

OPENING COCKTAIL PARTY: \$60,000 (SOLD)

WE ALL LOVE A GOOD PARTY! THIS IS YOUR CHANCE TO BE A HUGE PART OF THE FESTIVITIES AND BE THE NAME PEOPLE SEE ALL NIGHT. OPEN BAR, DINNER, ENTERTAINMENT—THE EVENT THAT EVERYONE ATTENDS.

ADDITIONAL BENEFITS:

- COMPLIMENTARY 10'x10' PREMIUM LOCATION EXHIBIT BOOTH SPACE
- 10 COMPLIMENTARY CONFERENCE REGISTRATIONS
- USE OF PRESIDENTIAL SUITE FOR "AFTER PARTY" FOR SELECT GUESTS
- WELCOME ADDRESS
- COCKTAIL NAPKINS WITH EVENT SPONSOR LOGO
- 1-PAGE INSERT IN CONFERENCE BAG

OPENING GENERAL SESSION: \$30,000 (SOLD)

THE OPENING GENERAL SESSION KICKS OFF THE CONFERENCE AND ALWAYS FILLS THE ROOM.

ADDITIONAL BENEFITS:

- COMPLIMENTARY 10'x10' PREMIUM LOCATION EXHIBIT BOOTH SPACE
- 6 COMPLIMENTARY CONFERENCE REGISTRATIONS
- INTRODUCTION OF SPEAKER
- 1-PAGE INSERT IN CONFERENCE BAG

WI-FI & ILounge: \$27,500

USERS WILL LOG INTO A WIRELESS NETWORK, NAMED AFTER YOUR ORGANIZATION AND WITH YOUR CUSTOMIZED PASSWORD SO THAT THEY CAN STAY CONNECTED WHILE IN MIAMI AND UP-TO-DATE WITH THE WORLD CONFERENCE MEETING APP

ADDITIONAL BENEFITS:

- APPROXIMATELY 20'x20' LOUNGE IN THE EXHIBIT HALL, COMPLETE W/COMFORTABLE FURNITURE GROUPINGS.
- PRINTERS (FEATURING IPRINT & 2.5 DAYS OF WI-FI COVERAGE) AND COMPUTERS FOR GETTING DOWN TO BUSINESS
- SIGNAGE RECOGNIZING YOUR ORGANIZATION AS THE HOST
- 10'x10' EXHIBIT BOOTH
- LOGO AND LISTING ON CONFERENCE SECTION OF SIOR WEB SITE & MOBILE APP
- 5 COMPLIMENTARY REGISTRATIONS

BULL N' BEER RECEPTION: \$25,000 (SOLD)

GET GREAT EXPOSURE DURING THIS POPULAR NETWORKING EVENT. AT THE CLOSE OF THE TRADE SHOW, NAMES ARE DRAWN FOR THE EXHIBITOR RAFFLE. OVER THE YEARS THIS HAS BECOME A LIVELY EVENT THAT DRAWS THE CROWDS.

ADDITIONAL BENEFITS:

- 5 COMPLIMENTARY CONFERENCE REGISTRATIONS
- 5 MINUTES OF PODIUM TIME
- OPPORTUNITY TO EMCEE THE RAFFLE
- BEVERAGE NAPKINS WITH SPONSOR LOGO AT EVENT
- 1-PAGE INSERT IN CONFERENCE BAG

GENERAL SESSION DAY 3: \$20,000

THIS IS ALSO AN EXCELLENT OPPORTUNITY FOR YOUR ORGANIZATION TO RECEIVE MAXIMUM EXPOSURE.

ADDITIONAL BENEFITS:

- COMPLIMENTARY 10'x10' PREMIUM LOCATION EXHIBIT BOOTH SPACE
- 4 COMPLIMENTARY CONFERENCE REGISTRATIONS
- INTRODUCTION OF SPEAKER
- 1-PAGE INSERT IN CONFERENCE BAG

NETWORKING LUNCH: \$15,000 PER DAY

GET FULL EXPOSURE DURING THIS PRIME NETWORKING EVENT FOR ALL ATTENDEES.

ADDITIONAL BENEFITS:

- 3 COMPLIMENTARY CONFERENCE REGISTRATIONS
- 5 MINUTES OF PODIUM TIME
- TABLE AND BUFFET SIGNAGE
- PAPER TO-GO CUPS & NAPKINS WITH LOGO AT MEAL FUNCTION
- 1-PAGE INSERT IN CONFERENCE BAG

WORLD CONFERENCES — SPONSOR

OPPORTUNITIES

NETWORKING BREAKFAST: \$10,000 PER DAY

Place your company name in front of conference attendees during this popular early morning event.

Additional Benefits:

- 2 complimentary conference registrations
- 5 minutes of podium time
- Table and buffet signage
- Paper to-go cups & napkins with logo at meal function
- 1-page insert in conference bag

NETWORKING RECEPTIONS: \$10,000 EACH

Host a reception for a targeted group of SIOR members:

- Independent Firms & Networks Reception
- President's Reception for VIPS including Board of Directors, Past Presidents, International Members, Sponsors, Award Winners (spring only) and Anniversary Members (fall only) (SOLD)
- Young Professionals & New Members Reception (SOLD)

Additional Benefits:

- 2 complimentary conference registrations
- Beverage napkins with sponsor logo at networking break
- 1-page insert in conference bag

NEW MEMBER ORIENTATION & LUNCH: \$10,000 (SPRING - SOLD, FALL - AVAILABLE)

This is a unique opportunity to put your company's name in front of new SIORs.

Additional Benefits:

- 2 complimentary conference registrations
- Logo giveaway item on tables during luncheon
- Brief podium time/welcome address
- 1-page insert in conference bag

SPECIALTY PRACTICE BOARDS (SPBs): \$7,500 EACH

SIOR members joined various SPBs to develop new business and continue their professional development by enhancing contacts, knowledge and skills. SPB sessions are 2 hours in length.

Target your exposure to one of the following SPB practice areas:

Brokerage Management
Distribution and Logistics
Land

Corporate Services
Investment Properties
Tenant Representation

Additional Benefits:

- 1 complimentary conference registration
- 5 minutes of podium time during the session
- 1-page insert in conference bag

NETWORKING BREAK: \$8,500 ALL DAY; \$6,000 ½ DAY

Host beverages and snacks for continuous exposure.

Additional Benefits:

- 1 complimentary conference registration
- Beverage napkins with sponsor logo at networking break
- 1-page insert in conference bag

EDUCATIONAL BREAKOUT SESSIONS: \$5,500 EACH

Please inquire about specific topics, dates and times. Concurrent 90-minute educational sessions allow a brief company "commercial" and introduction of speaker(s).

Additional Benefits:

- 1 complimentary conference registration
- Introduction of speaker
- Giveaway item placed at session
- 1-page insert in conference bag

CONFERENCE GIVEAWAYS

Conference giveaways can be arranged on a case-by-case basis. Contact Barbara Bienkowski at barbarab@meetingmgmt.com or 202.624.1775.

Sample Items and Pricing:

Hotel Key Card: \$15,000

Tote Bag: \$15,000

Lanyards: \$15,000

Conference Bag Insert: \$1,500 per item

(1 page flyer or brochure, call for pricing about other items)

DESIGN YOUR OWN:

Have a specific idea or budget in mind, but can't find the perfect sponsorship listed above? Contact Barbara Bienkowski, Director of Sales - World Conferences, at 202.624.1775 or barbarab@meetingmgmt.com.

WORLD CONFERENCES — SPONSOR

SPONSOR RESERVATION FORM

Company Information (as it should appear on the SIOR website and printed program):

COMPANY NAME: _____ WEBSITE: _____
 STREET ADDRESS: _____ PHONE: _____
 CITY: _____
 STATE/PROV., ZIP/P.C.: _____

PRE-CONFERENCE CONTACT: _____ PHONE: _____
 ON-SITE CONTACT: _____ EMAIL: _____
 PHONE: _____
 EMAIL: _____

WORLD CONFERENCE OPTIONS

Option A: Both 2012 World Conferences

☐ List Sponsorship Request: _____

Option B: Spring World Conference (Miami, FL — May 10 – 12)

☐ List Sponsorship Request: _____

Option C: Fall World Conference (Los Angeles, CA — October 25 – 27)

☐ List Sponsorship Request: _____

I have read and agree to all terms and conditions.

☐ Invoice ☐ Mastercard ☐ VISA ☐ AMEX

Date: _____

Sponsorship Fee: _____

3% Processing Fee: _____ (credit card only)

Print Name: _____

Total (USD): _____

Title: _____

Exp. Date: _____ CW # _____

Signature: _____

Card #: _____

Signature: _____

Fax form to 202.318.9181 (Note: If paying by check, please include a copy of the form and mail to address below)

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
 1201 New York Avenue, NW, Suite 350
 Washington, DC 20005-6126

Direct all questions to BARBARA BIENKOWSKI, DIRECTOR OF SALES - World Conferences
 202.624.1775, barbarab@meetingmgmt.com

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WORLD CONFERENCES EXHIBIT

EXHIBIT WITH SIOR

2012 SIOR Exhibition Information

SIOR makes every effort to place the exhibit hall in a centrally located area. Most food and beverage events are held in the exhibit hall to allow for maximum traffic and exposure. Don't miss out on this opportunity to promote your organization to the world's leading commercial real estate professionals!

BENEFITS & INCLUSIONS

Benefits & Inclusions:

- Two complimentary full-access registrations per 10'x10' booth
- Three complimentary full-access registrations per 20' x 10' booth
- Over 50% discount off registration for additional company attendees
- Company profile posted on SIOR's conference website, with link to company homepage
- Company profile included in all conference materials, including listing on mobile app
- Complimentary entry into the Exhibitor Raffle
- Complimentary attendee mailing lists pre- and post-conference
- Six-foot draped table & two chairs; nightly security
- Discounted conference advertisement prices
- NEW! Conference Mobile App Green Package: All exhibitors can upload unlimited .PDF documents to their exhibit mobile app listing page. See Page 10 for more details.

Premium vs. Standard Location:

- Be among the first half of exhibitors to choose your booth location on the exhibit floor. Premium Location exhibitors choose first; Standard Location exhibitors choose second.
- Companies who sponsor, in addition to exhibiting, are automatically upgraded to Premium Location at the Standard Location rate.



WORLD CONFERENCES — EXHIBIT

EXHIBITOR CHECKLIST & ADDITIONAL OPPORTUNITIES

2012 Spring World Conference Exhibitor Checklist

By March 22:

Payment in full due: Mail check to SIOR HQ

By April 12 to be included in conference materials:

Completed paperwork: Fax & mail to SIOR HQ

75-word company profile: Email to Barbara Bienkowski, Director of Sales - World Conferences, at barbarab@meetingmgmt.com for web & mobile app listing.

By April 12 to be included in the attendee list:

Register each individual attending using the separate conference registration form.

Confirm raffle participation and gift (Optional)

2012 Fall World Conference Exhibitor Checklist

By September 6:

Payment in full due: Mail check to SIOR HQ

By September 27 to be included in conference materials:

Completed paperwork: Fax & mail to SIOR HQ

75-word company profile: Email to Barbara Bienkowski, Director of Sales - World Conferences at barbarab@meetingmgmt.com for web & mobile app listing.

By September 27 to be included in the attendee list:

Register each individual attending using the separate conference registration form.

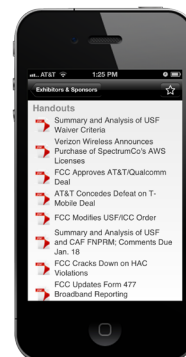
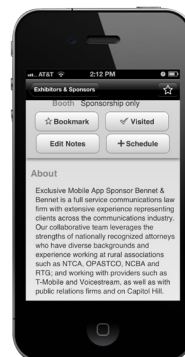
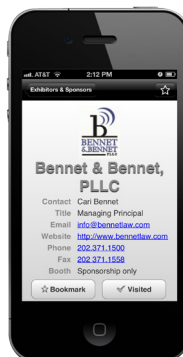
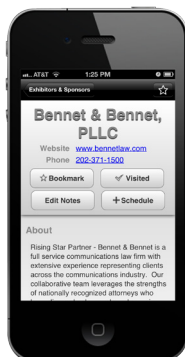
Confirm raffle participation and gift (Optional)

ADDITIONAL BENEFITS & OPPORTUNITIES:

Conference Mobile App Green Package (FREE to exhibitors/sponsors):

Both exhibitors and sponsors can upload as many downloadable .pdf product and company brochures (under 2MB) as you would like— all through individual access to the mobile app web portal. Sponsors can also upload your company's logo to appear on your sponsors listing page. It eliminates the need and expense to bring hardcopy brochures — just another advantage to exhibiting/sponsoring at SIOR conferences!

Exhibitor
Listing Page
w/out Green
Package



With the Green Package

Sponsorship Packages

Double your marketing efforts by sponsoring at SIOR conferences. Numerous opportunities are available at a variety of price points. If you are interested in sponsoring, exhibiting and/or advertising, packaged deals can be negotiated.

Exhibitor Raffle

Each exhibitor is encouraged to donate a quality gift to be awarded to conference attendees by way of a random drawing. Each attendee will be given a raffle card with all participating exhibitors listed. SIOR will promote the drawing, and require attendees to have their raffle card, marked by each participating exhibitor to qualify for the drawing. This is optional and complimentary.

WORLD CONFERENCES — EXHIBIT

TERMS & CONDITIONS

TERMS & CONDITIONS

Conditions of Participation

This Exhibit Reservation Form must be completed and signed by an authorized individual. When your payment is received, your exhibit space reservation will be made and a confirmation will be sent to the pre-conference contact listed. Reservations and booth assignments will not be confirmed until full payment is received and are handled on a first-come, first-served basis.

Cancellation Policy

Once your exhibit fee is received and SIOR has reserved a booth space in your company's name, it is considered a mutual commitment. Cancellations for the 2012 Spring World Conference prior to March 1, 2012, will incur a 50% penalty. After March 1, all exhibit fees become non-refundable. Cancellations for the 2012 Fall World Conference, a 50% fee will apply for any cancellations prior to September 4, 2012. After September 4, all exhibit fees become non-refundable. Cancellations must be made in writing.

Entertainment Policy

SIOR requires that no business, social, or educational activity be scheduled at a time that competes with any scheduled SIOR functions throughout the duration of the conference. If your company wishes to plan any events during the SIOR conference dates, please contact to coordinate times.

Exhibitor Breakdown

You are not permitted to break down before the designated time. Any early exhibit booth breakdown requests must be made and approved prior to the conference. It is the exhibitor's responsibility to arrange shipping of booth and/or materials from the exhibit floor. A show manager will be on-site to assist in this effort. Please note, should you choose not to use our show manager for shipping, all of your exhibit items must be removed from the exhibit floor before the close of breakdown hours. Should any items be left behind for any reason, show management is required to "Force Ship" those items.

WORLD CONFERENCES — EXHIBIT

RESERVATION FORM

Company Information (as it should appear on the SIOR website and printed program):

COMPANY NAME: _____
 STREET ADDRESS: _____
 CITY: _____
 STATE/PROV., ZIP/P.C.: _____

WEBSITE: _____
 PHONE: _____

PRE-CONFERENCE CONTACT: _____

PHONE: _____

ON-SITE CONTACT: _____

EMAIL: _____

PHONE: _____

EMAIL: _____

Pricing:	Standard Location	Premium Location
OPTION A: Spring & Fall		
<input type="checkbox"/> 10' x 10' Booth	<input type="checkbox"/> US \$9,500 [Spring: \$5,000 Fall: \$4,500]	<input type="checkbox"/> US \$10,500 [Spring: \$5,500 Fall: \$5,000]
<input type="checkbox"/> 20' x 10' Booth	<input type="checkbox"/> US \$16,500 [Spring: \$8,500 Fall: \$8,000]	<input type="checkbox"/> US \$18,500 [Spring: \$9,500 Fall: \$9,000]
OPTION B: Spring Only (Miami, FL May 10 – 12)		
10' x 10' Booth	<input type="checkbox"/> US \$5,000	<input type="checkbox"/> US \$5,500
20' x 10' Booth	<input type="checkbox"/> US \$8,500	<input type="checkbox"/> US \$9,500
OPTION C: Fall Only (Los Angeles, LA Oct. 25– 27)		
<input type="checkbox"/> 10' x 10' Booth	<input type="checkbox"/> US \$5,000	<input type="checkbox"/> US \$5,500
<input type="checkbox"/> 20' x 10' Booth	<input type="checkbox"/> US \$8,500	<input type="checkbox"/> US \$9,500
*Note: limit two 10x10' booths or one 20x10' booth per conference		

**BEST VALUE:
OPTION A!**

Option A: Both 2011 World Conferences

I have read and agree to all terms and conditions.

☐ Invoice ☐ Mastercard ☐ VISA ☐ AMEX

Date: _____

Booth Fee: _____

3% Processing Fee: _____ (credit card only)

Print Name: _____

Total (USD): _____

Title: _____

Exp. Date: _____ CW # _____

Signature: _____

Card #: _____

Signature: _____

Fax form to 202.318.9181 (Note: If paying by check, please include a copy of the form and mail to address below)

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
 1201 New York Avenue, NW, Suite 350
 Washington, DC 20005-6126

Direct all questions to BARBARA BIENKOWSKI, DIRECTOR OF SALES - WORLD CONFERENCES
 202.624.1775, barbarab@meetingmgmt.com

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WORLD CONFERENCES

ADVERTISING

CONFERENCE ADVERTISING

Conference Mobile App (NEW!)

SIOR has gone mobile to create a first-rate on-the-go experience for conference attendees. Using the app, you will be able to easily access conference session and speaker information, the schedule of events, exhibitor and sponsor profiles and information, maps of the hotel and exhibit hall, an attendee list, as well as create your own personal schedule.

This conference app has a longer shelf-life beyond the three-day conference as members can view the app long after the conference is over, and new information can continue to be pushed out during and after the conference.

The app is available for iPad, iPhone, Android, BlackBerry, and any smartphone that has web-enabled browser capability, and offers many useful year-round features. App users can:

- Review sessions and add them to their app & mobile phone calendars
- Search for exhibitors and find them on the floormap
- Download exhibitor brochures
- Stay in-the-know with mobile alerts (see Page 17 for details)
- Follow or join in on the Twitter feed
- Link with friends and share event photos



The SIOR Conference Mobile App will provide exhibitors with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors a far-reaching, cost-effective way of advertising in this brand new medium. It's a handy tool for the conference, and even after the conference, providing users with an industry reference tool long after the conference is over. Since exhibitor content appearing on the app is managed by the exhibitors themselves, it's a place to point new business prospects whenever new information is available, on a device they use daily right in the palm of their hands.

SIOR Live Conference Twitter Feed App Display

Take advantage of this free additional way to market yourself and your company. Follow our live conference Twitter feed, found within the app, and include the hashtag within your tweet to show up on the live feed.

SIOR²⁰¹²

OPPORTUNITIES CATALOG

WORLD CONFERENCES ADVERTISING

CONFERENCE ADVERTISING

Advertise in the NEW Conference Mobile App (Per Conference).

Gold Package: (1)

Price: \$15,000

- Secondary splash page ad (full page on app, appears everytime app is opened)
- Included banner ad & landing page (see Page 15)
- Included multimedia video package (see Page 16)
- Six text message alerts (two per day)
- Exhibitor or sponsor highlighted listing (for current exhibitors/sponsors) — highlighted listing on exhibitor/sponsor directory list to help you stand out
- Highlighted colored booth space on floor plan to stand out and be easily found
- App store screenshot presence — screenshots of app pages with your company logo will be used in iTunes, Android Market, BB market, etc.
- Weighted banners — your banner ad will be shown three times more than any other banner ad

Silver Package: (3)

Price: \$7,000

- Included banner ad & landing page (see Page 15)
- Included multimedia video package (see Page 16)
- Exhibitor or sponsor highlighted listing (for current exhibitors/sponsors) — highlighted listing on exhibitor/sponsor directory list to help you stand out
- Highlighted colored booth space on floor plan to stand out and be easily found
- Weighted banners — your banner ad will be shown two times more than any other banner ad

Multimedia Video Package:

Price: \$3,000/ad

- This option includes a rotating banner ad that clicks to a full-screen landing page ad with your own customized video embedded in it, or to your exhibitor/sponsor (if applicable) listing page with video link embedded in it.

Banner Ad & Full-Screen Landing Page Package:

Price: \$2,000/ad

- Package includes a rotating banner ad appearing on the app dashboard that clicks to a full-screen landing page of your design, then to multiple hotspot URL's or your exhibitor/sponsor listing page.

Text Message Alert Package

Price: \$1000 (1 text message alert, 1 in-app alert)

- Drive traffic to your event or booth by sending a mobile alert (short message) to all attendees who have the app. The package includes two differently delivered messages (one text message alert, one in-app alert message). See Page 17 for more details.

* All ads are subject to review and must meet design standards. Design assistance and ad creation available for additional fees.

For questions and inquiries, contact Alexis Fermanis at afermanis@sior.com or 202.449.8226

SIOR 2012

OPPORTUNITIES CATALOG

WORLD CONFERENCES ADVERTISING

Gold Package

Provides you with the following:

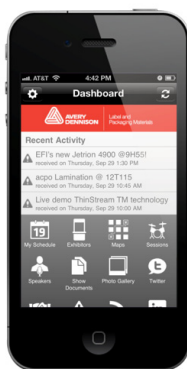
Secondary Full-Screen Splash Page that appears every time someone opens the app (shown right), app market presence (not shown) and the below features:



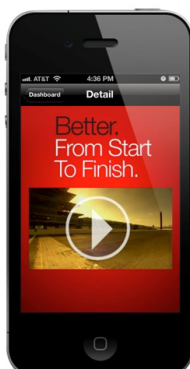
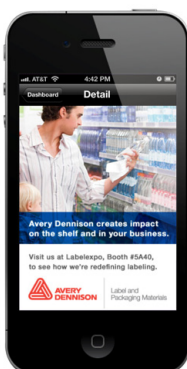
Silver Package

Provides you with the following:

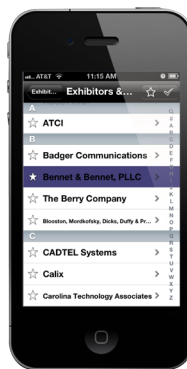
All of the below features (except the secondary splash page, the text alerts, and the app store presence (not shown))



Banner Ad & Full-Screen Landing Page



Video Ad



Highlighted Exhibitor Listing and Logo Placement/Colored Background on Floormap



Text Alert

SIOR 2012

OPPORTUNITIES CATALOG

WORLD CONFERENCES

ADVERTISING

Multimedia Video Package

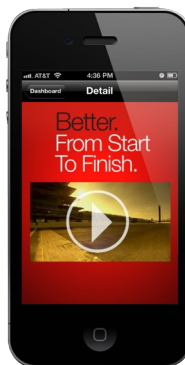
Includes a rotating Banner Ad that clicks to a full-screen landing page ad with your own customized video link embedded, or to your exhibitor/sponsor listing page (if applicable) with an embedded link to your video that you can stream, download, or email. Utilizing multimedia video allows you to personally welcome attendees, introduce or showcase products, or provide demonstrations.



Banner Ad & Full-Screen Landing Page Package

Banner ads rotate at the top of the dashboard page every 20-30 seconds. When tapped, they take the user to a full-screen landing page. Tap the landing page to be taken to an outside URL or exhibitor/sponsor listing.

Promote a product, a booth event, a show discount or a special guest.
Drive traffic to your booth



SIOR²⁰¹²

OPPORTUNITIES CATALOG

WORLD CONFERENCES ADVERTISING

Text Message Alert Package

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app.



On the iPhone, push alerts appear as a transparent message on the screen while the app is closed. Tapping it will open the app and take the user directly to the alert message.

On all smartphones, the three most recent alerts appear on the dashboard page. Tapping on the alert will open directly to the entire alert message. All alerts are stored in the Alerts section with notification of new alerts. Alerts can be purchased post-conference to provide post-event follow up.

Limit one text message (iPhone push notification) alert per company per day, one in-app (non push notification) alert per day. Daily maximum total of all app push alerts is eight. Additional alerts (in-app only) can still be purchased once text message alert quota is filled. First come, first served.

SIOR 2012

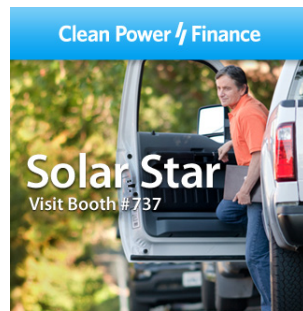
OPPORTUNITIES CATALOG

WORLD CONFERENCES ADVERTISING

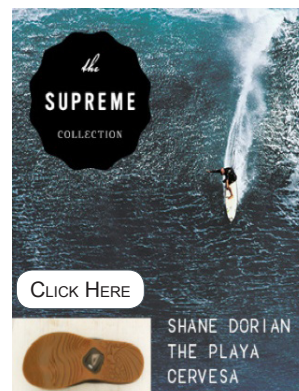
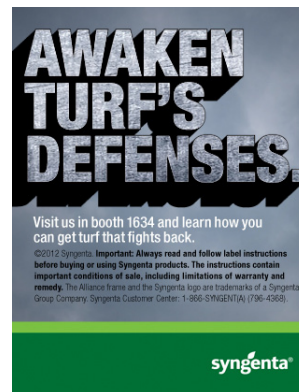
Banner Ad & Landing Page Samples

Banner Ad Specs: Format is .png or .jpg, 72 dpi; Size is 320x55 pixels

Landing Page Specs: Format is .png or .jpg, 72 dpi; Size is 320x418 pixels



You are building America's solar future.
We're there with the tools and services to
help you close more deals.



WORLD CONFERENCES — ADVERTISE

SPECS & REQUIREMENTS

Design Requirements

All ads must contain button graphics such as "Product Info," "Click Here," "Go," "View More," "More Info."

SIOR has the right to review and reject any ad that does not meet its professional or design quality standards. For design suggestions and assistance, please contact Alexis Fermanis, afermanis@sior.com, 202.449.8226.

For \$150 we will offer graphic art services provided by our app vendor.

Banner/Video Recommendations:

- No visible graphic borders
- Include your company website URL
- Contact phone numbers
- Include booth # (if applicable)
- Highlight any of the following: Coupons, contest info, special offers, special guests, etc.
- Company product info
- Keep the live copy a minimum of ½ inch from trim size for bleed ads.
- SIOR Members, if applicable - don't forget the SIOR designation!

Video Details

Video can be viewed by either clicking on banner ad and accessing through an embedded link on the landing page, or an embedded link on the exhibiting/sponsoring listing page (if applicable). It is recommended to link to the exhibitor page, where there are more options to stream, download, or email the video.

If placing your video on the landing page ad, please allow enough room for the video to be embedded.

HD h264 with AAC audio. If the video is being shot in 16:9, we can accept it in that format. Cropping it to be 3:2 is acceptable, but only if adding letterbox to output, which is done automatically.

Text Message Alerts

Text alerts titles should be no more than 30 characters. A longer detailed description can be included for when the alert details are selected. We recommend you include the date, time, and location of any event you may be teasing.

Additional Charges

A design fee may be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline are subject to additional charges.

Banner Specs:

Format: .jpg 72

Size: 320x55 pixels

Landing Page Specs:

Format: .jpg 72

Size: 320x418 pixels

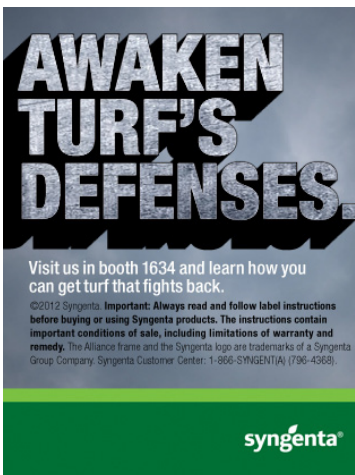
55

syngenta®

booth 1634

320

418



320

WORLD CONFERENCES — ADVERTISE

ORDER DATES, SUBMISSION GUIDELINES, AND REPORTING

Issue and Submission Closing Dates

Publisher is not liable for non-delivery or late delivery of advertisements beyond publishers's control. If the new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

Submit all materials to SIOR via Dropbox account, contact Alexis Fermanis for details at afermanis@sior.com.

Placing an Order

All orders are processed on a first come, first serve basis. To place an order, complete the conference app insertion order form and submit to media@sior.com or fax it securely to 202.517.9160. SIOR must receive an insertion order to process your request.

Submitting Materials

All materials must be received by SIOR by the material deadline. Materials are subject to review by SIOR for quality assurance and requirement approval. SIOR reserves the right to reject an ad and request redesign if it does not meet the design standards.

To submit materials, SIOR will create a unique Dropbox account where you can upload all files and forms easily. We recommend you notify media@sior.com upon completion of file upload to insure confirmation. Materials can also be emailed to media@sior.com.

Design Assistance

Having trouble with your design or text copy? SIOR can offer design/copy assistance for a fee of \$150/ad. Contact Alexis Fermanis, SIOR Director of Communications at afermanis@sior.com for inquiries.

Issue	Insertion Order Deadline	Material Deadline
Spring World Conference App	March 22	April 5
Fall World Conference App	September 6	September 20

Reporting & Statistics

Approximately 3-4 weeks post-conference, we will provide a report of app usage, including, but not limited to:

- Banner ad impressions
- Click-thru's
- Text message alert open rates
- Number of video & handout downloads
- Number of bookmarks
- Amount of events added to calendar, etc.
- Length of visit on exhibitor/sponsor page listings

**NOW SUBMIT MATERIALS EASY USING A
UNIQUE DROPBOX FOLDER JUST FOR YOU!**

WORLD CONFERENCES — ADVERTISE

ORDER FORM

Company Information:

COMPANY NAME: _____
 STREET ADDRESS: _____
 CITY: _____
 STATE/PROV., ZIP/P.C.: _____

WEBSITE: _____
 PHONE: _____

CONTACT NAME: _____
 TITLE: _____

PHONE: _____
 EMAIL: _____

Conference Mobile Advertising Rate	Price
Gold Package (1)	<input type="checkbox"/> \$15,000
Silver Package (3)	<input type="checkbox"/> \$7,000
Multimedia Video Package	<input type="checkbox"/> \$3,000
Banner Ad Package*	<input type="checkbox"/> \$2,000
Text Message Alert Package (2/day per company)** Must complete form on Page 20	<input type="checkbox"/> \$1000
Select Alert Options Below: ___ Tues. ___ Wed. ___ Thur. ___ Fri. ___ Sat. ___ Sun. ___ Mon.	Total # Alerts _____ Total Alerts Cost \$ _____
	Total Price \$ _____

☐ Spring World Conference

☐ Fall World Conference

*Rotating banner ads are displayed on a random basis. For media submission information, see Page 17.

**Companies receive one text (iPhone push notification) alert, and one in-app alert per day. There is also an app limit of eight total text (push) notification alerts per day. Requests are fulfilled on a first-come, first-serve basis. Additional alerts are allowed, but will not be sent via push-phone alerts.

☐ I have read and agree to all terms and conditions.

☐ Invoice ☐ Mastercard ☐ VISA ☐ AMEX

Date: _____

Ad Space Fee: _____

3% Processing Fee: _____ (credit card only)

Print Name: _____

Total (USD): _____

Title: _____

Exp. Date: _____ CVV # _____

Card #: _____

Signature: _____

Signature: _____

Fax form to 202.517.9160 (Note: If paying by check, please include a copy of the form and mail to address below)

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
 1201 New York Avenue, NW, Suite 350
 Washington, DC 20005-6126

Direct all questions to Alexis Fermanis
 Director of Communications
 202.449.8226, afermanis@sior.com

WORLD CONFERENCES — ADVERTISE

ALERTS DETAILS FORM

Company Information:

COMPANY NAME: _____
 STREET ADDRESS: _____
 CITY: _____
 STATE/PROV., ZIP/P.C.: _____
 CONTACT NAME: _____
 TITLE: _____

WEBSITE: _____
 PHONE: _____
 PHONE: _____
 EMAIL: _____

Alert One (Text Message/Push Alert)*

DATE OF ALERT: _____ TIME OF ALERT**: _____ ☐ a.m. ☐ p.m.

TEXT ALERT MESSAGE TITLE — PHONE PUSH NOTIFICATION (30 CHARACTERS OR LESS):

DESCRIPTION

Alert Two (In-App Alert)

DATE OF ALERT: _____ TIME OF ALERT*: _____ ☐ a.m. ☐ p.m.

TEXT ALERT MESSAGE TITLE — PHONE PUSH NOTIFICATION (30 CHARACTERS OR LESS):

DESCRIPTION

* One text message (iPhone push notification) alert and one in-app (non-push) alert max per day, per company. Requests are processed on a first come, first served basis. There is an app limit of eight total push notification alerts per day. Additional alerts are allowed, but will not be sent via push-phone alerts.

**TIMES ARE NOT GUARANTEED.

Fax form to 202.517.9160 (Note: If paying by check, please include a copy of the form and mail to address below)

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
 1201 New York Avenue, NW, Suite 350
 Washington, DC 20005-6126

Direct all questions to Alexis Fermanis
 Director of Communications
 202.449.8226, afermanis@sior.com

SIOR 2012

OPPORTUNITIES CATALOG

WORLD CONFERENCES PRESENT

Conditions of Participation

SIOR is committed to producing the highest-level educational content. The responsibility of all educational output falls under the SIOR Conference Education Committee. Given the audience and SIOR's commitment to excellence, speaking roles at SIOR World Conferences are highly sought-after. The SIOR Conference Education Committee, therefore, has a formal process in place to ensure that the best content is delivered to members and the industry.

Submitting a Proposal

All session proposals must be submitted on the *Call for Presentations Form*. Download a copy of the Call for Presentations Form by visiting <http://education.siorcca.com> and clicking on "conferences." Proposals that do not include all requested information will not be considered for presentation.

Selection Process

All complete proposals will be reviewed by the Breakout Subcommittee of the Conference Education Committee. The Subcommittee aims to finalize programming six to eight months prior to each conference, in order to comply with state continuing education application deadlines.

Other things to note:

1. Breakout sessions are typically 90 minutes in length.
2. Roundtable discussions last 45 minutes and are led twice, back-to-back at one 90-minute session. Roundtable discussions are held at SIOR Fall World Conferences only.
3. Proposal deadlines:

SIOR Spring World Conferences – November 1st
SIOR Fall World Conferences – April 1st



For more information including a complete list of Rules and Regulations visit <http://education.siorcca.com> or contact Lizzy Koenst, Director of Education at lkoenst@sior.com or 202.449.8222.

SIOR 2012

OPPORTUNITIES CATALOG

COURSES & WEBINARS

SIOR CCA

The SIOR Center for Career Advancement (CCA) provides commercial real estate education focused on the industrial and office arenas. Industry professionals, at all levels in their career, can increase their knowledge and enhance their business skills through SIOR CCA.

All SIOR educational offerings are selected and produced through SIOR CCA. This includes:

- COURSES
- WEBINARS
- CONFERENCE EDUCATION

COURSES

The SIOR "Designation Course," Core Components of Commercial Brokerage, provides the industry's best training program to learn the fundamentals of commercial real estate and enhance professional skills from seasoned practitioners.

All SIOR Applicants must complete the education requirement as part of the overall admissions process. The SIOR CCA Course Core Components of Commercial Brokerage fulfill this requirement.

During the four-day Course, students, instructors and other participants network, and make connections that last throughout their careers. The students are often already working in the industry, but at the point of seeking their SIOR Designation. This is a group of individuals with many years to come in the industry and potential business opportunities.

The Course draws 40 to 60 students, spans four days, and is offered three to four times per year. The Course includes the following mandatory classes and a mix of elective classes:

Mandatory Classes

- Construction & Development
- SIOR Ethics & Professional Standards
- Understanding the Lease Agreement

Elective Classes

- Advanced Sales Skills
- Build-to-Suit Development
- Consolidating a Business & Marketing Strategy
- Introduction to Real Estate Investment & Finance
- Negotiation Skills
- Tenant & Landlord Representation

WEBINARS

In 2012, SIOR will be delivering more content to members and the industry via webinars. Sponsoring an SIOR CCA Webinar is an opportunity to connect with a large number of members. Topics, dates and details are under construction.

CONFERENCE EDUCATION

From keynote speakers, to breakout sessions to roundtable discussions, SIOR CCA is known for delivering high-level, timely content during SIOR's biannual World Conferences.



Center for Career Advancement

Education for Your Competitive Edge

For information about sponsoring SIOR courses, webinars, and conference educational offerings, contact Lizzy Koenst at 202.449.8222 or lkoenst@sior.com.

SIOR 2012

OPPORTUNITIES CATALOG

ASSOCIATE MEMBERSHIP

Organizations with a vital interest in corporate real estate services and industrial or office development comprise SIOR's Associate Membership. Associate status is granted in one of four categories:

- CORPORATE ASSOCIATE
- DEVELOPER ASSOCIATE
- EDUCATOR ASSOCIATE
- GENERAL ASSOCIATE

Requirements

Provide recommendations from two SIOR members in a local chapter. The Recommendation Form will be provided to applicant ten days after submitting an application.

Appoint qualified individuals from the organization to serve as Delegates and represent the organization in the affairs of SIOR. Delegates must be from the same office location where the membership is held.



Benefits

ACCESS TO MORE THAN 2,800 SIOR DESIGNEES

NETWORK AND CONDUCT BUSINESS WITH PREMIER BROKERS FROM ALL OVER THE WORLD!

ASSOCIATE MEMBER LOGOS

Industry recognition as members of SIOR.

MULTIPLE DELEGATES PER MEMBERSHIP

Increase your participation.

ASSOCIATE MEMBERSHIP DIRECTORY AND SERVICE LISTING

Distributed to SIORs who need your services.

DIRECT ACCESS TO SIOR EMAIL BLAST SYSTEM

Target messages to SIORs.

SPEAKING OPPORTUNITIES AT SIOR WORLD CONFERENCES AND CHAPTER EVENTS

Share your market knowledge and industry expertise.

UPGRADED BENEFITS AT SIOR WORLD CONFERENCES

Increase your exposure as a sponsor and/or exhibitor.

PROVIDE CONTENT IN SIOR'S PROFESSIONAL REPORT QUARTERLY MAGAZINE

Gain exposure as a subjectmatter expert.

PARTICIPATE ON SIOR COMMITTEES

Help set the direction of SIOR's future.

For more information about joining SIOR as an Associate Member, contact Michael Topp, Director of Membership at 202.449.8216 or mtopp@sior.com.

SIOR²⁰¹²

OPPORTUNITIES CATALOG

DIGITAL & PRINT MEDIA

ADVERTISE IN PROFESSIONAL REPORT

SIOR's *Professional Report* magazine is produced quarterly and includes news and information geared towards the elite professionals in the commercial real estate industry. Recent member survey result indicate that the majority of members read *Professional Report* "cover to cover." Advertising options range from full-page cover positions to 1/4-page to fit all budgets.

DIGITAL ADVERTISING

Digital advertising opportunities will soon be available. Options will include the soon-to-be-launched new SIOR website, the online version of *Professional Report* and mobile apps. Information is coming soon so stay tuned! If you are interested in being contacted as soon as these opportunities are launched, contact Pam Fitzgerald.

WRITE FOR THE PROFESSIONAL REPORT

SIOR's editorial board seeks high-level and cutting-edge content for inclusion in *Professional Report*. Publishing an article in the magazine presents the author as an industry expert to the SIOR membership and beyond, a great marketing tool.



SIOR 2012

OPPORTUNITIES CATALOG

DIGITAL & PRINT MEDIA

PROFESSIONAL REPORT MAGAZINE

GENERAL INFORMATION

Billing Policy

All advertisements accepted in each edition of *Professional Report* magazine must have a signed Insertion Order, and advertising fees must be up-to-date. If you choose to pay for your ad by credit card, you will be charged an additional 3%; charge information must be included on the Insertion Order, and your account will be charged on a quarterly basis.

If you choose to pay by check, payment must accompany the first insertion. If you are placing ads in more than one edition of the magazine, you may choose to be invoiced quarterly. If you choose that option, invoices will be sent to you upon publication and payment will be due in 30 days.

Payment Clause

SIOR reserves the right to collect monies due and payable for advertisements from either the advertiser's agency or the advertiser.

Advertiser Copies

In accordance with postal regulations, each advertiser will receive one complimentary copy of the issue containing its advertisement. Additional copies may be purchased for a fee from SIOR.

Copy Liability

SIOR and *Professional Report* magazine reserve the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership. Further, SIOR reserves the right to place the word "advertisement" on any copy at the editor's discretion.

ADVERTISING RATES (USD)

Cover Positions	1X	2X	3X	4X
Back Cover	\$5675	\$5375	\$5075	\$4775
Inside Front	\$5150	\$4900	\$4650	\$4400
Inside Back	\$4700	\$4475	\$4250	\$4025
Size				
Full Page	\$2700	\$2625	\$2550	\$2475
$\frac{2}{3}$ Page	\$2025	\$1950	\$1875	\$1800
$\frac{1}{2}$ Page	\$1600	\$1525	\$1450	\$1375
$\frac{1}{3}$ Page	\$1225	\$1175	\$1125	\$1075
$\frac{1}{4}$ Page	\$875	\$825	\$775	\$725
$\frac{1}{6}$ Page	\$550	\$500	\$450	\$400

Ad Placement and Special Positions

The placement and position of all ads are made at the discretion of SIOR. For special position requests, preferred placement is on a first-come, first-served basis, with previous advertisers offered the first right of refusal. All special position requests are charged a 10% premium, and are not guaranteed, unless approved by SIOR in advance.

Additional Exposure!

To supplement the print version of *Professional Report*, SIOR now offers digital and mobile versions of the magazine. You can access the magazine online or on any mobile device. Your ad will appear in both the print and digital versions of the magazine.

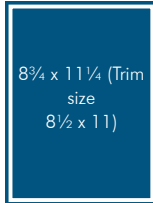
Coming Soon!

Additional digital advertising opportunities will be available with the online versions of *Professional Report* and the SIOR website in 2012. Information coming soon!

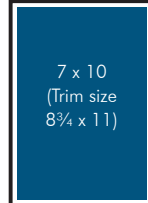
PROFESSIONAL REPORT MAGAZINE

MECHANICAL SPECIFICATIONS

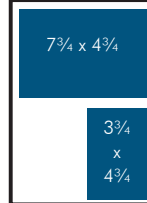
Full Page Bleed



Full Page

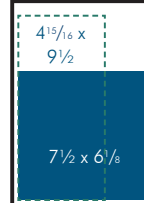


1/2 Page



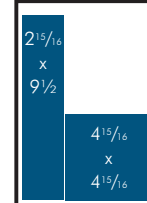
1/4 Page

2/3 Page Vertical



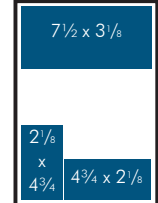
2/3 Page Horizontal

1/3 Page Vertical



1/3 Page Square

1/3 Page Horizontal



1/6 Page Vertical or Horizontal

Standard Page Size	Width	Height
Full Page with Bleed Trim Size	8 3/4 8 1/2	11 1/4 11
Full Page without Bleed Trim Size	7 1/2 8 1/2	10 11
2/3 Horizontal	7 1/2	6 1/3
2/3 Vertical	4 15/16	9 1/2
1/2 Horizontal	7 1/2	7 1/2
1/4 Vertical	3 3/4	4 3/4
1/3 Horizontal	7 1/2	3 1/8
1/3 Vertical	2 3/8	9 1/2
1/3 Square	4 15/16	4 15/16
1/6 Vertical	2 3/8	4 3/4
1/6 Horizontal	4 3/4	2 3/8

Issue and Submission Closing Dates

All placements are first come, first served. Publisher is not liable for non-delivery or late delivery of advertisements beyond publishers' control. If the new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

Submit all materials to media@sior.com.

Issue	Insertion Order Deadline	Material Deadline
1 st Quarter	December 14	January 20
2 nd Quarter	March 9	April 13
3 rd Quarter	June 8	July 20
4 th Quarter	September 7	October 13

Proofs

All ads must be accompanied by a hard-copy color-proof. SIOR is not responsible for ads sent without high-quality color-proofs.

Acceptable Applications

PDF: PDFs must be Press Ready High Resolution (300 dpi) with the fonts embedded, BW, Grayscale or CMYK (no RGB, no Pantone, no Spot Colors).

InDesign, QuarkXPress, Illustrator: Must include all fonts and graphics.

Photoshop: Native Photoshop, JPEGs, and TIFFs accepted. Must be a minimum of 300 dpi and be converted to CMYK.

Unacceptable Applications

Microsoft Word, Publisher, Powerpoint or any word processing program.

Fonts

Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Include both printer fonts and screen fonts for your files.

Live Copy

Keep the live copy a minimum of 1/2 inch from trim size for bleed ads.

Bleeds

Bleeds are accepted for full-page advertisements only and must be fully bled at 1/4 inch on all four sides.

Additional Charges

A design fee may be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline are subject to additional charges.

PROFESSIONAL REPORT MAGAZINE

ADVERTISING INSERTION ORDER

Advertiser: _____ Check Here if Ad Agency: _____

Contact Name: _____ Member Name Associated with Ad: _____

Address: _____

City: _____ State/Prov: _____ Zip/PC: _____

Phone: _____ Email: _____

Page Size	Frequency			
	1X	2X	3X	4X
Back Cover	<input type="checkbox"/> \$5675	<input type="checkbox"/> \$5375	<input type="checkbox"/> \$5075	<input type="checkbox"/> \$4775
Inside Cover	<input type="checkbox"/> \$5150	<input type="checkbox"/> \$4900	<input type="checkbox"/> \$4650	<input type="checkbox"/> \$4400
Inside Back	<input type="checkbox"/> \$4700	<input type="checkbox"/> \$4475	<input type="checkbox"/> \$4250	<input type="checkbox"/> \$4025
Full Page	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2625	<input type="checkbox"/> \$2550	<input type="checkbox"/> \$2475
2/3 Horizontal	<input type="checkbox"/> \$2025	<input type="checkbox"/> \$1950	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1800
2/3 Vertical	<input type="checkbox"/> \$2025	<input type="checkbox"/> \$1950	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1800
1/2 Horizontal	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$1525	<input type="checkbox"/> \$1450	<input type="checkbox"/> \$1375
1/3 Square	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$1075
1/3 Horizontal	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$1075
1/3 Vertical	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$1075
1/4 Vertical	<input type="checkbox"/> \$875	<input type="checkbox"/> \$825	<input type="checkbox"/> \$775	<input type="checkbox"/> \$725
1/6 Vertical	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400

Issue to run in:

- ☐ 1st Quarter
☐ 2nd Quarter
☐ 3rd Quarter
☐ 4th Quarter

Artwork:

- ☐ New Art to be provided
☐ Pick Up previous ad,
 issue ____ page ____

Professional Report is a quarterly publication of the Society of Industrial and Office Realtors (ISSN: 1067-4764).

I have read and agree to all terms and conditions.

☐ Invoice ☐ Mastercard ☐ VISA ☐ AMEX

Date: _____

Ad Fee (per edition): _____

3% Processing Fee: _____ (credit card only)

Print Name: _____

Total (USD): _____

Title: _____

Exp. Date: _____ CW # _____

Signature: _____

Card #: _____

Signature: _____

Fax form to 202.517.9160 or use unique DropBox account (contact Alexis Fermanis for more information).

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
 1201 New York Avenue, NW, Suite 350
 Washington, DC 20005-6126

Direct all questions to Alexis Fermanis
 Director of Communications
 202.449.8226, afermanis@sior.com

SIOR 2012

OPPORTUNITIES CATALOG

DIGITAL & PRINT MEDIA

WRITE

The Professional Report

Produced quarterly, each edition of SIOR's *Professional Report* magazine includes articles designed to keep members and others in the commercial real estate industry on top of information and trends. Articles are written by industry experts and focus on topics that cover the evolving paradigms in commercial real estate brokerage.

An article printed in *Professional Report* exposes the author to the entire SIOR membership as well as other professionals in the industry on SIOR's distribution list. Print copies are also distributed at industry conferences and SIOR Chapter events.

The digital version of *Professional Report* is available for free on the SIOR homepage and is distributed to a growing number of digital subscribers. Also, apps are available on both the iOS (Apple's operating system for iPhone and iPad) and Android platform (for all droid phones and tablets). Other smart phones and platforms (such as Blackberry) are coming soon.

SIOR's Editorial Advisory Board oversees content for *Professional Report* and is always looking for content for the following areas of interest:

- BROKERAGE AND SALES SKILLS
- ECONOMIC OVERVIEW
- INDUSTRIAL / OFFICE PRODUCT
- INTERNATIONAL TRENDS AND INSIGHT
- MARKETING AND ADVERTISING TRENDS
- TECHNOLOGY

For more information about submitting an article or topic for consideration, contact Alexis Fermanis, Communications Director, at afermanis@sior.com or 202.449.8226.

Other topics for consideration include:

- COST SEGREGATION
- CONSTRUCTION TRENDS AND TECHNIQUES
- DUE DILIGENCE
- FINANCING
- LEASE / BUY ANALYSIS
- LICENSURE
- MIXED USE DEVELOPMENT
- PROPERTY MANAGEMENT
- TAXES AND REGULATIONS
- TENANT REPRESENTATION



SIOR 2012

OPPORTUNITIES CATALOG

OTHER OPPORTUNITIES

Chapters

SIOR is comprised of 46 Chapters. These chapters are self-governing and most offer their own robust educational, networking, and sponsorship programs. Involvement at the local Chapter level is another way to market to SIOR Members.

Region: CANADA

- Central Canadian Chapter
- Eastern Canadian Chapter
- Western Canadian Chapter

Region: CENTRAL

- Colorado Chapter
- Iowa / Nebraska Chapter
- Minnesota Chapter
- St. Louis Chapter
- Western Missouri / Kansas Chapter

Region: GREAT LAKES

- Chicago Chapter
- Indiana / Kentucky Chapter
- Michigan Chapter
- Ohio Chapter
- Wisconsin Chapter

Region: MID-ATLANTIC

- Maryland / D.C. / Northern Virginia Chapter
- Philadelphia Regional Chapter
- Virginia Chapter
- Western Pennsylvania Chapter

Region: NORTHEAST

- Connecticut Chapter
- New England Chapter
- New Jersey Chapter
- New York City / Downstate New York Chapter
- Upstate New York Chapter

For more information about connecting at the SIOR Chapter Level, contact, Diana Lee, Vice President of Chapter Relations at 202.449.8214 or dlee@sior.com.

Region: NORTHWEST

- Idaho Chapter
- Oregon Chapter
- Utah Chapter
- Washington State Chapter

Region: SOUTH

- Arkansas Chapter
- Florida Chapter
- Louisiana / Mississippi / Alabama / N.W. Florida Chapter

Region: SOUTHEAST

- Carolinas Chapter
- Eastern Tennessee Chapter
- Georgia Chapter
- Memphis Chapter

Region: SOUTHWEST

- El Paso Southwest Chapter
- Houston / Gulf Coast Chapter
- New Mexico Chapter
- North Texas Chapter
- Oklahoma Chapter
- South Texas Chapter

Region: WEST

- Arizona Chapter
- Greater Los Angeles Chapter
- Inland Empire / Orange County Chapter
- Northern California Chapter
- San Diego Chapter
- Southern Nevada Chapter

Region: INTERNATIONAL

- European Regional Council