

SIOR2013

SPONSOR/EXHIBITOR PROSPECTUS

2013 Spring World Conference—Indian Wells, CA

Conference Dates: May 2-4, 2013

Exhibit Hall Dates: May 2-3, 2013

2013 Fall World Conference—Chicago, IL

Conference Dates: October 24-26, 2013

Exhibit Hall Dates: October 24-25, 2013



WHY & HOW TO:

EXHIBIT

SPONSOR

CONFERENCE APP ADVERTISING

SIOR2013

SPONSOR/EXHIBITOR PROSPECTUS

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 SIOR's close more than 78,000 transactions annually for a per-member average of:

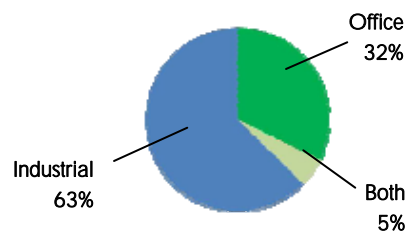
- 30 deals
- 1.05 million square feet (97,500 meters)
- US \$32.2 million in leases/sales

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
- BALTIC STATES
- BELGIUM
- BRAZIL
- CANADA
- CHINA
- COSTA RICA
- CZECH REPUBLIC
- DOMINICAN REPUBLIC
- FRANCE
- GERMANY
- GREECE
- HUNGARY
- INDIA
- IRELAND
- ISRAEL
- ITALY
- JAPAN
- LEBANON
- MALAYSIA
- MEXICO
- NETHERLANDS
- POLAND
- ROMANIA
- RUSSIA
- SOUTH KOREA
- SPAIN
- SWITZERLAND
- UNITED KINGDOM
- UNITED STATES
- VENEZUELA
- VIETNAM

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 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:

- EXHIBIT
- SPONSOR
- ADVERTISE

As a value-add for exhibitors and sponsors, discounts on additional sponsorships or advertising are now available! This is a great opportunity to increase your company's level of exposure to SIOR conference attendees!

Discounts are based on the level of your sponsorship:

- \$50,001 or more: 25% discount
- \$25,000—\$50,000: 20% discount
- \$15,000—\$24,999: 15% discount
- \$5,000—\$14,999: 10% discount



The offerings are eligible for the discount on a first-come, first-served basis. The discount will be taken off of the lesser of the sponsored items. The discount applies to not only sponsorship opportunities, but also to mobile app sponsorship and advertising. For complete details, see page 10.

SIOR 2013 SPRING WORLD CONFERENCE

May 2-3, 2013
Hyatt Regency Indian Wells
Indian Wells, CA

SIOR 2013 FALL WORLD CONFERENCE

October 24-25, 2013
Hyatt Regency Chicago
Chicago, IL

SIOR2013

SPONSOR/EXHIBITOR PROSPECTUS

WORLD CONFERENCES EXHIBIT

EXHIBIT WITH SIOR

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 registrations per single (8'x10' or 10' x 10') booth
- Three complimentary registrations per double booth
- Over 50% discount off all registrations for additional company attendees
- Company profile posted on SIOR's conference website and listed in the conference mobile app
- Complimentary entry into the Exhibitor Raffle (gift provided by exhibiting company)
- Complimentary attendee mailing lists pre- and post-conference
- Six-foot draped table & two chairs; nightly security
- Upload unlimited PDF documents to their exhibitor profile on the conference mobile app.
- **Add select sponsorships at discounted prices (see p. 10) - NEW!**



PREMIUM VS. STANDARD BOOTH

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

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.

2013 Spring World Conference Exhibitor Checklist & Deadlines

March 1, 2013

_____ Payment due in full

_____ Cancellations received through March 1 will incur a 50% penalty. Cancellations after this date will be charged 100% of the booth fee.

April 2, 2013

_____ 75-word Company Profile emailed to kfrawley@sior.com.

_____ Last day to register individuals for inclusion in the attendee list.

_____ Confirm raffle participation and gift (optional).

2013 Fall World Conference Exhibitor Checklist & Deadlines

September 5, 2013

_____ Payment due in full

_____ Cancellations received through September 5 will incur a 50% penalty. Cancellations after this date will be charged 100% of the booth fee.

September 24, 2013

_____ 75-word Company Profile emailed to kfrawley@sior.com.

_____ Last day to register individuals for inclusion in the attendee list.

_____ Confirm raffle participation and gift (optional).

2013 Spring World Conference—Exhibit Hall Hours

Exhibitor Set-Up:

Wednesday, May 1, 1:00pm-5:00pm

Exhibit Hall Open:

Thursday, May 2, 9:00am-6:00pm

Friday, May 3, 8:00am-12:30pm

Exhibit Hall Tear-Down:

Friday, May 3, 12:30pm-5:00pm

2013 Fall World Conference—Exhibit Hall Hours

Exhibitor Set-Up:

Wednesday, October 23, 1:00pm-5:00pm

Exhibit Hall Open:

Thursday, October 24, 9:00am-6:00pm

Friday, October 25, 8:00am-4:00pm

Exhibit Hall Tear-Down:

Friday, October 25, 4:00pm-8:00pm

Saturday, October 26, 8:00am-12:00noon

**Note, hours are subject to change.*

Company Information (as it will appear on the website and mobile app):

COMPANY NAME: _____ WEBSITE: _____
 STREET ADDRESS: _____ PHONE: _____
 CITY: _____ STATE/PROV/ZIP: _____

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

ON-SITE CONTACT: _____ CELL PHONE: _____
 _____ EMAIL: _____

Pricing:	Standard Booth	Premium Booth
<input type="checkbox"/> OPTION A: SPRING & FALL		
<input type="checkbox"/> Single Booth	<input type="checkbox"/> US \$9,500 <i>Spring: \$5,000</i> <i>Fall: \$4,500</i>	<input type="checkbox"/> US \$10,500 <i>Spring: \$5,500</i> <i>Fall: \$5,000</i>
<input type="checkbox"/> Double Booth	<input type="checkbox"/> US \$16,500 <i>Spring: \$8,500</i>	<input type="checkbox"/> US \$18,500 <i>Spring: \$9,500</i>
<input type="checkbox"/> OPTION B: SPRING ONLY (May 2-3, 2013)		
<input type="checkbox"/> Single Booth	<input type="checkbox"/> US \$5,000	<input type="checkbox"/> US \$5,500
<input type="checkbox"/> Double Booth	<input type="checkbox"/> US \$8,500	<input type="checkbox"/> US \$9,000
<input type="checkbox"/> OPTION C: FALL ONLY (Oct. 24-25, 2013)		
<input type="checkbox"/> Single Booth	<input type="checkbox"/> US \$5,000	<input type="checkbox"/> US \$5,500
<input type="checkbox"/> Double Booth	<input type="checkbox"/> US \$8,500	<input type="checkbox"/> US \$9,000

***Note: Limit two single booths or one double booth per company per conference.**

I have read and agreed to all terms and conditions. Invoice Mastercard Visa AmEx

Date: _____ Booth Fee: _____

Print Name: _____ 3% Processing Fee (credit card only): _____

Title: _____ Total Due (USD): _____

Signature: _____ Exp. Date: _____ CW# _____

I will participate in the Exhibitor Raffle. Card #: _____

Signature: _____

EXHIBITOR RULES & REGULATIONS—SIOR 2013 Spring World Conference

All Exhibitors, by submission of their application, agree to abide by the following regulations:

1. CONDITION OF PARTICIPATION: This Exhibit Reservation form must be completed and signed by an authorized individual. When 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. Booth assignments are handled on a first-come, first-served basis. If full payment is not received prior to the conference, you will not be able to set up your booth until payment has been received.

2. CODES AND AGREEMENTS: The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.

3. SPACE ASSIGNMENTS: Booth and event sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor locations will be assigned to booths based on best fit. Society of Industrial and Office REALTORS (SIOR) reserves the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of SIOR.

4. EXHIBIT HOURS: Set up—Wednesday, May 1, 2013: 1:00pm-5:00pm.

Exhibit Hall Hours—Thursday, May 2, 2013: 9:00am-6:00pm; Friday, May 3, 8:00am-12:15pm. **Breakdown—**Friday, May 3, 12:30pm-5:00pm. *Hours are subject to change.*

5. USE OF SPACE: The Exhibitor shall not sublet or share the booth space provided by SIOR, nor shall the Exhibitor assign this lease in whole or in part without written notice to and approval from SIOR. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (6:00pm, May 1, 2013). The space may be resold, reassigned, or used by the exhibit management.

6. EARLY DISMANTLING OF BOOTHS: Exhibits are to remain set up until 12:30pm on Friday, May 3. 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. An official service contractor will be on-site to assist in this effort. Please note, should you choose not to use our official service contractor for shipping, all of your exhibit items must be removed from the 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.

7. EXCLUSION: SIOR reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. SIOR shall have the right to prohibit use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. SIOR reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

8. SAFETY REGULATIONS: The use or storage of flammable liquids, gases or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

9. LIABILITY: Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Indian Wells Resort & Spa (Hotel), its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and

affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

10. GUARD SERVICE: SIOR will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, SIOR, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, accidents or other causes.

11. FOOD & BEVERAGE: If you plan on distributing food and/or beverages from your booth, you must receive prior approval from SIOR. Any additional fees that are levied by the Hotel will be your sole responsibility. Please contact SIOR prior to the event to determine the costs associated with your consumable giveaway.

12. MINIMUM AGE FOR ENTRY: To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.

13. OFFICIAL SERVICE CONTRACTOR: To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, the official service contractor is TBD. The official service contractor will send all confirmed exhibitors a service kit containing information on furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental and recommended transportation carriers.

14. AMENDMENT OF RULES: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of SIOR and the Hotel. These rules and regulations may be amended at any time by SIOR and the Hotel. All amendments shall be binding on Exhibitors.

15. CANCELLATION/REFUND: 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 2013 Spring World Conference prior to March 1, 2013, will incur a 50% penalty. After March 1, 2013, all exhibit fees become non-refundable. Cancellations must be made in writing.

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

17. ATTENDEE LIST USAGE: All Exhibitors will receive one pre- and one post-conference attendee list. Prior to receiving the lists, Exhibitors must submit to SIOR for approval the piece that will be distributed to attendees. Approval will take approximately 2 business days.

The foregoing regulations have been formulated for the best interest of all parties.

I have read and agree to the terms and conditions set forth.

INITIAL: _____

DATE: _____

EXHIBITOR RULES & REGULATIONS—SIOR 2013 Fall World Conference

All Exhibitors, by submission of their application, agree to abide by the following regulations:

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4. EXHIBIT HOURS: Set up—Wed., October 23, 2013: 1:00pm-5:00pm.

Exhibit Hall Hours—Thurs., October 24, 2013: 9:00am-6:00pm; Fri., October 25, 8:00am-4:00pm. **Breakdown—**Fri., October 25, 4:00pm—8:00pm; Sat., October 26, 8:00am—12:00noon. *Hours are subject to change.*

5. USE OF SPACE: The Exhibitor shall not sublet or share the booth space provided by SIOR, nor shall the Exhibitor assign this lease in whole or in part without written notice to and approval from SIOR. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (5:00pm, October 23, 2013). The space may be resold, reassigned, or used by the exhibit management.

6. EARLY DISMANTLING OF BOOTHS: Exhibits are to remain set up until 4:00pm on Friday, October 25. 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. An official service contractor will be on-site to assist in this effort. Please note, should you choose not to use our official service contractor for shipping, all of your exhibit items must be removed from the 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.

7. EXCLUSION: SIOR reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. SIOR shall have the right to prohibit use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. SIOR reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

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affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

10. GUARD SERVICE: SIOR will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors’ material and display. Beyond this, SIOR, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, accidents or other causes.

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15. CANCELLATION/REFUND: 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 2014 Fall World Conference prior to September 5, 2013, will incur a 50% penalty. After September 5, 2013, all exhibit fees become non-refundable. Cancellations must be made in writing.

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

17. ATTENDEE LIST USAGE: All Exhibitors will receive one pre- and one post-conference attendee list. Prior to receiving the lists, Exhibitors must submit to SIOR for approval the piece that will be distributed to attendees. Approval will take approximately 2 business days.

The foregoing regulations have been formulated for the best interest of all parties.

I have read and agree to the terms and conditions set forth.

INITIAL: _____ **DATE:** _____

SIOR2013

SPONSOR/EXHIBITOR PROSPECTUS

WORLD CONFERENCES SPONSOR

SPONSOR WITH SIOR

Sponsorship opportunities at SIOR conferences allow participating companies ongoing exposure before, during and after each conference. SIOR offers a wide range of opportunities so you can pick the best option to meet your marketing needs!

Benefits of sponsoring include:

- Complimentary conference registrations based on amount of sponsorship
- Logo placement on signage throughout the conference
- Thank you from SIOR President at general sessions at the start and end of the conference including logo display on screen
- Logo on SIOR website with sponsor company listing
- **Discounts on sponsorship upgrades/advertising (see p.10) - NEW!**
- Invitation to President's VIP Reception
- 1-page insert in conference bag/registration packet

Sponsoring companies have prominent visibility throughout SIOR conferences and are seen in support of SIOR by the membership. SIOs are loyal and support those who support them.



ADDED EXPOSURE!

As a value-add for exhibitors and sponsors, discounts on additional sponsorships or advertising are now available! This is a great opportunity to increase your company's level of exposure to SIOR conference attendees!

Discounts are based on the level of your sponsorship:

- \$50,001 or more: 25% discount
- \$25,000—\$50,000: 20% discount
- \$15,000—\$24,999: 15% discount
- \$5,000—\$14,999: 10% discount



The offerings are eligible for the discount on a first-come, first-served basis. The discount will be taken off of the lesser of the sponsored items.

EXAMPLE 1 (exhibitor):

Exhibit Booth: \$5000
Educational Session: \$5500 - 10% = \$4950
Total Fee: \$9950

EXAMPLE 2 (sponsor):

Wi-Fi & iLounge: \$40,000
Lanyards: \$10,000 - 20% = \$8,000
Total Fee: \$48,000

The discount applies to not only sponsorship opportunities, but also to mobile app sponsorship and advertising. For more information and rates on mobile app opportunities, please see page 14.

TERMS AND CONDITIONS

CONDITIONS OF PARTICIPATION

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

ENTERTAINMENT POLICY

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

ATTENDEE LIST USAGE

All Sponsors will receive one pre- and one post- conference attendee list. Prior to receiving the lists, Sponsors must submit to SIOR for approval the piece that will be distributed to attendees. Approval will take approximately 2 business days.

SPONSORSHIP OPPORTUNITIES

Note: The pricing listed below is per-conference.

FRIDAY NIGHT PARTY (SPRING ONLY): \$75,000

This social event, open to all attendees, is themed around the conference location and features heavy hors d'oeuvres, cocktails, and live entertainment. It is a great way for your company to make a splash at the conference. Additional benefits:

- Complimentary 20'x10' premium exhibit booth space
- Welcome address
- Cocktail napkins and buffet, bar and table signage with event sponsor logo
- Access to VIP area for you and your invited guests

FRIDAY GENERAL SESSION \$70,000

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 exhibit booth space
- 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 at session

OPENING COCKTAIL PARTY: \$60,000

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 exhibit booth space
- Space for "After Party" for select guests
- Welcome address
- Cocktail napkins with event sponsor logo

GRAND OPENING LUNCHEON: \$40,000

The Grand Opening Luncheon, held in the Exhibit Hall, is a great opportunity to get your company in front of conference attendees at the start of the conference. Additional Benefits:

- Complimentary 10'x10' premium exhibit booth space
- 5 minutes of podium time
- Cocktail napkins with event sponsor logo

WI-FI & iLOUNGE: \$40,000

Users will log into a wireless network, named after your organization and with your customized password so that they can stay connected while at the conference. Additional benefits:

- Approximately 20'x20' Lounge in the exhibit hall, complete with comfortable furniture groupings
- Printers (featuring iPrint & 2.5 days of wi-fi coverage)
- Signage recognizing your company as the lounge host
- 10'x10' exhibit booth

OPENING GENERAL SESSION: \$30,000

The Opening General Session kicks off the conference and always fills the room. Additional Benefits:

- Complimentary 10'x10' premium exhibit booth space
- Introduction of speaker

BULL N' BEER RECEPTION: \$25,000

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 crowds. Additional Benefits:

- 5 minutes of podium time
- Opportunity to emcee the raffle
- Cocktail napkins with event sponsor logo

CLOSING GENERAL SESSION: \$20,000

This is an excellent opportunity for your organization to receive maximum exposure. Additional Benefits:

- Complimentary 10' x 10' premium location exhibit booth space
- Introduction of speaker

WEDNESDAY EVENING LEADERSHIP RECEPTION: \$15,000

This invitation-only exclusive event for Chapter Leaders and Committee Members is an excellent opportunity to get in front of the leaders of SIOR prior to the start of the conference. Additional Benefits:

- Welcome address
- Table signage
- Beverage napkins with logo

NETWORKING BREAKFAST: \$10,000 PER DAY

Place your company name in front of conference attendees during these popular morning events. Additional Benefits:

- 5 minutes of podium time
- Table and buffet signage
- Beverage napkins with logo

NETWORKING RECEPTIONS: \$10,000 EACH

Host a reception for a targeted group of SIOR members:

- Independent Brokerage Group Reception
- President's VIP Reception (attendees include Board of Directors, Past Presidents, International Members, Sponsors Award Winners (spring only) and Anniversary Members (fall only))
- Young Professionals & New Member Reception

Additional benefits:

- Beverage napkins with sponsor logo at reception

NEW MEMBER ORIENTATION & LUNCHEON: \$10,000

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

- Logo giveaway item on tables during luncheon
- Brief podium time with welcome address

NETWORKING BREAK: \$8,500 (FULL-DAY); \$6,000 (1/2 DAY)

Host beverages and snacks for continuous exposure. Additional benefits:

- Beverage napkins with sponsor logo at breaks

EDUCATIONAL BREAKOUT SESSIONS: \$5,500 (EACH)

Concurrent 90-minute educational sessions allow a brief company "commercial" and introduction of speaker(s).

Additional benefits:

- Introduction of speaker
- Giveaway item placed at session

HOTEL KEY CARDS: \$10,000

Here's your opportunity to have EVERY single attendee see your company's name. Hotel key cards are used by everyone staying at the hotel and can also feature a QR code that will take attendees directly to your website.

CONFERENCE TOTE BAG: \$10,000

Not only will all attendees be reminded of your company's name and presence at the conference, this is an opportunity to continue your presence after the conference. Most of these conference bags live on—and so will your company name!

LANYARDS: \$10,000

Distributed to attendees at registration, lanyards support the badges that all attendees must wear. When your name and logo appear on the lanyards, you'll have non-stop exposure throughout the conference.

ELEVATOR WRAPS: \$4,000 - \$8,000 (PRICE BASED ON PLACEMENT)

Increase your company's visibility with elevator wraps. Catch attendee's eyes on their way up the elevator and remind them of your company on their ride down the elevator. Unique door wraps on the hotel elevator doors market your company to a captive audience throughout the conference.

DESIGN YOUR OWN

Have a specific idea or budget in mind, but can't find the perfect sponsorship listed above? Contact Faye Pastor at fayep@meetingmgmt.com or 202.624.1775.



Company Information (as it will appear on the website and mobile app):

COMPANY NAME: _____

WEBSITE: _____

STREET ADDRESS: _____

PHONE: _____

CITY: _____

STATE/PROV/ZIP: _____

PRE-CONFERENCE CONTACT:

PHONE: _____

EMAIL: _____

ON-SITE CONTACT:

CELL PHONE: _____

EMAIL: _____

OPTION A: SPRING & FALL

Sponsorship Item: _____

Fee: _____

Add-ons: _____

Fee: _____

OPTION B: SPRING ONLY (May 2-4, 2013)

Sponsorship Item: _____

Fee: _____

Add-ons: _____

Fee: _____

OPTION C: FALL ONLY (Oct. 24-26, 2013)

Sponsorship Item: _____

Fee: _____

Add-ons: _____

Fee: _____

I have read and agreed to all terms and conditions.

Invoice

Mastercard

Visa

AmEx

Date: _____

Sponsorship Fee: _____

3% Processing Fee (credit card only): _____

Print Name: _____

Total Due (USD): _____

Title: _____

Exp. Date: _____ CW#: _____

Signature: _____

Card #: _____

Signature: _____

Email form to Faye Pastor at fayep@meetingmgmt.com or fax to 202.624.1766. If paying by check, please include a copy of the form and mail to The Society of Industrial and Office Realtors, 1201 New York Avenue, NW, Ste. 350, Washington, DC 20005-6126.

SIOR2013

SPONSOR/EXHIBITOR PROSPECTUS

WORLD CONFERENCES ADVERTISE

CONFERENCE ADVERTISING

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, and 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 schedule
- Search for exhibitors and sponsors
- Download exhibitor and sponsor brochures
- Search for attendees
- Stay in the know with mobile alerts
- Follow or join in on the Twitter feed
- Link with friends and share event photos

The SIOR Conference Mobile App provides exhibitors and sponsors 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 technology-based medium. It's a handy tool for the conference, and even after the conference, providing users with an industry reference tool. Since exhibitor and sponsor 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.



ADVERTISING OPPORTUNITIES

GOLD PACKAGE (1): \$10,000

- Secondary splash page on app
- Included banner ad & landing page
- Included multimedia video package
- Six text message alerts (two per day)
- Exhibitor or sponsor highlighted listing
- Highlighted colored booth space on exhibit hall map (if exhibiting)
- App store screen shot presence—screenshots of app pages with your company logo will be used in iTunes, Android market, BlackBerry market, etc.
- Weighted banners—your banner ad will be shown three times more than any other banner ad
- Signage on-site at the conference



Secondary full-screen splash page appears every time someone opens the app.

SILVER PACKAGE (3): \$5,000

- Included banner ad & landing page
- Included multimedia video package
- Exhibitor or sponsor highlighted listing
- Highlighted colored booth space on exhibit hall map, if exhibiting
- App store screen shot presence—screenshots of app pages with your company logo will be used in iTunes, Android market, BlackBerry market, etc.
- Weighted banners—your banner ad will be shown two times more than any other banner ad
- Signage on-site at the conference.



Banner Ad & Full-Screen Landing Page

Video Ad



Highlighted Exhibitor Listing and Logo Placement/Colored Background on Floor Map

Text Alert

MULTI-MEDIA VIDEO PACKAGE: \$3,000/AD

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 with an embedded link to your video that you can stream, download or email. Utilizing multi-media video allws you to personally welcome attendees, introduce or showcase products or services, or provide demonstrations.



BANNER AD & FULL-SCREEN LANDING PAGE PACKAGE: \$2,000/AD

Banner ads rotate at the top of the dashboard every 20-30 seconds. When tapped, they take the user to a full-screen landing page. Tap the landing page to be taken to the exhibitor/sponsor listing with a link to an outside URL. Promote a product, a booth event, a show discount or a special guest.



TEXT MESSAGE ALERT PACKAGE: \$500 (1 TEXT/PUSH ALERT, 1 IN-APP ALERT)

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app. On all smartphones, the three most recent alerts appear on the dashboard. All alerts are stored in the alerts section with notification of new alerts. Limit one text (push) alert per company per day, and on in-app alert per company per day.



Company Information (as it will appear on the website and mobile app):

COMPANY NAME: _____ WEBSITE: _____
 STREET ADDRESS: _____ PHONE: _____
 CITY: _____ STATE/PROV/ZIP: _____
 CONTACT NAME: _____ PHONE: _____
 EMAIL: _____

Conference Mobile Advertising Options	Rate
<input type="checkbox"/> Gold Package	\$10,000
<input type="checkbox"/> Silver Package	\$5,000
<input type="checkbox"/> Multi-Media Video Package	\$3,000
<input type="checkbox"/> Banner Ad Package	\$2,000
<input type="checkbox"/> Text Message Alert Package*	\$500
<input type="checkbox"/> Select Alert Options Below:	Total # Alerts:
Tues. ____ Wed. ____ Thur. ____ Fri. ____ Sat. ____ Sun. ____ Mon. ____	Total Cost: \$ _____
Total Advertising Price \$ _____	

- Spring World Conference
- Fall World Conference

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

Payment Type: Invoice Mastercard Visa AmEx

Advertising Price: _____

3% Processing Fee (credit card only): _____

Total Due (USD): _____

Exp. Date: _____ CW#: _____

Card #: _____

Signature: _____

Email form to Lizzy Lokken at llokken@sior.com or click on the email button at the top of the form. You may also fax to 202.517.9151. If paying by check, please include a copy of the form and mail to The Society of Industrial and Office Realtors, 1201 New York Avenue, NW, Ste. 350, Washington, DC 20005-6126. Please direct any questions to Lizzy Lokken, Director of Programs, 202.449.8222 or llokken@sior.com. Once payment is received, SIOR will follow up with design specs and additional information.

WHO PARTICIPATES?

PAST SPONSORS & EXHIBITORS

The following is a sample of some of the sponsors and exhibitors from past SIOR World Conferences. If your competition is participating, shouldn't you?

ALM Real Estate Media Group
ARCO Design/Build
Advanced GeoEnvironmental
Bank of America Merrill Lynch
Becknell Industrial
BH Properties
CCIM Institute
CenterPoint Properties
CentrePort Canada, Inc.
Clarius Partners, LLC
Clayco
CORFAC International—Corporate Facility Advisors
Dalfen America Corp.
Dallas Economic Development
DCT Industrial Trust
Dermody Properties
DTZ, a UGL Company
First Industrial Realty Trust
Greater Des Moines Partnership
Greater MSP
Hollingsworth Cos.

IDI
Indiana Economic Development
Industrial Income Trust
Liberty Property Trust
LoopNet, Inc.
Miami-Dade Beacon Council
Mericle Commercial Real Estate Services
National Association of REALTORS Commercial
Northeast Texas Economic Alliance
Panattoni Development Co.
Prologis
Raleigh Economic Development
The Rockefeller Group
San Joaquin Partnership
SNAP! office
Strategic Coach
Tejon Ranch Company
TerraPointe Services Inc.
United Trust Fund
Wake County Economic Development
Xceligent