



10-13 JUNE 2024 | MILAN, ITALY  
**EUROPE CONFERENCE**

# SPONSORSHIP PROSPECTUS





## ABOUT THE URBAN LAND INSTITUTE

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ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. **ULI is its members**—delivering the mission, shaping the future of the industry, and creating thriving communities across the globe.



**48,000+**  
ULI members,  
representing over  
80 countries



**2,300+**  
Global events



**100,000+**  
people receive  
*Urban Land* weekly  
by email



**300,000+**  
Followers make up  
ULI's social media network  
across all four platforms



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## WHY SPONSOR

The engagement of our sponsoring firms is key to running a successful event. Join this elite group of companies supporting the 2024 ULI Europe Conference. Choose from a variety of levels and selected sponsorship opportunities—outlined in this brochure—to better enhance your presence at the 2024 ULI Europe Conference.

For sponsorship opportunities, please contact [niamh.murphy@uli.org](mailto:niamh.murphy@uli.org)

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2024 ULI Europe Annual Conference Sponsorship Benefits	ICON SPONSOR by invitation only	GOLD SPONSOR €45,000	SILVER SPONSOR €30,000	BRONZE SPONSOR €20,000	CONFERENCE DINNER TABLE €15,000	SITE TOUR €10,000
<b>PRE-EVENT MARKETING</b>						
<b>Digital Marketing and Logo Recognition</b>	Logo and Link on Conference Website  Logo and Link on all Europe Conference Marketing Emails and Member Communications  Recognition in ULI Event App	Logo and Link on Conference Website  Logo and Link on all Europe Conference Marketing Emails and Member Communications  Recognition in ULI Event App	Logo and Link on Conference Website  Logo on Europe Conference Marketing Emails and Member Communications  Recognition in ULI Event App	Logo and Link on Conference Website  Logo on Europe Conference Marketing Emails and Member Communications  Recognition in ULI Event App		Logo and Link on Conference Website  Recognition in ULI Event App under Site Tour
<b>Recognition on ULI Social Media Platforms</b>	Logo recognition on ULI social media posts  Opportunity to feature on the ULI Social Media Channels	Logo recognition on ULI social media posts  Opportunity to feature on the ULI Social Media Channels				
<b>ON-SITE BENEFITS</b>						
<b>On-Site Branding and Signage</b>	High Profile On-Site Branding including Digital Signage	High Profile On-Site Branding including Digital Signage	On-Site Branding including Digital Signage	On-Site Branding including Digital Signage	Host company logo on table. Excellent position, front and center of the dinner	
<b>Additional On-Site Benefit</b>	Opportunity to display corporate literature	Opportunity to display corporate literature	Opportunity to display corporate literature			
<b>Choice of one: (options include)</b>	Conference Dinner  Leadership Awards Dinner  European Chairman's Breakfast	Conference Drinks Reception  Conference Lanyards  Conference Plenary Session  Meet the Speakers Lunch	Conference Networking Lunch  Conference Coffee Breaks  Conference Padfolios and Pens  Conference Wifi Conference App  Conference wrap-up email	Post Conference Drinks Reception  Young Leader's and NEXT Forum and Reception  Forums	Table at Conference Dinner	
<b>ADDITIONAL BENEFITS</b>						
<b>ULI Europe Conference Complimentary Onsite Registrations</b>	10	5	3	2	1	
<b>ULI Europe Conference Complimentary Digital Registrations</b>	10	5	3	2		
<b>ULI Europe newsletter advert</b>	2	1				
<b>Urban Land Magazine Online Advertisement</b>	4 Months	2 Months				

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