



ULI Suburban Marketplace 2012

**FASTFORWARD**

developing  
**dynamic**  
communities

#### **WHAT**

ULI Suburban Marketplace highlights critical issues of concern to suburban developers. The conference focuses on the vital role of high quality suburban development in our dynamic, rapidly growing Greater Houston region.

#### **WHEN**

April 4, 2012

9:00 – 11:30 *Optional Mobil Workshop Tours*

11:00 *Marketplace Open*

Noon – 4:30 *Conference*

4:30 – 6:30 *Networking Reception*

#### **WHERE**

Sugar Land Marriott Town Square, *Ballroom*

16090 City Walk

Sugar Land, TX 77479

#### **ESTIMATED ATTENDANCE**

450 Participants

#### **EVENT CHAIR**

Doug Goff, The Johnson Development Corp.

#### **HONORARY CHAIR**

Roger Galatas, Roger Galatas Interests

#### **SCHEDULE**

**8:30 Sign in for Mobile Workshop Tours : Sugar Land's New Homebase** (for conference guests only)

**9:00-11:30 Mobile Workshops**

**11:00-Noon Registration and Networking/ Marketplace Open**

**12:00-1:30 Luncheon**—Keynote Speaker, Robert McLeod, Chairman & CEO, Newland Real Estate Group

**Networking Break / Marketplace open**

**2:00 – 4:00 PM—Leadership Dialogues on Critical Funding, Infrastructure and Market Forces Driving Growth in Suburban Communities**

**4:30-6:30 Cocktail Reception**—Relax and unwind in a friendly and informal networking environment in the Marketplace

#### **Visit the Marketplace**

*Meet and network with Sponsors/Exhibitors to learn about incentives and initiatives to spur economic and real estate development. Visit with innovative companies on the leading edge of suburban real estate development*

## SPONSOR RECOGNITION PACKAGES

### Suburban Marketplace 2012

Thank you for participating in Suburban Marketplace Houston 2012! Please confirm your support by checking one of the levels on the next page. In order to have your company's sponsorship recognized in conference materials, please submit this confirmation form and a digital version of your logo by February 16, to [HOUSTON@ULI.org](mailto:HOUSTON@ULI.org). We welcome your questions. Please email us at [Houston@uli.org](mailto:Houston@uli.org) or call 713-349-8821.

#### Presenting Sponsor (\$15,000) – **PENDING**

- **Eight** complimentary conference registrations, premium reserved table at luncheon and **eight** admissions to **Networking Reception**
- **Four** complimentary registrations for **Mobile Workshops**
- **Introduce Keynote Speaker**
- Company logo featured in title line on all marketing materials and event programs
- Company logo displayed on screen during pre-luncheon AV presentation
- One 8-foot MARKETPLACE skirted table exhibit in *highly preferred* location\*
- **Two** invitations to dinner the night before for Keynote, Panelists and Sponsor
- PLUS \$4,000 credit toward ULI Annual Sponsorship at Supporter Level and all associated benefits, including 4 complimentary admissions to regular ULI Houston events

#### Underwriter (\$10,000) – **Two Available**

- **Eight** complimentary conference registrations, with prime reserved table at luncheon and **four** admissions to **Networking Reception**
- **Two** complimentary registrations for **Mobile Workshops**
- **Introduce Panel Presentation**
- Company logo featured on all marketing materials and event program
- Company logo featured on screen during pre-luncheon AV presentation
- One 8-foot MARKETPLACE skirted table exhibit in *preferred* location\*
- **Two** invitations to dinner the night before for Keynote, Panelists and Sponsor
- PLUS \$2,000 credit toward ULI Annual Sponsorship at Contributor Sponsor Level with all associated benefits, including 2 complimentary admissions to regular ULI Houston events

#### Platinum (\$5,000)

- **Eight** complimentary conference registrations, with reserved table at luncheon and **eight** admissions to **Networking Reception**
- **Two** complimentary registrations for **Mobile Workshops**
- Company logo featured on all marketing materials and event programs
- Company logo featured on screen during pre-luncheon AV presentation
- One 8-foot MARKETPLACE skirted table exhibit in *prime* location\*
- **One** invitation to dinner the night before for Keynote, Panelists and Sponsor
- PLUS \$2,000 credit toward ULI Annual Sponsorship at Contributor Sponsor Level with all associated benefits, including 2 complimentary admissions to regular ULI Houston events

#### Networking Reception – **SOLD**

- Exclusive sponsorship of cocktail reception from 4:30 – 6:30 and **eight** admissions
- One invitation to VIP dinner the night before for Keynote, Panelists and Sponsor
- Two complimentary tickets to luncheon and conference
- Company logo featured on all marketing materials and event programs
- Company logo featured on screen during pre-luncheon AV presentation

#### Table (\$2,500)

- **Eight** complimentary conference registrations, with reserved table at luncheon and **four** admissions to **Networking Reception**
- Company logo featured on all marketing materials and event programs
- Company logo featured on screen during pre-luncheon AV presentation
- **One** invitation to dinner the night before for Keynote, Panelists and Sponsors
- One 8-foot MARKETPLACE skirted table exhibit\*

**2012 ULI Houston Suburban Marketplace Conference  
Sugar Land Marriott Town Square – April 4, 2012  
Sponsorship Commitment & Payment Form**

Please review our sponsorship options and place an "X" next to your preferred sponsorship level.

**Payment Options:**

- 1) **Check:** Please fax this form to (713) 349-8812 OR e-mail to [houston@uli.org](mailto:houston@uli.org) AND mail form with check payable to: **ULI Houston, 800 Town & Country, Ste 200, Houston, TX 77024**
- 2) **Credit Card:** Please fill out the information below with credit card information and fax or e-mail the form back. Or you may call (713) 349-8821 to give it over the phone.

**(Please check Sponsorship Level)**

<b>Presenting Sponsor:</b> (1 Available)	<b>\$15,000</b>	<input type="checkbox"/>
<b>Underwriter Sponsor:</b> (2 Available)	<b>\$10,000</b>	<input type="checkbox"/>
<b>Platinum Sponsor:</b>	<b>\$5,000</b>	<input type="checkbox"/>
<b>Networking Reception Sponsor:</b>	<b>SOLD</b>	<input type="checkbox"/>
<b>Table Sponsor:</b>	<b>\$2,500</b>	<input type="checkbox"/>

**Sponsor Contact Information:**

**Company/Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Marketing/Admin. Contact Email:** \_\_\_\_\_

**CREDIT CARD Information:**

**Credit Card Type:** \_\_\_\_\_ **Card Number:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

\*standard electrical access available with exhibit booth. Sponsors may elect to use their own exhibit booth or display, if it fits within designated space for the corresponding level of sponsorship



## **Keynote Speaker**

### **Robert McLeod**

*Chairman and Chief Executive Officer  
Newland Real Estate Group  
San Diego, CA*

Mr. McLeod is the founder and true visionary behind the growth and evolution of Newland in becoming one of the largest privately held real estate developers in the US. Under his leadership, Newland and its affiliates have developed, acquired, completed for its own account and managed for third parties a combined total of more than 140 projects, including master-planned residential communities, mixed-use centers, urban skyscrapers, corporate headquarters, and industrial parks.

Mr. McLeod has developed residential and urban mixed-use real estate for over 40 years. Prior to Newland, he was President and CEO of Genstar Land - USA (Newland's predecessor company) where he had complete responsibility for all residential and commercial development activities, including 20 master-planned communities in five states encompassing approximately 28,000 acres.

He has been a member of the Urban Land Institute since the early 1980s and serves on the Board of Governors of the ULI Foundation.



## **Honorary Chairman**

### **Roger Galatas**

*President and Chief Executive Officer  
Roger Galatas Interests  
The Woodlands, TX*

Roger Galatas has been a leader in The Urban Land Institute for more than 30 years and was a founding member of the ULI Houston District Council. He is a trusted advisor to owners, investors, developers and executive management of real estate ventures with a focus on master planned communities.

Formerly President and CEO of The Woodlands Operating Company, L.P., Mr. Galatas was responsible for business activities and strategic planning, marketing, management and financial performance of all the company's assets. During his tenure, the company's financial position improved from an operating loss to an annual operating profit of \$30 million. Cumulative capital invested in the community grew to \$4 billion during that period. Population grew to 60,000. More than 800 employers and 20,000 jobs were added through major corporate moves and a number of research-driven venture capital start-ups. As of January 1, 2011 the population had grown to 97,000 with 47,000 jobs provided by 1,700 employers.

Mr. Galatas also was involved in creating several unique elements within The Woodlands, including an 18,000-seat performing arts pavilion, an acute care hospital, and a private college preparatory school. Mr. Galatas played a key role in the sale of The Woodlands Corporation to a partnership of Crescent Real Estate Equities Company and Morgan Stanley for approximately \$543 million. For the past 25 years, Roger has been actively involved in developing major communities in the Houston region, including Kingwood, The Woodlands and Woodlake. He has also been involved in resort development on Galveston Island and at Aspen and Steamboat Springs, Colorado. His experience involves the development, marketing and sale of projects valued at more than \$2.5 billion.

---