



# FutureBuild LA

ULI LA's Green Conference & Expo

PANEL DISCUSSION CASE STUDIES WORKSHOPS SEMINARS ROUNDTABLES MARKETPLACE EXPO

## Impact the Future Building of Los Angeles: Become a Sponsor

TUESDAY  
OCTOBER 20, 2009

LOS ANGELES  
CONVENTION CENTER

7:30 AM- 3:30 PM

- ✓ Increase your organization's visibility as a green company, which is necessary to stay competitive in this market.
- ✓ Demonstrate your organization's commitment to sustainable building, development and practices.
- ✓ Identify your organization along side of the prestigious Urban Land Institute Los Angeles and FutureBuild LA brands.
- ✓ Connect and promote your organization with local dealmakers, developers, building owners and managers, service providers and product manufacturers.

**Prestige of ULI:** The mission of Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI LA carries forth that mission as the preeminent real estate forum in Southern California. With over 40,000 members across the globe—2,000 here in the Greater Los Angeles area, the Institute has long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth, and development.

**Opportunity:** ULI LA is seeking sponsorship for a major conference and trade exposition concerning sustainable real estate. The program is targeted to bring together experts, service professionals, vendors and customers across the sustainable real estate sector in Southern California. ULI LA believes that sponsorship must be mutually beneficial and that recognition, customer awareness, and specific business opportunities for the sponsor should be maximized to the greatest extent possible. Guided by this principle, we will work with sponsors to tailor benefits to further the aims of the Sponsor as well as ULI LA.

**Program Value:** ULI LA presents a comprehensive gathering of local deal makers, developers, building owners and managers, service providers and product manufacturers to address green development, retrofits, sustainability and energy efficiency. This conference features high profile speakers, educational sessions and an abundance of networking opportunities.

For information visit:

[www.uli-la/futurebuildla](http://www.uli-la/futurebuildla)

or call the ULI Los Angeles Office

213.213.2245



# FutureBuildLA

ULI LA's Green Conference & Expo

## PROGRAM AGENDA \* grow your green

TUESDAY  
OCTOBER 20, 2009

LOS ANGELES  
CONVENTION CENTER

7:30 AM- 3:30 PM

8:00- 8:30 AM Registration & Continental Breakfast

8:30- 10:15 AM Plenary Session

### Panel Discussion

Going Beyond First Costs in Buildings

10:15- 10:30 AM Break

10:30 AM- 11:45 AM Breakout Sessions

### Case Studies- Best Practices

Apartment Renovation-Greening Existing Portfolio

Greening Existing Commercial and Industrial Buildings

Reusing Brownfields for Industrial Revitalization

### Workshops- Pioneering Future Deals

Transit Oriented Development (TOD) Sites

Neighborhood Serving Retail

On-site Infrastructure

11:45 AM- 12:30 PM Lunch

11:30 AM- 3:00 PM Marketplace Expo

12:30- 1:30 PM Breakout Sessions

### Seminars-Energy Strategies and Rating Systems

Energy Efficiency for Existing Buildings

Renewable Energy & Commercial Real Estate

Green Building Standards

Water Conservation and Landscape Sustainability

1:30- 3:00 PM Roundtables

### Topics

- Green Roofs
- Going Solar: Costs and Benefits
- Sustainable Landscaping
- Energy Audits: What you need to know
- Sustainable "Tax" Incentives
- Electricity/Utility Expense Reduction Strategies
- LEED Certification
- Green Financing

3:00- 3:30 PM Closing Plenary

### Closing Remarks

Rick Cole, City Manager, City of Ventura

For information visit:

[www.uli-la/futurebuildla](http://www.uli-la/futurebuildla)

or call the ULI Los Angeles Office

213.213.2245

\* Denotes Tentative



# FutureBuildLA

## ULI LA's Green Conference & Expo

### SPONSOR COMMITMENT FORM

October 20, 2009

Please indicate your participation as a sponsor by checking one category below.

- PLATINUM SPONSOR:** (\$10,000)  
 Complimentary exhibit hall space  
 Ten Complimentary Registrations  
 Priority Booth Selection in accordance with sponsorship level  
 Recognition on sponsor web page with link  
 Recognition in FUTUREBUILD LA 2009 Program  
 Prominent logo on expo entrance sign  
 Logo recognition in registration materials  
 Logo recognition in marketing materials  
 Banner Placement for Plenary Sessions  
 Sponsor ribbon for badges

- GOLD SPONSOR:** (\$7,500)  
 Complimentary exhibit hall space  
 Eight Complimentary Registrations  
 Priority booth selection in accordance with sponsorship level  
 Recognition on sponsor web page link  
 Recognition in FUTUREBUILD LA 2009 Program  
 Logo on expo entrance sign  
 Logo recognition in registration materials  
 Sponsor ribbons for badges

- SILVER SPONSOR:** (\$5,000)  
 Complimentary exhibit hall space  
 Six Complimentary Registrations  
 Priority booth selection in accordance with sponsorship level  
 Recognition on sponsor web page link  
 Recognition in FUTUREBUILD LA 2009 Program  
 Logo on expo entrance sign  
 Logo recognition in registration materials  
 Sponsor ribbons for badges

- BRONZE SPONSOR:** (\$2,500)  
 Complimentary exhibit hall space  
 Four Complimentary Registrations  
 Priority booth selection in accordance with sponsorship level  
 Recognition on sponsor web page link  
 Recognition in FUTUREBUILD LA 2009 Program  
 Logo on expo entrance sign  
 Logo recognition in registration materials  
 Sponsor ribbons for badges

- Yes, we'd like to reserve our complimentary exhibitor space  
 No, we'd like our space to be offered to a non-profit organization.  
 Please donate to: \_\_\_\_\_

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone ( ) - \_\_\_\_\_ Fax ( ) - \_\_\_\_\_  
 E-mail \_\_\_\_\_

To confirm your sponsorship:

**FAX THIS COMPLETED FORM TO (213) 213-2240**

**MAIL THIS FORM** with your CHECK Payable to: ULI Los Angeles  
 444 South Flower Street, Suite 3880  
 Los Angeles, California 90071

ULI Federal Tax ID: 530159845





# FutureBuildLA

## ULI LA's Green Conference & Expo

### EXHIBITOR COMMITMENT FORM

October 20, 2009

Please indicate your participation as an exhibitor by checking one category below.

**EXHIBITION SPACE: \$500 PUBLIC SECTOR/NON-PROFIT**  
One 8-foot table-top exhibit space at the FutureBuild Expo

**EXHIBITION SPACE: \$750 PRIVATE SECTOR**  
One 8-foot table-top exhibit space at the FutureBuild Expo

Each FutureBuild LA Exhibitor will receive two complimentary registrations, one 8-foot long table with linen, two chairs, and space for a back wall or easels. Total floor space is 10 feet wide by 8 feet deep. Participants must provide their own exhibit signage, easels for signage, displays, and handout materials. Electricity is not included in the above cost and will not be provided unless requested.

One table-top exhibit is already included with the Platinum, Gold, Silver, and Bronze Sponsorship Packages. Upon receipt of payment, pre-registration materials and set-up instructions will be provided.

#### Billing Contact:

Name \_\_\_\_\_

Title \_\_\_\_\_

#### Exhibitor Space Contact:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

#### To Reserve Your Exhibit Space:

**FAX** this completed Form to (213) 213-2240 for credit card payment

Credit Card:

VISA  MASTERCARD  AMEX  DISCOVER

# \_\_\_\_\_

OR Expiration Date: \_\_\_\_\_

**MAIL** this Form with your Check Payable to: ULI Los Angeles  
444 South Flower St.  
Suite 3880  
Los Angeles, CA 90071  
213-213-2245

ULI Federal Tax ID: 530159845

