

# connect bay area

APRIL 23, 2020

SAN FRANCISCO MARRIOTT MARQUIS





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## EVENT SCHEDULE

**12:45pm - 1:15pm** **Networking and Registration**

**1:15pm - 1:20pm** **Opening Remarks**

**1:20pm - 1:50pm** **Keynote Presentation**

**1:50pm - 2:40pm** **Bay Area Industry Leaders**

This session will highlight the most active CRE dealmakers from the Bay Area's key submarkets, from The City to Oakland, Silicon Valley's Mid-Peninsula to San Jose. The panel will discuss what continues to push the market forward and how opportunities must be approached given the competitive market complexities and dynamics. We'll look at the top deals and dealmakers, as well as the megaprojects such as Google Village. We will uncover areas currently flying under the radar but could be primed for take-off.

**2:40pm - 3:00pm** **Networking Break**

**3:00pm - 3:50pm** **Financing: A Look at The Drivers, Obstacles and Opportunities Across the Bay**

The Bay Area remains one of the most attractive markets from an investment perspective. Tech companies have joined financial firms and investment funds in investing large amounts of capital into commercial real estate—driving demand in areas other than traditional CBDs/financial centers. Will this trend continue, or will the tech sector lose momentum and cause investment interest to wane? Investors, capital sources, acquisitions managers and others discuss the overall climate of capital markets, and will share strategies to position investment opportunities across all sectors through private equity, institutional investors and international funds.

**3:50pm - 4:40pm** **Proximity Principal: Investing in and Developing Emerging Communities**

Tech continues to be the Bay Area's huge driver and Google, Apple, and Facebook are the big players gobbling up space and attracting other tech innovators and unicorns to settle nearby. San Francisco limits the amount of square feet that can be developed each year so this is driving up office rents and prices, while pushing companies into other markets like San Jose and Oakland. Panelists will discuss these and other current trends and disruptors in redevelopment and new development across all asset classes. Pressing topics will include urban infill, investment activity and strategies, the recalibration of retail, the demand for life-science space, a surge of housing and mixed-use projects, transit and infrastructure demands, shifting demographics, and opportunities in the growing submarkets.

**4:40pm - 4:50pm** **Award Ceremony**

**4:50pm - 6:15pm** **Cocktail Reception**

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## SPONSORSHIP OPPORTUNITIES

### EVENT HOST

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- Speaker or moderator position
- Top recognition on all email promos, website, and ads
- Top recognition on all event signage
- 3-minute, company supplied, video during panel change or opportunity to give brief opening remarks
- 12 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Dedicated e-blast to targeted list announcing your participation at the conference
- Opportunity to display pull-ups, property images, renderings, or visuals of some form at the event to promote the property or project
- Copy of attendee list with contact info

### GOLD - \$6,000

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- Speaker position, space pending
- Recognition on all email promos, website, ads and event signage
- 8 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with contact info

### SILVER - \$4,000

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- Recognition on all email promos, website, ads and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with contact info

### EXHIBIT 1 - \$2,500

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- Room for a pop-up display
- Electric at booth space
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Copy of attendee list

### EXHIBIT 2 - \$1,500

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- Room for a pop-up display
- 1 complimentary registration
- 20% discount code to be used for additional registrations & distribution to company database
- Copy of attendee list

### COCKTAIL RECEPTION

#### SPONSOR - \$6,000

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- Speaker position, space pending
- Recognition on all email promos, website, ads and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded cocktail napkins at the reception (provided by Connect)
- Branded gobo light at the reception (provided by Connect)
- Option to include a signature drink at the reception
- Exhibit space
- Copy of attendee list with contact info

### WI-FI SPONSOR - \$4,500

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- Recognition on all email promos, website, ads and event signage
- Custom branded Wi-Fi network and login
- Wi-Fi and information cards on every chair
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with contact info

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## WHITE LABEL EVENTS

Need help with your own conference, panel, party, or grand opening?

Give us a call to talk about how we can connect you with our community.

## NETWORKING BREAK SPONSOR - \$3,500

- Recognition on all email promos, website, ads and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded napkins at networking break (provided by Connect)
- Connect Media staff to announce sponsoring company before start of break
- Exhibit space
- Copy of attendee list with contact info

## LANYARD SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded lanyards (provided by Connect)
- Copy of attendee list

## STEP & REPEAT SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Co-branded Step & Repeat with company logo & Connect Media logo (provided by Connect)
- Copy of attendee list

## ATTENDEE BAG SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded attendee bags placed on all attendee chairs (bags provided by sponsor company)
- Option to place a piece of company's marketing collateral in bag
- Copy of attendee list

## WATER BOTTLE SPONSOR - \$2,000

- Recognition on all email promos, website, ads and event signage
- 2 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded water bottles placed at all attendee tables and for speakers on stage (water bottles provided by sponsor company)
- Copy of attendee list

## PROGRAM BIO EMAIL SPONSOR

- Connect Conferences sends an email at the start of each panel to all attendees at the event, which includes the headshots, bios and a way to connect to all panelists on the stage. Add your branding to this email as a digital program ad
- \$750 per email
- \$3,000 for all emails at National Event (6-7 emails)
- \$2,000 for all emails at Regional Event (4-5 emails)
- 600 x 244px banner or 728 x 90px banner and 140 characters of text on panel email
- Full contact info for all ad clicks

## PASSPORT - \$5,000

The Connect Passport is the perfect solution for companies attending multiple events, sending multiple employees, or hosting clients.

- 40 event registrations to use for your employees and clients (approximate 50% discount per registration)
- Valid for your choice of any events throughout the year