

# SIOR 2016 **OPPORTUNITIES CATALOG**

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A comprehensive prospectus on how to connect with commercial real estate's most successful industrial and office professionals.



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The Society of Industrial and Office REALTORS (SIOR) is the world's leading industrial and office brokerage association. Over 2,900 industrial and office real estate professionals worldwide have met stringent qualifications to earn the SIOR designation, certifying their expertise and success.

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# ABOUT SIOR

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SIOR members are influences and decision-makers who have significant say or input in the direction of their respective companies. The benefit of having your message in front of over 3,100 high caliber real estate brokerage professionals is exponentially increased by the number of people each member impacts on a daily basis.

# WHY SIOR?

## SIOR EXPERTISE

Brokers do not join SIOR, they earn the SIOR designation – requirements include:

- Experience
- Endorsements
- Ethics
- Production
- Education

Collectively, SIORs close more than 80,000 transactions annually for a per-member average of:

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

## OUR CONFERENCES

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 top brokers, agents and professionals in commercial real estate to establish those long-term relationships.

SIOR holds two World Conferences each year in the spring and the fall. Members and other industry professionals gather from around the world for high level networking and education. SIOR is fertile ground for business opportunities.

### 2016 Spring World Conference

Conference Program Dates: April 13 – 16, 2016

Exhibit Hall Dates: April 14 – 15, 2016

San Diego Marriott Marquis & Marina, San Diego, CA

### 2016 Fall World Conference

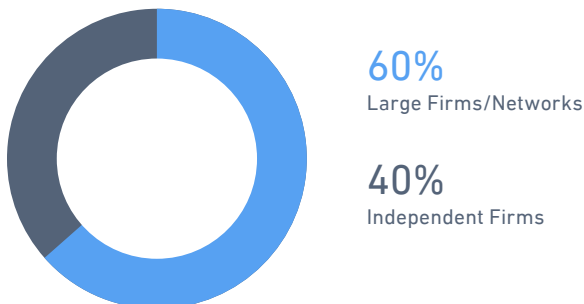
Conference Program Dates: October 20 – 22, 2016

Exhibit Hall Dates: October 20 – 21, 2016

Sheraton New York Times Square, New York, NY

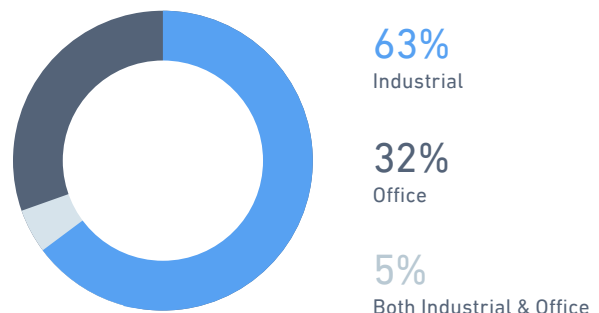
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## Member Firms



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## Member Specialization



# **WORLD CONFERENCES EXHIBIT**

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**SIOR makes every effort to place the exhibit hall in a centrally located area to allow for maximum exposure. Don't miss out on this opportunity to promote your organization to the world's leading commercial real estate professionals.**

# EXHIBIT WITH SIOR

## Benefits & Inclusions

- Two complimentary registrations per single booth
- Three complimentary registrations per double booth
- Over 50 percent discount on all additional registrations for company attendees
- Company profile on SIOR's conference website and in the conference mobile app
- Complimentary entry into the Exhibitor Raffle (gift provided by exhibiting company)
- Complimentary attendee emailing list pre- and post-conference
- Six-foot draped table and two chairs; nightly security

## 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 to complete. SIOR will promote the drawing and require attendees to have their raffle card marked by each participating exhibitor to qualify for the drawing. This is a great way to drive traffic to your booth.

## Exhibit Hall Hours

Please visit the SIOR conference website for a detailed conference schedule to include exhibit hall set up and dismantle times.

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## PREMIUM BOOTH

# \$7,000

Be among the first exhibitors to choose your booth location in the hall.

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## STANDARD BOOTH

# \$6,500

Choose booth location second after premium exhibitors.



Companies who commit to exhibit at both conferences receive a discount.

# WORLD CONFERENCES SPONSOR

## OVERVIEW

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.

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

### Benefits of Sponsoring

- Complimentary conference registrations or reduced rate registrations based on the amount of sponsorship
- Logo placement on signage throughout the conference
- Thank you from SIOR President and logo shown on screens during a general session
- Logo on SIOR website and conference mobile app with company listing
- Invitation to President's VIP Reception
- 1 page insert in conference bag/registration packet (insert provided by sponsoring company)

## EXHIBIT AND SPONSORSHIP TERMS & CONDITIONS

### Conditions of Participation

The reservation form must be completed and signed by an authorized individual. When payment is received, your exhibit reservation will be made. Reservations will not be confirmed until full payment is received and are handled on a first-come, first-served basis.

### Attendee List Usage

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

### 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, including one day prior and one post, please contact SIOR to coordinate times.**

A professional microphone on a stand is visible in the lower-left portion of the page, partially obscured by the large text and a diagonal graphic element. The background is dark with a large, semi-transparent, light-colored curved shape that sweeps across the upper and right portions of the page.

# SPONSORSHIP OPPORTUNITIES

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Choose from a selection of events and collateral to find the sponsorship opportunity that works best for you.



# SOCIAL & NETWORKING EVENTS

Note: The pricing listed below is per conference.

## FRIDAY NIGHT PARTY (SPRING)

# \$70,000

**SOLD**

This social event, open to all attendees, is themed around the conference location and features dinner, cocktails and live entertainment. It is a great way for your company to make a splash at the conference.



10'x8' premium exhibit booth space



Welcome address at the party



Cocktail napkins with company logo



Access to VIP area for you and your invited guests

## OPENING COCKTAIL PARTY (FALL)

# \$70,000

**SOLD**

We all love a good party! Held on the first night of the fall conference, this is your chance to be a part of the festivities and be the name people see all night. Open bar, heavy hors d'oeuvres – this is the event everyone attends.



10'x8' premium exhibit booth space



Welcome address at the party



Cocktail napkins with company logo



Access to VIP area for you and your invited guests

## BULL 'N' BEER RECEPTION (SPRING & FALL)

# \$27,500

**SOLD**

Get great exposure during this popular networking event. At the close of the trade show on Friday, names are drawn for the exhibitor raffle. This is a lively event that draws crowds.



10'x8' premium exhibit booth space



Welcome address at the party



Cocktail napkins with company logo

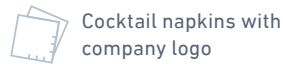
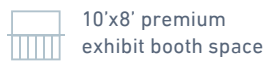
## SOCIAL & NETWORKING EVENTS CONT.

Note: The pricing listed below is per conference.

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### EXHIBIT HALL CRAWL (SPRING)

# \$31,500



The Exhibit Hall Crawl and Reception, after the first full day of sessions, is where attendees continue their networking and mingling with exhibitors while enjoying cocktails and hors d'oeuvres.

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### NETWORKING LUNCH (FALL)

# \$27,500

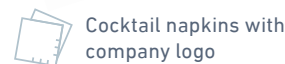
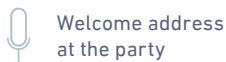


This networking lunch, held the second day of the conference, is for all attendees ensuring maximum exposure during your event.

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### LEADERSHIP RECEPTION (SPRING & FALL)

# \$27,500

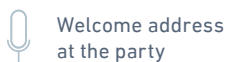


This reception, hosted by the SIOR President, is by invitation only. This is your opportunity to network with and get in front of SIOR's VIPs.

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### PRESIDENT'S VIP RECEPTION (SPRING & FALL)

# \$11,000



This reception, hosted by the SIOR President, is by invitation only. This is your opportunity to network with and get in front of SIOR's VIPs.


## SOCIAL & NETWORKING EVENTS CONT.

Note: The pricing listed below is per conference.

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### YOUNG PROFESSIONALS & NEW MEMBER RECEPTION (SPRING & FALL)

\$11,000

 Welcome address at the reception

 Cocktail napkins with company logo


Welcome young professionals and new members to the conference at this invitation only reception.

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### NEW MEMBER LUNCHEON (SPRING & FALL)

\$11,000

 Logo giveaway item

 Brief podium time

 Company logo on invitations

This is a unique opportunity to put your company in front of new SIORs during their formal welcome luncheon.

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### NETWORKING BREAKS (SPRING & FALL)

\$7,200 - \$9,000

 Cocktail napkins with company logo

Host a beverage break in the exhibit hall for continuous exposure.

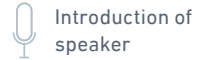
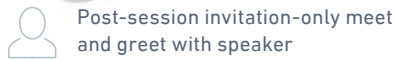
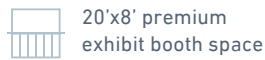
## EDUCATION PROGRAMS

Note: The pricing listed below is per conference. All include an opportunity to introduce the session or speaker.

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### FRIDAY GENERAL SESSION (SPRING & FALL)

\$73,500

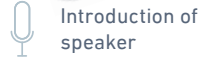
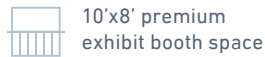


Sponsoring a keynote presentation from a national recognized speaker or industry expert places your organization in front of all attendees

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### OPENING GENERAL SESSION (SPRING & FALL)

\$27,000

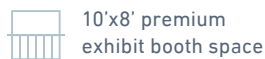


The Opening General Session kicks off the conference on the first day and always fills the room.

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### CLOSING GENERAL SESSION (SPRING & FALL)

\$22,000



This is an excellent opportunity for your company to receive maximum exposure at the last official event of the conference.

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### BREAKOUT SESSIONS (SPRING & FALL)

\$5,000 each

Concurrent sessions allow a brief company "commercial" and the opportunity to introduce the session.

## GIVEAWAYS & OTHER SPONSORSHIPS

Note: The pricing listed below is per conference.

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### CONFERENCE TOTE BAGS

Spring Sold  
\$8,300 (Fall)

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### CONFERENCE LANYARDS

\$8300

SOLD

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### HOTEL KEY CARDS

\$10,500

SOLD

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### CONFERENCE WI-FI

Spring Sold  
\$11,000 (Fall)

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### CHARGING STATION/LOUNGE

\$11,000

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### DESIGN YOUR OWN SPONSORSHIP

Have a specific idea or budget in mind, but can't find the perfect sponsorship listed? Contact Wendy Ashburn at [washburn@sior.com](mailto:washburn@sior.com) or 240.776.4237.

## 75TH ANNIVERSARY SPONSORSHIP

### BE A PART OF SIOR'S 75TH ANNIVERSARY CELEBRATION

In 2016, SIOR will be celebrating our 75th anniversary at both the spring and fall conferences. Add a special anniversary sponsorship to your exhibit booth or conference sponsorship and be recognized year round.

#### **COST: \$7,500**

For \$7,500 your company can celebrate SIOR's 75th anniversary with year-long exposure and promotion. This sponsorship includes:

- Home page or channel banner ad on sior.com for the duration of 2016
- Recognition as a 75th Anniversary Sponsor throughout the year in the following mediums.
  - SIOR.com,
  - World conference promotional materials
  - In three (3) issues of *Professional Report*, SIOR's quarterly magazine ,
  - In the SIOR monthly enews.
- One page insert in conference registration packets for both 2016 conferences (sponsor provided).
- One complimentary registration at either the 2016 Spring or Fall World Conference.

### SIOR DIAMOND TOUR

In recognition of SIOR's Diamond 75th Anniversary, an SIOR Time Capsule Torch will go on a tour to all SIOR chapters. Each chapter will contribute a video to the time capsule when it stops at the chapter. A final video will be produced to commemorate SIOR's anniversary celebration.

If you are interested in sponsoring a local chapter's participation in the diamond tour, please contact your local chapter leadership.

### BE A PART OF THE CELEBRATION IN NEW YORK CITY

SIOR has created additional sponsorship opportunities in recognition of our 75th anniversary for the 2016 Fall World Conference in New York City. Additional information can be found on the following pages or by contacting Wendy Ashburn at wasburn@sior.com or 240.776.4237.

# NYC SPONSORSHIP OPPORTUNITIES

October 20-22, 2016  
Sheraton New York Times Square  
New York, NY

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Special tiered sponsorships are available  
for the 2016 Fall World Conference in  
New York City.

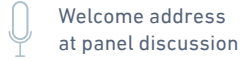
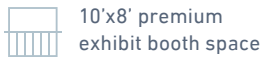
# SPONSORSHIP LEVELS

Note: The pricing listed below is for the 2016 Fall World Conference in New York City.

## DIAMOND SPONSORSHIP

# \$100,000

Limited number of diamond level sponsorships are available.

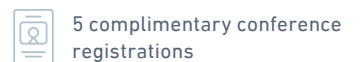
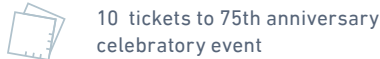
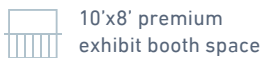


### Additional inclusions:

- Logo on signage throughout the conference
- Invitation to President's VIP Reception
- 1 page insert in conference registration packets
- Thanked at a general session
- Home page ad on SIOR.com throughout 2016
- Recognition as a 75th Anniversary Sponsor in 3 issues of *Professional Report* magazine, on SIOR.com and in the SIOR monthly enewsletter

## PLATINUM SPONSORSHIP

# \$50,000



### Additional inclusions:

- Logo on signage throughout the conference
- Invitation to President's VIP Reception
- 1 page insert in conference registration packets
- Thanked at a general session
- Home page ad on SIOR.com throughout 2016
- Recognition as a 75th Anniversary Sponsor in 3 issues of *Professional Report* magazine, on SIOR.com and in the SIOR monthly enewsletter



## SPONSORSHIP LEVELS CONT.

Note: The pricing listed below is for the 2016 Fall World Conference in New York City.

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### GOLD SPONSORSHIP

# \$25,000



10'x8' premium exhibit booth space



5 tickets to 75th anniversary celebratory event



3 complimentary conference registrations

#### Additional inclusions:

- Logo on signage throughout the conference
- Invitation to President's VIP Reception
- 1 page insert in conference registration packets
- Thanked at a general session
- Channel page ad on SIOR.com throughout 2016
- Recognition as a 75th Anniversary Sponsor in 3 issues of *Professional Report* magazine, on SIOR.com and in the SIOR monthly enewsletter

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### SILVER SPONSORSHIP

# \$15,000



2 tickets to 75th anniversary celebratory event



2 complimentary conference registrations

#### Additional inclusions:

- Logo on signage throughout the conference
- Invitation to President's VIP Reception
- 1 page insert in conference registration packets
- Thanked at a general session
- Channel page ad on SIOR.com for 3 months in 2016
- Recognition as a 75th Anniversary Sponsor in 3 issues of *Professional Report* magazine, on SIOR.com and in the SIOR monthly enewsletter

## SPONSORSHIP LEVELS CONT.

Note: The pricing listed below is for the 2016 Fall World Conference in New York City.

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### BRONZE SPONSORSHIP

# \$5,000



1 ticket to 75th anniversary celebratory event



1 complimentary conference registration

#### Additional inclusions:

- Logo on signage throughout the conference
- Invitation to President's VIP Reception
- 1 page insert in conference registration packets
- Thanked at a general session

All sponsors are able to buy additional conference registrations and tickets to the 75th anniversary celebratory event at a reduced rate.

For additional information on these sponsorship packages, or to reserve a sponsorship, please contact Wendy Ashburn at [washburn@sior.com](mailto:washburn@sior.com) or 240.776,4237.

# ADVERTISING OPPORTUNITIES

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Find the perfect place to advertise with  
our *Professional Report Magazine*,  
Website and Monthly Newsletter.

18 / *SIOR Report Print*

21 / *SIOR Report Digital*

23 / *SIOR Website*

26 / *Monthly Newsletter*

# SIOR REPORT MAGAZINE

SIOR's *SIOR Report* magazine is produced quarterly and includes news and information geared toward the elite professionals in the commercial real estate industry.

Distributed to more than 4,000 member and industry leaders, the magazine provides exposure to the top decision-makers in the industry; many with access to billion-dollar budgets and influential partners.

SIOR's *Report* strives for the most educational, relevant, and thought-provoking content.

*SIOR Report* is a quarterly publication of SIOR (ISSN: 1067-4764).

Every issue includes a focus on some of the following areas of interest:

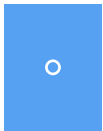
- Brokerage and Sales Skills
- Economic Overview
- Industrial / Office product
- International Trends and Insight
- Marketing and Advertising Trends
- Technology

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## THREE WAYS TO ADVERTISE IN PROFESSIONAL REPORT: PRINT, DIGITAL, MOBILE

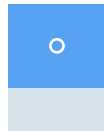
To supplement the print version of *Professional Report*, SIOR now offers digital and mobile versions of the magazine. Your ad will appear in both the print and digital versions of the magazine.

# PRINT ADVERTISEMENT SIZING & PRICING



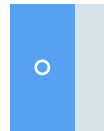
## Full Page

Ad Size: 8.5x11



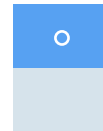
## 2/3 Page Horizontal

Ad Size: 8.5x7



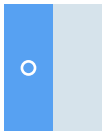
## 2/3 Page Vertical

Ad Size: 5.25x11



## Half Page Horizontal

Ad Size: 8.5x5.25



## Half Page Vertical

Ad Size: 4x11



## 1/3 Page Horizontal

Ad Size: 8.5x3.25



## 1/3 Page Vertical

Ad Size: 2.5x11

### Bleeds

For all ad sizes use a .125 inch bleed.

### Margins

For all ad sizes use a .25 inch margin.

AD TYPE	X2 (TWO ISSUES)	X4 (FOUR ISSUES)
Back Cover (full page)	\$5,375	\$4,775
Inside Cover (full page)	\$4,900	\$4,400
Inside Back (full page)	\$4,475	\$4,025
Full Page (interior)	\$2,625	\$2,475
2/3 Page	\$1,950	\$1,800
Half Page	\$1,525	\$1,375
1/3 Page	\$1,175	\$1,075

Prices shown are per-issue

# PRINT AD SUBMISSION DETAILS

## ACCEPTABLE APPLICATIONS

**PDF:** PDFs must be Press Ready High Resolution (300 dpi) with fonts embedded, BW, Grayscale or CMYK (no RGB, no Pantone, no Spot Colors).

**InDesign, Illustrator:** Must include all fonts and graphics.

**Photoshop:** Native Photoshop, JPEGs, and TIFFs accepted. Must be a minimum of 300 dpi and be converted to CMYK. If EPS images are linked, be sure to include all linked fonts as well.

## UNACCEPTABLE APPLICATIONS

Microsoft Word, Publisher, Powerpoint or any word processing program.

## SUBMITTING FILES

All placements are first come, first served. The placement and position of all ads are made at the discretion of SIOR.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## 2016 ISSUE & SUBMISSION DEADLINES

Issue	Order Deadline	Material Deadline
1 <sup>st</sup> Quarter	December 11	January 15
2 <sup>nd</sup> Quarter	March 4	April 8
3 <sup>rd</sup> Quarter	June 3	July 8
4 <sup>th</sup> Quarter	September 2	October 7

For questions and inquiries, contact Alexis Fermanis,  
Director of Communications:

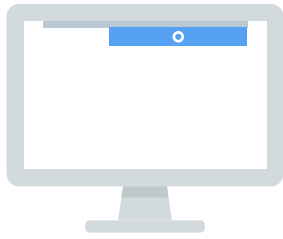


[afermanis@sior.com](mailto:afermanis@sior.com)



202.449.8226

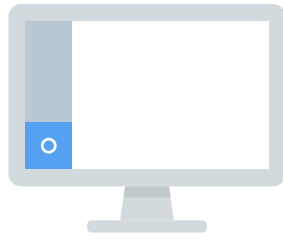
# DIGITAL AD SPECIFICATIONS



## Web Leaderboard

728 x 90

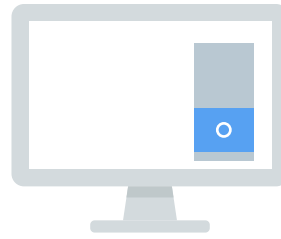
Top banner ad; always displayed as magazine is read. Web-version only.



## Web Banner

180 x 150

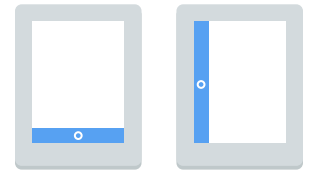
Lower, left-side banner ad; always displayed as magazine is read. Web-version only.



## Web Blow-In

500 x 300

Online advertisement that appears within the magazine upon opening.



## Mobile App Banner

Small Horizontal: 320 x 50  
Large Horizontal: 960 x 90  
Large Vertical: 728 x 90

Appear on main screen of app. Mobile version only.

AD TYPE	X2 (TWO ISSUES)	X4 (FOUR ISSUES)
Web Leaderboard	\$400	\$350
Web Banner	\$350	\$300
Web Blow-In	\$300	\$250
Mobile App Banner Includes both smartphones & tablets	\$300	\$250

Prices shown are per-issue

# DIGITAL AD SUBMISSION DETAILS

## DESIGN REQUIREMENTS

**Web File Formats:** JPEG, GIF, animated GIF, or PNG

**Mobile App File Formats:** JPEG, PNG

Provide URL destination for banner ad

Animation is limited to 10 seconds and must not loop forever.

## DESIGN RECOMMENDATIONS:

No visible graphic borders

Include contact information, your company website URL, logo, and brand colors

## SUBMITTING FILES

All placements are first come, first served. The placement and position of all ads are made at the discretion of SIOR.

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

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Director of Communications:



[afermanis@sior.com](mailto:afermanis@sior.com)



202.449.8226



## SIOR WEBSITE

The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information is current and relevant and top-decision makers are visiting the site on a regular basis.

The robust online member directory is the first-stop for any industry professional looking for experts around the globe. Information on upcoming events, educational opportunities, and membership requirements are available. A new members-only website provides the ultimate value proposition for members. The SIOR website is also responsive and mobile-friendly.

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### SIOR.COM AT A GLANCE



**More than 45,000 views  
each month**



**Receives more than  
13,000 monthly visits**

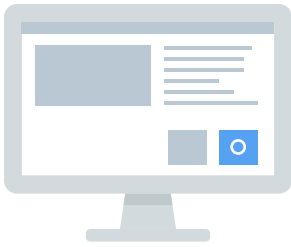


**More than 60% of traffic is  
from returning visitors**



**Visits from more than 90  
countries worldwide each month**

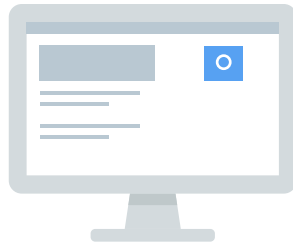
# WEBSITE OPPORTUNITIES



## Home Page Banner

265 x 215

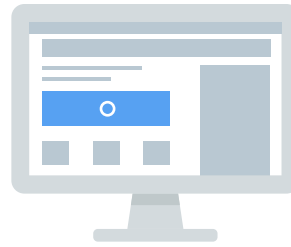
Customized annual contracts available for 10% discount.



## Channel Page Banner

180 x 150

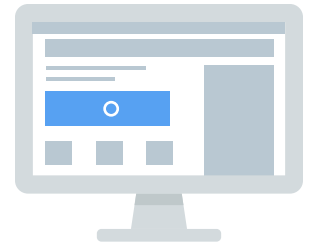
Channel Page can be from the following: Events, Education, Membership, Blog, MySIOR



## Locate an SIOR Premium Search Banner

600 x 150

Locate an SIOR Premium Skyscraper Banner is always displayed on the top of the Locate an SIOR search results, regardless of the search criteria. The ad is above the fold.



## Locate an SIOR State Search Banner

600 x 150

Locate an SIOR Search Banner generates ads based on search criteria entered by the user. (i.e. an ad purchased for California will only appear when members are searched for in California.)

WEB LOCATION / TYPE	12 MONTHS	6 MONTHS	3 MONTHS
Home Page Banner	\$6,000	\$3,300	\$1,800
Channel Page Banner	\$3,000	\$1,800	\$1,050
Locate an SIOR Premium Search Banner	\$9,000	\$4,800	\$2,250
Locate an SIOR State Search Banner	\$2,000	\$1,350	\$825

# WEBSITE ADVERTISING SUBMISSION DETAILS

## DESIGN REQUIREMENTS

**Web File Formats:** JPEG, GIF, animated GIF

Provide URL destination for banner ad when tapped.

Animation is limited to 10 seconds and must not loop forever.

New files must be received at a minimum of 7 business days before the start of the new month for updates/replacements or new contracts.

## SUBMITTING FILES

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## BANNER ADVERTISING POLICIES

Banners will rotate with either in-house ads or featured ads if needed., and may rotate with other paid ads as well.

Ads receive equal weighting and refresh every 10 seconds and/or every page refresh.

Order of ads is random each unique visit.

Advertisers have access 24/7 to metrics/analytics with unique account login provided upon request.

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For questions and inquiries, contact Alexis Fermanis,  
Director of Communications:



[afermanis@sior.com](mailto:afermanis@sior.com)



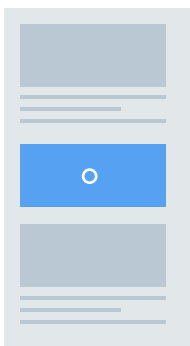
202.449.8226

# SIOR MONTHLY E-NEWSLETTER

SIOR Monthly is the SIOR Headquarters monthly e-newsletter that is distributed to the entire SIOR membership. Each edition includes important news and information our members care about. Readership continues to rise each edition, well above industry standard.

Target specific advertising campaigns and get frequent, consistent exposure with this widely distributed and well-read platform.

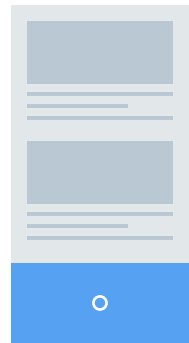
The dimensions of these ads will scale up and down to best fit the way it is being viewed. Keep mobile in mind when setting font sizes.



## Primary Banner

6:3 Ratio  
(suggested size: 600x300px)

This ad appears between SIOR news stories.



## Leaderboard Footer Banner

6:3 Ratio  
(suggested size: 600x300px)

This ad appears at the bottom of the email

AD TYPE	12 MONTHS	6 MONTHS	3 MONTHS
Primary Banner	\$5000	\$2850	\$1575
Leaderboard Footer Banner	\$3000	\$1950	\$1125

# E-NEWSLETTER AD SUBMISSION DETAILS

## DESIGN REQUIREMENTS

**Web File Formats:** JPEG, GIF, animated GIF

Provide URL destination for banner ad when tapped.

Animation is limited to 10 seconds and must not loop forever.

New files must be received at a minimum of 7 business days before the start of the new month for updates/replacements or new contracts.

## SUBMITTING FILES

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## BANNER ADVERTISING POLICIES

Banners will rotate with either in-house ads or featured ads if needed.

Ads receive equal weighting and refresh every 10 seconds and/or every page refresh.

Order of ads is random each unique visit.

Advertisers have access 24/7 to metrics/analytics with unique account login provided upon request.

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For questions and inquiries, contact Alexis Fermanis,  
Director of Communications:



[afermanis@sior.com](mailto:afermanis@sior.com)



202.449.8226

# WEBSITE OPPORTUNITIES

## AD PLACEMENT

All placements are first come, first-serve. No warranty of placement position is given or implied.

SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.

If a new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

## PAYMENT TERMS

Payment can be made by credit card, check, or via invoice payments.

Credit Card transactions will incur an additional 3%; charge information must be included on the Insertion Order.

Check payments must accompany the first insertion.

Invoice payment is due within 30 days of invoice.

Contracts must be paid in full at the beginning of the contract, unless otherwise specified. Invoices will be sent at the beginning of the contract.

All advertising fees must be up-to-date in order for contracts to continue to be filled. Late payments may result in ads not being published.

All costs related to advertising dollars are in U.S. dollars.

SIOR reserves the right to collect monies due and payable for advertisements from either the advertiser's agency or the advertiser.

Rolling contracts between/from one calendar year to the next are available.

## COPY LIABILITY

SIOR reserves the right to refuse any advertisement not in keeping with the standard of the magazine, or that does not serve the best interest of SIOR or its membership.

## ADDITIONAL FEES

A design fee may be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline may be subject to additional charges.

## SUBMITTING FILES

Submit all materials to [media@sior.com](mailto:media@sior.com). A Dropbox folder can be created for file sharing upon request.

## INSERTION ORDERS

Insertion orders must be completed, signed, and delivered on or before the advertising space reservation deadline.

To submit an insertion order, secure your ad placement, and/or place an order, go to Page 30.

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For questions and inquiries, contact Alexis Fermanis, Director of Communications:



202.449.8226



[afermanis@sior.com](mailto:afermanis@sior.com)

# WHO PARTICIPATES?

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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?

## LIST OF PAST PARTICIPANTS

ALM Real Estate Media Group	Ductilcrete Slab Systems, LLC	Montoni Group
Agracel, Inc.	East Central Indiana Regional Partnership	NAI Global
Apto	ElmTree Funds	Napa Logistics Park
Advanced GeoEnvironmental	Engrain	National Association of REALTORS Commercial
ARCO Design/Build	Exeter Property Group	Panattoni Development Co.
Astro Applications	First Industrial Realty Trust	Prologis
AXIS Insurance Services	Goodman Birtcher	Prologis International Park of Commerce
Bank of America Merrill Lynch	Got-Rack.com	PV / 303
Becknell Industrial	Greater Des Moines Partnership	RealNex
BH Properties	Hickey & Associates	The Rockefeller Group
Big-D Construction	Hightower	Roll Real Estate Development
BlueScope Properties Group	Hoj Engineering & Sales Co., Inc.	San Joaquin Partnership / Team California
Brennan Investment Group	IDI Gazeley	Scannell Properties
Bullhorn	Indiana Economic Development Corporation	Sperry Van Ness International
CCIM Institute	Industrial Property Trust	Strategic Coach
CCRE	JLL	Tejon Ranch Company
CenterPoint Properties	Lee & Associates	USAA Real Estate Company
Clayco, Inc.	Liberty Property Trust	VanTrust Real Estate, LLC
CompStak	LinkedIn Corporation	West Virginia Development Office
CORFAC International (Corporate Facility Advisors)	Massimo Group	Westwood Net Lease Advisors
CoStar Group	Mericle Commercial Real Estate Services	Zions Bank
DCT Industrial Trust	Mohr Capital	
Dermody Properties		



# SIOR 2016 World Conferences – Sponsorship & Exhibit Reservation Form

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: \_\_\_\_\_

ONSITE CONTACT:

CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

OPTION A: SPRING & FALL\*

**Exhibit Booth Pricing:**

**Standard Booth**

**Premium Booth\***

Single Booth

US \$12,500 *Spring: \$6,500*  
*Fall: \$6,000*

US \$13,500 *Spring: \$7,000*  
*Fall: \$6,500*

Double Booth

US \$19,500 *Spring: \$10,000*  
*Fall: \$9,500*

US \$20,500 *Spring: \$10,500*  
*Fall: \$10,000*

OPTION B: SPRING ONLY **OR**  OPTION C: FALL ONLY

**Exhibit Booth Pricing:**

**Standard Booth**

**Premium Booth\***

Single Booth

US \$6,500

US \$7,000

Double Booth

US \$10,000

US \$11,000

*\*Once booth assignments are made, premium booths are no longer available.*

## SPONSORSHIP RESERVATION

OPTION A: SPRING & FALL

Sponsorship Item: \_\_\_\_\_

Fee: \_\_\_\_\_

OPTION B: SPRING ONLY **OR**  OPTION C: FALL ONLY

Sponsorship Item: \_\_\_\_\_

Fee: \_\_\_\_\_

**I have read and agreed to all terms and conditions.**

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Invoice     Mastercard     Visa     AmEx

Sponsorship Fee: \_\_\_\_\_

**3% Processing Fee (credit card only):** \_\_\_\_\_

Total Due (USD): \_\_\_\_\_

Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CW # \_\_\_\_\_

Signature: \_\_\_\_\_

Please submit form to Wendy Ashburn at [washburn@sior.com](mailto:washburn@sior.com) or fax to 240.607.7797. If paying by check, please include a copy of the form and mail to Society of Industrial & Office Realtors, 1201 New York Ave., NW Ste.350, Washington DC 20005-6126.

# EXHIBITOR RULES & REGULATIONS—SIOR 2016 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**—Thursday, April 14, 7am-11am

**Exhibit Hall Hours**—Thursday, April 14: 11:30am-1pm; 2:30-3:30pm; 5- 6pm, Friday, April 15: 8-9:15am, 11:15am-12:15pm. **Breakdown**—Friday, April 15, 12:15-4pm. *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 (10:30 a.m., April 14). The space may be resold, reassigned, or used by the exhibit management.

**6. EARLY DISMANTLING OF BOOTHS:** Exhibits are to remain set up until 12:15 p.m. on Friday, April 15. 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 The Marriott Marquis (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 General Exhibition Services. 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 2016 Spring World Conference prior to February 11, 2016, will incur a 50% penalty. After February 11, 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 2016 Fall 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**—Wed., October 19: 2 - 5pm, Thur., October 20, 7:30-10:30am

**Exhibit Hall Hours**—Thurs., October 20: 11am-12:45pm, 3-4pm; Fri., October 21, 8:30-9:45am, 11:30am-1pm, 3-4pm **Breakdown**—Fri., October 21, 4 - 8 p.m. *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 (10:30am October 20). 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 p.m. on Friday, October 21. 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 the Palmer House, a Hilton Hotel (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 General Exhibition Services. 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 2016 Fall World Conference prior to September 1, 2016 will incur a 50% penalty. After September 1, 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: \_\_\_\_\_

# SIOR ADVERTISING CONTRACT

Advertiser/Company Name: \_\_\_\_\_ Referring Member Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Member Name(s) Associated with Ad: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ ZIP/PC: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## SIOR Report Magazine

**Frequency:**  x2  x4 **Issue to Run In:**  Q1  Q2  Q3  Q4 **Artwork:**  New  Rollover, Prv. Issue \_\_\_\_\_

**Print Premiums:**  Back Cover  Inside Cover  Inside Back

**Print Size/Layout:**  Full Page  2/3 Horizontal  2/3 Vertical  1/2 Horizontal  1/2 Vertical  1/3 Horizontal  1/3 Vertical

**Digital Ad Type:**  Web Leaderboard  Web Banner  Web Blow-In  Mobile App Banner

## Website

**Location/Ad Type:**  Home Page Banner  Channel Page Banner  Locate an SIOR Digital Directory  
 Events  Premium Search Banner  
**Frequency:**  12 mos.  6 mos.  3 mos.  Education  Membership  State Search Banner  
 Blog  MySIOR **Start Date:** \_\_\_ / \_\_\_ / \_\_\_ **State/Province:** \_\_\_\_\_

## E-Newsletter

**Location/Ad Type:**  Primary Banner  Leaderboard Footer **Frequency:**  12 mos.  6 mos.  3 mos. **Start Date:** \_\_\_ / \_\_\_ / \_\_\_

**Cost** Print Mag. (per issue): \$ \_\_\_\_\_ Digital Mag. (per issue): \$ \_\_\_\_\_ Web: \$ \_\_\_\_\_ E-News: \$ \_\_\_\_\_  
3% Processing Fee (credit card only): \_\_\_\_\_

**Total Amount Due:** \$ \_\_\_\_\_

**Payment**  Invoice  Check Enclosed  Visa  Mastercard  AMEX **Card #:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **CVV #:** \_\_\_\_\_

**Website URL for digital ad(s):** \_\_\_\_\_

I have read and agree to all terms and conditions.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Contacts:

For sales inquiries, general questions and/or to submit contracts, send to: Alexis Fermanis, SIOR Director of Communications  
P: 202.449.8226 E: afermanis@sior.com F: 202.517.9160

Submit artwork (smaller than 5mb) to: media@sior.com

Rolling Contracts between/from one calendar year to the next are available.

Mailed contracts/payments must be made to: The Society of Industrial and Office Realtors® 1201 New York Ave., NW, Ste 350 Washington, DC 20005