



REISA Sponsorship

2013 Opportunities

**Reach the
right people!**

When you exhibit at a REISA event,
you reach a uniquely qualified audience.

reisa.org/sponsorship

REISA looks forward to playing a role in your business success.

REISA is dedicated to providing industry-leading events for anyone who sponsors, designs, analyzes, markets, distributes or sells alternative investments.



Your opportunity to get in front of more than 500 decision makers from over 200 Broker-Dealer/RIA firms!

REISA events are the best place to exhibit and meet key decision makers and top producers! There will be new opportunities to meet face-to-face with Broker-Dealers, RIAs, registered representatives, financial advisor/IARs, due diligence professionals, attorneys and other industry professionals. There is ample time for exhibitors to network with all attendees during exclusive sponsor showcase times, cocktail receptions, lunches, breakfasts and breaks.

The REISA Advantage

REISA's events continue to grow. With quality attendance and exceptional educational programs, REISA's events are set apart from other industry conferences.

Exhibitor Benefits

Exhibiting at REISA's events provides you with the best opportunity to showcase your product. Additionally, you will:

- ▲ Gain exposure and new contacts with key audiences
- ▲ Connect with more than 500 Broker-Dealers, RIAs, registered reps, financial advisors and more!
- ▲ Educate industry professionals on your products and convey information in real time
- ▲ Boost your business revenue and gain new contacts
- ▲ Gain access to a detailed attendee contact list, an ideal way to promote your company before, during and after the event

Who attends REISA events?

- ▲ Broker-Dealers ▲ RIAs ▲ Registered Representatives ▲ Financial Advisors/IARs
- ▲ Lenders ▲ Real Estate Brokers ▲ Consultants ▲ Due Diligence Firms
- ▲ Regulators ▲ Sponsors ▲ CPAs ▲ Attorneys

Diamond

- ▲ 20x20 or 10x40 booth with pipe and drape in a premier location in the exhibit hall
- ▲ 8 full conference attendee registrations
- ▲ Your company's logo displayed on a "rolling" slide show prior to all general sessions
- ▲ Recognition by category in the conference program book, the REISA website and pre-conference e-blasts
- ▲ Company name/logo listed on sponsorship signs
- ▲ Sponsor ribbons for your employees to wear throughout the conference
- ▲ 50 conference passes to be given to registered representative, RIAs, Broker-Dealers or IRAs of your choice
- ▲ Updated attendee lists via electronic format
- ▲ Brief company profile included in the conference program and on the REISA website
- ▲ Your company announced as a Diamond sponsor during the opening session
- ▲ Full page, plus an additional half page, in conference program book
- ▲ Banner ad on conference mobile app
- ▲ Introduce speakers at General Session Events. Have your team ready to welcome attendees, answer questions and distribute your literature.

Platinum

- ▲ 10x20 booth with pipe and drape
- ▲ 5 full conference attendee registrations
- ▲ Your company's logo displayed on a "rolling" slide show prior to all general sessions
- ▲ Recognition by category in the conference program book, the REISA website and pre-conference e-blasts
- ▲ Company name/logo listed on sponsorship signs
- ▲ Sponsor ribbons for your employees to wear throughout the conference
- ▲ 35 conference passes to be given to registered representative, RIAs, Broker-Dealers or IRAs of your choice
- ▲ Updated attendee lists via electronic format
- ▲ Brief company profile included in the conference program and on the REISA website
- ▲ Your company announced as a Platinum sponsor during the opening session
- ▲ Full page ad in conference program book
- ▲ Banner ad on conference mobile app
- ▲ Introduce speakers at General Session Events. Have your team ready to welcome attendees, answer questions and distribute your literature.

Gold

- ▲ 10x10 booth with pipe and drape
- ▲ 3 full conference attendee registrations
- ▲ Your company's logo displayed on a "rolling" slide show prior to all general sessions
- ▲ Recognition by category in the conference program book, the REISA website and pre-conference e-blasts
- ▲ Company name/logo listed on sponsorship signs
- ▲ Sponsor ribbons for your employees to wear throughout the conference
- ▲ 25 conference passes to be given to registered representative, RIAs, Broker-Dealers or IRAs of your choice
- ▲ Updated attendee lists via electronic format
- ▲ Brief company profile included in the conference program and on the REISA website
- ▲ Your company announced as a Gold sponsor during the opening session
- ▲ Half page ad in conference program book

Silver

- ▲ 6 foot skirted table, suitable for pamphlets, brochures, etc.
- ▲ 1 full conference attendee registration
- ▲ Your company's logo displayed on a "rolling" slide show prior to all general sessions
- ▲ Recognition by category in the conference program book, the REISA website and pre-conference e-blasts
- ▲ Company name/logo listed on sponsorship signs
- ▲ Sponsor ribbons for your employees to wear throughout the conference
- ▲ 15 conference passes to be given to registered representative, RIAs, Broker-Dealers or IRAs of your choice
- ▲ Updated attendee lists via electronic format

Additional Opportunities

As your support grows, your opportunities grow!



Cyber Café

- ▲ Booth with pipe and drape in a premier location in the exhibit hall
- ▲ Sponsor of Internet ready laptops at the Cyber Café
- ▲ Laptops available for use by all REISA attendees throughout event
- ▲ Logo splash on each laptop during downtime
- ▲ Brief company profile included in conference program book
- ▲ Prominent signage of company name through event at the Café

Charging Station

- ▲ Extra space on an adjacent 10x10 exhibit area
- ▲ Up to 6 outlets with tips for all popular smartphones and tablets available for use by all REISA attendees throughout the event
- ▲ Brief company profile included in conference program book

Tote Bags and Hotel Keycards

- ▲ Company name and logo printed on hotel keycard and conference tote bags
- ▲ Prominent visibility—every attendee will receive a tote bag and, if they stay in the conference hotel, a key card
- ▲ Brief company profile included in conference program book

Cocktail Reception

- ▲ Introduction of cocktail reception by company representative
- ▲ Focal signage throughout the event
- ▲ Brief company profile included in conference program book

Lanyards

- ▲ Company name and logo printed on nametag lanyards
- ▲ Prominent visibility—every attendee receives one
- ▲ Brief company profile included in conference program book

Breakfast

- ▲ Focal signage throughout the event
- ▲ Brief company profile included in conference program book

Lunch

- ▲ Focal signage throughout the event
- ▲ Brief company profile included in conference program book

Notepad

- ▲ Company name and logo printed on notepad
- ▲ Prominent visibility—every conference attendee receives one
- ▲ Brief company profile included in conference program book

Exhibit Hall

- ▲ Focal signage above Exhibit Hall entrance
- ▲ Focal signage in hallway

New Member Breakfast

- ▲ Focal signage throughout the event
- ▲ Brief company profile included in conference program book

Pens

- ▲ Company name and logo printed on pens
- ▲ Prominent visibility—every conference attendee receives one
- ▲ Brief company profile included in conference program book

General Session Room

- ▲ Focal signage above general session room
- ▲ Focal signage in hallway

Breaks

- ▲ Focal signage throughout the event
- ▲ Brief company profile included in conference program book

WiFi

- ▲ Company logo splash page when REISA conference attendees log on to WiFi
- ▲ Brief company profile included in conference program book



April 14-16, 2013
 Sheraton San Diego Hotel & Marina
 San Diego, California

Spring Symposium

reisa.org/sponsorship

Sponsorship Level	Member Cost	Non-member Cost	Total Available
Exhibit Opportunities			
Diamond	\$28,000	\$38,000	1 total
Platinum	\$18,000	\$28,000	3 total
Gold	\$12,000	\$22,000	20 total
Silver	\$6,000	\$16,000	16 total
Additional Sponsorship Opportunities			
Cyber Café	\$5,000	\$15,000	1 total
Charging Station	\$5,000	\$15,000	1 total
Cocktail Reception	\$5,000	\$15,000	2 total
Lanyards	\$5,000	\$15,000	1 total
Lunch	\$4,000	\$14,000	2 total
Pens	\$4,000	\$14,000	1 total
Exhibit Hall	\$3,500	\$13,500	1 total
New Member Breakfast	\$3,000	\$13,000	1 total
Breakfast	\$3,000	\$13,000	2 total
WiFi	\$2,500	\$12,500	1 total
Notepad	\$2,500	\$12,500	1 total
General Session Room	\$2,000	\$12,000	1 total
Breaks	\$2,000	\$12,000	4 total
Tote Bag and Hotel Keycards	\$2,000	\$12,000	1 total



July 11-12, 2013
Ritz-Carlton Dove Mountain
Tucson, Arizona

Due Diligence Forum

reisa.org/sponsorship

Sponsorship Level	Member Cost	Non-member Cost	Total Available
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Exhibit Opportunities

Silver	\$6,000	\$16,000	20 total
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Additional Sponsorship Opportunities

Cocktail Reception	\$3,500	\$13,500	1 total
Lanyards	\$3,500	\$13,500	1 total
Lunch	\$3,000	\$13,000	1 total
Pens	\$2,500	\$12,500	1 total
Tote Bag and Hotel Keycards	\$2,000	\$12,000	1 total
WiFi	\$1,500	\$11,500	1 total
Breaks	\$1,000	\$10,000	2 total



October 6-8, 2013
 Caesars Palace Las Vegas
 Las Vegas, Nevada

Annual Conference

reisa.org/sponsorship

Sponsorship Level	Member Cost	Non-member Cost	Total Available
<i>Exhibit Opportunities</i>			
Diamond	\$30,000	\$40,000	2 total
Platinum	\$20,000	\$30,000	8 total
Gold	\$15,000	\$25,000	22 total
Silver	\$7,500	\$17,500	26 total
<i>Additional Sponsorship Opportunities</i>			
Cyber Café	\$6,000	\$16,000	1 total
Charging Station	\$6,000	\$16,000	1 total
Cocktail Reception	\$6,000	\$16,000	2 total
Lanyards	\$6,000	\$16,000	1 total
Lunch	\$5,000	\$15,000	2 total
Pens	\$5,000	\$15,000	1 total
Exhibit Hall	\$4,500	\$14,500	1 total
New Member Breakfast	\$3,500	\$13,500	1 total
Breakfast	\$3,500	\$13,500	2 total
WiFi	\$3,500	\$13,500	1 total
Notepad	\$3,000	\$13,000	1 total
General Session Room	\$2,500	\$12,500	1 total
Breaks	\$2,500	\$12,500	4 total
Tote Bag and Hotel Keycards	\$2,000	\$12,000	1 total



Sponsorship Registration Signing up is easy! Simply go to www.reisa.org/sponsorship and reserve your spot today. Discounted pricing is available for REISA company members and for companies who commit early.

Member Discount

If you are not a REISA Company Member, become one by going to reisa.org, selecting the new member option and completing the new member section. If you become a Company Member in time, you can receive a \$10,000 discount on all sponsorships.

Early Bird and Multiple Event Discount

- ▲ Sign up by **March 1, 2013**, and receive a 5% early bird discount on ALL booth, table and additional opportunities for all of our 2013 events.
- ▲ Commit to TWO events by **March 1, 2013**, and receive an additional 5% off your second event, for a total of 10% off.*
- ▲ Commit to THREE events by **March 1, 2013**, and receive an additional 10% off your third event, for a total of 15% off.**



Get more details.

*10% is for second event only, **15% is for third event only

Spring Symposium

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San Diego, California

Due Diligence Forum

July 11-12, 2013

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Tucson, Arizona

Annual Conference

October 6-8, 2013

Caesars Palace Las Vegas
Las Vegas, Nevada

In 2012, REISA events had:

- ▲ More than 1,500 overall attendees
- ▲ 100+ exhibitors that represented REITs, BDCs, Oil & Gas, Equipment Leasing, Due Diligence Firms and more!
- ▲ More than 200 Broker-Dealer/RIA firms who represented 457 different professionals

In 2013, we expect more than 2,000 overall attendees at REISA events.

reisa.org/sponsorship

2013 REISA Events