



CTBUH 2018
Middle East Conference

POLYCENTRIC CITIES

The Future of Vertical Urbanism

Dubai & Abu Dhabi, UAE • 20–25 October

Sponsorship Opportunities



ctbuh2018.org

POLYCENTRIC CITIES

The Future of Vertical Urbanism

Conference Summary

Dates: 20 – 25 October 2018

Venue: JW Marriott Marquis Dubai: The World's Tallest All-Hotel Building

Anticipated Audience: 1000+ Delegates / 45+ Countries (see more on page 6)

Key Dates

Presentations

Call for Speakers & Official Launch	31 October 2017
Initial Abstract Submission Deadline	31 January 2018
Initial Abstract Acceptance Notification	28 March
Peer Review Comments Back	16 May
Final Abstract Submission	27 June
Speaker PowerPoint/Poster Submission Deadline	29 August

Registration Deadlines

Early Bird Registration	25 April
Regular Rate Registration	15 August
Late Registration	16 August onwards

What's Inside

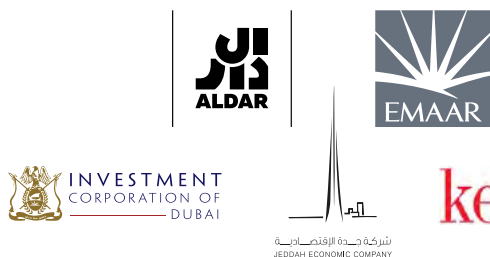
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Note: For overall details of the conference itself, see the main brochure at ctbuh2018.org/brochure.

Confirmed Sponsors

(as of 3 October 2018)

Diamond



Platinum



Gold



Silver +



Bronze



Supported By



Sponsorship Benefits

There are opportunities for sponsorship of this key gathering at Diamond, Platinum, Gold, Silver and Bronze levels. Each package includes exclusive sponsorship of a unique aspect of the conference (e.g., a Program Room, a Social Event, a Workshop, the Conference delegate bags, a lunch or coffee break, etc.). In addition, each sponsorship package delivers other great benefits, such as the promotion of your company brand and expertise internationally, both in advance of the conference and at the event itself, maximizing speaking opportunities, offering complimentary delegate registrations, and much more.

Why Sponsor?

- Promote your company brand to industry leaders
- Develop collaborative partnerships and business leads
- Understand better the business opportunities in Middle East and internationally
- Network with top influential people in the industry internationally
- Pursue a prominent speaking role
- Promote a relevant building to attendees
- Enjoy social-networking events at top venues
- Be promoted to media and press outlets in conjunction with the Conference
- Include your logo on all Conference documentation
- Gain knowledge and insight in the latest thinking on sustainability, tall buildings and urban development

New for the 2018 Conference!

Platinum + Symposium

Platinum + Symposium sponsors will work in collaboration with CTBUH to host and deliver a major standalone branch of the Conference, centered around a definitive hot topic in the tall building industry. Each Symposium will take place in one of the conference ballrooms (thus accommodating 200+ attendees) and be focused on a series of presentations, panel discussions, seminars, and technical demonstrations that provide a deep exploration of the topic.

Sponsor Social Events

On the Sunday evening, sponsors at the Silver level and above will have the opportunity to organize their own social events, for which delegates will register directly through the conference registration system. Sponsors will have freedom in determining the location and nature of their event, with CTBUH supporting through promotion and attendance. Sponsors may also extend invitations to non-conference attendees.

Here's an example of sponsorship opportunities:



Social Events



Program Rooms



Conference Collateral



Off-Site Programs



Lunch and Coffee Breaks

Conference Synopsis

The era of the traditional Metropolis, fanning out in waves of decreasing density from a single core central business district, may be coming to an end. As we approach the new normality of cities housing 10 million or more inhabitants, those best positioned for the future are evolving along polycentric, **multi-nodal** lines, with several central business districts, ideally all offering something slightly different to the urban inhabitant. When focused around transit nodes and well-planned infrastructure, embracing high density, public space and civic functions, this amalgamation of “several cities within a city” perhaps offers the best opportunity for a sustainable future for the many millions of people who will move into cities over the coming decades.

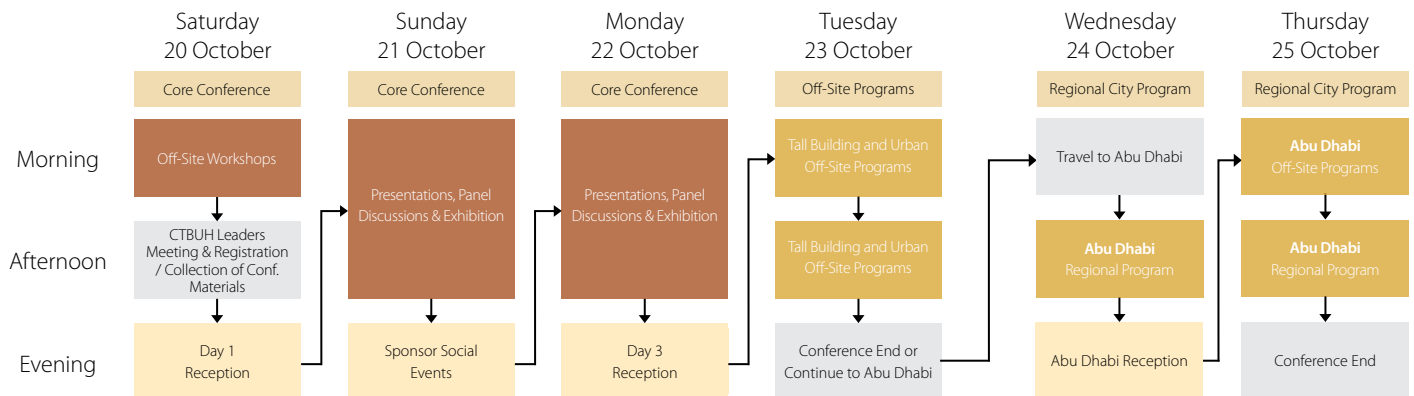
There is perhaps nowhere that demonstrates this concept better than our host city for the core of the 2018 conference, Dubai. Indeed, it could be argued that Dubai, a city that has largely risen in just three short decades, is a pure result of this **de-centralized urban approach**, comprised as it is of evocative-sounding districts – Downtown Dubai; Business Bay; Dubai Marina; Festival City; Palm Jumeirah; and several others. New “centers” are still being added, including Midtown; Emirates Business Park; Meydan One; and Dubai Creek Harbour, anchored by the under-construction Dubai Creek Tower. The same is true of many Middle Eastern cities, and most certainly our second host city for the conference, Abu Dhabi, where the drive toward polycentrism has been accompanied by a profound and concerted effort to forge a unique urban and architectural identity.

Equally as important as the centers themselves is the **infrastructure that connects** them. To enable the creation of new urban centers that match the socioeconomic intensity of longstanding metropolitan hubs, we must devise practical means of transportation that **maximize geographical** access and provide extensive city services, not just in the horizontal direction, but vertically. Such systems will progress the concept of **transit-oriented development** along a course of natural evolution, to polycentric city-building.



Program Overview

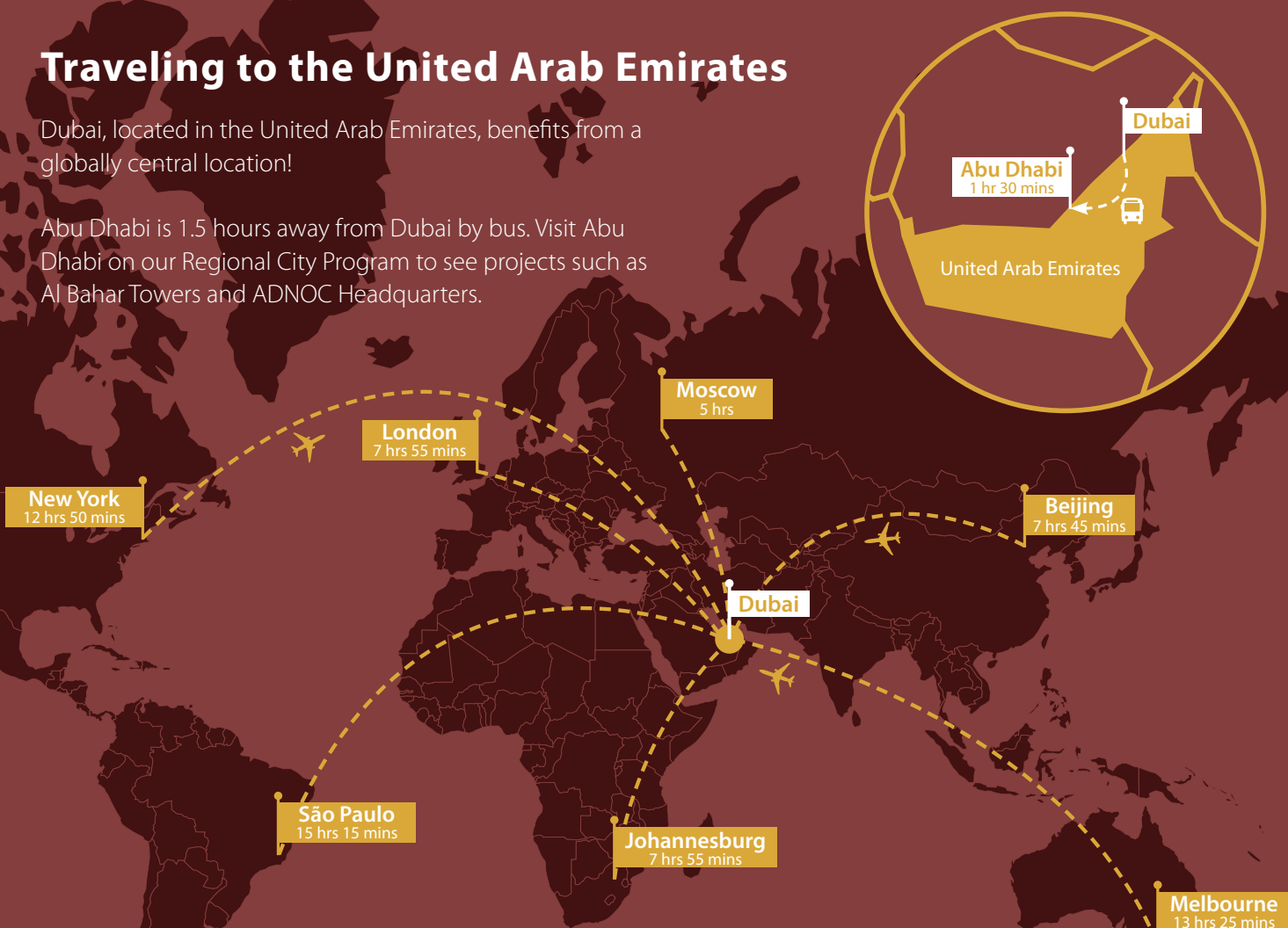
Note: Due to Friday being the weekend in large parts of the Middle East, the conference will begin on a Saturday and finish on Thursday.



Traveling to the United Arab Emirates

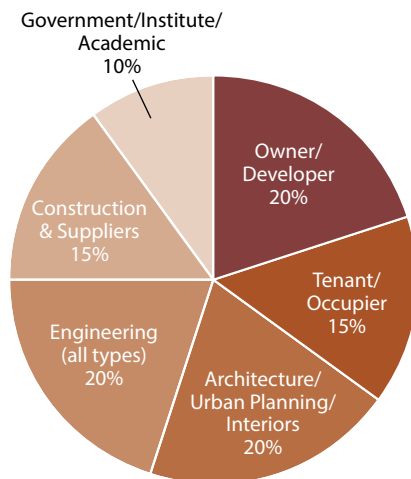
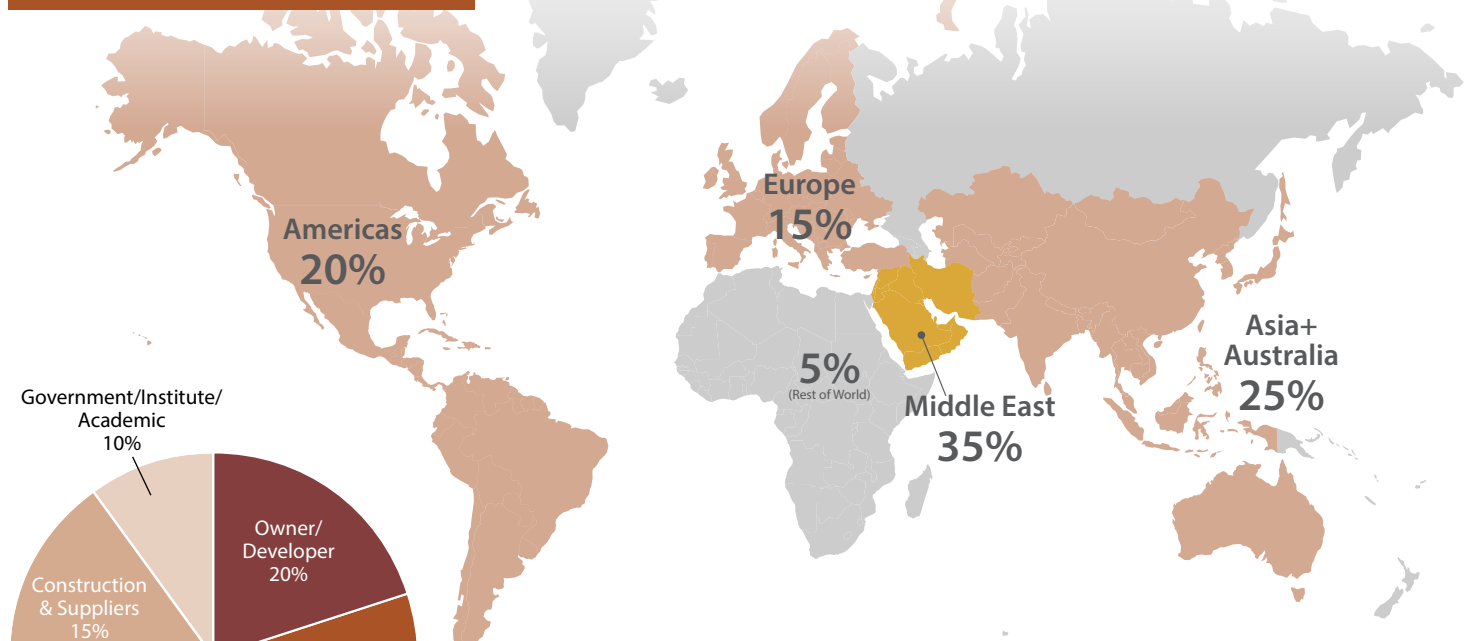
Dubai, located in the United Arab Emirates, benefits from a globally central location!

Abu Dhabi is 1.5 hours away from Dubai by bus. Visit Abu Dhabi on our Regional City Program to see projects such as Al Bahar Towers and ADNOC Headquarters.



EXPECTED CONFERENCE ATTENDANCE

Attendance by Region



Attendance by Profession

Colleagues from all disciplines with a connection to tall buildings and urban habitat will be in attendance.

1000+

DELEGATES

150

SPEAKERS

45+

COUNTRIES

18

OFF-SITE
PROGRAMS

8

TRACKS

4

NETWORKING
RECEPTIONS

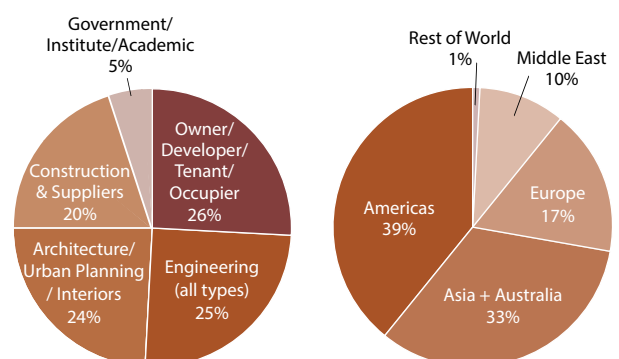
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GREAT
CONFERENCE!

INTERNATIONAL CTBUH AUDIENCE

1.3 MILLION

individuals working in 9035 offices around the world in CTBUH Organizational Member companies



ctbuh2018.org • sponsorship@ctbuh2018.org

Dubai Venue & Hotel

JW Marriott Marquis Dubai

The core conference will be held in the JW Marriott Marquis Hotel Dubai, the world's tallest all-hotel tower complex. Located in Business Bay on Sheikh Zayed Road, the twin-tower venue boasts stunning views over Downtown Dubai and the Dubai Water Canal, an array of exceptional amenities, and 5-star accommodations. Completed in 2012, the building design is inspired by the date tree, a recognized symbol of Arab culture. The podium provides a central hive of activity for the towers: with numerous restaurants and bars, an extensive business center with conference halls and meeting rooms, a banquet hall, spa and health club, as well as retail outlets, a swimming pool, and a gymnasium.



Key

- 3 Ballrooms (Floor 2)
- 5 Program Rooms (Floor 6)
- 3 Exhibition Suites (Floor 6)
- 4 Salons (Floor 6)
- 6 Exhibition Booths (Floor 6)
- Lunch / Coffee Break Area



Selected Owner/Developer/Operator Sponsors of Recent CTBUH Events:

AMPCAPITAL  AON   British Land Brookfield

 BROAD GROUP 远大集团 CBRE  中信和业 CITIC HEYE INVESTMENT   The Durst Organization

 EMAAR  EMPIRE STATE REALTY TRUST EXTELL  Hongkong Land HUDSON YARDS RELATED OXFORD

 JEDDAH ECONOMIC COMPANY  JLL *Achieve Ambitions*  lendlease  LOTTE ENGINEERING & CONSTRUCTION  MORI

MULTIPLEX  New World Development Company Limited OXFORD PACE  中国平安 PINGAN

 R&F 富力地产 R&F PROPERTIES  SAMSUNG SAMSUNG C&T  上海中心 Shanghai Tower  SILVERSTEIN PROPERTIES  深业 SHUM YIP LAND

 新鴻基地產 Sun Hung Kai Properties  太古地產 SWIRE PROPERTIES  TAIPEI IOI Tencent 腾讯

 TISHMAN SPEYER  UEM SUNRISE A member of UEM Group  Willis  中天城投集团股份有限公司 Zhongtian Urban Development Group Co., Ltd

Sponsor Benefits Chart

	Diamond + Networking Reception Hosts	Diamond + Off-Site Program Hosts	Platinum + Symposium	Platinum + Program Room	Platinum + Networking Reception	Gold + Specific Package	Silver + Salon	Silver + Workshop	Silver + Coffee Break	Bronze
	3 Packages / Sold Out	3 Packages/ 2 Available	3 Packages/ Sold Out	4 Packages/ Sold Out	3 Packages/ 1 Available	17 Packages/ Sold Out	3 Packages/ Sold Out	9 Packages/ Sold Out	8 Packages/ Sold Out	10 Packages/ 7 Available
	US\$70,000*	US\$70,000*	US\$70,000*	US\$60,000*	US\$60,000*	US\$40,000*	US\$30,000*	US\$20,000*	US\$15,000*	US\$10,000*
Sponsor Branding Priority	Highest Priority	Highest Priority	2nd Highest Priority	2nd Highest Priority	2nd Highest Priority	3rd Highest Priority	4th Highest Priority	4th Highest Priority	4th Highest Priority	5th Highest Priority
Exclusive Sponsorship	Networking Reception Host	Off-site Program Host	Symposium	Program Room	Networking Reception Sponsor	Various Packages See: ctbuh2018.org/gold	Salon Room	Workshop	Coffee Break	
Complimentary Conference Registrations	8	8	6	6	6	5	4	3	2	1
VIP Lounge Access	3	3	2	2	2	1				
Presentation/Speaker	1 Conference Presentation + Address at Networking Reception	1 Conference Presentation + 1 Off-Site Program Presentation	3 Presentations / Panelists / Session Chair Roles in Symposium	3 Presentations / Panelists / Session Chair Roles in Program Room	1 Conference Presentation + Address at Networking Reception	1 Conference Presentation	1 Conference Presentation	1 Workshop Presentation		
Space for Exhibition	✓	✓	✓	Program Room	✓	Certain Packages Only	Salon			
Networking Reception Invites	10 VIP Invites to Hosted Reception; 3 VIP Invites to Other Receptions	3 VIP Invites to all Receptions			10 VIP Invites to Sponsored Reception					
Recognition from Chair	At Conference Open, Close, and Hosted Reception	At Conference Open & Close	At Symposium		At Sponsored Reception					
Logo on Website Homepage	✓	✓	✓	✓	✓					
Small Brochure in Delegate Bags	✓	✓	✓	✓	✓					
Video Product & Promotion	✓	✓	✓	✓	✓					
Logo in Event Adverts in CTBUH Journal, etc.	✓	✓	✓	✓	✓	✓				
Promotion via Social Media	✓	✓	✓	✓	✓	✓				
Host Sponsor Social Event	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company E-blast Support	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Material on General Sponsor Table	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Walk-in/out Slide Loop	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotion via Post-Conference Report	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in Conference Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Special Designation on Name Badges	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
Logo on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CTBUH Membership (for new members only)	Supporting Contributor (\$10,000 value)	Supporting Contributor (\$10,000 value)	Patron (\$6,000 value)	Patron (\$6,000 value)	Patron (\$6,000 value)	Donor (\$3,000 value)	Contributor (\$1,500 value)	Contributor (\$1,500 value)	Contributor (\$1,500 value)	Participant (\$750 value)

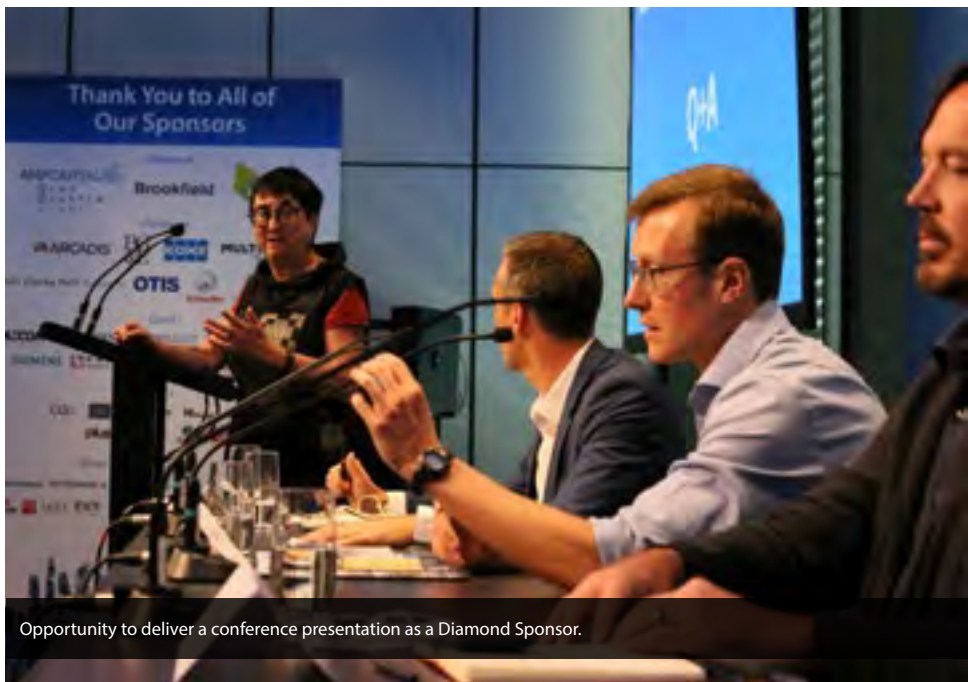
*Sponsorship fee is net of all taxes and fees. Any taxes and fees need to be paid by the sponsor.

Diamond Sponsors

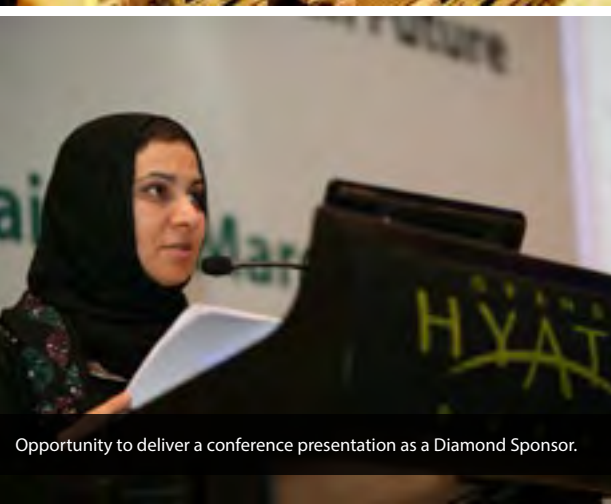
The Diamond Sponsors will be acknowledged as the premium supporters of the Conference, enjoying maximum exposure both before and during the Conference, with the highest priority of branding in all documentation and on-site signage. In addition, each Diamond sponsor will “host” one of the conference networking receptions or off-site programs – thus likely taking place in their building. The networking receptions and off-site programs are a major highlight of a CTBUH Conference, and hosting will serve as excellent promotion of the building. Each off-site program will be focused on a specific theme related to the program location through on-site presentations and an extensive tour of the site.



Opportunity to host a networking reception as a Diamond Sponsor.



Opportunity to deliver a conference presentation as a Diamond Sponsor.



Opportunity to deliver a conference presentation as a Diamond Sponsor.



2017 Australia Conference: Off-Site Program at Sydney Metro

Diamond Package Benefits include the following:

Exclusive Sponsorship Element

- Exclusive branding as “Hosts” of a Conference Networking Reception or Off-Site Program, taking place in the sponsor’s building*

Reinforcing Expertise / Thought-Leader

- Recognition as a premium sponsor of the Conference, with highest priority branding among sponsor levels
- Opportunity for a Senior Director to deliver a conference presentation or be a speaker within a panel discussion
- Opportunity for a Senior Director to give a brief address at the social networking event or within the off-site program

Conference Attendance

- 8 complimentary conference-only registrations (Note: these need to incorporate the company’s speaker registration)
- 3 access passes to the VIP Lounge (VIPs need to be conference delegates)
- For sponsors hosting networking receptions, 10 complimentary VIP tickets to the hosted Networking Reception
- 3 complimentary VIP tickets to other conference networking receptions

Pre-Event Advertising / Website

- Logo included in all event collateral including Conference website homepage, www.ctbuh2018.org, and sponsor section (with web link), brochure, flyers, etc.
- Logo included in pre-conference print and digital campaigns including CTBUH Journal, Monthly Newsletter and other media outputs
- CTBUH support of sponsor-created e-blasts, sent by sponsor, promoting sponsor’s involvement in the event (e.g. supplying conference graphics, text, etc.)

Package Cost: US\$70,000***

2 Packages Available

On-Site Promotion

- Official recognition of sponsor at Conference opening and closing sessions from Conference Chair
- Host your own evening social event on Sunday, Oct 21
- Logo included in all on-site event collateral** including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions
- Provision of area for a special-build Exhibition Booth (3m x 2m) in priority position
- Opportunity for small brochure inserts in delegate bags
- Opportunity to place company material on sponsor table at the Conference
- Sponsor designation on name badge

Media Relations & Social Media

- Promotion to media and press outlets as a major supporter of the Conference
- Promotion via CTBUH social media outlets, including Facebook, Twitter and LinkedIn
- Logo included in press releases and pitching efforts

Additional Benefits

- Speaker presentation to be video-recorded and edited into a product to be promoted via digital campaign around the world after the event, thus reinforcing the sponsor as the authority in the field
- Logo and coverage of sponsor’s Conference involvement (e.g. speaker contribution) to be included in the post-conference report to be promoted internationally after the event
- Complimentary CTBUH Organizational Membership at “Supporting Contributor” level for 2018 (Note: for new members only; \$10,000 value)

► *Compare the Diamond Sponsor benefits against other sponsorship packages in the table on page 9, or visit ctbuh2018.org/sponsorship.*

*Note: Hosting a conference networking reception or off-site program involves provision of the space for the program, together with covering any ancillary building costs for maintenance, security, etc. It is NOT expected for the Host to cover any costs associated with catering for the event (i.e. drinks or canapés). In the case of the networking reception, a separate Platinum + Networking Reception sponsor is sought to help cover these additional costs. It is typical that the Platinum + Networking Reception sponsor is connected to the building accommodating the networking reception, through a consultant or supplier involvement in the project.

**Note: Each sponsorship package includes an element of exclusive sponsorship of a unique aspect of the Conference, so in some specific events/aspects, not all sponsor logos will be included.

***Note: Sponsorship fee is net of all taxes and fees. Any additional taxes and fees need to be paid by the sponsor.

Platinum Sponsors

There are three specific packages available:

Platinum + Symposium (3 No.) *New!*

Sold Out

Each of the three Platinum + Symposium sponsors will work in collaboration with CTBUH to host and deliver a major standalone branch of the Conference, centered around a definitive hot topic in the tall building industry. Each Symposium will take place in one of the conference ballrooms (thus accommodating 200+ attendees), running parallel to Program Room sessions, and be focused on a series of presentations, panel discussions, seminars, and technical demonstrations that provide a deep exploration of the topic. The sponsor will collaborate with CTBUH in determining the topic and speaker program, of which the sponsor nominates 3 presenters/panelists/sessions chairs. The Symposium will be a major draw for disciplines related to the theme, and will thus be promoted widely as a unique initiative under the larger Conference.

Platinum + Program Room (4 No.)

Sold Out

Every Platinum + Program Room sponsor will host a specific track of presentations at the Conference. Each Program Room will thus be an integral part of the main conference, accommodating approximately 15 presentations over the main conference days. The sponsor will collaborate with CTBUH in determining the speaker program, of which the sponsor nominates 3 presenters/panelists/session chairs. The Program Room will also serve as an exhibition suite, and will be promoted to all delegates both in advance of, and during, the conference itself.

Platinum + Networking Reception (3 No.)

1 Package Available

The networking receptions are a major highlight of a CTBUH Conference, and hosting will thus serve as excellent promotion of the sponsor. The Platinum + Networking Reception sponsor will be acknowledged as the supporter of one of the three networking receptions, alongside the actual owners of the building where the reception is taking place, who are acknowledged as "Hosts."



2017 Australia Conference:
Delegates discuss in a panel discussion.



2013 London Conference:
The Leadenhall Building Program Room.



Networking at the 2008 Dubai World Congress.

Platinum Package Benefits include the following:

Exclusive Sponsorship Element

For Platinum + Symposium Sponsors:

- Exclusive branding as sponsors of a Conference Symposium

For Platinum + Program Room Sponsors:

- Provision of a Program Room housing a major track/theme of the Conference and also serving as an exhibition suite*

For Platinum + Networking Reception Sponsors:

- Exclusive branding as "sponsors" of a Conference Networking Reception**

Reinforcing Expertise / Thought-Leader

- Recognition as a premium sponsor of the Conference, with second highest priority branding among sponsor levels, after Diamond

For Platinum + Symposium Sponsors:

- Partnership with CTBUH in crafting the speaker program for the Symposium, of which the sponsor nominates 3 presenters/panelists/sessions chairs

For Platinum + Program Room Sponsors:

- Partnership with CTBUH in determining the speaker program in the Program Room, of which the sponsor nominates 3 presentations/panelists/session chairs

For Platinum + Networking Reception Sponsors:

- Opportunity for a Senior Director to deliver a conference presentation or be a speaker within a panel discussion
- Opportunity for a Senior Director to give a brief address at the social networking event

Conference Attendance

- 6 complimentary conference-only registrations (Note: these need to incorporate the company's speaker registration)
- 2 access passes to the VIP Lounge (VIPs need to be conference delegates)

For Platinum + Networking Reception Sponsors:

- 10 complimentary VIP tickets to the sponsored Networking Reception

Pre-Event Advertising / Website

- Logo included in all event collateral including Conference website homepage, www.ctbuh2018.org, and sponsor section (with web link), brochure, flyers, etc.
- Logo included in pre-conference print and digital campaigns including CTBUH Journal, Monthly Newsletter and other media outputs
- CTBUH support of sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the event (e.g. supplying conference graphics, text, etc.)

Package Cost:

Platinum + Symposium: US\$70,000****

Platinum + Program Room: US\$60,000****

Platinum + Networking Reception: US\$60,000****

On-Site Promotion

- Host your own evening social event on Sunday, Oct 21
- Logo included in all on-site event collateral*** including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions
- Opportunity for small brochure inserts in delegate bags
- Opportunity to place company material on sponsor table at the conference
- Sponsor designation on name badge

For Platinum + Symposium Sponsors:

- Official recognition from Conference Chair at sponsored symposium
- Provision of area for a special-build Exhibition Suite, positioned at Symposium room entrance

For Platinum + Networking Reception Sponsors:

- Official recognition from Conference Chair at sponsored reception
- Provision of space for a 3m x 2m Exhibition Booth in priority position

Media Relations & Social Media

- Promotion to media and press outlets as a major supporter of the Conference
- Promotion via CTBUH social media outlets, including Facebook, Twitter and LinkedIn
- Logo included in press releases and pitching efforts

Additional Benefits

- Logo and coverage of sponsor's Conference involvement (e.g. speaker contribution) to be included in the post-conference report to be promoted internationally after the event
- Complimentary CTBUH Organizational Membership at "Patron" level for 2018 (Note: for new members only; \$6,000 value)

► *Compare the Platinum Sponsor benefits against other sponsorship packages in the table on page 9, or visit ctbuh2018.org/sponsorship.*

*Note: Standard furniture and AV equipment will be provided. All other internal furnishings, support equipment, and specialty catering (if desired) are the responsibility of the sponsor

**Note: The Networking Reception is typically "hosted" by the owner of the building (who are acknowledged as Conference Diamond + Networking Reception Hosts), and "sponsored" by the Platinum + Networking Reception sponsor. It is typical that the Platinum + Networking Reception sponsors are connected to the building accommodating the networking reception, through a consultant or supplier involvement in the project.

***Note: Each sponsorship package includes an element of exclusive sponsorship of a unique aspect of the Conference, so in some specific events/aspects, not all sponsor logos will be included.

****Note: Sponsorship fee is net of all taxes and fees. Any taxes and fees need to be paid by the sponsor.

Gold Sponsors

There are 15 Gold sponsorship packages, each exclusively sponsoring a unique aspect of the Conference:

Gold + Conference Bags



Attendees will be given a delegate bag which they will carry throughout the event and many will also use afterwards. The sponsor will thus enjoy exposure of the company brand through the inclusion of their logo on the delegate bags.

Gold + CTBUH Journal



Attendees will be given a copy of the special conference issue of the CTBUH Journal, which will be themed on the conference and distributed internationally to all CTBUH members. The sponsor will be the sole sponsor of the issue, with their logo on the cover and a relevant paper contained within.

Gold + Exhibition Suite (3 No.)



Three Gold sponsors will have the chance to exhibit in one of the 3 Exhibition Suites. Since these rooms are located in the hub of the conference, these exhibition suite sponsors will enjoy a very high profile at the event.

Gold + Lunch (4 No.)



There will be four lunches during the conference (two in Dubai, two in Abu Dhabi). Each lunch sponsor will enjoy exclusive branding of one lunch through signage on buffet tables, high-top tables and through the relevant chair announcements immediately before the lunch.

Gold + Name Badge Lanyards



A Conference name badge will be worn by every attendee, with the lanyard (neck string/strap) occupying a prominent position around every delegate's neck. The sponsor will enjoy a high degree of brand visibility by the inclusion of their logo on the lanyard, alongside the CTBUH logo.

Gold + Research Seed Funding



An international "call for research submissions" will be made, with one project awarded seed funding of US\$20,000 by the sponsor during the Conference. The sponsor will be recognized as the supporter of this initiative internationally, and in connection with the research project itself, beyond just the conference.

Gold + Student Design Competition



The best projects will be displayed and the final judging will occur at the conference for the CTBUH's annual international student competition. The sponsor will receive recognition for support of this initiative, with funds supporting US\$20,000 of prize money and travel stipends for finalists to attend/present.

Gold + Travelling Student Design Studio



Students travel to study the sponsor's site/project, upon which the design research is based. The sponsor will receive recognition for support of this initiative – including input on the research subject – with \$20,000 of sponsor funds supporting travel and studio expenses.

Gold + USB Drives



All attendees will be given a USB drive containing all abstracts and presentations delivered at the Conference, and will carry it throughout the event and continue to use it as a normal USB drive long after. The sponsor will have its logo printed on one side, and company information on the drive.

Gold + VIP Lounge



All VIPs at the conference will have access to the VIP Lounge, which is an exclusive room for high-level networking and other business transactions. The sponsor will be recognized as the sole sponsor of the VIP Lounge, with their branding and materials contained within the space.

Gold Package Benefits include the following:

Exclusive Sponsorship Element

- Exclusive branding of a unique aspect of the Conference (see specific packages on previous page)

Reinforcing Expertise / Thought-Leader

- Recognition as a major sponsor of the Conference, with priority branding below Diamond & Platinum sponsor levels*
- Opportunity for a Senior Director to deliver a conference presentation or be a speaker within a panel discussion

Conference Attendance

- 5 complimentary conference-only registrations with (Note: these need to incorporate the company's speaker registration)
- 1 access pass to the VIP Lounge (VIPs need to be conference delegates)

Pre-Event Advertising / Website

- Logo included in all event collateral including Conference website homepage, www.ctbuh2018.org, and sponsor section (with web link), brochure, flyers, etc.
- Logo included in pre-conference print and digital campaigns including CTBUH Journal, Monthly Newsletter and other media outputs
- CTBUH support of sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the event (e.g. supplying conference graphics, text, etc.)

Package Cost: US\$40,000**
Sold Out

On-Site Promotion

- Host your own evening social event on Sunday, Oct 21
- Logo included in all on-site event collateral* including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions
- Opportunity to place company material on sponsor table at the Conference
- Sponsor designation on name badge

Media Relations & Social Media

- Promotion to media and press outlets as a major supporter of the Conference
- Promotion via CTBUH social media outlets, including Facebook, Twitter and LinkedIn
- Logo included in press releases and pitching efforts

Additional Benefits

- Logo and coverage of sponsor's Conference involvement (e.g. speaker contribution) to be included in the post-conference report to be promoted internationally after the event
- Complimentary CTBUH Organizational Membership at "Donor" level for 2018 (Note: for new members only; \$3,000 value)

► *Compare the Gold Sponsor benefits against other sponsorship packages in the table on page 9, or visit ctbuh2018.org/sponsorship.*

*Note: Each sponsorship package includes an element of exclusive sponsorship of a unique aspect of the Conference, so in some specific events/aspects, not all sponsor logos will be included.

**Note: Sponsorship fee is net of all taxes and fees. Any additional taxes and fees need to be paid by the sponsor.

Silver Sponsors

There are three specific packages available:

Silver + Salon (4 No.)

Sold Out

Silver + Salon sponsors will have the opportunity to take ownership of one of 4 flexible Salon rooms in the venue, which are sized to accommodate small meetings or to act as lounges. Sponsors will be free to develop the exact function and fit-out of the room with CTBUH, with the space also serving as an exhibition suite.

Silver + Workshop (16 No.)

Sold Out

Silver + Workshop sponsors will establish themselves as thought leaders in a given field by hosting half-day workshops on important industry subjects, on the pre-day of the conference (Saturday). Workshops provide focused environments for professionals to discuss these subjects and advance related CTBUH initiatives, such as Technical Guide publications, that have impacts and visibility for the Sponsor far beyond the Conference itself.



These recent CTBUH technical guides & research reports are all a direct result of various CTBUH Working Groups and Workshops.

Silver + Coffee Break (8 No.)

Sold Out

There will be 8 Silver + Coffee Break sponsorship packages available. Silver + Coffee sponsors will enjoy exclusive sponsorship of one of the conference coffee breaks (breakfast, morning or afternoon coffee break in either Dubai or Abu Dhabi).



One of the Coffee Breaks during the 2016 Shenzhen, Guangzhou & Hong Kong Conference.



One of the Coffee Breaks during the 2017 Australia Conference.

Silver Package Benefits include the following:

Exclusive Sponsorship Element

- **For Silver + Salon Sponsors:** Exclusive sponsorship and brandings of one Salon, with branding at entrance and in the space
- **For Silver + Workshop Sponsors:** Exclusive sponsorship and branding of one Conference Workshop
- **For Silver + Coffee Break Sponsors:** Exclusive sponsorship of one Conference Coffee break, with branding at coffee points, on high-top tables and – where relevant – through the walk-in/-out slide loop and chair announcements immediately before the break

Reinforcing Expertise / Thought-Leader

- Recognition as a sponsor of the Conference, with branding below Diamond, Platinum & Gold sponsor levels*

For Silver + Salon Sponsors:

- Opportunity for a Senior Director to deliver a conference presentation or be a speaker within a panel discussion

For Silver + Workshop Sponsors:

- Opportunity for a Senior Director to deliver a presentation within a workshop

Conference Attendance

- 4 complimentary conference-only registrations for Silver + Salon sponsors
- 3 complimentary conference-only registrations for Silver + Workshop sponsors
- 2 complimentary conference-only registrations for Silver + Coffee Break sponsors

Package Cost

Silver + Salon: US\$30,000**

Silver + Workshop: US\$20,000**

Silver + Coffee Break: US\$15,000**

Pre-Event Advertising / Website

- Logo included in Conference website sponsor section (with web link)
- CTBUH support of sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the event (e.g. supplying conference graphics, text, etc.)

On-Site Promotion

- Host your own evening social event on Sunday, Oct 21
- Logo included in all on-site event collateral* including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions
- Opportunity to place company material on sponsor table at the Conference
- Sponsor designation on name badge

Additional Benefits

- Logo and coverage of sponsor's Conference involvement to be included in the post-conference report to be promoted internationally after the event
- Complimentary CTBUH Organizational Membership at "Contributor" level for 2018 (Note: for new members only; \$1,500 value)

► *Compare the Silver Sponsor benefits against other sponsorship packages in the table on page 9, or visit ctbuh2018.org/sponsorship.*

*Note: Each sponsorship package includes an element of exclusive sponsorship of a unique aspect of the Conference, so in some specific events/aspects, not all sponsor logos will be included.
**Note: Sponsorship fee is net of all taxes and fees. Any additional taxes and fees need to be paid by the sponsor.

Bronze Sponsors

This is a straight entry-level sponsorship, not linked to an exclusive element of the conference.

Bronze Package Benefits include the following:

Reinforcing Expertise / Thought-Leader

- Recognition as a sponsor of the Conference, with branding below Diamond, Platinum, Gold & Silver levels*

Conference Attendance

- 1 complimentary conference-only registration

Pre-Event Advertising / Website

- Logo included in Conference website sponsor section (with web link)

Package Cost: US\$10,000**

7 Packages Available

On-Site Promotion

- Logo included in all on-site event collateral* including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions
- Opportunity to place company material on sponsor table at the Conference
- Sponsor designation on name badge

Additional Benefits

- Logo and coverage of sponsor's Conference involvement to be included in the post-conference report to be promoted internationally after the event
- Complimentary CTBUH Organizational Membership at "Participant" level for 2018 (Note: for new members only; \$750 value)

► Compare the Bronze benefits against other sponsorship packages in the table on page 9, or visit ctbuh2018.org/sponsorship.

*Note: Each sponsorship package includes an element of exclusive sponsorship of a unique aspect of the Conference, so in some specific events/aspects, not all sponsor logos will be included.

**Note: Sponsorship fee is net of all taxes and fees. Any additional taxes and fees need to be paid by the sponsor.



Industry Endorsement

"CTBUH conferences are THE tall building / urban conferences to attend, for learning of the latest advances in the typology, for considering the future of sustainable cities, and for business networking. We strongly encourage your attendance at this event..."

Statement endorsed by the industry leaders listed below:

Ahmad Abdelrazaq	Senior Executive Vice President, Samsung Corporation
Talal Al Maiman	CEO & Managing Director, Kingdom Real Estate Development
His Excellency Mohammed Ali Alabbbar	Chairman, Emaar
William Baker	Structural Engineering Partner, Skidmore, Owings & Merrill
Nicholas Billotti	President & Chief Executive Officer, Turner International
Stefano Boeri	Founder/Partner, Stefano Boeri Architetti
Albert Chan	Design Director of Planning & Development, Shui On Land Limited
Joseph Chou	Chairman, Taipei Financial Center Corporation
Douglas Durst	Chairman, The Durst Organization
Karl Fender	Director, Fender Katsalidis Architects
Jeanne Gang	Founder, Studio Gang Architects
Arthur Gensler	Chairman, Gensler
James Goettsch	Chairman and CEO, Goettsch Partners
Keith Griffiths	Chairman, Aedas
Jianping Gu	President, Shanghai Tower Construction & Development
Mounib Hammoud	CEO, Jeddah Economic Company
Christoph Ingenhoven	Founding Principal, ingenhoven architects
Helmut Jahn	Founding Principal, JAHN Architects
ZhaoHui Jia	Chief Deputy Architect, Greenland Group
Ron Klemencic	Chairman & CEO, Magnusson Klemencic Associates
Stephen Y.F. Lai	Managing Director, Rider Levett Bucknall
Daniel Libeskind	Architect/Owner, Studio Daniel Libeskind
Yansong Ma	Founder & Principal Partner, MAD Architects
Winy Maas	Co-Founding Director, MVRDV
Hiroo Mori	Executive Vice President, Mori Building
Jean Nouvel	Architect, Ateliers Jean Nouvel
James Parakh	Urban Design Manager, City of Toronto Planning Department
William Pedersen	Principal, Kohn Pedersen Fox Associates
Cesar Pelli	Senior Principal, Pelli Clarke Pelli Architects
Leslie Robertson	Owner, Leslie Earl Robertson, Structural Engineer
James Robinson	Executive Director, Hongkong Land
Adrian Smith	Founding Partner, Adrian Smith + Gordon Gill Architecture
Werner Sobek	Founder, Werner Sobek Group
Richard Tomasetti	Founding Principal, Thornton Tomasetti
Rafael Vinoly	Lead Designer, Rafael Vinoly Architects
Chris Wilkinson	Principal, Wilkinson Eyre Architects
Carol Willis	Founder and Director, The Skyscraper Museum
Mun Summ Wong	Founding Director, WOHA Architects
Mike Wong	Deputy Managing Director, Sun Hung Kai
Kenneth Yeang	Principal, Hamzah & Yeang
Jerry Yin	Senior VP & Chief Architect, SOHO Properties
Junjie Zhang	Chairman, ECADI

POLYCENTRIC CITIES

The Future of Vertical Urbanism

Most Recent Conference:

CTBUH 2017 Australia

Title: Connecting the City: People, Density & Infrastructure

Date: 30 Oct–3 Nov 2017

Location: Sydney, Melbourne, and Brisbane

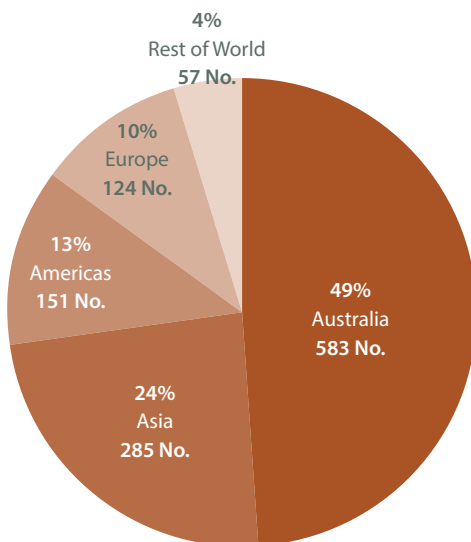
Total Number of Attendees: 1,200 (sold out 3 weeks in advance!)

Total Number of Countries represented: 44

Total Number of Companies represented: 450

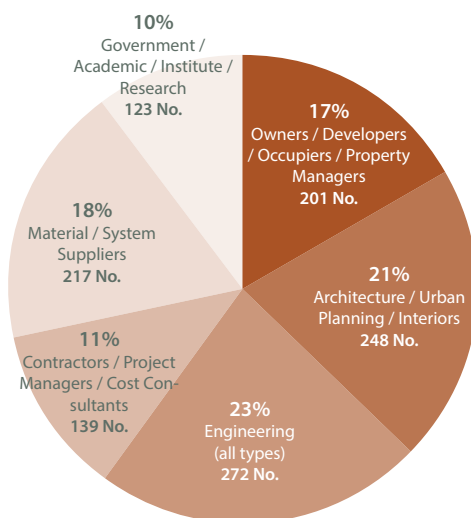


Attendance by Region



1
GREAT
CONFERENCE !

Attendance by Profession



Top 20 Owner/Developers/Investors/Property Managers

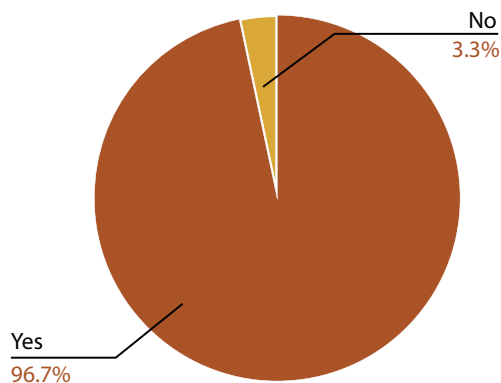
(based on number of registered delegates)

Note: Logos indicate 2017 sponsors

=1	Brookfield Properties <i>Global</i>	16	Brookfield
=1	Lendlease Corporation <i>Global</i>	16	Lendlease
3	JLL <i>Global</i>	10	JLL <i>Asia Australia</i>
4	AMP Capital Investors <i>Australia</i>	9	AMPCAPITAL
=5	Sun Hung Kai Properties Limited <i>Hong Kong</i>	8	新鴻基地產 Sun Hung Kai Properties
=5	UEM Sunrise <i>Malaysia</i>	8	UEM <i>SUNRISE</i> A member of UEM Group
=7	Mirvac Developments <i>Australia</i>	7	中国平安 PING AN
=7	Ping An Real Estate <i>China</i>	7	
=9	Ayala Land <i>Philippines</i>	4	Hongkong Land
=9	Hongkong Land Limited <i>Hong Kong</i>	4	
=9	New World China Land <i>Hong Kong</i>	4	
=9	Parkland Real Estate Development <i>China</i>	4	
=9	Shechtman <i>Israel</i>	4	
=14	Cbus Property <i>Australia</i>	3	ICD
=14	Centuria Property Fund <i>Australia</i>	3	
=14	ICD Property <i>Australia</i>	3	
=14	Investa Property <i>Australia</i>	3	
=14	Lavenue Investment Corporation <i>Vietnam</i>	3	
=14	Mercury Invest <i>Vietnam</i>	3	
=14	PNB Merdeka Ventures <i>Malaysia</i>	3	
=14	PT Farpoint Prima <i>Indonesia</i>	3	

Total owners/developers/investors/property managers in attendance = 201 people; 80 companies

Did the Conference fulfill your reason for attending?
(Based on 389 returns out of 1,200 total delegates)



"It was a great event and I'm very impressed with how well CTBUH ran this complicated undertaking. Our program room worked out well and I was happy to see how heavily it was used."

– Fred Clarke, Pelli Clarke Pelli Architects

"From the beginning of sponsorship planning, preparation, and organization, we were impressed by the professionalism, strong ownership, and efficient responsiveness of the CTBUH team."

– April Liu, Schindler Elevator Co.

"The quality of the papers, presentations, building visits and networking were all first rate. All too often I have attended conferences where you gain very little technically and the attendees are really just part of a glorified club. That is definitely not the case with any events organized by CTBUH, and this one in particular."

– Ian Duncombe, ChapmanBDSP

"The conference was a superbly organized event. High class speakers and cities, and even the venues were appealing to me."

– Martin Baerschmidt, Edge Design

"I really enjoy the knowledge sharing and high-level networking. As a practitioner in the Asia Pacific region coping with rapid urbanization, my work and projects often were, and continue to be, super high-rise buildings. CTBUH's most updated information is very useful."

– Kenneth Hau, HKIA








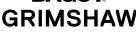


"This was my first CTBUH conference, and it won't be my last. The conference opened my eyes to how the rest of the world approaches tall building development, from which I learned a great deal."

– Dominic Callanan, Mirvac

Top 20 Contractors/Consultants

(based on number of registered delegates)

Note: Logos indicate 2017 sponsors

1	Arup	26	
2	WSP	22	
=3	AECOM	17	
=3	Multiplex	17	
=3	Turner Construction / Turner International	17	
6	Bates Smart	15	
7	Arcadis	13	
=8	Irwinconsult	9	
=8	Woods Bagot	9	
=10	Grimshaw Architects	8	
=10	Laing O'Rourke	8	
=10	Ridley	8	
=13	Al.	7	
=13	Architectus	7	
=13	BG&E	7	
=13	HASSELL	7	
=13	Permasteelisa Group	7	
=13	Skidmore, Owings & Merrill	7	
=19	Inhabit Group	6	
=19	Ramboll Group	6	
=19	Robert Bird Group	6	

Total contractors & consultants in attendance = 659 people; 270 companies

Previous CTBUH Conferences

The Council holds at least one conference per year in an active tall building city around the world. Below is a selection of proceeding covers from some of the Council's past events, spanning a history of 49 years.

Selected Past Conferences:



Sydney, Melbourne & Brisbane, 2017



Shenzhen, Guangzhou & Hongkong, 2016



New York, 2015



Shanghai, 2014



London, 2013



Shanghai, 2012



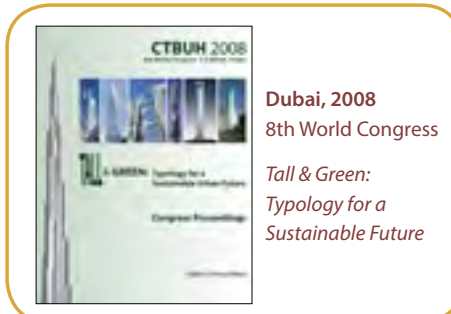
Seoul, 2011



Mumbai, 2010



Chicago, 2009



Dubai, 2008
8th World Congress
*Tall & Green:
Typology for a
Sustainable Future*



Seoul, 2004



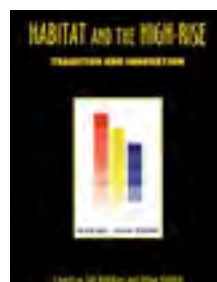
Kuala Lumpur, 2003



Melbourne, 2001



Sao Paulo, 1997



Amsterdam, 1995



Kuwait, 1992



Hong Kong, 1990



Los Angeles, 1988



Chicago, 1986



Singapore, 1984



Paris, 1977



Hong Kong, 1976



Sydney, 1973



Bethlehem, 1972

Press Coverage related to the 8th World Congress, Dubai 2008



Architectural Review, UK, June 1st, 2008, p.94



Gilishnoe stroitelstvo (Housing Construction), Russia, April 2008, p.28 - 30



Middle East Architect, UAE, March 1st, 2008, pp.14 - 15



Der Standard, Austria, April 26th, 2008, Album A4



Construction Week, USA, January 5th, 2008, Issue 203, pp.20 - 24



Gulf Construction, UAE, April 1st, 2008, pp.88 - 93



Dubai City 7 News, UAE, March 3rd, 2008



Gulf News, UAE, January 25th, 2008, p.48



Al Khaleej, UAE, February 17th, 2008, p.6

About the CTBUH

The Council on Tall Buildings and Urban Habitat (CTBUH) is the world's leading resource for professionals focused on the inception, design, construction, and operation of tall buildings and future cities. Founded in 1969 and headquartered at Chicago's historic Monroe Building, the CTBUH is a not-for-profit organization with an Asia Headquarters office at Tongji University, Shanghai; a Research Office at Iuav University, Venice, Italy; and an Academic Office at the Illinois Institute of Technology, Chicago. CTBUH facilitates the exchange of the latest knowledge available on tall buildings around the world through publications, research, events, working groups, web resources, and its extensive network of international representatives. The Council's research department is spearheading the investigation of the next generation of tall buildings by aiding original research on sustainability and key development issues. The Council's free database on tall buildings, The Skyscraper Center, is updated daily with detailed information, images, data, and news. The CTBUH also developed the international standards for measuring tall building height and is recognized as the arbiter for bestowing such designations as "The World's Tallest Building."

Contact

sponsorship@ctbuh2018.org

General Enquiries: CTBUH2018@emirates.com

Conference Hotline: +97142748760

08.30–16.30 (Dubai time) Sunday–Thursday

Papers: presenters@ctbuh2018.org

Registration: registration@ctbuh2018.org

General Enquiries: CTBUH2018@emirates.com

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Council on Tall Buildings and Urban Habitat

www.ctbuh.org

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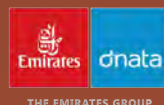
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