Confirmed Sponsors
(as of 3 October 2018)

Diamond

Platinum

Gold

Silver +

Bronze

Supported By

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

- Americas: 20%
- Europe: 15%
- Middle East: 35%
- Asia + Australia: 25%
- Rest of World: 5%

Attendance by Profession

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

- Architecture / Urban Planning / Interiors: 20%
- Engineering (all types): 25%
- Owner / Tenant / Occupier: 26%
- Construction & Suppliers: 20%
- Construction & Suppliers: 20%
- Government / Institute / Academic: 10%

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:
## Sponsor Benefits Chart

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Diamond + Networking Reception Hosts</th>
<th>Diamond + Off-Site Program Hosts</th>
<th>Platinum + Symposium</th>
<th>Platinum + Program Room</th>
<th>Platinum + Networking Reception</th>
<th>Gold + Specific Package</th>
<th>Silver + Salon</th>
<th>Silver + Workshop</th>
<th>Silver + Coffee Break</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packages</td>
<td>3 Packages / Sold Out</td>
<td>3 Packages / Sold Out</td>
<td>3 Packages / Sold Out</td>
<td>4 Packages / Sold Out</td>
<td>3 Packages / Sold Out</td>
<td>17 Packages / Sold Out</td>
<td>3 Packages / Sold Out</td>
<td>9 Packages / Sold Out</td>
<td>8 Packages / Sold Out</td>
<td>10 Packages / Sold Out</td>
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<tr>
<td>Price</td>
<td>US$70,000*</td>
<td>US$70,000*</td>
<td>US$60,000*</td>
<td>US$60,000*</td>
<td>US$40,000*</td>
<td>US$30,000*</td>
<td>US$20,000*</td>
<td>US$15,000*</td>
<td>US$10,000*</td>
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### Sponsor Branding Priority

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</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Sponsorship</td>
<td>Networking Reception Host</td>
<td>Off-Site Program Host</td>
<td>Symposium</td>
<td>Program Room</td>
<td>Networking Reception Sponsor</td>
<td>Various Packages See CTBUH2018.org/gold</td>
<td>Salon Room</td>
<td>Workshop</td>
<td>Coffee Break</td>
<td></td>
</tr>
<tr>
<td>Complimentary Conference Registrations</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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</tbody>
</table>

### VIP Lounge Access

| Space for Exhibition | 0 | 3 | 3 | 2 | 2 | 2 | 1 |

### Presentation / Speaker

<table>
<thead>
<tr>
<th>Presentation / Speaker</th>
<th>1 Conference Presentation + Address at Networking Reception</th>
<th>3 Presentations / Panelists / Session Chair Roles in Symposium</th>
<th>3 Presentations / Panelists / Session Chair Roles in Program Room</th>
<th>1 Conference Presentation + Address at Networking Reception</th>
<th>1 Conference Presentation</th>
<th>1 Conference Presentation</th>
<th>1 Workshop Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host Sponsor Social Event</td>
<td>3 Conference Open, Close, and Hosted Reception</td>
<td>At Symposium</td>
<td>At Symposium</td>
<td>At Symposium</td>
<td>At Sponsored Reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship Support</td>
<td>Logo on Website</td>
<td>Logo on Full Page</td>
<td>Logo on Brochure</td>
<td>Logo on Bag</td>
<td>Logo on Social Media</td>
<td>Logo on Social Media</td>
<td>Logo on Social Media</td>
</tr>
<tr>
<td>Material on General Sponsor</td>
<td>Logo on Website</td>
<td>Logo on Full Page</td>
<td>Logo on Brochure</td>
<td>Logo on Bag</td>
<td>Logo on Social Media</td>
<td>Logo on Social Media</td>
<td>Logo on Social Media</td>
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<tr>
<td>CBPUH Membership</td>
<td>Support from Chair</td>
<td>Support from Chair</td>
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<td>Support from Chair</td>
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</table>

*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.
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.)

**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)

*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.

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

Package Cost: US$70,000***
2 Packages Available
Platinum Sponsors

There are three specific packages available:

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

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.)**

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.)**

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.”

Sold Out

1 Package Available
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.)

*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.

**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.
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 + 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 + 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 + 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 + 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 + 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 + 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 + 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 + 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 + 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.)

**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)

**Package Cost:** US$40,000**

**Sold Out**

*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.

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

There are three specific packages available:

**Silver + Salon (4 No.)**

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.)**

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.

**Silver + Coffee Break (8 No.)**

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).

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

**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)

*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.

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

**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)

*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.

Compare the Bronze benefits against other sponsorship packages in the table on page 9, or visit ctbu2018.org/sponsorship.
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 Mainan  CEO & Managing Director, Kingdom Real Estate Development
His Excellency Mohammed Ali Alabbar  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 Grifiths  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 Bucknail
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
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
- 49% Australia 583 No.
- 13% Americas 151 No.
- 24% Asia 285 No.
- 10% Europe 124 No.
- 4% Rest of World 57 No.

Attendance by Profession
- 23% Engineering (all types) 272 No.
- 11% Contractors / Project Managers / Cost Consultants 139 No.
- 18% Material / System Suppliers 217 No.
- 10% Government / Academic / Institute / Research 123 No.
- 17% Owners / Developers / Occupiers / Property Managers 201 No.

Top 20 Owner/Developers/Investors/Property Managers
(based on number of registered delegates)
Note: Logos indicate 2017 sponsors

1. Brookfield Properties Global
2. Lendlease Corporation Global
3. JLL Global
4. AMP Capital Investors Australia
5. Sun Hung Kai Properties Limited Hong Kong
6. UEM Sunrise Malaysia
7. Mirvac Developments Australia
8. Ping An Real Estate China
9. Ayala Land Philippines
10. Hongkong Land Limited Hong Kong
11. New World China Land Hong Kong
12. Parkland Real Estate Development China
13. Shechtman Israel
14. Cbus Property Australia
15. Centuria Property Fund Australia
16. ICD Property Australia
17. Investa Property Australia
18. Lavenue Investment Corporation Vietnam
19. Mercury Invest Vietnam
20. PNB Merdeka Ventures Malaysia
21. PT Farpoint Prima Indonesia

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)

Yes 96.7%
No 3.3%

“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

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<th>Rank</th>
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<td>WSP</td>
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<tr>
<td>3</td>
<td>AECOM</td>
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<tr>
<td>3</td>
<td>Multiplex</td>
<td>17</td>
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<td>3</td>
<td>Turner Construction / Turner International</td>
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<td>Bates Smart</td>
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<td>Ramboll Group</td>
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<td>19</td>
<td>Robert Bird Group</td>
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</tbody>
</table>

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

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

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

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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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