2009 ULI
Spring Council Forum

The Road Ahead

April 22–24, 2009
Georgia World Congress Center
Atlanta, Georgia

www.uli.org/Spring2009
Now more than ever. In these extraordinary times of economic difficulty and uncertainty, take full advantage of all that makes ULI so relevant, timely, and essential to the livelihood of our businesses and our industry. Come to ULI’s Spring Council Forum to network, share experiences, and learn from each other. If you must pick only one business meeting to attend in the months ahead, the Spring Council Forum is the one to put on your calendar. Join your colleagues in Atlanta Wednesday through Friday, April 22–24, at the Georgia World Congress Center.

You’ll benefit from an event that is equally informative and interactive, with insights shared by seasoned professionals and even more opportunities to make new contacts and expand business relationships. We’ve made significant changes to the program to ensure that your time is well spent.

Kick off sessions for all attendees on Wednesday. The meeting will start with concurrent sessions for all attendees Wednesday afternoon, featuring experts discussing such timely topics as the outlook for capital markets; housing as a catalyst for economic recovery; the future for infrastructure financing; and details on the recently enacted federal economic stimulus package. Wednesday’s sessions will close with a keynote address from former Governor of Arkansas Mike Huckabee, who will discuss leadership and making tough choices in tough times.

Full programming for noncouncil members during Thursday’s product council meetings. Thursday will be packed with education sessions that build on those from the previous day, including capital markets, housing, infrastructure, and sustainable development. An insider’s view on the nation’s financial system will highlight the day’s end: the all-attendee general session will feature Frederic Mishkin, former Federal Reserve Board Governor and currently professor of banking and finance institutions at Columbia University.

An early ending on Friday to make return travel convenient.

Your final take-away opportunity will be Friday morning, during a closing general session featuring Charlie Rose, television anchor and executive editor of the Charlie Rose show, moderating a panel of some of Atlanta’s foremost CEOs. Hear how these internationally recognized leaders are coping with the current economy and changing their business strategies.

Enjoy the surroundings. Your colleagues in Atlanta have organized outstanding mobile tours covering featuring BeltLine, Serenbe, Midtown, Buckhead, and Atlantic Station. Plus, from the headquarters hotel, you are just minutes away from a thriving culinary scene, leading arts district, trendy entertainment districts, and endless shopping opportunities.

I look forward to seeing you in Atlanta. We can all gain from this opportunity to share and learn as we contemplate “the road ahead.” Register today at [www.uli.org/Spring2009.com](http://www.uli.org/Spring2009.com).

Todd Mansfield
Chairman, ULI
### Wednesday, April 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM–2:30 PM</td>
<td>Committee Meetings</td>
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<tr>
<td>10:30 AM–2:30 PM</td>
<td>Special Interest Program</td>
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<tr>
<td></td>
<td>Atlanta Arts Scene</td>
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<tr>
<td></td>
<td>Ticket #8; $125; Lunch included; Limit 40</td>
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<tr>
<td>8:30 AM–2:00 PM</td>
<td>Mobile Workshops</td>
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<tr>
<td></td>
<td>The BeltLine: Connecting Atlanta</td>
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<td></td>
<td>Ticket #3; $125; Lunch included; Limit 50</td>
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<td></td>
<td>Atlanta Station: Life Happens Here</td>
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<td>Ticket #4; $95; Lunch not included; Limit 50</td>
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<tr>
<td></td>
<td>Serenbe: Sustainability at Its Finest</td>
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<td></td>
<td>Ticket #5; $125; Lunch included; Limit 50</td>
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<tr>
<td>9:00 AM–2:00 PM</td>
<td>Mobile Workshops</td>
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<tr>
<td></td>
<td>Buckhead: Inspirational Mixed Use</td>
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<tr>
<td></td>
<td>Ticket #6; $95; Lunch not included; Limit 50</td>
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<tr>
<td>10:00 AM–1:00 PM</td>
<td>Mobile Workshops</td>
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<tr>
<td></td>
<td>Midtown: The Life of the City</td>
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<tr>
<td></td>
<td>Ticket #7; $95; Lunch not included; Limit 50</td>
</tr>
<tr>
<td>1:30 PM–2:30 PM</td>
<td>Networking</td>
</tr>
<tr>
<td>2:30 PM–4:00 PM</td>
<td>Concurrent Sessions</td>
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<td>4:00 PM–4:30 PM</td>
<td>Networking</td>
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<td>4:30 PM–6:00 PM</td>
<td>Opening General Session</td>
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### Thursday, April 23

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<tr>
<td>7:30 AM–3:30 PM</td>
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<td>8:30 AM–3:30 PM</td>
<td>Special Program for NonCouncil Members</td>
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<td>Atlanta Cuisine</td>
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<td>3:30 PM–4:30 PM</td>
<td>Networking</td>
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<tr>
<td>4:30 PM–6:00 PM</td>
<td>General Session</td>
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<tr>
<td>6:00 PM–7:30 PM</td>
<td>Cocktail Reception</td>
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<td>7:30 PM–10:00 PM</td>
<td>Trustees and Leadership Dinner (by invitation)</td>
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<td>9:00 PM–10:00 PM</td>
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### Friday, April 24

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<tr>
<td>7:30 AM–8:15 AM</td>
<td>Networking Breakfast</td>
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<td>8:15 AM–10:30 AM</td>
<td>General Session</td>
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<td>10:30 AM</td>
<td>Spring Council Forum Ends</td>
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For more information and to register, visit [www.uli.org/Spring2009](http://www.uli.org/Spring2009)
Wednesday

April 22

MOBILE WORKSHOPS
For more detailed information on each tour, go to www.uli.org/Spring2009

The BeltLine: Connecting Atlanta
8:30 AM–1:30 PM
Ticket #3; $125; Lunch included; Limit 50

There is simply no better way to learn about the BeltLine than to take this tour! One of the most comprehensive economic development efforts ever undertaken in the city of Atlanta and the largest, most wide-ranging urban redevelopment projects currently underway in the U.S., the BeltLine combines green space, trails, transit, and new development along 22 miles of historic rail segments that encircle the urban core. Come interact directly with BeltLine leaders and witness firsthand the transformative effect this $2.8 billion project will have on the city of Atlanta. Stops along the way will provide exclusive interaction with the developers who are incorporating key components of the BeltLine—including sustainability, affordable housing, historic preservation, and environmental remediation—into their projects. This BeltLine tour provides the only public access to this remarkable “before” picture.

Atlantic Station: Life Happens Here
9:00 AM–12:30 PM
Ticket #4; $95; Lunch not included; Limit 50

Atlantic Station is a 138-acre “green” redevelopment and reclamation of the former Atlantic Steel Mill in Midtown Atlanta. Being developed by AIG Global Real Estate Investment Corp. and Atlanta-based Jacoby Development, Inc., this community will include 15 million square feet of retail, office, residential, and hotel space as well as 11 acres of public parks when it is totally complete. The Atlantic Station community represents $2 billion in new construction and is divided into three areas, The District, The Commons, and The Village. Access to Atlantic Station is multi-modal—auto, bike, pedestrian, and mass transit. This is a unique opportunity to hear firsthand the fascinating story behind this revolutionary urban community that has set the standard for mixed-use brownfield redevelopment projects around the country.

THE BELTLINE

ATLANTIC STATION
Serenbe: Sustainability at Its Finest
9:00 AM–2:00 PM
Ticket #5; $125; Lunch included; Limit 50

Serenbe is a 1,000-acre community located less than 30 minutes from Atlanta’s Hartsfield-Jackson International Airport. In 2008, Serenbe was awarded ULI’s inaugural Sustainability Award. It is a national model for the future of balanced development in the U.S.—focusing on land preservation, energy efficiency, green building, walkability, high-density building, and community living. Serenbe demonstrates how urban development models can succeed on the edge of a metropolis while preserving a majority of the green space.

Serenbe has residential homes, commercial space, art galleries, original shops, stables, a 20-room inn with conference facilities, an organic farm, and Saturday markets. Anyone who wants to learn more about how to develop a successful mixed-use sustainable community should not miss this tour.

Buckhead: Inspirational Mixed Use
9:00 AM–1:00 PM
Ticket #6; $95; Lunch not included; Limit 50

The Buckhead area is one of the country’s largest urban mixed-use developments, combining major offices, high-end retail, hotels, restaurants, entertainment, and high-rise residential units within its commercial core. Closely surrounding its bustling business center, beneath a community-wide tree canopy, are serene and stable neighborhoods. Everything is here. Buckhead is a great place to visit, to play, to work, and to live.

This walking tour of Buckhead’s most recent vertical mixed-use developments showcases all these aspects. You will also meet with the developers who made this all happen. If you don’t take this tour, you won’t truly understand the phenomenon that is Buckhead.

For more information and to register, visit www.uli.org/Spring2009
Midtown: The Life of the City
10:00 a.m.–1:00 p.m.
Ticket #7; $95; Lunch not included; Limit 50
(Note: This is a walking tour leaving from the Georgia World Congress Center)
Located in the heart of Atlanta, Midtown is a cosmopolitan mixed-use city center. Midtown is also home to 22 million square feet of office space, 2.3 million square feet of retail, and 3,300 hotel rooms, making it a true live-work-play community. Stops along the six-block walking tour include four catalytic large-scale developments along Atlanta’s Midtown Mile, an emerging shopping district. When complete, this coordinated initiative will deliver over 1 million square feet of street-level flagship retail along 15 blocks of Peachtree Street between the Fox Theater and the Woodruff Arts Center. This is one walk worth taking.

Atlanta Arts Scene
10:30 a.m.–2:30 p.m.
Ticket #8; $125; Lunch included; Limit 40
A customized tour has been designed to show you the best of the Atlanta arts scene. Atlanta is home to a rich collection of innovative public art, much in the intown neighborhoods close to downtown. View some of these works by artists such as Sol Lewitt, Xavier Medina-Camperny, and Thornton Dial. Then, get an advance peek at the soon-to-open Henry Moore exhibition, “Moore in America,” at the Atlanta Botanical Garden. Round out the tour by visiting one of Atlanta’s cutting-edge art galleries and finish at the home of artist Gregor Turk, which contains a wide collection of works by the region’s hottest artists.

For more information and to register, visit www.uli.org/Spring2009
CONCURRENT SESSIONS  
2:30 PM–4:00 PM  
**Show Me the (Debt) Money**  
Join our panel of credit market experts for a discussion of current conditions in the real estate debt markets. How will actions taken by the new administration in Washington affect commercial real estate? Learn the new reality—who is lending? Why aren’t more lenders in the market? What deals are getting done? What deals are being extended? How are loans being underwritten? What are lenders’ views on the property markets? Will there be a securitized product to replace commercial mortgage-backed securities? You need to come and find out.

**Housing: The Road Ahead**  
Provisions that address the housing crisis will play a prominent role in the new administration’s economic recovery and financial system reform measures. Hear about what’s really in the stimulus bill when it comes to housing, where the funding is being directed, and, more importantly, how it can benefit you. Learn how the Federal Housing Administration is rebuilding its capacity, what impact the Neighborhood Stabilization Program is having on foreclosures, and what housing activities are eligible for the green funding in the stimulus legislation.

**Follow the (Infrastructure Stimulus) Money**  
A large proportion of the economic recovery package will be aimed at infrastructure and urban revitalization. Find out what’s in, what’s out, and what’s being implemented. Our panel of experts will also explore how this new infrastructure resource can be leveraged from start to finish in a public/private development partnership.

GENERAL SESSION  
4:30 PM–6:00 PM  
**The Honorable Mike Huckabee**  
**Former Governor of Arkansas**  
*Mike Huckabee*, long known for his views on everything from health and fitness to leadership and character, will share with us his insights and opinions on the current state of the economy and what it takes to lead in uncertain times. In 2005, *Time* magazine honored him as one of the five best governors in America. Mr. Huckabee is now the host of *Fox News’ Huckabee with Mike Huckabee*.

NETWORKING  
1:30 PM–2:30 PM  
**Georgia World Congress Center**  
Before you get into the topics at hand, join fellow meeting attendees and catch up on all that has been going on.

9:00 PM–10:00 PM  
**Connections Lounges at the ULI Meeting Hotels**  
We have set aside areas in the Omni, the Westin Peachtree Plaza, the Ritz-Carlton, and the W Downtown Atlanta for ULI members to meet, talk, and catch up on the day’s—and year’s—events.

**AUDIO RECORDINGS**  
This meeting is available both in an audio format and in AudioPoint, which combines audio with the PowerPoint slides synched into a multimedia format. Call 800-241-7785 to order, or order online at www.iplaybackuli.com. Use promotional code #029-6 online for discounted express shipping.

For more information and to register, visit www.uli.org/meetings.
SPECIAL PROGRAM FOR NONCOUNCIL MEMBERS

Join us for a day of discussion, debate, and member insights into what is happening in the real estate industry. It is designed with you in mind, to be interactive, informative, and insightful with real take-home value.

Each session will set the stage with a keynote and response and then open up for you to ask questions, share your concerns, and talk about what issues you are facing today and how you are going to do business in the future. Be prepared to learn as well as share your experiences.

We have put together sessions that will take a look at the key issues facing you today:

**Morning Concurrent Sessions**
- Capital markets
- Economic stimulus
- The future of our nation’s infrastructure

**Networking Lunch**

**Afternoon Concurrent Sessions**
- The future of sustainable development in the current economy
- The housing crisis
- Distressed opportunities

Join Knife and Fork food/restaurant critic Christiane Lauterbach for an exciting, one-of-a-kind program as she takes you through the DeKalb International Farmers Market to see a critical juncture on the journey of foodstuffs from the market to your table. DeKalb Farmers Market is a 140,000-square-foot, true world market that services up to 100,000 people a week. It is the first private farmers market of its kind in Georgia, and enjoys a reputation as a pioneer in fresh food distribution to the consumer. Then visit with Atlanta’s celebrity chefs for guided kitchen tours to observe preparation of a special lunch for the group.
For more information and to register, visit www.uli.org/Spring2009

**GENERAL SESSION**

**4:30 PM–6:00 PM**

The Current Financial Crisis: How Did We Get Here and What Does It Mean for the Economy?

**Frederic S. Mishkin**

Former Member (Governor) of the Board of Governors of the Federal Reserve System; Lerner Professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University

Mishkin, a former Federal Reserve Board Governor, resigned in August 2008 to return to Columbia University as Professor of Banking and Financial Institutions at the Graduate School of Business. As a regular guest host on CNBC and author of *The Economics of Money, Banking and Financial Markets* (along with several other books), Mishkin provides the most timely insider’s view on the economy and where we are headed.

**NETWORKING**

**6:00 PM–7:30 PM**

Cocktail Reception at the Georgia World Congress Center

Open to all registrants; guest tickets available for purchase

Join fellow meeting attendees at the West Terrace Plaza at the Georgia World Congress Center. Reconnect with old friends and meet new associates while enjoying light fare and cocktails. The perfect segue to your evening dinner plans.

**9:00 PM–10:00 PM**

Connections Lounges at the ULI Meeting Hotels

We have set aside areas in the Omni, the Westin Peachtree Plaza, the Ritz Carlton, and the W Downtown Atlanta for ULI members to meet, talk, and catch up on the day’s—and year’s—events.
For more information and to register, visit www.uli.org/Spring2009.

**General Information**

**Headquarters**

ULI General Sessions, concurrent programming, departures for Mobile Workshops and Special Interest Tours, and some Council Meetings will be held in BUILDING C of the Georgia World Congress Center, located at 285 Andrew Young International Boulevard, NW, in downtown Atlanta. ULI will provide shuttle transportation from the Westin Peachtree Plaza, the W Hotel Atlanta, and the Ritz-Carlton to the Georgia World Congress Center. (The Omni at CNN Center is adjacent to the Georgia World Congress Center and is a seven-minute walk to Building C.) A shuttle schedule, listing operating hours, will be finalized three weeks prior to the meeting, posted to www.uli.org/Spring2009, and E-mailed to all registered attendees.

**Hotel Accommodations Council Members**

To the greatest extent possible, Council members have been offered the ability to reserve sleeping rooms at the hotel where their Council meeting will be taking place (or where buses will be departing for off-site locations). Council members have been sent customized housing reservation forms and must follow the instructions on these customized forms in order to secure hotel accommodations. These blocks will be protected until Tuesday, March 10, 2009. All Council members must be registered for the ULI Spring Council Forum before rooms can be secured. If you require any assistance, E-mail your questions to ULI at springhousing@uli.org.

**Noncouncil Members**

Hotel choices for non-Council members are: Westin Peachtree Plaza and the Omni at CNN Center. Please visit www.uli.org/Spring2009 for more information. The room block cutoff date for securing accommodations is March 25, 2009. Please contact ULI at springhousing@uli.org or fax to ULI at 202-624-7147 if you experience any difficulties in making your hotel reservations. All attendees must be registered for the ULI Spring Council Forum before rooms can be secured in the ULI room block.

**NEW THIS YEAR! ULI Registration and Information Desks—Now at Your Hotel**

For your convenience, attendees may pick up name badges, programs, and other meeting materials at any of ULI’s official Spring Council Forum official hotels. ULI Spring Council Forum Registration and Information desks will be located at the Westin Peachtree Plaza, the W Hotel Atlanta, the Ritz-Carlton Atlanta, the Omni at CNN Center, and the Georgia World Congress Center. The ULI Spring Council Forum Registration and Information desks will be open throughout the Meeting. A complete schedule of registration hours will be finalized three weeks prior to the meeting, posted to www.uli.org/Spring2009, and E-mailed to all registered attendees.

**Getting to Atlanta and Your Hotel**

Atlanta is serviced by the Hartsfield-Jackson Atlanta International Airport (ATL airport code). We encourage attendees to minimize your carbon footprint by taking advantage of public or shared transportation from the airport to your downtown hotel. Shared shuttle is operated by Atlanta Link. Visit www.theatlantalink.com for more information. MARTA (Atlanta’s mass transit service) operates direct train service from the airport to downtown Atlanta. One-way fare is $1.75 and travel time is approximately 20 minutes. For more information and schedules, go to www.marta.com. Taxi fares are $30 (flat fare); travel time ranges from 20 to 30 minutes.

**Air Travel Discounts**

Discounts of 5 to 15 percent are available on United Airlines and its code-share partner, US Airways. Call the United Airlines Meeting Desk at 800-521-4041 or purchase your ticket online at www.united.com. The ULI Meeting ID for United is 581PT. Enter the ID code in the promotion code section for online reservations or share the code with the operator for call-in reservations.

**ULI Bookstore and Information Center**

The ULI Bookstore and Information Center will be located at the Georgia World Congress Center and will be open throughout the Spring Council Forum. Attendees can obtain meeting information and daily event schedule changes, learn more about ULI’s programs and member benefits, and network while enjoying complimentary beverages at this one convenient location. The ULI Bookstore will feature a carryout selection of the latest ULI, speaker, and industry publications.
2009 ULI Spring Council Forum
April 22–24, 2009
Georgia World Congress Center | Atlanta, Georgia

REGISTRATION FORM

ELIGIBLE ATTENDEES
All Full Members and ULI Members from Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

Each registrant must complete a separate registration form. You may attach a business card.

Mr., Ms., Mrs. Name Member ID

Nickname for Badge:

Title

Company

Address

City State Zip Country

Telephone Fax

E-mail (required for confirmation):

Emergency Contact: Phone:

☐ Special needs (please specify in writing on a separate sheet).

REGISTRATION FEES

The registration fee includes all programs and Thursday’s Cocktail Reception. Tickets to the Friday networking breakfast, mobile workshops, and special interest programs must be purchased in addition to the registration fee. Registration categories are defined on page two of this form.

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<tr>
<td>1st Member from Organization</td>
<td>$1,050</td>
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Total Registration Fees $_____

PAYMENT INFORMATION

Check enclosed

Card # Exp Name

VISA AmEx MasterCard Diners Club Discover

☐ Check enclosed (made payable to ULI)

REGISTRATION DEADLINES
Registration and full payment must be received at ULI by Wednesday, March 25, to be included in the registry of attendees. Do not mail this registration form to ULI after Friday, April 10. Faxes of registration forms with credit card payment can be sent to ULI through Friday, April 10. On-line registrations will be accepted through Friday, April 17. After this date, please plan to register on-site.

WEB: www.uli.org/Spring2009
FAX: 202-624-7147
MAIL: ULI - Meeting Registration
Dept 188
Washington, DC 20055-0188
PHONE: 800-321-5011 or 410-626-7505

Early Bird Deadline: Wednesday, March 25
REGISTRATION INSTRUCTIONS
The Spring Council Forum is open only to all ULI Full Members, and ULI Members in Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee. Nonmembers and members from states other than those listed above are not eligible to register for the Spring Council Forum. For membership information, go to www.uli.org.

We strongly encourage you to register online at www.uli.org/Spring2009. You can also complete this registration form. Be sure to provide your E-mail address. By doing so, an E-mail confirmation will be sent within 72 hours of receipt of your completed registration.

- You can register online at www.uli.org/Spring2009, fax registration form with credit card payment information, or mail the form with a check. (See reverse for address and fax number.) Registrations will not be processed unless accompanied with full payment. If sending by overnight delivery, send to: ULI, 1025 Thomas Jefferson Street, NW, Suite 500 W, Washington, DC 20007-5201.
- If you have any special needs (health, dietary, etc.), submit in writing on a separate sheet and send in with the registration form.
- Make a copy of the registration form and information sheet and retain for your records.
- Call ULI Customer Service at 800-321-5011 or +410-626-7505 if you have questions or need assistance with completing your registration form.

REGISTRATION POLICY
- **Council Members** must register for the full meeting in order to attend Council Meetings.
- ULI’s policy for Members who are *married or partnered* is as follows: one full registration fee and one spouse registration fee will apply. Both will be considered full meeting registrants.
- **Public Official/Public Agency Members** are defined as elected or appointed full-time employees of a unit of local, state, or federal government or any agency thereof.
- **Academic/Nonprofit Members** are defined as full-time, professional employees of colleges, universities, or nonprofit organizations.
- **Young Leader Members** are defined as current ULI Young Leader members who are under 35 years of age and pay Young Leader dues ($250). Other ULI members who do not pay Young Leader dues are prohibited from registering in this category.
- **Students** are defined as those enrolled full-time at accredited colleges and universities. Students must provide proof of full-time academic status or identification card with the registration form in order to receive the special registration fee.
- **Spouse/Partner** registration is required for attendance at all sessions, social functions, and optional events. However, a spouse who is not registered for the Spring Council Forum may attend the Cocktail Reception for a fee of $95.

REFUND POLICY
ALL REFUND REQUESTS MUST BE MADE IN WRITING. E-MAIL SPRINGREG@ULI.ORG OR FAX TO ULI at 202-624-7147
Cancellation of a meeting registration does not constitute cancellation of a hotel room. Please be sure to handle both separately.

Written cancellation and refund requests received at ULI by March 25, 2009: Full refund minus a $200 processing fee.
Written cancellation and refund requests received at ULI between between March 26 and March 31, 2009: One-half refund.
Written cancellation and refund requests received at ULI after March 31, 2009: No refund will be given. However, registrations can be transferred to another eligible* member of your organization; $100 processing fee will be charged. *An eligible member is a ULI Full Member or a ULI Member in Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.
Optional ticketed events will be refunded at 100% if you cancel by April 17, 2009.

INDUSTRY ACTIVITIES AND EVENTS FOR OTHER ORGANIZATIONS
- ULI meetings are aimed at achieving educational goals in an atmosphere free of business pressures. ULI policy also discourages at its meetings the conduct of social and/or promotional activities that would interfere with the achievement of this objective.
- ULI requests any group hosting a private event to notify ULI (tforte@uli.org) and to schedule activities so that they do not conflict with ULI scheduled events.
SPONSORSHIP OPPORTUNITIES

Join the leaders as a sponsor of ULI’s Spring Council Forum. For sponsorship, please contact JB Rauch at jb.rauch@uli.org or at +202-624-7135.

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<td>$35,000–$54,999</td>
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<td>$10,000–$19,999</td>
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<td></td>
<td>Complimentary Registrations</td>
<td>Invitations to the Trustee and Leadership Dinner</td>
<td>Prominent Logo Placement in Promotions and On Site</td>
<td>Four-Color Ad in Urban Land Magazine</td>
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Events

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<tr>
<th>Events</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff Reception</td>
<td>1</td>
<td>$25,000</td>
</tr>
<tr>
<td>General Sessions</td>
<td>3</td>
<td>$40,000</td>
</tr>
<tr>
<td>Receptions</td>
<td>4</td>
<td>$25,000</td>
</tr>
<tr>
<td>ULI Trustees and Leadership Dinner</td>
<td>4</td>
<td>$25,000</td>
</tr>
<tr>
<td>Networking Break</td>
<td>1</td>
<td>$10,000</td>
</tr>
<tr>
<td>Concurrent Sessions</td>
<td>4</td>
<td>$5,000</td>
</tr>
<tr>
<td>Internet Lounge</td>
<td>1</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

Placements

<table>
<thead>
<tr>
<th>Placements</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bags</td>
<td>sold</td>
<td>$50,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>sold</td>
<td>$40,000</td>
</tr>
<tr>
<td>Hotel key cards</td>
<td>sold</td>
<td>$30,000</td>
</tr>
<tr>
<td>Notebooks</td>
<td>1</td>
<td>$25,000</td>
</tr>
<tr>
<td>Pens</td>
<td>1</td>
<td>$25,000</td>
</tr>
<tr>
<td>Registration bag insert</td>
<td>4</td>
<td>$10,000</td>
</tr>
<tr>
<td>Flat panel display</td>
<td>15</td>
<td>$15,000</td>
</tr>
<tr>
<td>Flat panel display (shared)</td>
<td>15</td>
<td>$4,000</td>
</tr>
<tr>
<td>Ad on back of program</td>
<td>sold</td>
<td>$35,000</td>
</tr>
<tr>
<td>Ad on back of registry</td>
<td>1</td>
<td>$35,000</td>
</tr>
</tbody>
</table>
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