

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION




CALGARY  CHAPTER

WE ARE NAIOP CALGARY



CONTACT US

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About NAIOP

NAIOP is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate development. It provides unparalleled industry networking, education in an ever-evolving market, and acts as a collective voice to advance responsible development that benefits the communities in which our members work and live.

The NAIOP Calgary Chapter serves more than **240** members drawn from an influential cross-section of the commercial and industrial real estate industries. Other Canadian chapters are located in Edmonton, Vancouver and Toronto. For more information about NAIOP's work, visit naiopcalgary.com.



Mission Statement

"The Calgary Chapter of NAIOP is an association of professionals involved with industrial, office, retail and mixed-use commercial real estate in Calgary and the surrounding communities. We promote the advancement of responsible, sustainable development that benefits our community. The chapter provides communication, networking, business opportunities, forums for continuing education, and advances effective public policy through its grassroots network."

Some NAIOP Calgary Facts

- 87 Developing Leaders, representing 53 individual companies.
- NAIOP breakfast events average over 115 people per event.
- The Fall Market Update averages over 170 people per year.

- Over 100 university students enrolled in real estate courses have participated in the NAIOP-led Battle of Alberta Real Estate Challenge since its inception in 2015, giving members direct exposure to the next generation of leaders in the real estate industry and an opportunity to be involved in creating real world learning experiences for students.

NAIOP Benefits

Aligning yourself with the leading organization for developers, owners, asset managers and commercial real estate professionals is a sound investment in your career. Our programs share innovative best practices, cultivate new relationships and help you to stay abreast of industry trends through educational and networking

events. Our active Government Affairs Committee works hard to provide a strong and cohesive voice for fair and responsible development policy. Whether you are an industry leader, a young professional or somewhere in between, NAIOP will connect you to the people, ideas and opportunities you need.



Get Connected

Deals get made by connected, well-informed professionals. Through NAIOP, you'll meet decision-makers and industry leaders, stay on top of breaking industry news and establish connections with fellow members through our yearly events. In 2019, 240 NAIOP members represented 98 different companies and institutions.



Get Informed

In a complex, rapidly-changing industry like ours, you can't afford to fall behind! Through NAIOP Calgary you will receive the latest information on business and legislative developments affecting the commercial, industrial and retail real estate industries. Our monthly breakfast events average over 115 people and our Annual Fall Market Update often sees over 170 people in attendance.



Shape Policies That Influence Our Industry

NAIOP is the collective voice for the commercial real estate industry. On behalf of our members, we work hard to build relationships and strive for fair and responsible development policies. Our Government Affairs Committee and NAIOP at large are stakeholders in discussions with several orders of government.



Gain International Insight

Join NAIOP and you are instantly connected with thousands of colleagues across Canada and the US. You will be able to interact and align yourself with people who share your professional interests through an extensive array of virtual networking opportunities.



Elevate Your Profile

Through NAIOP, you plant your brand squarely in front of the industry's key decision makers. Our sponsorship program offers several different levels of investment and provides unparalleled opportunities to promote your company and receive premium exposure. We will work with you to find the package that best fits your marketing goals and budget.



GET CONNECTED

Take advantage of the exceptional opportunities to connect through NAIOP with industry leaders, decision makers and people who share your professional interests while keeping a pulse on the important trends and issues in commercial real estate.

*NAIOP Calgary serves more than **240** members drawn from an influential cross-section of the commercial and industrial real estate industries.*

Live Speaker Events in Calgary

NAIOP Calgary connects its members through monthly professional development events and breakfast presentations on market trends and current issues affecting the real estate industry in Calgary.

NAIOP Calgary REX Awards

An annual recognition program to celebrate the achievements of the commercial real estate industry in the Greater Calgary area. The prestigious awards dinner honours individuals and groups in various categories.

NAIOP Calgary Annual Golf Tournament

Held annually in June, this event provides another outstanding opportunity to connect with fellow industry members and receive excellent exposure for your business through one of the event sponsorship packages.

NAIOP offers numerous ways to connect with like-minded real estate professionals from all across North America:

- **Online Membership Directory**

Easy to use, fully searchable online directory with a professional profile feature, uniting more than 19,000 members in Canada and the US.

- **51 Local Chapters**

NAIOP members take advantage of their local chapter services as well as the opportunities offered by the national umbrella organization.

- **NAIOP Recognition Programs**

NAIOP presents several annual awards on a national level to honour the exceptional achievements of both individuals and groups working in the field of commercial real estate development:

The Developer of the Year Award, the Project of the Year Award, the Developing Leaders Award and the Chapter Merit Awards.

- **NAIOP National Forums**

National Forums are special interest groups that allow members to openly discuss project challenges, business opportunities and lessons learned in a confidential and non-competitive setting, creating another excellent way to become involved and develop new connections with key industry leaders. Each Forum is capped at approx. 20 individuals to provide an optimum setting for debate among the participants. National Forums meet during annual events and continue to network throughout the year.





GET INFORMED

NAIOP has become one of the most reliable sources for industry information and relevant continuing education, which is the foundation of a successful career in commercial real estate.

- **NAIOP Center for Education**

The principal learning resource for the commercial real estate development professional. The Center for Education presents cutting-edge educational programs delivered through on-demand courses, live online courses, webinars, conference recordings and certificate programs.

- **NAIOP Developing Leaders Program**

For professionals 35 years and under involved in commercial real estate. Membership benefits exclusive to Developing Leaders include participation in an extensive peer network, professional development resources to enhance your career, NAIOP publications and industry-specific news geared toward Developing Leaders, special education sessions, the opportunity to join the Developing Leaders National Forum, and discounted rates for membership, conferences and other resources.

- **Development Magazine**

A quarterly publication produced by NAIOP. Development Magazine delivers the latest news, trends and ideas to the commercial real estate industry. Every issue features quick-read columns and industry leader outlooks designed for high take-away value.

- **NAIOP Research Foundation**

The Research Foundation fosters building better communities through practical research, assessing the trends, economic viability and needs of the built environment. The Foundation's research projects, educational programs and outreach activities have a united purpose: to support developers, owners and others involved in commercial real estate to meet and exceed the needs and expectations of our communities, now and in the future.

RECENT RESEARCH REPORTS INCLUDE:



Profiles in the Evolution of Suburban Office Parks

Commissioned by the NAIOP Research Foundation to identify ways that companies are revitalizing suburban office parks through redevelopment, rehabilitation and adaptive use.



Addressing the Workforce Skills Gap in Construction and CRE-related Trades

This report explores some of the contributing factors to the workforce shortage and how the construction and logistics industries can improve worker recruitment, training, productivity and retention.



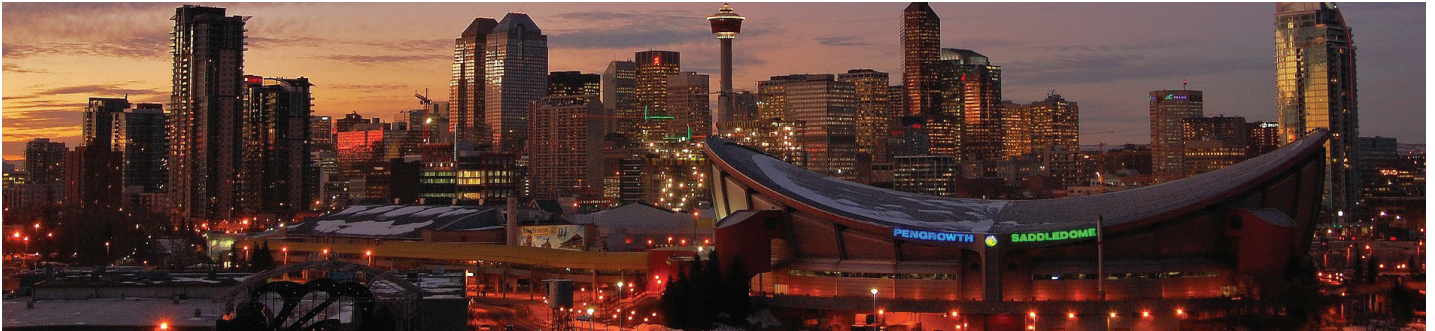
Economic Impacts of Commercial Real Estate in Canada, 2018 Edition

Quantifies the economic impact of commercial real estate investment with a specific focus on estimating the impact tied to investment in the country's largest census metropolitan areas.



SHAPE POLICIES

NAIOP is dedicated to the advancement of the commercial real estate business environment through local lobbying efforts.



NAIOP Calgary's Government Affairs Committee is composed of nine established leaders from Calgary's commercial real estate sector, dedicated to improving conditions for their industry. The Committee monitors, analyzes and responds to policy issues, with oversight and input from the committee chair and the board.

The Committee has been engaged as a stakeholder in several significant policy and bylaw amendments initiated by the City of Calgary. Together with other industry groups including BOMA and BILD Calgary Region, NAIOP advocates for positive changes that benefit our city's development industry. In 2019, NAIOP has been an active participant in meetings hosted by various stakeholders regarding the critical issue of the current split in property tax allocation between business and residential properties, and played a key role in changes to the Centre City Levy to help enable development in the Centre City Plan area.

The Government Affairs Committee's ongoing and past achievements include:

- Collaboration with other development industry groups and City of Calgary staff on the **Industry/City Work Plan** outlining initiatives aimed to improve local planning and regulatory processes which reduce costs and uncertainty while improving communication between stakeholders.
- Following successful NAIOP advocacy, City Council approved changes to the **Downtown Parking Strategy** to allow developers to build parking to full Land Use Bylaw ratios, and introduced the **Centre City Enterprise Area** to streamline development approvals in the downtown core.
- NAIOP has actively promoted industry interests in numerous other initiatives, including the **Development Next to Freight Rail Corridors Policy**, proposed changes to the **City Charters**, and modifications to Calgary's **Urban Design Review** process.

NAIOP acts as a collective voice for our industry to advance responsible development and advocate for effective public policy.



ELEVATE YOUR PROFILE

CORPORATE SPONSORSHIP BENEFITS BY TIER	PRESIDENT'S CIRCLE	PLATINUM	PATRON
SPONSORSHIP TERMS			
Total Value	\$39,500	\$18,000	\$5,250
Cost to Sponsor	\$34,995	\$14,995	\$4,995
ANNUAL BENEFITS			
President's Circle Membership*	✓	✓	
Memberships Included	✓	✓	✓
Principal / Affiliate	1	1	1
Corporate Affiliate	1	1	
Developing Leader	2	1	1
Complimentary Tickets:			
Education/Networking Events (Quantity per Event)	4	3	2
Member-Only Events (Quantity per Event)	4	3	2
Branding			
Logo Placement Position	1st	2nd	3rd
Logo & Corporate Link on all Chapter Emails	✓		
Pop-Up Signage at Events	✓	✓	
Logo on Event Specific Collateral	✓	✓	
Organizational Profile on Website Sponsor Section	✓	✓	
Logo & Corporate Link on Chapter Website	✓	✓	✓
Logo on all Sponsor Recognition Collateral	✓	✓	✓
Logo on Pre-Event Slide Shows	✓	✓	✓
* President's Circle Membership entitles the sponsor to two invite-only lunches with the President, President-Elect and Director of Strategic Initiatives to discuss focused items shaping the industry and current issues in advocacy.			
EVENT SPECIFIC BENEFITS			
Golf Tournament			
ROFR on Sponsorships through March 2020	✓	✓	✓
Developing Leader Events			
Title Sponsor for all Events	✓		
Co-Sponsorship Recognition		✓	
Battle of Alberta			
Title Sponsor	✓		
Annual Christmas Cocktail			
Title Sponsor	✓		
Co-Sponsorship Recognition		✓	✓
10% Discount on A La Carte Sponsorships	✓	✓	✓
A LA CARTE SPONSORSHIPS AVAILABLE (see your NAIOP Representative for further information)		SPONSORSHIP OPPORTUNITIES RANGING FROM TO	
GOLF TOURNAMENT	\$250	-	\$5,500
REAL ESTATE EXCELLENCE AWARDS	\$2,000	-	\$8,250
BATTLE OF ALBERTA	\$2,500	-	\$8,250
NAIOP DEVELOPING LEADER EVENTS	\$500	-	\$7,150
NAIOP ANNUAL CHRISTMAS COCKTAIL	\$500	-	\$5,500

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