

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 currently serves more than **212** 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

"To provide members with a forum for education, networking & fostering business opportunities and promote effective public policy through our government affairs network."

Some NAIOP Calgary Facts

- 59 Developing Leaders, representing 36 individual companies.
- NAIOP breakfast events average over 85 people per event.
- The Fall Market Update averages 210 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. Year 2025 current membership sits at 212, representing 110 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 85 people and our Annual Fall Market Update sees an average of 200+ 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 200+ 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 Annual Golf Tournament

Held annually, 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 feature, uniting more than 21,000 members in Canada and the US.
- **55 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 takeaway value.

- **NAIOP Research Foundation**

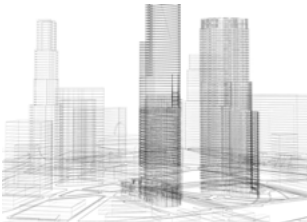
The Research Foundation fosters building better communities through practical research, assessing the trends, economic viability and needs of the built environment. The Foundation's research projects, educational programs and outreach activities have a united purpose: to support developers, owners and 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:



Office Space Demand Forecast/Industrial Space Demand Forecast

Commissioned by the NAIOP Research Foundation, the reports are based on a predictive model that forecasts net absorption of office and industrial spaces on a quarterly basis.



Reverse Logistics Strategies for the Post-pandemic Supply Chain: Spaces and Places to Recapture Value

To provide insight into best practices in reverse logistics supply chain design and the implications for facility location and design.



Recruiting, Training and Retaining Talent in the Real Estate Development Industry

Real estate firms of all kinds rely on their employees to grow and thrive. The importance of talent is even more pronounced in the commercial real estate development industry, where employees' abilities and personal judgment make the difference between successful projects, those that fail to meet investor expectations and those that never make it off the drawing board. A commercial real estate firm's ability to recruit, train and retain talent is therefore a critical source of competitive advantage.



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, composed of leaders in the city's commercial real estate sector, works to advance industry conditions through active policy engagement and advocacy. The Committee monitors and responds to municipal policy and bylaw issues, collaborating closely with groups such as BOMA and BILD Calgary Region to promote positive change. NAIOP has contributed to key initiatives, including revisions to the Centre City Levy and discussions on property tax allocation between business and residential properties. Since 2021, Committee members have met regularly with Calgary's Mayor to address issues shaping downtown and the broader commercial real estate landscape.

Government Affairs Committee – Key Advocacy Highlights:

- **Green Line Alignment (Beltline & Downtown)**

NAIOP Calgary, alongside BOMA, CDA, and CCA, led advocacy on the Green Line alignment through the Beltline and Downtown. Following the Government of Alberta's funding withdrawal and review in 2024, NAIOP's efforts helped secure Council approval of the revised alignment—from Shepard Station to Grand Central and elevated along 10th Avenue and 2nd Street SW—resulting in funding being restored. NAIOP also initiated stakeholder engagement and continues to work with the City's project team on the ongoing alignment review.

- **Non-Residential Property Tax Shift**

In partnership with BOMA, CDA, and The Chamber, NAIOP helped complete the final year of the City's 1% annual tax shift from non-residential to residential taxpayers. The committee continues to advocate for a balanced 60/40 residential-to-non-residential tax split (currently 53/47), highlighting how the disproportionate

burden on commercial taxpayers impacts Calgary's business competitiveness and small business retention.

- **City Planning Framework Overhaul**

NAIOP has provided extensive input on the City's new Calgary Plan, Zoning Bylaw, and Street Manual—three key documents guiding growth over the next decade. Through ongoing collaboration with City administration, NAIOP's recommendations have contributed to multiple extensions, ensuring more thorough consultation and alignment with industry needs before adoption.

- **Industrial Growth Strategy**

NAIOP has been a leading voice on the City's Industrial Strategy Working Group, addressing barriers that have driven new industrial development to Rocky View County. The group's work has led to a forthcoming incentive plan—targeted for inclusion in the 2026 budget—to support greenfield industrial projects through development charge and tax relief, positioning Calgary to better compete for future industrial investment.

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



ELEVATE YOUR PROFILE

CORPORATE SPONSORSHIP BENEFITS BY TIER	PRESIDENT'S CIRCLE	PATRON
SPONSORSHIP TERMS		
Total Value	\$23,500	\$8,500
Cost to Sponsor	\$19,955	\$6,495
ANNUAL BENEFITS		
President's Circle Membership*	✓	
Memberships Included	✓	✓
Principal / Affiliate	1	1
Corporate Affiliate	1	
Developing Leader	2	1
Complimentary Tickers:		
Education / Networking Events (Quantity per Event)	4	2
Member-Only Events (Quantity per Event)	4	2
Branding		
Logo Placement Position	1st	2nd
Logo & Corporate Link on all Chapter Emails	✓	
Pop-Up Signage at Events	✓	
Logo on Event Specific Collateral	✓	
Organizational Profile on Website Sponsorship Section	✓	
Logo & Corporate Link on Chapter Website	✓	✓
Logo on all Sponsor Recognition Collateral	✓	✓
Logo on Pre-Event Slide Shows	✓	✓
* President's Circle Marketing 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		
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	SPONSORSHIP OPPORTUNITIES RANGING FROM TO	
GOLF TOURNAMENT	\$325	\$7,500
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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