

# Real Estate Forecast 2011

Wednesday, November 17, 2010

ULI Chicago presents its annual real estate trends and forecast meeting, featuring insights from leading experts both nationally and locally. The event will again feature a presentation on the *Emerging Trends in Real Estate 2011* report— a publication from PricewaterhouseCoopers and ULI— as well as a session on the outlook for Chicago area real estate, including a panel of leading real estate experts.

**5:30-6:00**

## Emerging Trends in Real Estate 2011

*Emerging Trends in Real Estate* is a trends and forecast publication with a 32-year history, and is the most highly-regarded and widely-read forecast report in the real estate industry. *Emerging Trends in Real Estate 2011*, undertaken jointly by PricewaterhouseCoopers and ULI, provides an outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues. The report draws on formal and informal surveys of real estate executives, investors, developers, and market experts around the U.S., including survey responses from over 500 real estate executives and personal interviews with over 125 industry leaders.

### Guest Speaker:

Charles DiRocco, *Director of Real Estate Research*  
PricewaterhouseCoopers LLP



A publication of  
PricewaterhouseCoopers and the  
Urban Land Institute

**6:00-7:00**

## Outlook for the Chicago Area

How will national economic and real estate trends play out in the Chicago area? What is driving the Chicago economy today? What will happen to real estate fundamentals in 2011, and how do investors view real estate investment prospects for Chicago in 2011? This panel will address these and other questions.

### Moderator:

Keith A. Largay, Principal, Kelar Capital Partners

### Panelists:

John L. Bucksbaum, President and CEO, General Growth Companies, Inc.  
Michael M. Mullen, CEO, CenterPoint Properties  
Daniel T. Ryan, Midwest Market Director, Jones Lang LaSalle

### Location:

Hyatt Regency Chicago, Crystal Ballroom  
151 E. Wacker Drive  
Chicago, IL 60601

### Schedule of Events:

5:00 p.m. . Registration  
5:30 p.m. . Program  
7:00 p.m. . Cocktail Reception  
8:00 p.m. . Adjourn

# REGISTRATION FORM - ULI Chicago # 8106-1109

Real Estate Forecast 2011

Wednesday, November 17, 2010

Hyatt Regency Chicago, Crystal Ballroom, 151 E. Wacker Dr., Chicago

Three Easy ways to Register:

**Online:** [www.uli.org/register](http://www.uli.org/register) (Credit card payment only)

**Fax:** 800-248-4585 or 410-626-7148 (Credit card payment only)

**Mail\*:** Via regular US postal mail or FedEx/UPS/DHL (Check payment only)

ULI Chicago  
1700 W. Irving Park Rd., Ste 208  
Chicago, IL 60613

\* If you mail your registration, please fax the form in advance to ensure a prepared name badge

ULI Member # Informal Name for Badge

Name

Title

Company

Address

City

State

Zip Code

Telephone

Fax

Email \* Confirmations will be sent via email within 24-48 hours of receipt of the registration form.

## Registration Fees\*

☐ Member \$75 ☐ Student (full-time) \$10  
☐ Non-Member \$90 ☐ Media (1 per publication) Comp

## Membership + Event Bundle\* (applies to New members only)

Save when you join ULI and register at the same time

☐ Young Leader . Under 35 Years of Age (Must show proof on-site) \$225  
☐ Public (Must be employed by a public agency or a non-profit organization) \$225  
☐ Private (Employed by a corporation or self-employed) \$395

\*Price includes copy of the *Emerging Trends in Real Estate® 2011* publication.

Please indicate your payment option below.

☐ Check: payable to ULI Chicago Check# \_\_\_\_\_  
☐ Credit Card:  
☐ AMEX ☐ Diners Club ☐ Discover ☐ MasterCard ☐ VISA

Card Holder Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Pre-Registration Deadlines:** Online: Monday, November 15, 2010. Phone/Fax/Mail: Monday, November 15, 2010. After November 15, 2010 call (773) 549-4972. **Please note: Registration increases by \$10 after pre-registration deadline.** If payment has not been received prior to the registration deadline, a credit card guarantee will be required onsite. No credit card charges will be processed if payment is received within 1 week of the event. Refund Requests must be made in writing no later than November 15, 2010; refund requests will not be accepted after this date. Fax refund requests to: 202-624-7147. Membership will be verified by customer service and nonmembers will be charged the nonmember price unless noted otherwise by local registration staff.

## 2010 SPONSORS

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8106-1109

# ULI membership application

Please fill out below or attach business card. Join online at [www.uli.org](http://www.uli.org)

Name (Ms. Mrs. Mr.)	Title	Informal Name
Company/Agency		
Street		
City/State	Zip	Country
Telephone	Fax	E-mail

☐ **Check made payable to the Urban Land Institute enclosed.** All payments must be made in U.S. dollars or euros (where applicable).

**Charge to:** ☐ VISA ☐ EuroCard ☐ MasterCard ☐ American Express ☐ Diners Club

**Card Number** ..... **Expiration Date:** .....

## ULI MEMBERSHIP APPLICATION—U.S. IF YOU NEED ASSISTANCE, PLEASE CALL ULI AT 1-800-321-5011.

<input type="checkbox"/> <b>Associate Private</b> \$420	<input type="checkbox"/> <b>Associate Public*</b> \$250	<input type="checkbox"/> <b>Young Leader*</b> \$250	<input type="checkbox"/> <b>Full Private*</b> \$1,265	<input type="checkbox"/> <b>Full Public*</b> \$560	<input type="checkbox"/> <b>Student*</b> \$90
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## ULI MEMBERSHIP APPLICATION—EUROPE IF YOU NEED ASSISTANCE, PLEASE CALL ULI AT +44.207.487.9577.

<input type="checkbox"/> <b>Associate Private</b> €250	<input type="checkbox"/> <b>Associate Public*</b> €130	<input type="checkbox"/> <b>Young Leader*</b> €160	<input type="checkbox"/> <b>Full Private*</b> €530	<input type="checkbox"/> <b>Full Public*</b> €240	<input type="checkbox"/> <b>Student*</b> €60
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## ULI MEMBERSHIP APPLICATION—NON-U.S. IF YOU NEED ASSISTANCE, PLEASE CALL ULI AT 410-626-7505.

<input type="checkbox"/> <b>Private</b> \$200	<input type="checkbox"/> <b>Public</b> \$150	<input type="checkbox"/> <b>Full Private</b> \$500	<input type="checkbox"/> <b>Full Public</b> \$290	<input type="checkbox"/> <b>Young Leader</b> \$160	<input type="checkbox"/> <b>Student*</b> \$65
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### Professional Role

Please check ONE box below that best indicates your professional role.

- ☐ Academic Professional
- ☐ Accountant
- ☐ Appraiser
- ☐ Architect
- ☐ Asset Manager
- ☐ Attorney
- ☐ Broker
- ☐ Consultant
- ☐ Corporate Executive
- ☐ Designer
- ☐ Developer
- ☐ Economic Development Official
- ☐ Engineer
- ☐ Environmental Specialist
- ☐ Financial Analyst
- ☐ Government Official
- ☐ Investment Adviser
- ☐ Investment Banker
- ☐ Investment Fund Manager
- ☐ Investor
- ☐ Landscape Architect
- ☐ Librarian
- ☐ Marketing Professional
- ☐ Mortgage Banker
- ☐ Owner
- ☐ Property Manager

☐ Realtor

☐ Urban Planner

☐ Other:

### Employer/Organization Type

Please check ONE box below that best indicates your EMPLOYER'S primary activity.

- ☐ Academic Institution
- ☐ Business Improvement District
- ☐ Construction Company
- ☐ Corporate (hotel, retail, industrial, office)
- ☐ Development Firm
- ☐ Financial Institution
- ☐ Government Organization
- ☐ Investment/Fund Management Firm
- ☐ Not-for-Profit Organization
- ☐ Professional Services Firm
- ☐ Public/Private Organization
- ☐ Real Estate Investment Trust

☐ Other:

### Who recommended you for ULI membership?

Name

ULI ID Number

### Sponsors (Full Membership)

1

2

3

### Project Types

Please check ALL the boxes below that best describe your project interests. (You may check more than one.)

- ☐ Affordable Housing
- ☐ Hotels
- ☐ Industrial Facilities/Parks
- ☐ Manufactured Housing
- ☐ Master-Planned Communities
- ☐ Mixed-Use
- ☐ Multifamily Housing
- ☐ Offices/Business Parks
- ☐ Open Space/Parks/Recreation
- ☐ Public Facilities
- ☐ Resort/Second-Home Communities
- ☐ Retail/Entertainment
- ☐ Reuse/Redevelopment
- ☐ Rehabilitation
- ☐ Single-Family Housing
- ☐ Seniors' Housing
- ☐ Sustainable Development
- ☐ Transportation/Infrastructure
- ☐ Transit-oriented Development
- ☐ Urban Development
- ☐ Workforce Housing
- ☐ Other:

### Join online at [www.uli.org](http://www.uli.org). Mail this application with payment to:

ULI—the Urban Land Institute  
Department 188  
Washington, D.C. 20055-0188.

1-800-321-5011  
Fax 410-626-7148

Please make payment in U.S. dollars or Euros. ULI is classified as a 501(c)(3) nonprofit organization under U.S. federal tax law; membership dues are tax deductible to the full extent allowed by U.S. law.

\* If you apply for U.S. Full Membership, please supply the names of three Full Members who can serve as sponsors to your application. Please note that all three sponsors must be from three different organizations.

\* If you are applying for Young Leader Membership, you must provide proof that you are under 35 years of age.

\* Students must provide proof of full-time academic status.

\* Public sector applicants should include employer's letterhead.