



AND



Realty Services

PRESENT

**THE NEW YORK CITY METRO AREA'S  
LARGEST MULTI-HOUSING CONFERENCE**

A banner for the Massey Knakal Multifamily Summit. The top half has a blue background with the title "Massey Knakal Multifamily Summit" in white. Below the title, it says "September 21, 2010 | New York City | McGraw Hill Conference Center" in a smaller white font. On the right side of the banner is a photograph of a multi-story brick building. Below the banner is a navigation bar with seven green buttons: "Overview", "Agenda", "Speakers", "Sponsors", "Attendees", "Register", and "Workshops".

# Massey Knakal Multifamily Summit

September 21, 2010 | New York City | McGraw Hill Conference Center

Overview

Agenda

Speakers

Sponsors

Attendees

Register

Workshops

## MEDIA KIT

[WWW.GREENPEARLEVENTS.COM/MKMS/MEDIAKIT.PDF](http://WWW.GREENPEARLEVENTS.COM/MKMS/MEDIAKIT.PDF)

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# Massey Knakal Realty Services Multifamily Summit 2010



**Leading the way in multifamily investment, development, financing, and management**

**Tuesday, September 21, 2010  
McGraw Hill Conference Center  
1221 Avenue of the Americas  
New York City**

## SPONSORSHIP BENEFITS

Are you looking to increase your exposure among building owners, investors, managers, and developers of the multifamily property type? Would you benefit from a higher profile among your peers? Could your firm's brand use a PR boost among influential commercial real estate owners and executives? Are you a vendor of real estate products or services?

As a sponsor of the Massey Knakal Multifamily Summit, you can choose from a number of benefits ranging including advertisement, exhibit tables, and speaking opportunities, designed to improve your recognition among industry leaders and decision makers, increase your exposure among your target customers, and gain more business.

Additional benefits include product and literature distribution, on-site signage, online exposure via the official event websites and GreenPearl.com, as well as emails to over 125,000 principals and executives.

Sponsors also enjoy exclusive access to speakers at a pre-event VIP reception.

## WHO WILL BE ATTENDING

Over 500 attendees, speakers, and sponsors will be attending the Massey Knakal Multifamily Summit on September 21.

70%+ of attendees are:

- Active Investors
- Building Managers
- Building Owners
- Developers

The remainder includes:

- Accountants
- Appraisers
- Architects
- Asset Managers
- Attorneys
- Brokers
- Contractors
- Education Providers
- Government & Media
- Insurance
- Marketing & Publicity
- Mortgage & Lending
- Vendors of Software, Data, Goods & Services

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Sponsorship Reply Form

**Contact us**

### REGISTRATION INFORMATION

\$295 until **August 31**

\$225 for groups of 2 or more

\$395 until **September 17**

\$295 for groups of 2 or more

\$495 **after September 17**

\$395 for groups of 2 or more

**Workshops \$20 - \$195**, see:

[greenpearlevents.com/mkms/workshops](http://greenpearlevents.com/mkms/workshops)

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## PARTICIPATION

To register for the conference: <http://greenpearlevents.com/mkms>.

To express your ideas or suggestions regarding speakers and discussion topics, please send an email to [events@greenpearlevents.com](mailto:events@greenpearlevents.com).

In the past year, over 100 firms have sponsored GreenPearl Events conferences including Cushman & Wakefield, Colliers International, Ernst & Young, Deloitte, GFI Group, Schulte Roth & Zabel, Capital One Bank, FTI Schonbraun McCann Group, Trepp, Forest City Ratner, and many others.

We work closely with each sponsor to create a distinctive package tailored to individual marketing and business development objectives. Our aim with all our sponsors is to foster a mutually rewarding and long-term partnership.

The cachet of being associated with GreenPearl Events conferences—a brand recognized for holding forums which attract audiences of the highest caliber—is only the starting point. We offer a wealth of other specific benefits to companies that choose to sponsor our conferences and events.

### Benefits

Among the benefits offered to sponsoring companies:

- Contribution to the conference direction and program
- Speaking opportunities for senior company executives and participation in media activities
- Logo on all conference publicity and documentation
- Promotion on GreenPearl Events website and emails
- Exhibition stand space at the conference
- Complimentary passes to the event
- Networking and hosting opportunities with delegates
- Access to exclusive activities with speakers and VIPs

Contact us to discuss how we can help you achieve your business goals.

Ryan Slack

CEO

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Fax: 646.514.4602

Email: [ryan@greenpearlevents.com](mailto:ryan@greenpearlevents.com)

## SUMMIT SPONSORS



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## PREMIUM SPONSORSHIP & BRANDING

### Premium Sponsorship Packages

Premium sponsorship packages are strongly recommended for firms and executives looking to improve their recognition, reputation and thought leadership within the industry. Every premium sponsorship package includes the following benefits:

- Company logo displayed on conference program
- Company logo displayed on event signage and main screen
- Company logo, link, and description located on event website
- Company logo and link on email invitations
- Invitation to VIP only cocktail party night before event
- Attendee list, including name, title, company, phone, address
- 50% discount on tabletop exhibit on day of event
- 50% discount on optional full-page advertisement in program
- Complimentary registrations (quantity varies – see below)

**Title Sponsor (SOLD) \$20,000**  
Massey Knakal Realty Services is the title sponsor for this event.  
Contact us if you would like to discuss an event to promote your firm.

**Chairperson Sponsor (SOLD) \$15,000**  
Robert Knakal is the Chair of this event.

**Lead Sponsorship \$12,000**

- 2 speaking roles as panelist and/or moderator
- Lead position on all marketing (email, web, signage)
- Conference Advisory Board role – help shape the agenda
- Exclusivity – no other lead sponsors in your industry segment
- 4 complimentary registrations, plus 4 more at a 50% discount

**Senior Sponsorship \$9,000**

- 2 speaking roles as panelist and/or moderator
- 3 complimentary registrations, plus 3 more at a 50% discount

**Workshop Sponsorship \$7,500**

- Lead your own workshop
- 3 complimentary registrations, plus 3 more at a 50% discount

**Standard Sponsorship \$6,000**

- 1 speaking role as panelist and/or moderator
- 2 complimentary registrations, plus 2 more at a 50% discount

### SUMMIT SPONSORS (continued)



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## ADVERTISING & EXHIBITING

### Exhibitor Package \$3,000

Exhibit tables are strongly recommended for vendors of software, data, goods and services that are can be exhibited or demonstrated

- Tabletop exhibit on day of event
- 2 complimentary registrations, plus 2 more at a 25% discount
- Company logo displayed on conference program
- Company logo displayed on event signage and main screen
- Company logo, link, and description located on event website
- Company logo and link on email invitations
- 50% discount on optional full-page advertisement in program

### Promotional Package \$2,000

- Company logo displayed on conference program
- Company logo displayed on event signage and main screen
- Company logo, link, and description located on event website
- Company logo and link on email invitations
- 50% discount on optional full-page advertisement in program

### Program Advertising

- Back Cover – Full \$1,200
- Inside Back Cover – Full \$1,100
- Inside Front Cover – Full (SOLD) \$1,100
- Full-page Program Ad \$1,000
- Half-page Program Ad \$795

### Handouts / Branding Opportunities

- Name Tag Sponsor \$3,000
- Chair Drop/Handout \$1,500
- Pens, Pads, Swag Sponsor \$1,500

### Exclusive Opportunities

- Lunch Sponsor \$6,000
- Cocktail Hour Sponsor \$5,000
- AM Break Sponsor \$3,500
- PM Break Sponsor \$3,000
- Keynote Sponsor \$3,000

### SUMMIT PARTNERS

# Massey Knakal Realty Services Multifamily Summit 2010

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## ABOUT GREENPEARL EVENTS

GreenPearl Events was founded by Ryan Slack, Mark Schacknies, and Nima Negahban in 2008 to address the needs of commercial real estate developers, investors, owners, and service providers to network online and offline in order to facilitate deal making and collaboration.

Ryan Slack, CEO, was previously co-founder and CEO of PropertyShark.com, the real estate data provider, where he built the platform from a single service in NYC to seven services on a national footprint. Ryan began organizing successful industry events in 2006 while at PropertyShark, which eventually took shape as GreenPearl Events. PropertyShark was sold to Yardi in 2010.

Today, GreenPearl Events is driven by a team of dedicated event specialists with over 60 years of combined event experience at many of the industry's top event producers including IMN, ALM, IQPC, Richmond Events, Redwood Collaborative Media, Tonkin, and others.

To learn more about our other upcoming events, see our [Calendar](#).

## ABOUT MASSEY KNAKAL REALTY SERVICES

Massey Knakal is the New York metropolitan area's premier full service sales company, specializing in the sale of investment and user properties. With over 100 employees, four offices and thorough coverage of the five boroughs of New York City, Westchester County, Long Island and New Jersey, Massey Knakal Realty Services dominates the New York metropolitan area's building sales marketplace.

For over two decades, Massey Knakal has focused exclusively on the New York metropolitan area, building strong relationships within the neighborhoods we represent and developing an extensive database of customers that includes all of the major investors, institutions, agencies and individuals that are active in real estate in the area.

Our dedication to neighborhood knowledge and relationship building is a source of continuing pride and success for Massey Knakal, and through our Territory System™, our agents have partnered with sellers throughout the city to close over 2,000 transactions, with an aggregate value of approximately \$10 billion since 2001.

To learn more about the people behind Massey Knakal, meet our [Executive Team](#).



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### UPCOMING GREENPEARL EVENTS

#### Distressed Real Estate Summit series:

**New York**      **October 21, 2010**

**Texas**      **November 18, 2010**

**Florida**      **January 27, 2010**

**California**      **February 24, 2010**

**Midwest**      **May 12, 2010**

#### Healthcare Real Estate Symposium:

**New York**      **March 24, 2010**

**More events to be announced, see:**

<http://greenpearlevents.com>

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## REGISTERED ATTENDING FIRMS (SO FAR...)

Already 275+ attendees representing more than 185 organizations have registered, including:

1031 Investment Services LLC  
AIG Global Real Estate  
Akerly Real Estate  
Anglo Irish Bank  
Aon  
Apartments.com  
Area Property Partners  
Argo Real Estate  
Ashkenazy Acquisition Corp  
Atlantic Development Group  
Axiom Capital  
Belkin Burden  
Berkadia  
Berkshire Property Advisors  
Besen & Associates  
Birchwood Properties  
BlackRock  
Bloomberg News  
Bonaire Investment Properties  
Bovis Lend Lease  
Brad A. Robertson LLC  
Bronstein Properties  
C & K Properties  
Cambridge Property Group  
Canyon Capital Realty Advisors  
Capital One Bank  
Carnegie Hill Properties LLC  
CB Richard Ellis  
Center Street Capital Partners  
Centrepont Architects  
Cetra Ruddy  
Chelsea Development Group  
City Skyline Realty. Inc  
Clayton Holdings, LLC  
Coalco  
Colliers International  
Commercial Mortgage Consultants  
Community Housing Improvement Program  
Community Preservation Corp  
Conquest Advisors, Ltd  
Cosmopolitan Associates LLC  
DDG Partners LLC  
Deutsche Bank  
Donovan & Giannuzzi, LLP  
Douglas Elliman Property Mgmt  
Drechsler & Drechsler  
EA Properties LLC

Edison Properties, LLC  
Emmes Asset Management Co.  
Events Et Cetera  
Extell Development  
FBR Capital Markets  
Fine Times Inc.  
First American Title  
First Metropolitan Properties  
FlatRate Moving  
Fordham Capital, LLC  
Forsyth Street Advisors  
Freddie Mac  
Friedman LLP  
Gail's Graphic Designs  
Gaveco Real Estate  
Golden Lioness Corp  
Gotham Organization  
GreenPearl Events  
Gumley Haft Kleier  
GW Holdings  
Halstead Property  
Hartz Mountain Industries, Inc.  
Henry Development  
Herrick, Feinstein  
Hudson Realty Capital  
Hugo S. Subotovsky Architects  
ING Clarion  
Ingebort Group, LLC  
InnerHarbor Advisors, LLC  
InStar Services Group  
Investment Networking Ops  
Ivy Equities  
JMJ Atlantic Properties, LLC  
Jobco Incorporated  
JPMorgan  
JPMorgan Asset Management  
JPMorgan Chase Bank  
Kanen Law Firm  
Kantor Davidoff  
KayneAnderson  
Kossoff & Unger  
Kruger Inc.  
Kushner Companies  
L&L Residential, LLC  
L+M Development Partners  
Landmark Realty Capital  
LeFrak Organization  
Legal Services NYC

Lenox Real Estate Partners  
Level Group  
Lincoln Land Services  
M. Rapaport Co., Inc.  
M. Ravikoff Associates, Inc.  
Madison Capital  
Massey Knakal Realty Services  
MAXX Properties  
Meister Seelig & Fein LLP  
Metropolitan Pacific Properties  
Metropolitan Valuation Services  
Mill Plain Properties  
Mission Capital Advisors  
MMG Management  
Monrand Realty Corp  
Montagu Developments  
National Multi Housing Council  
New York Post  
New York Residence, Inc.  
Newcastle Realty Services  
Nixon Peabody  
NorthMarq Capital  
Olshan Grundman  
Omni New York LLC  
Online Marketing Group  
Peak Capital Partners  
Peyton Properties  
Prudential Douglas Elliman  
Pryor Cashman LLP  
R. A. Cohen & Associates Inc.  
Real Estate Board of New York  
Real Estate Investor (multiple)  
Realty Solution Source  
REEDC  
Reilly Mann Newell Realty Group  
Renters Legal Liability LLC  
Reussi  
Rhodes Associates  
Roseland Property Co.  
RXR Realty LLC  
Shearman & Sterling LLP  
Sierra Realty Corp.  
Silverpeak Real Estate  
Silverstone Property Group  
Simone Song Properties, LLC  
SJP Residential Properties  
Sovereign Bank  
Stellar Management

Steven Winter Associates  
Stonehenge Partners  
Strategic Construction Corp.  
Symonds Properties  
Taconic Investment Partners  
The Arker Companies  
The Briarwood Organization  
The Clarett Group  
The Dermot Company  
The Kalikow Group  
The Laramar Group  
The Newman Team at Aon  
The Parkoff Organization  
The Real Deal  
Thor Equities  
TIAA-CREF  
Toll Brothers  
Tishman Speyer  
Tuck Capital Associates  
Urban Architectural Initiatives  
US Energy Group  
Vantage Properties, LLC  
Vcorp Services  
Viceroy Partners LLC  
Virtual Doorman  
Vitus Group  
Walker & Dunlop  
Walnut Street  
Weissman Equities  
Wrightwood Capital  
York International Agency

*Note: this list has been partially redacted.*