

ULI Washington

# Urban Marketplace Conference & Expo

Tuesday, September 15, 2009 (7:30 am to 5:00 pm)

Ronald Reagan Building & International Trade Center, Washington, DC



*In this market, you NEED to attend this conference!*

To register, visit [washington.uli.org](http://washington.uli.org) or call 800-321-5011 (mention meeting code 8138-1037)

## Urban Marketplace – The New Deal

The third annual Urban Marketplace will again be a unique forum for the private, public, and nonprofit sectors to learn about redevelopment opportunities and best practices in the Washington metropolitan region. You will learn about:

- How the Obama administration is reshaping the dialogue on urban policy
- Overcoming the hurdles to financing real estate developments in the current economic climate, and where the funding opportunities are now
- How the economy is impacting urban development and redevelopment issues
- The nexus between green and affordable housing
- Neighborhood stabilization – preventing decline where foreclosure rates have soared
- The future of mixed-use development infill in the inner ring
- Major economic, demographic, and consumer trends that will shape future real estate opportunities

At Urban Marketplace, you will learn from Keynote Speakers, including:



**Ronald C. Sims**  
Deputy Secretary  
Department of  
Housing & Urban  
Development  
Washington, D.C.



**Jonathan F.P. Rose**  
President  
Jonathan Rose  
Companies  
New York, NY



**James Chung**  
President  
Reach Advisors  
Boston, MA

At Urban Marketplace, you will participate in interactive roundtables on topics such as the following:

- Financing Workforce and Affordable Housing
- Affordability through Sustainability
- Federal Stimulus Funds – Where and How
- Incorporating Resident Services Into Projects
- LEED for Neighborhood Development
- Creative Uses for Vacant Retail Spaces
- Transforming Foreclosures Into New Opportunities
- The Beltway Burden – The High Cost of Moving Out
- ULI Washington Technical Assistance Panels
- Business and Community Development Synergy

At Urban Marketplace, you will find out what's happening in our region's emerging TOD areas:

- The Baseball District
- Rockville/White Flint, MD
- Tysons Corner, VA

At Urban Marketplace, you can Make a Deal in the Lively Expo Area

Over 60 exhibitors providing an array of resources will be on hand for the entire day to provide information on lending, development, and services for our region's urban neighborhoods.



At Urban Marketplace, you will share the day with attendees from all segments of the development community, including:

- Real estate developers, lenders & brokers
- Community, civic and faith-based leaders
- Economic development, and redevelopment agency officials
- Nonprofit developers
- Government Officials
- Architects and Planners

At Urban Marketplace, you will find reasonable rates for a Full-Day Conference:

- Private Sector \$225
- Young Leaders \$150
- Public Sector or Student \$75

Pre-registration deadline: September 10, 2009

Questions? Contact Jason Stuart, ULI Washington, 240-497-1919, ext. 103 or email at [jstuart@uli.org](mailto:jstuart@uli.org)

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## Urban Marketplace

Tuesday, September 15, 2009  
Atrium Ballroom, Ronald Reagan Building  
Washington, D.C.

**Meeting Code:** 8138-1037

### Registration Fees

- Private \$225
- Public Sector/Nonprofit \$75
- Student (full-time) \$75
- Young Leaders (<35) \$150
- Sponsors – please email info for complimentary attendee(s) to [washington@uli.org](mailto:washington@uli.org)

### Pre-Registration Deadline:

September 10, 2009. *After this date, please call 301-894-7310. All registration fees increase to \$275 for the private sector, \$200 for Young Leaders and to \$100 for public/nonprofit/students.*

Confirmations will be emailed. Sorry, fax, checks, and P.O.'s received after the registration deadline will not be included in meeting registry or guaranteed a prepared name badge.

**Refund requests** must be submitted in writing no later than the above registration deadline; refund requests will not be accepted after this date. Fax request to: 202-624-7147.

If payment has not been received prior to the registration deadline date, a credit card guarantee will be required on-site. No credit card charges will be processed if payment is received within 1 week of meeting date.

## Registration Form

**Payment Methods:** (please check the appropriate box)

### **REGISTER/PAY ONLINE**

- Register online at [www.washington.uli.org](http://www.washington.uli.org)
- Payment can be made by credit card.
- If you register and pay online, you will not need to fax this form.

### **CREDIT CARD**

- **Fax 1-800-248-4585**
  - MasterCard  VISA  American Express
  - Diners Club  Discover
- Card Holder's Name: \_\_\_\_\_
- Card Number: \_\_\_\_\_
- Exp. Date: \_\_\_\_\_
- Signature: \_\_\_\_\_

### **CHECK**

- **Call 1-800-321-5011.** If paying with check, telephone registration is required to ensure inclusion in registry of attendees and to obtain a prepared name badge.
- **Make Checks Payable to:** ULI WASHINGTON.
- **Mail check with completed registration form to:**  
ULI Washington  
Dept 304  
Washington, DC 20055-0304

### **PURCHASE ORDER (Public Agencies Only)**

- **Fax 1-800-248-4585.** Fax copy of signed P.O. and completed registration form to ensure inclusion in registry of attendees and to obtain a prepared name badge.
- **Payment to follow by check payable to:** ULI WASHINGTON
- **Mail check with purchase order & completed registration form to:**  
  
ULI Washington  
Dept 304  
Washington, DC 20055-0304

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**IMPORTANT: The following information must be completed (unless registering online).**

ULI Member # (if applicable) \_\_\_\_\_ Informal Name for Badge \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \* \_\_\_\_\_

\* Confirmations are sent via email by next business day.

**8138-1037**