

Background

Cityscape USA is a showcase for unparalleled real estate investment opportunities in emerging markets. It is also an opportunity for US real estate professionals to network with some of the most significant real estate investors and developers from the emerging world and to attract investment into US real estate assets, projects and vehicles.

In its first year Cityscape USA was a resounding success attracting over 3,100 senior real estate professionals and investors from 32 countries. Never before have so many international investors, developers and senior real estate professionals from the emerging world graced the shores of Manhattan at one time. Significant participation was recorded from the Middle East, India, China, Asia, Russia and Latin America – clearly a testament to Cityscape’s global reach.

Whether you are looking for development and investment opportunities, joint venture partners, or simply to discover the best way to penetrate the most talked about real estate markets in the world, Cityscape USA will provide you with the platform to achieve this.

Show Profile

Venue	: The Javits Centre, NYC
Floor space occupied	: 77,900 sq ft/7,280 sq meters
Exhibition Dates	: September 10-11, 2008
Conference Dates	: September 9-12, 2008

Participants

Number of participants	: 3,102
Participating countries	: 32
Average days attended	: 1.1

Special Networking Events

Golf Tournament	: September 08, 2008
Cocktail Party	: September 10, 2008
Investor Round Tables	: September 10-11, 2008
Developer Project Showcases	: September 10-11, 2008



“It is forums like this one that are crucial for us to solve today’s challenges and create new opportunities for wealth.”

Henry Cisneros, Former U.S. Secretary of Housing and Urban Development

Investment Sponsor



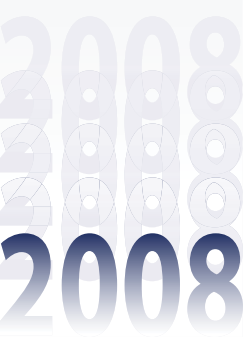
Platinum Sponsor



Silver Sponsors



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Reasons for Participating

Exhibitors

To seek new contacts	86%
To seek contacts for FUTURE business	78%
To meet existing clients or partners	56%
To raise profile of company/organization	52%
To establish a presence in a new market	38%
To seek IMMEDIATE business	28%
To monitor activity of competitors	14%
To support local agent or existing clients	9%

“ Investors in this economic climate are looking for innovative, creative and reliable avenues for financial growth – and Cityscape provides exactly this. ”

Charles Byron Andrews,
International Real Estate Analyst,
**Blue Coast Real Estate &
Development**



Visitors

To meet potential/new business partners	74%
To obtain general information/literature	47%
To keep up to date with new projects	47%
To meet new international partners	37%
To source investments from emerging markets	35%
To source investment from the U.S. market	33%
To meet existing business partners	23%
To meet new domestic partners	23%
To meet service providers	11%



Success of Exhibiting

96% of exhibitors stated that Cityscape USA is a leading event of its kind in the USA

94% of exhibitors stated they were successful in meeting their overall objectives

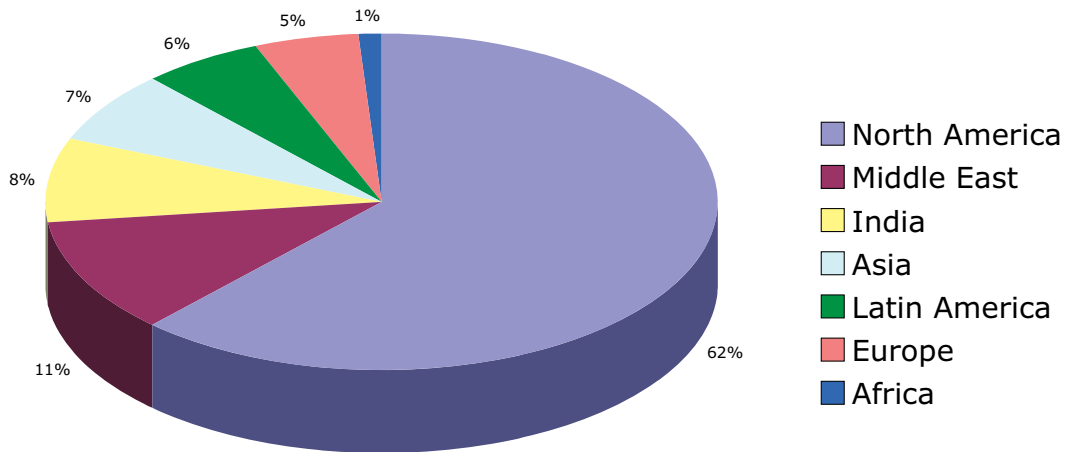
92% of exhibitors stated that the quality of visitors was excellent

89% of exhibitors stated that the event was crucial to their marketing activity in the region

87% of exhibitors stated that exhibiting improved their business prospects in the regional and internationally

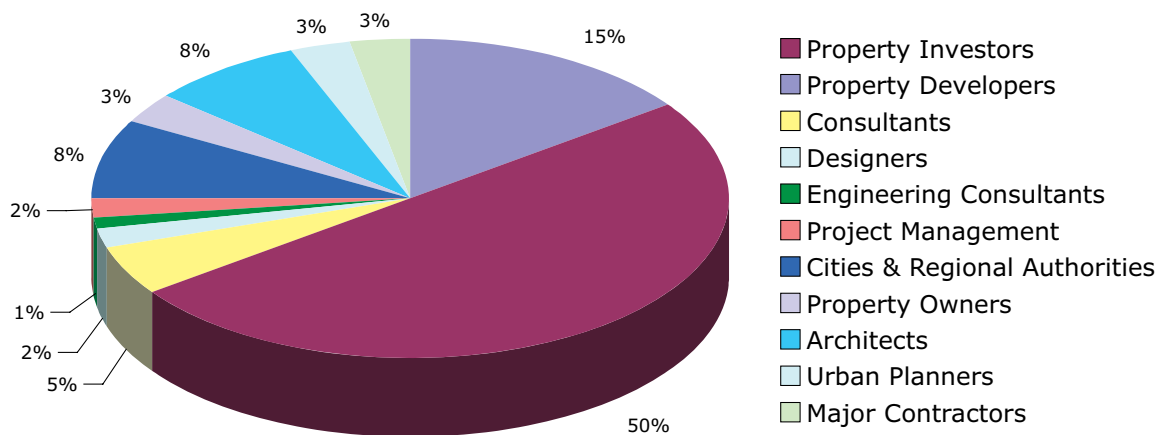
86% of exhibitors stated they would recommend exhibiting at this event

Participants Region Analysis



TOTAL PARTICIPATION: 3,102

Participants Profile



TOTAL PARTICIPATION: 3,102



Marketing and Promotion

As part of the Informa Group, the largest publicly-owned organiser of exhibitions, conferences and training courses in the world, Cityscape USA has access to an unprecedented number of investors and real estate professionals. The total marketing campaign value for Cityscape USA was worth over US\$1.5 million and covered every available medium including:



Press / Media Relations

Cityscape employed an international PR agency based in the US to manage its press activities. Press releases and information were disseminated on a regular basis at an international level.



Fax

The Cityscape database was regularly contacted through a series of fax broadcasts. Each broadcast consisted of 20,000 plus records



Telemarketing

A dedicated team of sales professionals regularly contacted key delegates and professionals from the industry to ensure their attendance.



Direct Mail

This represented the largest portion of the Cityscape USA marketing campaign. 300,000 mail pieces were distributed to real estate professionals around the world by post. The campaign included key mail pieces such as the visitor ticket, post-card reminder and VIP Institutional Investor mailing.



Advertising

The advertising campaign for Cityscape covered over 50 trade publications, business journals, newspapers and online information providers. Adverts appeared in high profile media such as The Wall Street Journal, The New York Times, Barrons, Commercial Property News and the National Real Estate Investor. Much of this advertising was supported with inserts and editorial content.



Email

Since the launch of the Cityscape seven years ago there have been thousands of enquiries, requests for brochures, sponsorship and exhibition information. Combined with this, Cityscape has also built an opt-in database of over 200,000 industry professionals.



Website

This is the primary medium from which the event is promoted. The website attracted over 15,000 unique visitors per month and was updated on a regular basis with new information.

Official Media Partners



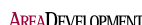
Online Media Partners



Knowledge Partner



Media Partners





Conference

The Cityscape USA 2008 conference brought together over 100 leading global investors at the forefront of global real estate investment. A first-of-its-kind forum in the United States, speakers, delegates and VIPs from six continents gathered to exchange their ideas about the rapidly changing global economy and the new opportunities presented to real estate investors as a result of these changes.

"With the globalization of real estate, interest in US and emerging markets development has grown exponentially. Cityscape USA promises to be the catalyst for leaders from these global sectors to network and learn about new investment opportunities"

Harvey Green, President, **Marcus & Millichap Real Estate Investment Services**

Special Networking Events



Swing For Success Golf Tournament

Sponsored by the Middle East's leading real estate developer, Nakheel, the Swing For Success Golf Tournament proved to be an unmissable event for the industry's most respected institutional investors to network and socialize at the New York's infamous, New York Country Club.



Manhattan Madness Cocktail Party

True to its name, the Cityscape USA Manhattan Madness Cocktail Party provided an unforgettable night for senior level event participants. Overlooking the Chrysler Building, this event provided the ideal opportunity for all participants to, after a long day, relax and get to know their peers and discuss future plans.



Investor Round Table Forums

The Investor Round Table Forums co-organised with the US India Business Council and the US Arab Chamber of Commerce provided an outstanding forum for senior level institutional investors and real estate developers to discuss the opportunities and challenges in the Indian and Middle East real estate markets. Participants included:

US India Investor Round Table Forum Participants

Antarctica Group	Marathon Real Estate
Earnst & Young	NCC Urban
Gera	Shristi Real Estate
Hirco	Starwood Capital Group
IREE	Manav Suri - Starwood Capital Group
JLL Meghraj	Studio KIA
LandAmerica International Services	Vornado Realty Trust
Larsen & Toubro	

US Arab Investor Round Table Forums Participants

Aldar	GBS Group Holding
Carlyle Group	Hydra Properties
CB Richard Ellis Investors	Tamouh
Davis Capital Group	Tishman Speyer
Dubai Group	The Merchants Financial Group
Dubai Investment Group	



The Cityscape Portfolio Includes:

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www.cityscapeasia.com

Cityscape
Abu Dhabi
www.cityscapeabudhabi.com

Cityscape
USA
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Cityscape
Dubai
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Cityscape
India
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Cityscape
Latin America
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Saudi Arabia
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Cityscape
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Organiser

Cityscape
an **informa** business

Informa plc is the leading international provider of specialist information and services for the academic and scientific, professional and commercial business communities. Informa has over 150 offices in more than 40 countries and employs 10,000 staff around the world.

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