

ULI Networking Event Opportunity at the 2016 Fall Meeting in Dallas The ULI Developer Showcase



Figure 1: Poster Example

What is it?

A showcase featuring development project poster displays. Poster displays are graphic representations of development projects that create an opportunity for Fall Meeting attendees to interact with the developer of the project being presented on the poster and engage in an informal discussion with them. Posters are an effective forum for the exchange of information and a means to communicate development concepts, lessons learned, and best practices.

Where and when?

The showcase takes place at the Dallas Fall Meeting headquarters, **Kay Bailey Hutchison Convention Center**, **Tuesday, October 25 and Thursday, October 27**. There will be several, one-hour time slots when posters will be displayed over the course of the meeting. Each developer will be selected

for one of these hour-long time slots during which they must be available to informally discuss their projects with interested attendees.



Why participate?

This is a great opportunity for Council members to become more involved in the Fall Meeting as a whole and a chance to share their expertise and knowledge with other ULI members. The showcase also provides ULI members with access to Council members that they may not get a chance to meet or speak with, otherwise.

Interested in participating?

It's simple. Submit your project proposal as a one-page (8.5 x 11 inch) document and include the following pieces of information:

- **Developer** – company name and the name of the **Council member** who will be the presenter.
- **Project summary** – one paragraph, 3-4 sentences.
- One project **photograph**.
- Submit your proposal to Alissa Akins at alissa.akins@uli.org **no later than August 15, 2016**.
- You will be notified by email if your project was accepted **no later than August 19, 2016**.
- Once notified, ULI will work with you to create a poster display that meets the guidelines on the reverse of this page.

Questions?

Feel free to direct any questions you have about the ULI Developer Showcase to Alissa Akins at alissa.akins@uli.org.



Developer Showcase Guidelines

Background information

Poster displays are graphic representations of development projects that create an opportunity for Fall Meeting attendees, who are circulating among the poster displays, to interact with the developer of the project being presented on the poster, and engage in an informal discussion with them. The posters are an effective forum for the exchange of information and a means to communicate development concepts, lessons learned, and best practices.

Presenter guidelines

- Presenters must be the developer of the project, a member of ULI and register for the meeting.
- Presenters must remain with their poster for the duration of the one-hour time slot. A chair will be provided for the presenter.
- Poster display space will be numbered, you will be sent this number prior to the event and are asked to set your poster up at the assigned display space.
- Posters may be set up 30 minutes prior to the start of the time slot. Thumbtacks will be provided on site.
- Posters should be taken down within 30 minutes after the session ends. Posters not removed following the conclusion of the session will be discarded.
- No audiovisual equipment is permitted for the showcase.
- If handouts are being distributed, please bring 100 copies.
- Bring business cards in case attendees are interested in more information.
- Presenters who fail to show up for their scheduled presentations without previously notifying the program planner of cancellation will not be permitted to participate in future showcases.

Poster development guidelines

- Attached to this email are two examples of posters. These are only meant to illustrate how a project could be presented visually. Feel free to present your project as you see fit.
- Use your poster to stimulate discussion, not to give a long presentation. You should make sure every element on the poster is necessary. Crowded, cluttered posters are hard to read and may be passed over in favor of more eye-pleasing posters.
- Only one poster is allowed; dimensions should be 4' tall by 6' wide.
- Key pieces of information to include in your poster are: the project name and developer in large letters – at least 1-inch high; a project summary; quick facts including location, project type, site size, web site, project address, and project partners; development timeline; building area by use and square footage; development cost information and financing sources.
- Emphasize graphics such as photos, site plans, graphs and charts.
- Ensure that the poster can be read easily from a distance of 4 feet. Font sizes of 24 or 32 points work best. Avoid fancy fonts. Use upper and lowercase letters.
- Space your information proportionally on your poster.

Additional guidelines

- Posters are **not** for product advertisements, vendor displays, etc.
- Posters should be printed on paper or vinyl that can be mounted on the displays with thumbtacks and that can be rolled up and placed in a mailing tube.
- Use a professional printing service, such as FedEx or Staples, to ensure high quality posters.
- Either hand carry your poster in a mailing tube during your travels or mail it to your hotel in Dallas – be sure to list your arrival date and note that you are an arriving hotel guest. Do not mail your poster to the ULI office or meeting site as there will not be anyone available to accept your poster at those locations.