

ULI GLOBAL REAL ESTATE CONFERENCE

DEVELOPING  
**Resort**  
COMMUNITIES

Finding Your New Frontiers

THE OMNI AT CHAMPIONSGATE • ORLANDO

— MARCH 2–3, 2009 —



Real Solutions  
for Real Problems.



**Urban Land  
Institute**

[www.uli.org/conferences](http://www.uli.org/conferences)

## Conference Overview

This conference confronts today's hard realities head-on and focuses on solutions. You will learn about new business strategies, marketing advantages, and the array of new frontiers you will need to explore and conquer in order to survive and thrive. These frontiers extend beyond current economic conditions to include changing demographics and psychographics; the immediate need to invent new models for doing business; and an understanding of and ability to respond to changing consumer values in an atmosphere of rapid global change.

Are you prepared to face the complexities of your new business frontiers? Join us in Orlando to learn and to share your ideas and insights with peers and experts from around the world. Never has this conference promised to be more relevant.

## Conference Chair



André Jordan  
Chairman, The André Jordan Group  
Lisbon, Portugal

Jordan is a pioneering developer of leisure communities and golf courses in Europe and South America. He has played a role in the development of projects that include the Belas Clube de Campo, a major residential and leisure complex near Lisbon, and Vilamoura, a leisure community with over 40,000 beds and five golf courses. Three of Jordan's golf courses are ranked among the top 50 in Europe.

## Who Should Attend

Hotel and resort community developers and owners; golf resort developers and owners; consulting professionals; planning and design professionals; public officials; and others interested in resort development.

## No Pontificating Talking Heads...

**ULI is throwing out the business-as-usual approach to conferences.**

Forget talking heads and endless presentations. This conference is designed to be interactive and will focus on your interests and concerns. You will get straight talk from experts and make strategic connections with others facing the same day-to-day issues that you face.

## Real Solutions for Real Problems.

## About ULI

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI provides an independent, trusted source of information and networking for those active in every discipline of real estate development, investment, and regulation. ULI members get access to and discounts for dozens of global and local events, books, webinars, and research reports.

Join more than 40,000 ULI members worldwide who support the highest standards in real estate and land use. Visit [www.uli.org](http://www.uli.org) to learn more and click "Join," or submit your dues payment when you register for this event.

# Conference Program Highlights

## Monday, March 2

### Post-Meltdown: Understanding Your New Consumers

What are the motivating forces for new buyers in this new economic climate? How should you respond?

### Survival Tactics and Money

Savvy resort professionals reveal what they are doing to survive the recession and position themselves for the recovery.

### New Business Models for a Changed World

The survivors in the resort industry will be those who successfully invent entirely new business models. Industry leaders talk about new models being forged to confront new market realities.

### Networking Luncheon

Join networking tables of attendees who share your interests: golf-oriented resorts, second-home and mixed-use communities, hotel development, international development, timeshares and fractionals, and more.

### Concurrent Sessions

- ▶ Golf: Is this Amenity Giant Just Sleeping, or Is It Dead?
- ▶ Geographic Frontiers: Opportunities in Europe, the Middle East, Latin America, and the Caribbean
- ▶ Sales and Marketing: Are You Ready to Face Your New Customers on Their Revised Terms?
- ▶ Target Markets for Second Homes
- ▶ New Amenities for a Changing Market
- ▶ Fractional Ownership and Timeshares

### Roundtables

Meet in small group settings with fellow attendees to discuss topics of interest for your business.

### Networking Reception

## Tuesday, March 3

### Battle of the Best (Resort) Ideas

Present your best new idea that stretches the creative envelope for resort development. In this fast-paced session, ten contestants will have five minutes each to present their case for why their idea is the best. The opportunity to compete is open to all who have registered by February 9. The categories are wide open: planning and design, marketing and branding, financing and business models, niche opportunities ... you name it!

### Concurrent Sessions

- ▶ Rethinking Your Branding and Co-Branding Strategies
- ▶ Niche Products for a Changing Consumer Base

### Town Hall Discussion: Where Do We Go From Here?

Bring your most important questions, personal insights, and lessons learned. This moderated session will be lively, stimulating, insightful, and relevant to your day-to-day business activities.

## Optional Tours\*

### Sunday, March 1

4:00–6:30 p.m.

### Special Preconference Tour: Walt Disney World Behind the Scenes

### Tuesday, March 3

12:15–4:00 p.m.

### Ginn Reunion Resort

\* An additional fee applies; box lunch included for the Ginn Reunion Resort tour. Space is limited, and you must be registered for the conference to participate. See tour details at [www.uli.org/conferences](http://www.uli.org/conferences).



A full program and speaker updates are available at [www.uli.org/conferences](http://www.uli.org/conferences).

# ULI Corporate Partners

## ULI Corporate Partners | Laureate Circle



## ULI Corporate Partners | Director's Circle



## ULI Corporate Partners | Chairman's Circle



## Conference Sponsorship

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Morgan Stanley | Nuszer Kopatz Urban Design Associates  
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Patron  
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# Sponsorship Opportunities

Join the leaders in the industry as a sponsor of ULI's Americas Conferences.  
For sponsorship opportunities, contact JB Rauch at [jb.rauch@uli.org](mailto:jb.rauch@uli.org) or call +202.624.7135.

ULI Sponsorship   Americas Conferences   Developing Resort Communities 2009				
	PRINCIPAL US\$15,000	PATRON US\$9,000	PRODUCER US\$5,000	PROMOTER US\$3,500
COMPLIMENTARY REGISTRATIONS	4	3	2	-
EXHIBITOR BOOTH SPACE	120 SQ. FT.	60 SQ. FT.	60 SQ. FT.	60 SQ. FT.
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URBAN LAND MAGAZINE FOUR-COLOR AD	FULL PAGE			
ULI MEMBERSHIP	1	1		

# Developing Resort Communities

## Finding Your New Frontiers

**MARCH 2-3, 2009 • THE OMNI AT CHAMPIONSGATE • ORLANDO, FLORIDA**



### FOUR WAYS TO REGISTER

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

**FAX**  
 +202.624.7147  
 Credit card payment only

**MAIL**  
 ULI  
 Department 188  
 Washington, D.C., USA  
 20055-0188  
 Check or credit card payment

**TELEPHONE**  
 800.321.5011 or  
 +410.626.7505  
 Credit card payment only

_____		
Name		
_____		_____
Name for Badge		ULI Membership Number
_____		
Title		
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Company		
_____		
Street		
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City	State/Country	Zip/Country Code
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Telephone	Fax	E-Mail (for registration confirmation)
_____		
_____		_____
Emergency Contact		Telephone

REGISTRATION FEES	UNTIL FEBRUARY 16	AFTER FEBRUARY 16
<input type="checkbox"/> ULI Member	US\$1,200	US\$1,300
<input type="checkbox"/> Nonmember*	US\$1,550	US\$1,650
<input type="checkbox"/> Public Sector/Nonprofit ULI Member	US\$395	US\$495
<input type="checkbox"/> Public Sector/Nonprofit Nonmember*	US\$595	US\$695
<input type="checkbox"/> Young Leader Member**	US\$595	US\$695
<input type="checkbox"/> Student***	US\$195	US\$195
<input type="checkbox"/> Student Nonmember***	US\$295	US\$295

OPTIONAL TOURS		
<input type="checkbox"/> Sunday   Walt Disney World Behind the Scenes	US\$90	US\$90
<input type="checkbox"/> Tuesday   Ginn Reunion Resort	US\$125	US\$125

MEMBERSHIP   YES! Sign me up as a ULI member		
<input type="checkbox"/> Private Annual Membership	US\$395	US\$395
<input type="checkbox"/> Public Annual Membership	US\$225	US\$225
<input type="checkbox"/> Young Leader Membership**	US\$250	US\$250
	<b>TOTAL \$ _____</b>	<b>TOTAL \$ _____</b>

\* Nonmembers: Join ULI now as a Member and pay the Member registration fee. Private Sector: Save \$350!  
 Public Sector: Save \$200! | \*\* ULI Members under age 35. | \*\*\* Valid full-time student identification card required.

**PLEASE INDICATE YOUR PAYMENT OPTION |** Registration cannot be processed without full payment.

- Check | Payable to "ULI—the Urban Land Institute"  
 Credit card |  American Express  Diners Club  Discover  Mastercard  VISA

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

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

**QUESTIONS OR SPECIAL NEEDS? |** If you require assistance to fully attend, attach a written description of your needs. You also may call 800.321.5011, or +410.846.7505 from outside the United States, or E-mail [customerservice@uli.org](mailto:customerservice@uli.org).

**Visit [www.uli.org/conferences](http://www.uli.org/conferences) for more information**

### DETAILS

**HOTEL RESERVATIONS**  
 Call +407.390.6664 to make hotel reservations at the Omni at ChampionsGate. Mention ULI to receive the group rate of \$249/night. Cut-off date for receiving the group rate is February 4, 2009.

**AIRLINE DISCOUNTS**  
 Discounts of up to 15% are available on United Airlines and its code share partner, US Airways. Call the United Airlines Meeting Desk at 800.521.4041 and refer to ULI Meeting ID #581PT.

**CANCELLATIONS/ REFUNDS/TRANSFERS**  
 Registration cancellation/refund requests must be made in writing to ULI and will be subject to a \$100 administrative fee. No refunds will be made after February 20, 2009. You may transfer registration to another individual at your organization for a fee of \$50. Fax requests to +202.624.7147.

**AUDIO RECORDINGS**  
 This conference is available both in an audio format and in AudioPoint, which combines audio with the PowerPoint slides, synced into a multimedia format. Call 800.241.7785 to order, or order online at [www.iplaybackuli.com](http://www.iplaybackuli.com). Use promotional code #029-6 online for discounted express shipping.



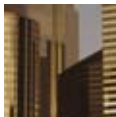
**Urban Land  
Institute**

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Suite 500 West  
Washington, DC 20007-5201

## Upcoming ULI Events



ULI CONFERENCE  
**Developing Green**  
The Future is Now, Are You Ready?  
**MAY 12-13, 2009 • LOS ANGELES**



ULI PROFESSIONAL DEVELOPMENT  
**ULI Real Estate School 2009**  
**MAY/JUNE 2009 • LOS ANGELES**



ULI MEETING  
**2009 ULI Fall Meeting  
& Urban Land Expo**  
**NOVEMBER 3-6, 2009 • SAN FRANCISCO**

Visit [www.uli.org](http://www.uli.org) for updates and  
a complete calendar of ULI events.