



Netherlands

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2026

# ANNUAL CONFERENCE

28 MAY - WORLD TRADE CENTER - AMSTERDAM

**SAFE AND  
ADAPTIVE CITIES**  
Navigating the Urban Future



# ABOUT ULI NETHERLANDS

A LEADERSHIP FORUM

## A LEADERSHIP FORUM FOR URBAN DECISION-MAKERS NAVIGATING A NEW ERA OF UNCERTAINTY

Cities are under pressure to adapt to geopolitical change, shifting macroeconomic conditions, new demands on digital and critical infrastructure, and the realities of crisis response and resilience.

This conference convenes senior leaders across real estate, investment, government, infrastructure and innovation to explore how cities and organisations can respond with clarity, confidence and long-term thinking.

### WHY

The decisions being made today on investment priorities, infrastructure capacity, and risk management will shape the competitiveness and liveability of cities for

decades. ULI Netherlands brings together the people making those decisions, and the partners who can help deliver them.

## ABOUT ULI NETHERLANDS

ULI Netherlands is one of ULI Europe's most active National Councils, with a strong senior leadership base and a vibrant community across disciplines and generations.

350

Circa 350 members, among ULI Europe's top 5 National Councils



Led by an Executive Committee of senior industry leaders



Product Councils: Sustainability, Urban Regeneration and Residential



UrbanPlan (award-winning educational initiative)



Mentorship Programme for Young Leaders



Active Young Leaders and NEXT community



# WHY SPONSOR THIS CONFERENCE

SPONSORING THE ULI NETHERLANDS ANNUAL CONFERENCE IS NOT JUST VISIBILITY. IT IS A PLATFORM TO BE ASSOCIATED WITH LEADERSHIP, CREDIBILITY, VISION AND PROGRESS.

Hosted by:

**CBRE** Investment Management

## AS A SPONSOR, YOU WILL:

- Be positioned as a trusted partner in the conversation on urban resilience, risk and long-term competitiveness
- Reach a high-calibre audience of senior investors, owners, developers, occupiers, public sector leaders and innovators - in one room
- Build relationships that matter, through the moments where decisions and partnerships take shape (lunch, breakouts, networking)
- Strengthen your reputation through association with ULI's convening power and global credibility
- Move from brand presence to influence via thought-leadership activation aligned to the theme (optional "Sponsor's Perspective" content)

## ATTENDEE EXAMPLES

The event brings together a high-level, cross-sector mix of real estate investors, developers, leading architecture firms, municipalities, sustainability experts, and public-sector leaders, with particularly strong

representation at CEO, director, and partner level, and delegates representing more than 120 organisations spanning the entire built-environment value chain.



# PROGRAMME OVERVIEW

**10:00 - 10:30**

## **WELCOME & ARRIVAL**

Registration and informal networking - the first high-impact brand moment

**10:30 - 12:30**

## **MORNING PLENARY**

A focused, high-attention session featuring senior voices shaping policy, capital and urban direction.

**12:30 - 13:30**

## **NETWORKING LUNCH**

A prime moment for meaningful conversations - where partnerships form and opportunities surface.

**13:30 - 14:30**

## **BREAKOUT SESSIONS (PRODUCT COUNCIL-LED)**

Smaller-room depth on the theme - practical, specialist discussions and peer exchange. Or attend a guided tour through WTC Amsterdam.

**14:30 - 15:00**

## **NETWORKING TEA BREAK**

A moment to discuss the insights of the breakout sessions - recap with conversations - where partnerships form and opportunities surface.

**15:00 - 17:00**

## **CLOSING PLENARY**

A forward-looking session bringing insights together and translating them into leadership actions.

**17:15 - 19:00**

## **NETWORKING DRINKS**

A relaxed environment for strengthening relationships and meeting new partners.

# SPEAKERS

## CONFIRMED SPEAKERS

This year's programme brings together leaders at the intersection of city-making, economic strategy and resilience. From public leadership to macroeconomic insight

and real-world crisis response, speakers will address how decisions are made under uncertainty — and what that means for urban investment and adaptability.



**Keynote Speaker**

**Jan van Zanen**  
Mayor  
The Hague



**Ana Lozano**  
Founder, CEO  
Nidus Lab



**Cecilia Gross**  
Architect, partner-director  
VenhoevenCS



**Femke Weller**  
Managing Director  
World Trade Center  
Amsterdam



**Han de Groot**  
Founder  
Volt



**Otto Raspe**  
Chief Economist  
Rabobank,  
head of Rabo Research



**Moderator**

**Renée Schoonbeek**  
Senior Consultant Urban  
Development  
Arcadis

*“I really appreciate the diversity in the people attending this conference! It widens my view and helps to sharpen my own ideas.”*



# SPONSORSHIP OPPORTUNITIES

**WE OFFER SPONSORSHIP IN FOUR COMPLEMENTARY WAYS.  
ENABLING BOTH STRATEGIC PARTNERS AND SPECIALIST  
SUPPLIERS TO PARTICIPATE AT THE RIGHT LEVEL.**

## 1- CORE CONFERENCE PARTNERSHIP (TIERED)

Designed for organisations seeking leadership positioning, association with ULI, and visibility throughout the full conference journey.

### PLATINUM PARTNER | €10K (MAX 1 PARTY)

Best for: flagship positioning and strongest conference-wide visibility. Includes: tickets, top-tier logo placement, stage recognition, pre/post-event visibility, and priority sponsor profile.

### GOLD PARTNER | €7,500 (MAX 3 PARTIES)

Best for: strong positioning with access and visibility across key touchpoints. Includes: tickets, prominent logo placement, marketing visibility, and on-site brand presence.

### SILVER PARTNER | €4,000

Best for: visibility and participation with a lighter footprint. Includes: tickets, logo placement, marketing visibility, and on-site recognition.

## 2- “SPONSOR’S PERSPECTIVE” THOUGHT-LEADERSHIP ACTIVATION (OPTIONAL ADD-ON OR STANDALONE)

For sponsors who want to be seen as intellectual contributors, not just supporters.

### Options include:

- A short LinkedIn video aligned to a conference theme question
- A short Q&A article published as a “Sponsor’s Perspective” post
- A themed post series tied to programme topics

ULI Netherlands will support with light editorial direction and scheduling, so content remains credible, relevant and aligned to the event tone.

## 3- BESPOKE SUPPLIER PACKAGES | €1,500–€2,000

Designed for specialist providers to the built environment sector seeking direct visibility to ~200 urban decision-makers.

### Examples include:

- branded table presence during lunch
- banner placements / signage moments
- lanyards or programme print sponsorship
- branded floor or wayfinding elements

**Ideal for:** PropTech, law firms, advisory, data/analytics, communications, print/production.

## 4- SPONSORSHIP (MODULAR) | €1,000 - €2,500 EACH

Attach your brand to the moments attendees remember most.

### Options include:

- Coffee break sponsor
- Lunch sponsor
- Networking drinks sponsor
- Breakout session sponsor

**Includes:** on-site signage and verbal acknowledgement in the room.



# CONTACT

**Inger Kammeraat**

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## LET'S BUILD THE RIGHT PARTNERSHIP

We'd welcome a short call to understand your goals and recommend the sponsorship route that best matches your audience, brand and business priorities.