



Spain

SPONSORSHIP DECK

# ANNUAL CONFERENCE 2026



# Urban Land Institute

## The mission of the Urban Land Institute:

Designing the future of our urban and real estate environment with the aim of transforming communities around the world.



### AMERICAS 85%:

39,500 members



### APAC 6%:

2,800 members



### EMEA 9%:

4,800 members

## ULI EUROPE:

Belgium

Denmark

France

Germany

Greece & Chipre

Irland

Italy

Poland

Portugal

Russia

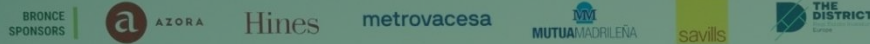
Spain

Sweden

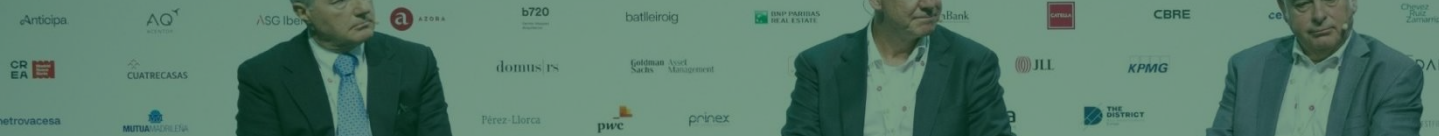
Turkey

United Kingdom

## CONFERENCE SPONSORS



## ANNUAL CORPORATE MEMBERS



## Local & International

- Research and education institute with a global mission, but operating locally.
- ULI Spain: Fourth largest National Council in ULI Europe, after Germany, the United Kingdom and France with + 550 members in Madrid and Barcelona.
- Supported by a multidisciplinary Executive Committee composed of 16 industry leaders.

## Our network:

- Young Leaders (25-35): a unique forum for exchange between people aged 25 to 35 who are starting their professional careers.
- NEXT (35-45): connects the next generation of industry leaders.
- Product Councils: Groups for reflection on the exchange of information and practices in the sector, composed of experts grouped by type.

## Real Impact Events :

- ULI Spain works for inspiring and bringing value to the industry through high-level events, relevant content, and knowledge sharing.
- Through conferences, forums, and expert-led sessions, ULI Spain focuses on practical, real-world solutions, grounded in data, global best practices, and local market insights.

# ULI Spain Executive Committee



Jorae Pérez de Leza  
CEO, Metrovacesa, S.A.

**ULI SPAIN CHAIR**



Cristian Oller  
SVP, Head of Asset Management - Southern Europe, PROLOGIS SPAIN MANAGEMENT S.L.

**BARCELONA LOCAL COUNCIL CHAIR**



Inés Arellano  
Director, Merlin Properties



Carmina Ganayet  
Corporate Managing Director, Inmobiliaria Colonial Socimi, S.A.



Cristina García-Peri  
Senior Partner and Head of Business Development and Strategy, Azora Investment Management



Vanessa Gelado  
Senior Managing Director, Country Head, Spain and Portugal, Hines



Enrique Losantos  
Jones Lang Lasalle España, S.A



David Martínez Montero  
Chief Executive Officer, AEDAS Homes, S.A.



Eduard Mendiluce  
Chief Executive Officer, Anticipa Real Estate, S.L.U



Rafael Pérez Guerra  
PricewaterhouseCoopers, S.L.



Francisco Javier Pérez  
Chief Executive Officer, Culmia



Leticia Ponz  
Head Union Investment Real Estate, Union Investment Real Estate GmbH



Adolfo Ramírez-Escudero  
CEO CBRE Spain and President CBRE Latam, CBRE Real Estate S.A.



Susana Rodríguez  
Executive Director. Head of Living, SAVILLS RE SPAIN, S.A.U.



Jordi Soldevila  
CaixaBank



Javier Solís  
Head of EMEA, Real Estate AM, Goldman Sachs



Alberto Valls  
Partner, Deloitte Strategy, Risk & Transactions, S.L.U.

# ULI Spain Corporate members



# Becoming a sponsor means ...

**Connect** with one of the most active global networks of professionals and leaders in urban transformation, capable of building bridges between the public and private sectors.

**Discover** participants with very **diverse** profiles, both national and international, including investors, owners, developers, architects, urban planners and consultants.

**Contribute** to the inspiration and **transformation of our sector**: ULI offers you in-depth global foresight and the exchange of best practices in the field.

**Associate your brand and your organization** with the Institute's mission: to guide our industry towards sustainable **development**, promote better access to **housing**, accelerate **decarbonisation** and encourage adaptation in the sector. You will also be able to contribute to **training new generations in these areas**.

**Support ULI's** research and participate in our educational initiatives.



# Partnerships Opportunities

## Icon

- Twelve conference tickets for company members, clients,...
- Premium logo visibility at the event (display, protocol material invitations) and in pre and post conference marketing materials
- Logo & short company description featured on the event web
- Benefit of main sponsor on Lunch or Spanish wine
- Opportunity to display corporate literature or company merchandising at the event
- Social Media exposure through ULI Spain channels
- Choice of one exclusive sponsorship in conference plenary session or Pedro de Churruca-ULI Awards
- Extra delegate registrations at preferential rates of 15%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)

## Gold

- Ten conference tickets for company members, clients,...
- Main logo visibility at the event (display, protocol material, invitations) and in pre and post conference marketing materials
- Logo & short company description featured on the event web
- Benefit of sponsorize Lunch or Spanish wine
- Opportunity to display corporate literature or company merchandising at the event
- Social Media exposure through ULI Spain channels
- Choice of one exclusive sponsorship in conference plenary session or Pedro de Churruca-ULI Awards
- Extra delegate registrations at preferential rates of 15%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)



# Partnerships Opportunities

## Silver

- Six conference tickets for company members, clients etc.
- Logo visibility at the event (display, invitations) and in pre and post conference marketing materials
- Social Media exposure through ULI Spain channels
- One sponsorship benefit of Young Leaders CEO's breakfast
- Extra delegate registrations at preferential rates of 10%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)

## Bronze

- Four conference tickets for company members, clients etc.
- Logo visibility at the event (display, protocol material, invitations) and in pre and post conference marketing materials
- Extra delegate registrations at preferential rates of 8%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)



# Advantages of sponsoring the ULI Spain Annual Conference 2026

Sponsor ICON	Sponsor GOLD	Sponsor SILVER	Sponsor BRONZE
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## Participation & Engagement

Number of Tickets	12	10	6	4
Sponsorship of Lunch or Spanish Wine	✓ Main Sponsor	✓ Sponsor	-	-
Exclusive sponsorship (Plenary Session or Pedro de Churruca-ULI Awards)	✓ Main Sponsor	✓ Sponsor	-	-
Young Leaders CEOs Breakfast sponsorship	-	-	✓	-

## Marketing & Visibility Benefits

Premium/ main logo visibility at the event	✓ Premium	✓ Main	✓	✓
Logo in pre & post-conference marketing materials	✓	✓	✓	✓
Logo + short company description on event website Young Leaders CEOs	✓	✓	-	-
Social media exposure via ULI Spain channels	✓	✓	✓	-
Use of ULI logo on company website	✓	✓	✓	✓
Opportunity to display corporate literature / merchandising	✓	✓	-	-

# Sponsors ULI Spain Annual Conference 2025

Main Contributor: 

Gold Sponsor:   Stoneshield

Silver Sponsor:   

Bronze Sponsor:      

# Preliminary Agenda

- 10:00h Young Leaders Leadership Breakfast  
11:00h Reception  
11:15h Institutional Opening  
11:35h Welcome  
11:50h Session 1: Keynote speaker. *Geopolitics, Macro-economic outlook. The Big Picture*  
12:30h Session 2: Fireside Chat. *Cities of the 21st Century*  
13:10h Session 3: Roundtable. *Office & Retail Resurgence*
- 14:10h Cocktail Lunch*
- 16:00h Session 4: *New Investment Strategies for an Uncertain World*  
17:00h Session 5: End Keynote. *Disruptive Keynote*  
17:40h ULI Spain: *Shaping the future*  
18:00h Pedro de Churruca-ULI Spain Awards  
18:35h Closing Remarks  
*18:15h Spanish Wine*
- 20:00h End

## SPEAKERS



**ULI Spain Chairman**

**Jorge Pérez de Leza**  
CEO Metrovacesa



**Keynote Speaker**

**Samir Amichi, Head of Real Estate**  
Acquisitions Europe Blackstone

# Speakers ULI Spain Annual Conference 2025



MODERATOR

**Andrea Carpenter**  
Co-Founder and Director, Diversity Talks  
Real Estate



KEYNOTE SPEAKER

**Howard Saunders**  
The Retail Futurist



MODERATOR

**Cristina Mateo**  
Associate Dean, IE School of  
Architecture and Design



PANELIST

**David Martínez**  
Chief Executive Officer, Aedas Homes



HOST

**David Goodman**  
Dean, IE School of Architecture and  
Design



HOST

**Jorge Pérez de Leza  
Eguiguren**  
CEO, Metrovacesa, S.A.



PANELIST

**Ismael Clemente**  
MERLIN Properties SOCIMI, S.A.



KEYNOTE SPEAKER

**Filippo Taddei**  
Managing Director, Goldman Sachs  
Asset Management International



MODERATOR

**Adolfo Ramirez-  
Escudero**  
CEO CBRE Spain and President CBRE  
Latam, CBRE Real Estate S.A.



MODERATOR

**Simon Chinn**  
Vice President Research & Advisory  
Services, Urban Land Institute - Europe



PANELIST

**Aldo Mazzocco**  
CEO & GM, GENERALI REAL ESTATE  
S.p.A.



PANELIST

**Miguel Hernández**  
Strategy and Corporate Development  
Director, Crea Madrid Nuevo Norte



PANELIST

**Peter Denton**  
NED / Senior Adviser, McGregor  
Advisors



PANELIST

**John Mulqueen**  
Chief Investment Officer, Canary Wharf  
Group



KEYNOTE SPEAKER

**Steve Adler**  
Former Mayor of Austin, Texas, US, Fritz  
Byrne, PLLC Law Firm



MODERATOR

**Alfonso Benavides  
Grases**



PANELIST

**Richard Redstone**  
Principal, Blue Owl Digital Infrastructure

# A glimpse to Spain Annual Conference 2025





# Contact



Throughout the year, there are several options and events. Together, we can find the best option for collaboration.

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