THE PUBLIC PRIVATE PARTNERSHIP CONFERENCE.
FEBRUARY 21 & 22, 2013
DOWNTOWN SHERATON HOTEL • DALLAS, TEXAS
## 2013 Patrons

<table>
<thead>
<tr>
<th>Starwood Hotels &amp; Resorts</th>
<th>Public Financial Management</th>
<th>Mortenson Construction</th>
<th>Wells Fargo</th>
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<tr>
<td><img src="image1.png" alt="Starwood Hotels &amp; Resorts" /></td>
<td><img src="image2.png" alt="PFM" /></td>
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<td>Homeier &amp; Law</td>
<td>American Life Inc.</td>
<td>EB5 Capital</td>
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<td>Indianapolis Bond Bank</td>
<td>Tax Credit Management</td>
<td>City of Dallas Regional Center</td>
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<td><img src="image13.png" alt="Seyfarth Shaw LLP" /></td>
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<td>Miami, Florida Downtown Development Authority</td>
<td>Virginia Department of Transportation</td>
<td>Prince William County Economic Development</td>
<td>City of Indianapolis, Indiana</td>
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<td><img src="image17.png" alt="Miami, Florida Downtown Development Authority" /></td>
<td><img src="image18.png" alt="Virginia Department of Transportation" /></td>
<td><img src="image19.png" alt="Prince William County Economic Development" /></td>
<td><img src="image20.png" alt="City of Indianapolis, Indiana" /></td>
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<tr>
<td>Kansas City, Missouri Community CDE</td>
<td>City of New Haven, Connecticut</td>
<td>City of Fort Collins, Colorado</td>
<td>City of Delray Beach, Florida</td>
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<td><img src="image21.png" alt="Kansas City, Missouri Community CDE" /></td>
<td><img src="image22.png" alt="City of New Haven, Connecticut" /></td>
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<td>Waller, Texas Economic Development Corporation</td>
<td>Greater Jamaica Development Corporation</td>
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<td>Kochville Downtown Development Authority (Saginaw, Michigan)</td>
<td>New Brunswick, New Jersey Development Corp</td>
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Welcome >>>

The Public Private Partnership Alliance is pleased to announce our 2013 Public Private Partnership Conference (“P3C”) taking place February 21st and 22nd at the Sheraton Downtown Dallas Hotel.

Our goals for P3C are simple: to connect cities and municipalities with private sector businesses that develop, capitalize, and operate public private partnerships, to raise awareness of new public private partnership approaches and, by doing so, to strengthen and stimulate local economic activity.

P3C combines business with education by producing a series of development related events focused on delivering new investments into communities while providing valuable insights into current and prospective projects across the country.

Businesses: Partner with Cities and Municipalities
P3C is the largest exhibition and conference for creating new public private partnerships in the real estate industry. It is a must attend event for industry executives looking to develop relationships with local and state governments. With the national real estate industry in attendance, municipal officials from all over the country are attending P3C to unveil development goals, redevelopment visions, and prospective projects.

Education: Expand your Public Private Partnership Knowledge
Led by the industry’s brightest talent, P3C will feature in-depth discussions on the latest topics, emerging trends and expanding roles of public private partnerships. Sessions are designed to inform attendees on how governments are transforming areas into economically vibrant communities. Industry experts will present practical financing techniques and private public partnership approaches that can be used for your next development project.

Whatever role your business plays in the constantly shifting landscape of today’s P3 industry, you will not want to miss this opportunity to meet, learn from and mingle with our noted professionals who bring both specialized expertise and a wealth of experience.

Who is attending P3C >>>

P3C is an extraordinary deal making event featuring the country’s leading developers, builders, architects, financial institutions, consultants and attorneys who come together once a year to meet, greet and conduct a year’s worth of business in just two days.

Public sector representatives from all sorts of municipal agencies across the country attend P3C to promote their development visions and connect with new development partners. P3C has created an agenda to complement the communications goals for public sector agencies involved in P3 projects.
What to Watch for at P3C 2013 >>>

Ways to build your network

There are several elements to this year’s conference that will make it a truly unique experience. Below is a preview of some of the events, topics, and discussions covered at P3C.

**Project Presentation Showcase**
A series of presentations by cities and municipalities providing valuable insights into current and prospective projects across the country. Listen to economic development corporations, redevelopment authorities, non-profit development agencies, port-transportation-airport authorities from across the country present details on development goals, redevelopment visions and upcoming capital projects. Showcase sessions are designed to provide attendees with insights into current and prospective public private partnership projects. Each session will include 6-8 municipal representatives participating in an open discussion with private sector experts promoting ideas and solutions to stimulate economic development.

**Education Sessions : Financing Tools**
A convenient stop for attendees to listen and interact with financial experts as they discuss the latest approaches, financing tools, and gap fillers of public private partnerships. Topics to be covered include: New Market Tax Credits, Historical Tax Credits, EB-5 Funding, Tax Increment Financing, Tax-Exempt Financing, Brownfield Incentives, and Private Sector Capital.

**Pre-Proposal Side Conferences**
With national audience from the development industry, cities and municipalities will host pre-proposal meetings for upcoming capital projects involved in public private partnerships.

**Mixed-Use, Hospitality, Civic, Energy, Convention, and More...**
The ongoing recessive economic climate has affected the risk appetite among capital sources for many types of ground up development projects. Construction has become difficult to finance without forms of public support. P3C breakout sessions will cover how public entities are partnering with private capital and corporate partners to develop projects in a challenging economy. Development projects to be discussed include mixed-use, hotels, civic buildings, energy, convention centers, stadiums, arenas, and more.

**Attracting the Private Sector Investment**
Public private partnerships are an important component of the development industry and can be utilized in times of economic uncertainty and in periods of prosperity. There is a nexus between the public sector’s needs and the private sector’s goals. P3C will have the country’s best known developers available to share with you their P3 success stories, expectations, and issues.

**The P3C Job Fair**
P3C attendees are the most experienced and qualified real estate talent. Onsite preliminary interviews will be conducted during the conference.

2013 Highlights
Visit our website at www.P3C2013.com for the most update conference program

- Unveiling of new projects by public officials. Public attendees will share details about contemplated and ongoing capital projects involved in public private partnerships
- Networking opportunities to inaugurate relationships with public sector representatives
- 2013 Public Private Partnership Career Fair
- Hear details on upcoming RFP’s, RLIs RFQs
- Discover new private public partnership approaches being used to stimulate economic activity across the county

Sheraton Dallas Downtown Hotel
Why Sponsor P3C 2013 >>>

P3C attracts leaders and dealmakers in the industry, and offers sponsors prominent recognition before, during, and after the event. Sponsorship levels are designed to fit a spectrum of budgets. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach. Utilize the sponsorship opportunities to strategically position your company with the best P3C has to offer.

Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals. Please find our vast arrangement of sponsorship opportunities described in detail at the end of this sponsorship prospectus. All sponsorship opportunities include additional benefits (such as registrations, on-site meeting space, as outlined in our prospectus). Commit to sponsorship early and maximize your visibility through pre-conference marketing efforts.

Invitation List: 17,000 Private Sector Representatives
1,950 Municipal Representatives
1,075 Public Agency Representatives
500 Higher Education Representative

Attendance: 500+ Attendees
75% Private Sector Representatives
25% Public Sector Representatives

Attendee Breakdown >>>
**THE PUBLIC PRIVATE PARTNERSHIP CONFERENCE**

**MIXING BUSINESS WITH EDUCATION**

**FEBRUARY 21 & 22, 2013 • DALLAS, TEXAS**

## Conference Agenda >>>

### Check-in > Wednesday, February 20, 2013

4:00 PM – 8:00 PM  
Registration and Check-In

### Day 1 > Thursday, February 21, 2013

7:00 AM – 9:00 AM  
Registration & Breakfast

9:00 AM – 9:15 AM  
Welcome Note & Opening Remarks

9:15 AM – 9:30 AM  
Keynote Address

9:30 AM – 10:00 AM  
Outlook for the Economy

10:00 AM – 11:00 AM  
Development Showcase Session #1  
**Redevelopment Authorities and Economic Development Corporations**  
A series of presentations on development goals and upcoming projects. This forum is designed to unveil insightful information on new projects, discover how other public sector agencies are transforming areas into economically vibrant communities, and provide networking opportunities to inaugurate relationships between the public and private sector.

11:00 AM – 11:30 AM  
Morning Refreshments & Networking Break

11:30 AM – 12:00 PM  
Success and Failures of Public Private Partnerships

12:00 PM – 12:30 PM  
New Market Tax Credit Financing 101

12:30 PM – 2:00 PM  
Networking Lunch & Address

2:00 PM – 3:00 PM  
Development Showcase Session #2  
**Cities and Counties**  
Faced with critical deficits and limited financial tools, cities and counties are looking at new ways to deliver projects aimed at stimulating economic activity. Representatives from across the country will discuss their unique approaches to public private partnerships and release information on upcoming capital projects involved in P3s.
Conference Agenda >>>

Day 1 > Thursday, February 21, 2013

3:00 PM – 3:30 PM  Hotel Development Discussion
The recessive economic conditions have affected the risk appetite among capital sources thus limiting financing options for most development. Ground-up construction has become extremely difficult if not impossible to finance without some form of public support. This session will cover how public entities are partnering with private capital and corporate partners to develop hotels in a challenging economy.

3:30 PM – 4:00 PM  Clean Energy Development Discussion
From new production facilities to the retrofitting and renovation of existing buildings, development for energy projects has become a driving force in the P3 arena. Industry experts will explore the wide range of tools available for developing energy projects, including bonds, tax credits and grant programs. During this discussion, attendees will receive an overview of the complex energy development industry and the financing tools driving the movement.

4:00 PM – 4:30 PM  Financing Non Essential Assets Discussions
Public sector involvement in financing non essential assets is becoming increasingly difficult as the high cost of development and limitations the availability of capital for projects limit the feasibility of conventional financing.

4:30 PM – 5:00 PM  Attracting the Private Sector Investment
Public private partnerships are an important component of the development industry and can be utilized in times of economic uncertainty and in periods of prosperity. There is a nexus between the public sector’s needs and the private sector’s goals. In this session some of the Country’s best known developers will share with you their P3 success stories, expectations, and issues. Come hear their effective strategies for the new realities of successful public-private partnerships.

5:00 PM – 7:00 PM  Networking Reception
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<td>7:00 AM – 9:00 AM</td>
<td>Breakfast and Networking Session</td>
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| 9:00 AM – 10:00 AM | Development Showcase Session #3 Port, Transportation, Airport Authorities  
A series of presentations on development goals and upcoming projects. This forum is designed to unveil insightful information on new projects discover how other public sector agencies are transforming areas into economically vibrant communities, and provide networking opportunities to inaugurate relationships between the private and public sector. |
| 10:00 AM – 10:20 AM | EB-5 Funding 101
The EB-5 program was created to attract job-creating immigrant investors to the United States to help stimulate the economy. Could it be a source of capital for your development project? During this roundtable discussion, attendees will learn from the nation's EB-5 experts as they explain how to access the funds, outline the basic requirements, and showcase how this form of financing has filled the gap in recent projects. Our speakers will lay the groundwork for the EB-5 practitioner. |
| 10:20 AM – 10:40 AM | Historical Tax Credit Financing 101
P3 development professionals must have a solid understanding of how tax credits work in order to build a successful financing toolbox. This roundtable session will review the basics of tax credits and establish a baseline of how P3 developments should use this tool to achieve their economic development objectives. Speakers will cover valuable topics including: a) how to assess whether tax credit financing makes sense for a project; b) how to market a project to investors; c) how to evaluate terms of tax credit financing; and d) lessons learned from case studies. |
| 10:40 AM – 11:00 AM | Tax Incremental Financing Case Studies
The concept of public private partnerships has attracted national attention and acquired a new resonance in the context of our troubled economy. The private sector can provide the ingenuity and entrepreneurship of the private partners but projects continue to struggle without financial assistance from the public. This symposium will shed light on the rationale for employing TIFs during a weak economy, the reasons behind the success and failures of TIFs, and the critical and policy requirements for proper TIF implementation. |
| 11:00 AM – 11:30 AM | Morning Refreshments & Networking Break                                  |
| 12:00 PM – 12:15PM | Closing Remarks                                                           |
Co-Chair Sponsorship

$15,000

This coveted position provides your company maximum exposure throughout the entire conference marketing campaign (e.g. print advertisements, conference website, roundtable speaker, sponsor pages, email campaigns, etc.).

The Co-Chair will have the opportunity to address the attendees at the beginning of the event and get top marketing position on all related signage and in the conference program.

The Conference Co-Chair is treated as a true partner, and is instrumental with regards to the development of the conference agenda. A Co-Chair representative is added to the conference’s roundtable symposium committee, and will select and lead a topic of discussion at the conference.

• Full Page, full color advertisement in the Public Private Partnership Conference Brochure, Workbook and Website. The workbook will be distributed to all conference attendees and exhibitors.

• The opportunity to select a roundtable symposium topic and speaker.

• Up to four (4) representatives from the sponsoring organization to attend the entire conference.

• Your company’s corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognizes your company as a Co-Chair sponsor.

• Description of your company’s products and services with your corporate logo displayed in the Public Private Partnership Conference workbook - distributed to all conference attendees and exhibitors.

• Exhibit space at the conference to “meet and greet” current and prospective clients, and to distribute your company’s marketing materials.

• Conference attendee list with names, addresses and phone numbers (available week of conference).
Platinum Sponsorship

Platinum Sponsorship Package may include one of the following:

Breakfast Reception
• Your company acts as lead sponsor for our breakfast reception held at the conference venue.
• Signs at the breakfast reception promote your company as the sponsor.
• A reserved table will be set up for company and guests.

Luncheon Reception
• Your company acts as lead sponsor for our luncheon reception held at the conference venue.
• Signs at the luncheon reception promote your company as the sponsor.
• A reserved table will be set up for company and guests.
• Your company will address the audience and introduce the key note speaker.

Cocktail Reception
• Your company hosts a cocktail reception held within the conference venue.

Conference Dinner
• Your company hosts a dinner held within the conference venue.

• Full page and color advertisement in the Public Private Partnership Conference Workbook and Website. The workbook will be distributed to all conference attendees and exhibitors.
• The opportunity to select a roundtable symposium topic and speaker.
• Up to four (4) representatives from the sponsoring organization to attend the entire conference.
• Your company’s corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognizes your company as a platinum level sponsor.
• Description of your company’s products and services with your corporate logo displayed in the National Public Private Partnership Conference workbook, distributed to all attendees and exhibitors.
• Exhibit space at the conference to “meet and greet” current and prospective clients, and to distribute your company’s marketing materials.
• Conference attendee list with names, addresses and phone numbers (available week of conference).
Gold Sponsorship

Gold Sponsorship Package may include one of the following:

Conference Tote Bag
• Distributed to all attendees and exhibitors upon arrival at the conference.
• Features artwork and/or logo as determined by your company.

Conference Workbook
• The cover of the workbook (in color) features artwork and/or logo as determined by your company and is distributed to all attendees and exhibitors upon arrival at the conference.

Registration Booth
• Have your name seen first by sponsoring the Registration Booth that welcomes all conference participants.

Meter Board
• Includes 3 full standing banners that are 3 feet wide by 6 feet tall. They will be strategically placed on the way to the exhibit hall or in the registration area. Artwork is submitted by client.

• Full page and color advertisement in the Public Private Partnership Conference Workbook and Website. The workbook will be distributed to all conference attendees and exhibitors.

• Up to three (3) representatives from the sponsoring organization to attend the entire conference.

• Your company’s corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognizes your company as a sponsor.

• Description of your company’s products and services with your corporate logo displayed in the National Coast Public Private Partnership Conference workbook, distributed to all attendees and exhibitors.

• Exhibit space at the conference to “meet and greet” current and prospective clients, and to distribute your company’s marketing materials.

• Conference attendee list with names, addresses and phone numbers (available week of conference).
Silver Sponsorship

Silver Sponsorship Package may include one of the following:

Refreshment Break
- Your company hosts a break held within the conference venue.
- Napkins with your corporate logo will be distributed at refreshment breaks.
- Signs at the refreshment break to promote your company as the sponsor.

Pocket Agenda
- Your company logo will be featured on the cover of the onsite pocket agenda, which is distributed to all participants.

Portfolio Jackets
- The cover of the Portfolio Jackets feature artwork and/or logo as determined by your company and are placed at each setting during the sessions.

- Full page and color advertisement in the Public Private Partnership Conference Workbook and Website. The workbook will be distributed to all conference attendees and exhibitors.
- Up to three (2) representatives from the sponsoring organization to attend the entire conference.
- Your company’s corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognizes your company as a sponsor.
- Description of your company’s products and services with your corporate logo displayed in the National Coast Public Private Partnership Conference workbook, distributed to all attendees and exhibitors.
- Exhibit space at the conference to “meet and greet” current and prospective clients, and to distribute your company’s marketing materials.
- Conference attendee list with names, addresses and phone numbers (available week of conference).
Bronze Sponsorship Package may include one of the following:

Note Pads, Pens, & Badge Lanyards
• Placed at all seats in general session room for attendees.
• Your promotional lanyard to be handed out

• Full page and color advertisement in the Public Private Partnership Conference Workbook and Website. The workbook will be distributed to all conference attendees and exhibitors.
• The opportunity to place a speaker on the conference roundtable agenda.
• Up to two (2) representatives from the sponsoring organization to attend the entire conference.
• Your company’s corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognizes your company as a sponsor.
• Description of your company’s products and services with your corporate logo displayed in the National Coast Public Private Partnership Conference workbook, distributed to all attendees and exhibitors.
• Exhibit space at the conference to “meet and greet” current and prospective clients, and to distribute your company’s marketing materials.
• Conference attendee list with names, addresses and phone numbers (available week of conference).