ULI Asia Pacific’s new Forum: ‘Experience the Experience Forum – Retail, Hospitality, and Everything in Between’, is a one-of-a-kind forum exploring the importance of user ‘experience’ in commercial real estate. What does ‘experience’ mean in practice, what is the value proposition, and how is the definition of mixed-use development evolving as a result?

Experience the Experience Forum is a by-invitation event bringing together leading real estate practitioners from across the region. Discussions will address a number of key themes, including:

- “Experience, Demographics & Beyond”
- “Blurred Lines – Hospitality x Retail x F&B”
- “Do We Need Experience to Make Returns?”
- “LINE: a Case Study – The Merging of Online and Offline Retail”

**PROGRAMME AT A GLANCE**

**13 February – Forum Day**
08:30 – 10:00  Exclusive Small Group Breakfast  
Hosted by Industry Leaders  
10:30 – 17:45  Programme at Gaysorn Urban Resort  
Keynotes, Panels & Discussions  
17:45 – 18:45  Sunset Cocktail Hour  
19:00 – Late  The Experience Dinner

**14 February – Site Tour Day**
09:00 – 12:00  Curated Tour of Icon Siam & Jam Factory  
12:00 – 14:00  Networking Lunch & Concluding Speaker
SPONSORSHIP OPPORTUNITIES

**GOLD SPONSOR – USD25,000**

- Logo recognition on event website, email marketing and onsite signage
- Four (4) registrations to the Forum
- Tabletop display area at the event
- Name recognition on ULI Asia Pacific social media channels
- Sponsor and lead a curated breakfast

**SILVER SPONSOR – USD10,000**

- Logo recognition on event website, email marketing and onsite signage
- Two (2) registrations to the Forum
- Co-sponsorship of networking breaks
- Name recognition on ULI Asia Pacific social media channels

Get in touch. To learn more about sponsorship pricing and availability, contact Novia Pau at Novia.Pau@uli.org