

Programme Partnership 2027

Tall + Urban Innovation

Innovation now decides which tall projects get funded and approved.



Building taller brings new pressure on cost, carbon and performance risk.

Tall buildings now deliver housing in walkable districts, efficient use of land and access to transit and services. Developers face rising land costs and investors who expect healthier returns.

Cities are enforcing stricter performance standards, and occupiers want smarter, more adaptable space.

2/3

of the world's population will live in cities by 2050, according to UN DESA.

Innovation now determines:

- > Who secures investment
- > Which projects are approved
- > How buildings hold their value across their lifecycle



Tall + Urban Innovation recognises organisations improving how tall buildings are designed, built, operated and experienced.

Partners present the systems, tools and delivery models that will become standard practice. Your work becomes the benchmark through which tall urban projects evaluate innovation.



The partnership allows you to:

- › Present solutions that improve performance and value
- › Lead within the tall buildings community
- › Establish projects and technologies as future market standards

Your work is seen by:

- › Capital allocators weighing future investment
- › Owners and developers defining project requirements
- › Cities evaluating innovation in codes and permitting
- › Designers and contractors specifying systems and technology

Subjects suited to the programme include:

- › Advanced building systems
- › Digital integration across design, construction and operation
- › Delivery models that reduce cost and risk
- › Integrated, end-to-end development

The partnership strengthens business growth and raises your visibility where investment and approval decisions are made.

Who sees your work

Your work reaches those who decide what is funded, permitted and built.

Our members work in 10,000 offices across 120 countries. A quarter of them own, develop, fund or occupy buildings, and most of the remainder design, engineer and build them.

10,000

member offices

120

countries

1,100+

Summit attendees

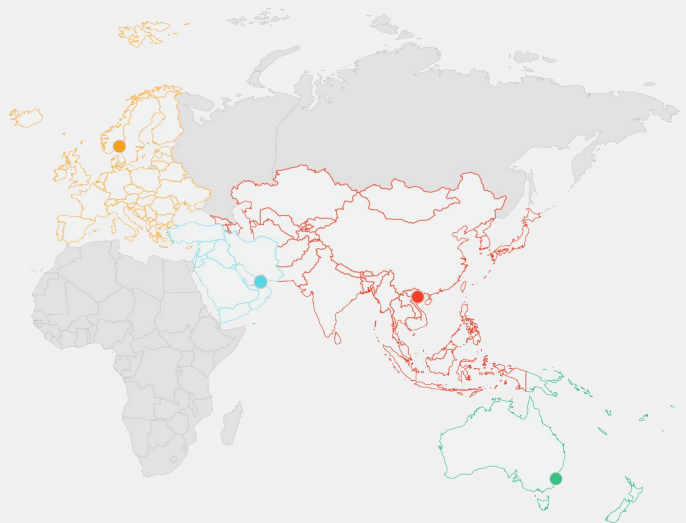
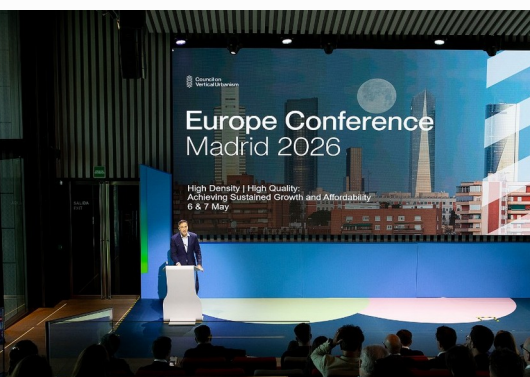
40,000+

buildings in the Skyscraper Center

Four events in 2027

The year opens with the Global VU Summit in Sydney in September. Regional conferences follow in Oslo, Dubai and Hanoi, each before a distinct audience of owners, developers, designers and city leaders.

- Sydney**
Global VU Summit
- Oslo**
Europe Regional Conference
- Dubai**
Middle East Regional Conference
- Hanoi**
Asia Regional Conference



How a Programme Partnership works

Partners bring the expertise, and we provide the editorial team, research and audience that turn it into a publication of record.

1

You align it with your strategy.

Every paper begins with your organisation's strategic objectives, accomplishments and innovations, and CVU's global research and Skyscraper Center data are available to support your thesis.

2

Our editors refine it with you.

CVU's Editor in Chief and the Research and Thought Leadership division provide at least three rounds of edits and recommendations.

3

We design and release it.

Our senior designer lays out the finished piece, and it's released under CVU's name.

4

It launches at the Global VU Summit.

Your work is promoted before, during and after the Summit in Sydney.

5

It continues through the year.

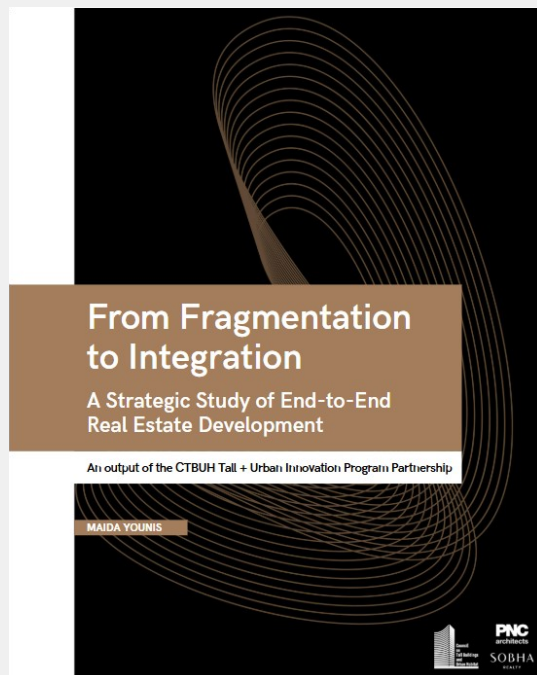
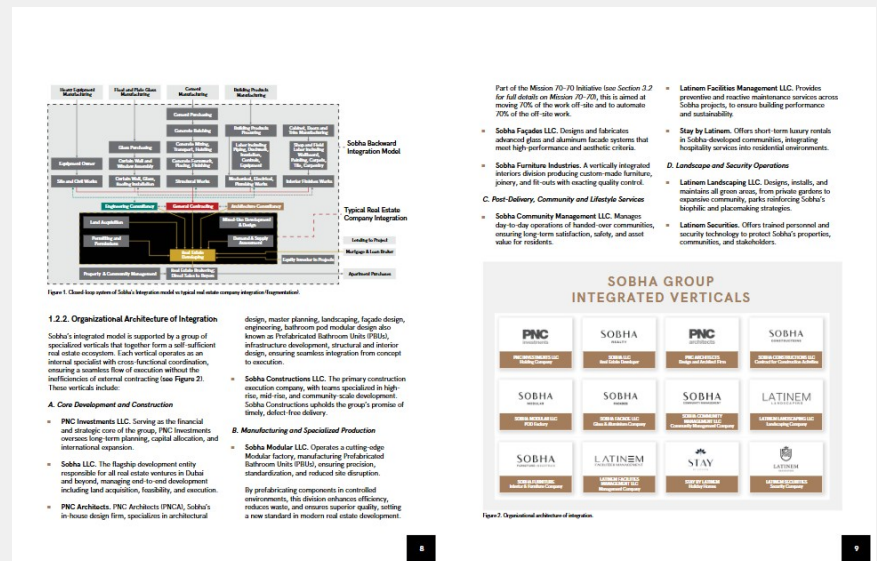
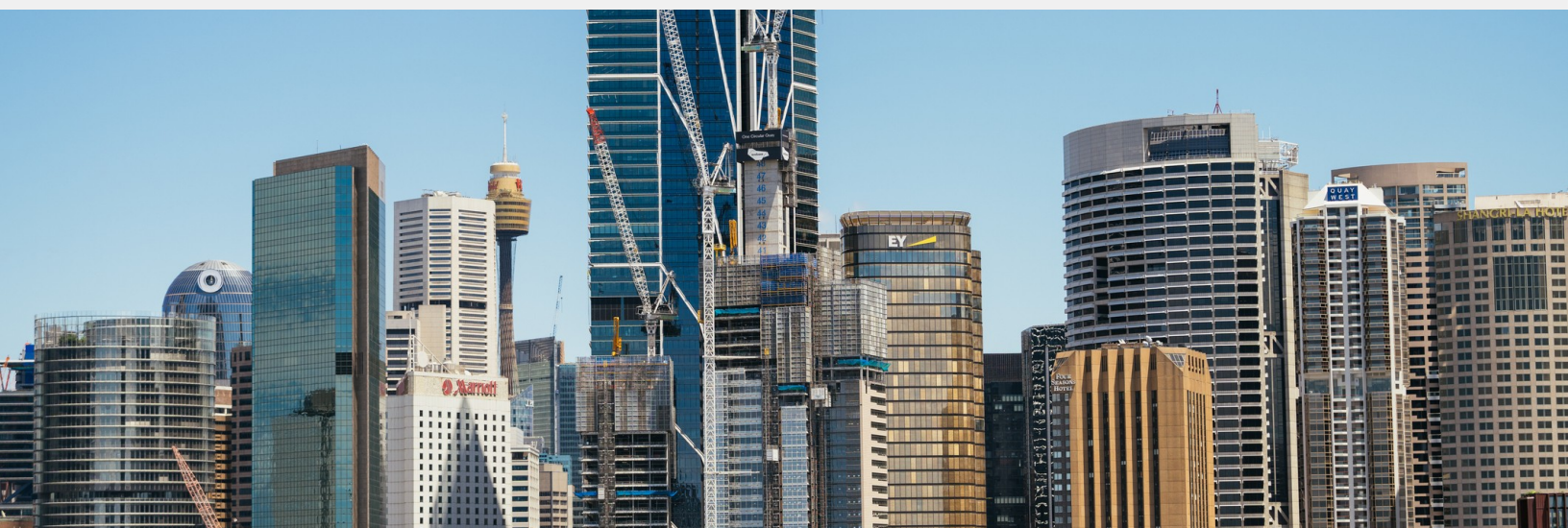
Your work then travels with us to all three regional conferences.



From Fragmentation to Integration

PNC Architects | Sobha Realty

The study shows how Sobha's integrated model brings design, manufacturing and construction inside one group.



Partnership levels

Each level combines a publication, sponsorship of all four 2027 events and organisational membership in one agreement.

Each level holds three organisations, and once a level is filled, it closes for the year.

Premier

US\$155,000

Sponsorship and membership:

- › Diamond at the Global VU Summit in Sydney
- › Platinum at the Europe Regional Conference in Oslo
- › Platinum at the Middle East Regional Conference in Dubai
- › Platinum at the Asia Regional Conference in Hanoi
- › Platinum organisational membership

CVU publishes:

- › A 50- to 60-page white paper
- › A co-branded webinar
- › A full-page advertisement in Vertical Urbanism

Executive

US\$105,000

Sponsorship and membership:

- › Gold + event at the Global VU Summit in Sydney
- › Gold at the Europe Regional Conference in Oslo
- › Gold at the Middle East Regional Conference in Dubai
- › Gold at the Asia Regional Conference in Hanoi
- › Platinum organisational membership

CVU publishes:

- › A 20-page thought leadership piece
- › A co-branded webinar
- › A half-page advertisement in Vertical Urbanism

Senior

US\$70,000

Sponsorship and membership:

- › Silver + coffee break at the Global VU Summit in Sydney
- › Silver at the Europe Regional Conference in Oslo
- › Silver at the Middle East Regional Conference in Dubai
- › Silver at the Asia Regional Conference in Hanoi
- › Gold organisational membership

CVU publishes:

- › A feature article in Vertical Urbanism



Premier Partner

US\$155,000

Three available

Premier Partners lead the programme, with a full white paper and a co-convenor's presence at the Summit.

Global VU Summit, Sydney: Diamond

- › A Summit session room dedicated to your organisation
- › Formal recognition from CVU leadership during the plenaries and the Awards Ceremony
- › A reserved VIP table for ten at the Awards Ceremony and Dinner
- › Eight complimentary Summit registrations, each with an Opening Networking Reception invitation
- › A reserved priority exhibition booth
- › Premier brand positioning and featured homepage placement
- › One core Summit presentation, agreed with CVU
- › Your presentation paper in the Summit proceedings
- › Recognition from the Chair at the opening and closing plenaries
- › Your logo in Summit advertising to CVU members, on event signage and on delegate name badges
- › Your company materials linked in the Summit app
- › An invitation to the Sponsor Appreciation Reception for every registered colleague
- › The opportunity to host a sponsor networking evening during the Summit
- › Your materials placed in every delegate's bag



CVU publishes:

- › A 50- to 60-page white paper on tall and urban innovation
- › A co-branded webinar
- › A full-page advertisement in Vertical Urbanism

Oslo, Dubai and Hanoi: Platinum

- › Recognition from the Chair at the opening and closing plenaries
- › Your brand on each conference website
- › Ten complimentary registrations at each conference, with Opening Networking Reception invitations

Membership:

- › Platinum organisational membership for every colleague

Executive Partner

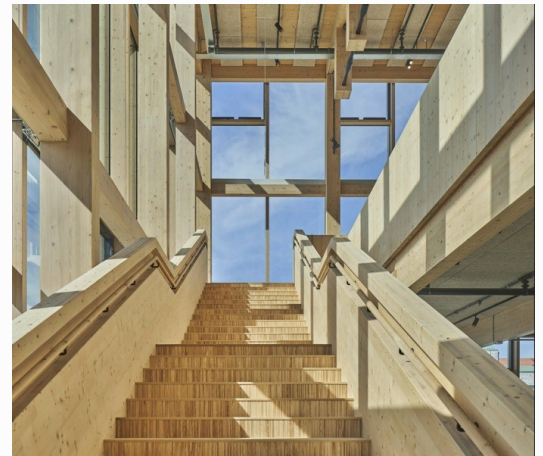
US\$105,000

Three available

Executive Partners publish a substantial piece of thought leadership and own a defined moment at the Summit.

Global VU Summit, Sydney: Gold + event

- › Your name on one Summit moment of your choosing: a lunch on day one, two or three, Arrival Networking, the Women Rising Reception or a Summit Workshop
- › Recognition as a Gold sponsor, with third-highest priority branding
- › Six complimentary Summit registrations, each with an Opening Networking Reception invitation
- › Featured homepage placement
- › One core Summit presentation, agreed with CVU
- › Your presentation paper in the Summit proceedings
- › Recognition from the Chair at the opening and closing plenaries
- › Your logo in Summit advertising to CVU members, on event signage and on delegate name badges
- › Your company materials linked in the Summit app
- › An invitation to the Sponsor Appreciation Reception for every registered colleague
- › The opportunity to host a sponsor networking evening during the Summit
- › Your materials placed in every delegate's bag



CVU publishes:

- › A 20-page thought leadership piece on tall and urban innovation
- › A co-branded webinar
- › A half-page advertisement in Vertical Urbanism

Oslo, Dubai and Hanoi: Gold

- › Recognition from the Chair at the opening and closing plenaries
- › Your brand on each conference website
- › Seven complimentary registrations at each conference, with Opening Networking Reception invitations

Membership:

- › Platinum organisational membership for every colleague

Senior Partner

US\$70,000

Three available

Senior Partners publish a feature in Vertical Urbanism and hold a presence at every CVU event of the year.

Global VU Summit, Sydney: Silver + coffee break

- › Your name on one of five coffee breaks across the three Summit days
- › Recognition as a Silver sponsor
- › One session chair or moderator role
- › Three complimentary Summit registrations, each with an Opening Networking Reception invitation
- › Your logo on the Summit website, in Summit advertising, on event signage and on delegate name badges
- › Your company materials linked in the Summit app
- › An invitation to the Sponsor Appreciation Reception for every registered colleague



CVU publishes:

- › A feature article in Vertical Urbanism

Oslo, Dubai and Hanoi: Silver

- › Recognition from the Chair at the opening and closing plenaries
- › Your brand on each conference website
- › Four complimentary registrations at each conference, with Opening Networking Reception invitations

Membership:

- › Gold organisational membership for every colleague

What every Programme Partner receives

Every level includes promotion across CVU's channels throughout the year:

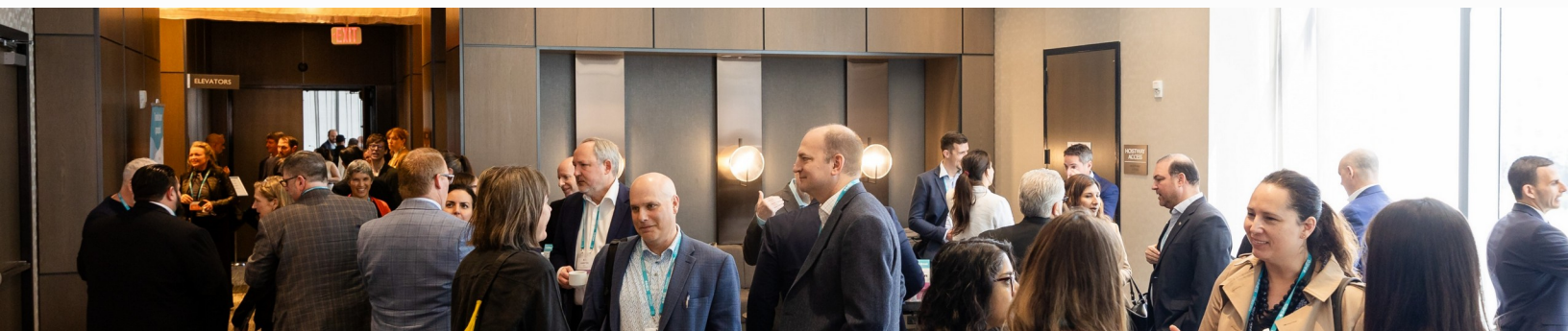
- › A press release to global media and all CVU members announcing your partnership
- › Announcements across CVU's social media channels
- › Recognition across all Tall + Urban Innovation work
- › Your logo and link on the CVU website, with homepage placement for Premier Partners
- › Web, social media and email graphics for your own announcements
- › First choice of exclusive sponsored items and events at your level

Organisational membership extends to every colleague on your company email:

- › Full access to the Skyscraper Center, with personalised data and analysis support
- › Exclusive research and data studies
- › The digital Vertical Urbanism magazine and the opportunity to publish in CVU publications
- › Complimentary registrations at the Summit and a regional conference, with 20% off all others
- › 20% off CVU publications and products
- › An advanced company page on the Skyscraper Center, seen by 2.5 million users a year
- › Designated Experts with VIP database access and personal profile pages
- › Eligibility for the CVU Awards and a place on the PR and media response team
- › Seats and leadership roles on CVU assemblies, committees and regional groups

Platinum members also receive unlimited office listings, fields of expertise and Designated Experts, three registrations at the Summit and three at a regional conference, and their logo on the CVU homepage.

Gold members receive three office listings, three fields of expertise, five Designated Experts, one Summit registration and two regional registrations.



Your next step starts with a **conversation.**

Start with the achievements, innovations and solutions you want the industry to associate with your organisation. Then contact Global Development, and we'll shape the year around what your organisation has to say.

Jen Hall

Vice President, Global Development
Council on Vertical Urbanism

jhall@cvu.org

VerticalUrbanism.org

The terms

A Programme Partnership runs for one year. Three-year agreements signed by 31 December 2026 hold the 2027 rate for the full term.

All invoices are issued and paid in US dollars, with 50% due within 30 days of invoice receipt and the balance within 90 days, and we can split an invoice across offices or business lines.

