

From: David Margolis <david@conway.com>
Sent: Monday, January 07, 2019 10:08 AM EST
To: Matt Kelly <mkelly@jbgsmith.com>
CC: Victor Hoskins <vhoskins@arlingtonva.us>; Christina Winn <cwinn@arlingtonva.us>; Stephanie Landrum <landrum@alexecon.org>; Melancon, Lori <LMelancon@vedp.org>; Guillermo Mazier <Guillermo@conway.com>
Subject: Mipim 2019 - Speaking opportunity about HQ2 win [FEEDBACK REQUIRED ASAP]

Hello Matt,

My name is David Margolis and I'm with Conway, a PR and Marketing firm that specializes in economic development that's working with VEDP.

Lori Melancon from VEDP suggested that I reach out to you about a potential speaking opportunity we identified at [Mipim 2019](#), one of the largest real estate focused conferences that takes place each March in Cannes, France from March 12-15, 2019.

The head of Reed Midem NA (the organizer of Mipim) had indicated before the holidays that they'd like to explore the idea of organizing a panel at Mipim 2019 on Thursday March 14, 2019 in the afternoon about the Amazon HQ2 win in Northern Virginia. A topic that would be of interest for their Innovation Panel is what factors Amazon used to determine what real estate properties would work for them. Their understanding is that Amazon will be setting up shop in many older building that will need to be upgraded to meet the technological infrastructure needs of the company...what did the real estate developer and the state bring to the table to help upgrade the buildings?

Please note there's lots of competition for companies and/or EDOs to organize a panel at Mipim and there's a \$10,000 USD sponsorship fee involved. In addition to being able to host the panel, the sponsorship fee will get you one registration ticket to Mipim (valued at \$2000 USD) and I should be able to obtain additional registration tickets for your delegation for \$595 a ticket to attend the conference. Travel and accommodations are not covered by the conference.

The panel will be attended by the general attendee population of Mipim (comprised of 23,000 real estate executives) and offers an opportunity to showcase and talk up real estate investment opportunities that HQ2 will be creating in Northern VA for mixed use, residential and commercial real estate projects. Huge number of global investors and real estate developers attend this show to identify new projects to invest in, and the U.S. real estate market historically has offered them a safe market for their investments.

Reed Midem was initially thinking of having the panel comprised of someone from the state of VA or a local EDO involved with the deal, members from the VA real estate community that worked on the deal as well as someone from Amazon. I just learned that VEDP won't be able to send anyone however Lori thought this might be a speaking opportunity JBG Smith and other local EDO partners might be interested in.

I need to reach out to Reed Midem this week to let them know that VEDP won't be able to send anyone, and this might quite frankly lead them to decide not to hold the panel any longer, however before I do, if JBG Smith and other local EDO partners would see value in doing this panel and are willing to pay the sponsorship fee, please let me know by **Wednesday 1/9** so I can inform Reed Midem and see if I can't salvage this speaking opportunity.

I'm happy to schedule a call with you at your convenience today to discuss this further with you. My cell is 917 331 4855.

Best,

David

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