



URBAN DEVELOPMENT
INSTITUTE OF QUÉBEC

PARTICIPANT'S GUIDE

THE 2010
REAL ESTATE AWARDS
OF EXCELLENCE



Sponsors

COMMERCIAL CATEGORY



MUTIRESIDENTIAL CATEGORY



Gascon & associés
AVOCATS



Why participate?

Winning projects will receive the **UDI Quebec's Real Estate Awards of Excellence Trophy**. This prestigious recognition is shared with the entire Quebec real-estate industry.

The award will be presented to the winning team at the *Real Estate Summit* on Tuesday, **March 23, 2010**, in front of more than 800 participants. This year, at this optimal venue, all projects submitted **before noon on March 4, 2010**, that meet the selection criteria will enjoy visibility at the *Real Estate Evening* and the *Real Estate Summit*.

Project eligibility

Every real-estate project that has been completed by at least 80% and every transaction for which the contract is signed in 2009 are eligible for the 2010 Award of Excellence.

It's easy to enter!

Just submit your project, specifying how it meets the following two criteria:

- 1 INNOVATION (50%) – This criterion covers creative solutions that make the project distinctive in its response to the market.**
 - Please submit your project along with a description of how innovative and distinctive it is in offering groundbreaking new solutions. These solutions could relate to market matters (niches, targeting, etc.). They could involve a specific design, the quality of site development, the operation of the site and buildings, or the layout of the units, services, etc. As well, the solutions could relate to a novel form of financing, the range of services offered or the special organizational structure put in place to carry out the project. Finally, they could be based on a unique legal organization or any unusual partnership with private, public or parapublic partners, etc.
- 2 CONTRIBUTION (50%) – This criterion covers project integration in terms of its social, economic, environmental or community components.**
 - For this second criterion, describe your project's social, political, environmental and community contribution. Please highlight the factors that make your project special in terms of its social and economic integration into the surrounding area. For example, this could involve integrating components such as active transportation, public transit, opening to the human environment, and sharing of public infrastructures such as community rooms, libraries, etc. As well, emphasize how your project blends into its physical environment and how it contributes to improving this environment by enhancing natural elements or preserving shorelines, natural and urban landscapes, etc.

Important clarifications

- The **criteria are identical** for both categories (commercial component and multiresidential component).
- **Photos must be included** in your documentation (this must be authorized by the principal stakeholder).
- Your arguments must be made in a document containing **a maximum of five (5) pages**.
- Submissions must be received in **five (5) copies** by the IDU Quebec offices **before noon on March 4, 2010**.



For more information, please contact:

Catherine Thibault
Events and Marketing Director
514-866-3625, extension 26
cthibault@iduquebec.com

Dominique Felix
Events and Marketing Coordinator
514-866-3625, extension 21
dfelix@iduquebec.com

2

TWO CATEGORIES

The UDI Quebec Real Estate Awards of Excellence recognize all disciplines involved in creating winning real-estate solutions and showcase the catalysts of

these solutions, namely owners, real-estate developers and managers.



UDI Quebec **Commercial** Award of Excellence

Any company or individual directly behind the success of a meaningful **commercial** real-estate project is eligible for this Award.

The jury for this Award is made up of:

- Michael Brooks, *CEO, REALpac and Associate Professor, Ted Rogers School of Management, Ryerson University*
- Francine Forget, *Director General of the College of Real Estate Leaders*
- Jacques St-Pierre, *Chairperson, SITQ real estate chair ESG-UQAM and teacher of real estate development at UQAM*
- *Jury Chair: Jocelyne Chevrier, Director of Large Business Sales, Hydro-Québec*



UDI Quebec **Multiresidential** Award of Excellence

Any company or individual directly behind the success of a meaningful **multiresidential** real-estate project is eligible for this Award.

The jury for this Award is made up of:

- Danielle Bonneau, *journalist, Mon toit Section, La Presse*
- Isabelle Bougie, *Regional Director – Subscription, Canada Mortgage and Housing Corporation*
- Raphaël Fishler, *Associate Professor, School of Urban Planning, McGill University*
- *Jury Chair: Maître Danièle Lalande, Associate Lawyer, Gascon & associés*



Gascon & associés
AVOCATS

Your Application

Please check the following steps when preparing your submission.

- 1) Project eligibility:**
At least 80% of your real estate project was completed in 2009.
- 2) Criteria:**
Your arguments essentially meet the innovation and contribution criteria.
- 3) Document:**
Your document is clearly identified and contains a maximum of five (5) pages.
- 4) Visual:**
Photos are included in your document and, if necessary, you have the authorization of the principal stakeholder.
- 5) Copies:**
Your document is submitted in five (5) copies.
- 6) Deadlines:**
Your material **must be received** by UDI Quebec's office **before noon on March 4, 2010.**

Thank you and good luck!

Urban Development Institute of Quebec

1010, de la Gauchetière West, Suite 2115

Montreal, Quebec H3B 2N2

Tel.: 514-866-3625 • Fax: 514-866-0166