

CAPITAL  
CONNECT  
COMMERCE  
COMMUNITY  
COMMERCIAL

# C5+CCIM

GLOBAL SUMMIT  
9.28-9.30 ATLANTA

## 2023 SPONSORSHIP OPPORTUNITIES

FOCUS ON  
TECHNOLOGY, INVEST

COMMERCIAL ECONOMIC  
OUTLOOK

#C5CCIMSummit



**CCIM Institute**  
Commercial Real Estate's Global Standard  
for Professional Achievement



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

# JOIN US AT THE REIMAGINED AND REINVENTED C5 + CCIM GLOBAL SUMMIT

## COMMERCIAL REAL ESTATE X ECONOMIC IMPACT

C5 Summit is now C5 + CCIM Global Summit. NAR has partnered with the CCIM Institute—the premier provider of commercial real estate education, including the coveted CCIM [Certified Commercial Investment Member] Designation. The partnership brings new educational, networking and collaboration opportunities to *the* top event for commercial real estate practitioners.

In partnership with the CCIM Institute, the C5 + CCIM Global Summit is the must-attend event for commercial real estate professionals in 2023, providing opportunities for networking, learning, deal-making, and much more. Approximately 750 attendees are anticipated, including:

- Commercial brokers and brokerages
- Association Executives and staff at national , state and local levels
- Real estate developers
- Real Estate Investment Trusts (REITs)
- Economic development corporations
- Occupiers

Share in the excitement and gain traction with an elite audience at the C5+CCIM Global Summit, September 28-30, by sponsoring or exhibiting.

### HOW TO BECOME A LEADER AND INFLUENCER WITHIN THE COMMERCIAL PROPERTY MARKET...

- Meet face-to-face with key decision makers and potential buyers in the commercial sector.
- Network, recruit, and build relationships with current and future customers.
- Showcase your properties and investment opportunities to the right audience.
- Position your brand at the premier commercial real estate event.



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# SPONSORSHIP OPPORTUNITIES

All sponsors receive: Logo included on event promotional materials in advance, on-site and post-event • Display ad and URL included in the official mobile app • Enhanced company profile listing (description, website, logo, etc.) in the official mobile app • Display ad and URL on C5Summit.realestate\* • Complimentary attendee list (includes company name, attendee name, and mailing address only)

	PLATINUM @ \$25,000	GOLD @ \$15,000	SILVER @ \$7,500
Choose from three different sponsorship levels or go a la carte to gain exclusivity.	Limited to one company, this package will garner attention and generate awareness among everyone who attends C5 + CCIM Global Summit!	Become one of five sponsors that will capture attendees' attention through a diverse set of touch points that provide branding and visibility throughout all three days of the event.	Establish your brand as a key player in the commercial marketplace.
Exhibit Booth Space	Tech Table (Premium Location)	Tech Table (Premium Location)	
Event Registrations	8	6	4
Display ad retargeting campaign from c5summit.realestate	80,000 impressions	60,000 impressions	40,000 impressions
Complimentary eBlast to the CCIM Institute membership	✓		
Additional Branding	Up to two (2) column wraps	One (1) rectangular pillar sign	
Recognition by event emcee	✓	✓	
Display advertising in CREATE magazine**	1 Full Page	1 Full Page	Half Page CREATE
Display advertising in CIRE magazine**	1 Full Page in 2 issues	1 Full Page	Half Page CIRE
Commercial Digest eNewsletter banner or text ad advertising	6 weeks	4 weeks	2 weeks
CCIM.com website advertising	2 months (top position)	1 month (top position)	1 month (bottom position)
30-second commercial/video played before a general session	✓		

\*Ads will rotate with other sponsor ads. \*\*Contract and creative assets must be received by no later than May 1 for inclusion in the Summer 2023 issue of CREATE. Contracts and creative assets received by Aug. 7 will be included in the Fall 2023 issue of CREATE. Contract and creative assets must be received by no later than Jun. 20 for inclusion in the Summer 2023 issue of CIRE magazine. Contracts and creative assets received by Sep. 26 will be included in the Fall 2023 issue of CIRE magazine.

# EXCLUSIVE EVENT SPONSORSHIPS

**Stand out from the competition!** All exclusive sponsorships come with an enhanced listing in the official mobile app.

## OPENING RECEPTION **\$35,000**

Attendees can look forward to cocktails and light hors d'oeuvres on their arrival day from 5 to 6:30 p.m. The Opening Reception offers attendees the chance to network with influential members of the commercial marketplace. Have your brand associated with this kickoff event and receive:

- Tech Table in a prominent location
- Approved collateral/gift given to attendees (at sponsor's discretion)
- Verbal recognition of sponsorship during Opening Session
- Custom cocktail napkins with sponsor logo to be placed on all bars
- One beverage station placed adjacent to booth display
- Reserved seating at the Opening Session
- Up to two (2) sponsor representatives may welcome attendees as they enter the Opening Reception
- Logo included on sponsor signage as an "Event Sponsor" (below Platinum, above Gold)
- Branding on all signage and marketing materials before, during and after event

## OPENING SESSION **\$25,000**

C5 + CCIM Global Summit welcomes Naismith Memorial Basketball Hall of Famer David Robinson as the 2023 Opening Keynote address! The two-time Olympic gold medal winner, NBA champion, and philanthropist co-founded the Admiral Capital Group in 2008, a real estate private equity investment management firm that recently rebranded as Vero Capital. As the exclusive sponsor of the Opening Session on Thursday, September 28th, the sponsor will receive:

- Tech Table in a prominent location
- Verbal recognition of sponsorship during Opening Session
- Logo or video opportunity (non-audio) to play at the start of the Opening Session
- Reserved seating at the Opening Session
- Up to two (2) sponsor representatives may welcome attendees as they enter the Opening Session
- Logo included on sponsor signage as an "Event Sponsor" (below Platinum, above Gold)
- Branding on all signage and marketing materials before, during and after event

# EXCLUSIVE EVENT SPONSORSHIPS

## GENERAL or CLOSING SESSION \$15,000

Two General Sessions are available for sponsorship on Friday in the morning and afternoon. The Closing Session will take place on Saturday, September 30th. Exclusive sponsorship of each General Session or the Closing Session includes:

- Tech Table in a prominent location
- Verbal recognition during sponsored session
- Logo or video opportunity (non-audio) to play at the start of the sponsored session
- Reserved seating at the sponsored session
- Up to two (2) sponsor representatives may welcome attendees as they enter the sponsored session
- Logo included on sponsor signage as an “Event Sponsor” (below Platinum, above Gold)
- Branding on all signage and marketing materials before, during and after event

## LUNCH \$7,500

Lunch is provided for attendees on Friday, September 29th from 12:30-1:30 pm and will be served from the Atrium. Sponsorship includes:

- Logo recognition on lunch signage
- Branded cocktail napkins with sponsor logo to be placed at food station(s)
- Up to two (2) sponsor representatives may welcome attendees as they enter the Atrium for lunch
- First right of refusal on Commercial Theater time slot(s) on Friday during lunch (subject to availability at time of contract)
- Logo included on sponsor signage as a “Hospitality Sponsor” (below Silver)
- Branding on all signage and marketing materials before, during and after event

## CLOSING RECEPTION \$35,000

Your brand will align with the final capstone event of the C5 + CCIM Global Summit on Friday evening from 6:00 - 8:00 p.m. Sponsor will receive:

- Tech Table in a prominent location
- Approved collateral/gift given to attendees (at sponsor’s discretion)
- Verbal recognition of sponsorship during Closing Session
- Custom cocktail napkins with sponsor logo to be placed on all bars
- One beverage station placed adjacent to booth display
- Reserved seating at the Closing Session
- Up to two (2) sponsor representatives may welcome attendees as they enter the Closing Reception
- Logo included on sponsor signage as an “Event Sponsor” (below Platinum, above Gold)
- Branding on all signage and marketing materials before, during and after event

## CONTINENTAL BREAKFAST \$7,500

A continental breakfast is provided for attendees in the Atrium on Friday, September 29th from 8:30-9:30 a.m. and Saturday, September 30th from 8:30 – 10 a.m. Sponsorship includes:

- Logo recognition on breakfast signage
- Branded cocktail napkins with sponsor logo to be placed at food station(s)
- Up to two (2) sponsor representatives may welcome attendees as they enter the Atrium for breakfast on Thursday and Friday
- First right of refusal on Commercial Theater time slot(s) on Thursday or Friday during breakfast (subject to availability at time of contract)
- Logo included on sponsor signage as a “Hospitality Sponsor” (below Silver)
- Branding on all signage and marketing materials before, during and after event

# EXCLUSIVE EVENT SPONSORSHIPS

This year's C5 + CCIM Global Summit will include several off-site events for attendees to participate in. **Contact us for rates and availability!** Engagements may include...

## OFF-SITE SPECIAL EVENT

Attendees will enjoy a few hours at one of Atlanta's most popular interactive, networking venues on Saturday afternoon at the conclusion of the C5 + CCIM Global Summit. This ticketed event is targeting approximately 100 attendees and sponsorship includes logo recognition on all emailed correspondence and confirmations to attendees, the opportunity to provide opening remarks to attendees before golf begins and the opportunity (at sponsor's discretion) to provide a branded gift to participants.

## RUN CLUB SPONSORSHIP

This opportunity focuses on health and wellness! Sponsor will receive logo exposure (1-color/white) on the official technical tee distributed to up to 50 participants as well as logo recognition on all emailed correspondence and confirmations to attendees, logo recognition on directional and area signage for the run and the opportunity to provide an additional branded gift to participants (production and shipping of the gift is the responsibility of the sponsor).

## OFF-SITE BASEBALL GAME CO-SPONSORSHIP

Attendees are invited to attend this ticketed event to watch the Atlanta Braves take on the Chicago Cubs at Truist Park. Sponsorship includes 10 tickets to use or distribute to guests, 20 drink tickets and logo recognition on directional and area signage at the game.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## VIP/SWAG BAG ITEMS **CONTACT US FOR PRICING**

Welcome attendees to the C5 + CCIM Global Summit with a swag bag distributed at the registration desk. Provide curated custom branded items for attendees to remember you long after the event is over!



## OFFICIAL MOBILE APP SPONSORSHIP **\$7,500**

Attendees will rely heavily on the official mobile app to keep them updated on the schedule, networking opportunities and supporters of the C5 + CCIM Global Summit. Your brand will be featured on a splash page and throughout various mobile app advertising opportunities.

## HOTEL KEYCARDS **\$7,500**

When attendees check in to the Omni Atlanta at CNN Center, your brand will be the first to greet them at check in.

## CREATE or CIRE MAGAZINE COVER STAR **\$5,000**

Attendees become the STAR of an issue of *either CREATE or CIRE* magazines with this engaging photo opportunity. Sponsor exposure includes branding on 500 selfie sticks to be available for attendees to take home from the Cover Star area.

## BADGE/LANYARD SPONSORSHIP **\$5,000**

Badges and lanyards are worn by all event attendees and are an important part of networking at the event! As the exclusive sponsor of this opportunity, your logo will be printed on 1,500 lanyards that will be distributed from the registration area upon attendee check in.

## HOTEL ROOM DROPS **\$4,000- \$5,500**

Your promotional piece or item will be delivered to attendees with reservations within the official housing block at the Omni Atlanta at CNN Center on the day of your choosing. Sponsor provided catalog, magazine or other bound marketing) may be placed outside each guest's room door for a fee of **\$4,000**. Similarly, a letter or envelope may be placed under the room door for a fee of **\$4,000**. An item may also be left inside the guest room for a fee of **\$5,500**.

# EXHIBIT OPPORTUNITIES

Effectively showcase valuable incentives and opportunities in your city/market to top brokers representing all asset classes looking to secure commercial real estate opportunities to invest, build, and/or develop for their clients in motivated markets. Stand out from your competitors! Combine advertising, sponsorship, and exhibiting opportunities to reach commercial industry influencers and industry partners. All exhibits include:

- Company listing in the mobile app
- Two (2) full access registrations to the C5 + CCIM Global Summit
- Complimentary, customized, digital marketing resources

## STATE & LOCAL ASSOCIATION LOUNGE

**NEW for 2023** and exclusive to state and local REALTOR® associations! Supporters can choose between the exclusive and limited opportunities for exposure in the prefunction space outside the general sessions:

**Lounge Area:** Embellish one of three furnished lounges in the prefunction space outside the general sessions for **\$7,500** (limit: 3 total)

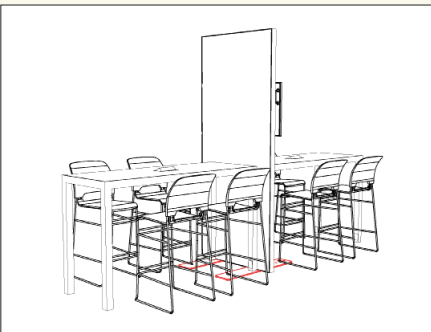
**Tabletop:** One highboy table, two stools and a custom meter board for **\$3,000** (limit: 10 total)

Both opportunities come with:

- Two (2) full access registrations to the C5 + CCIM Global Summit
- Company listing in the State & Local Association Lounge section of the mobile app

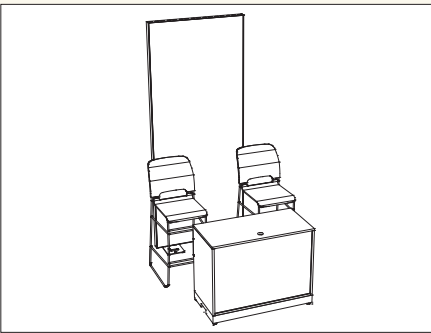
## TECH TABLE

Tech Tables are available for **\$5,000** and will be placed in pairs. Your custom branding will be printed on one side of a meter board placed behind one charging table. 32” monitor, power, four chairs, wastebasket and complimentary basic WiFi are included.



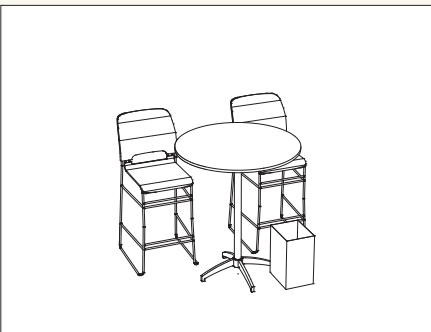
## ENHANCED EXHIBIT

This elevated exhibit features a lockable cabinet with custom graphic, custom meter board, basic electric and two bar stools for **\$3,500**.



## STANDARD EXHIBIT

Looking to bring your own booth assets? The Standard Exhibit includes one highboy round table, basic electric and one stool for **\$3,000**.



*Space is limited and sold on a first come, first served basis.*

# EXPO HOURS\*

Wednesday, September 27	2 p.m. – 6 p.m.	Expo Move In
Thursday, September 28	5 p.m. – 6:30 p.m.	Opening Reception
Friday, September 29	11 a.m. – 1:30 p.m.	Expo, Commercial Theater & Lunch
	3 p.m. – 6 p.m.	Expo & Commercial Theater
Saturday, September 30	8:30 a.m. – 10 a.m.	Expo, Commercial Theater & Breakfast
	10 a.m. – 3 p.m.	Expo Move Out

*\* Times above listed in Eastern Time. Expo hours are subject to change.*

## TAKE YOUR EXHIBIT TO THE NEXT LEVEL WITH EXPERIENTIAL ACTIVATIONS!

### COMMERCIAL THEATER PRESENTATIONS \$1,500

Establish yourself as a thought leader in the commercial real estate space by providing up to 20 minutes of content from the all-new Commercial Theater. Participating companies will receive access to the theater area, furnished with seating for up to 30 attendees, video wall and microphone. Included with your purchase each participating company has access to prep and planning resources as well as an on-site facilitator. Dates and times for presentations are limited and assigned on a first-come, first-served basis.

### LOOKING FOR SOMETHING ELSE?

These interactive activations have a proven record of bringing attendees together while providing sponsors with brand recognition and lead retrieval opportunities. Contact us to discuss these activations (or others) and how we can tailor them to fit your sponsorship budget!

- 360° Photo Booth
- Headshot Lounge
- Golf Simulator and/or Closest to the Pin Contest
- Virtual Reality Tours or Simulations
- Coffee or Snack Break

# ADVERTISING OPPORTUNITIES

## SET OF 3 STACKING CUBES \$4,500

Custom graphics and imagery may be provided for up to 12 sides of a set of three (3) 3'x3' stacking cube signage. Utilize the space to promote your destination, offerings, or past work. Recommended to submit imagery only or abstract pattern for the 'bottom' cube.

## C5SUMMIT.REALESTATE BANNER AD \$2,500

300x250 px banner ads and click through URL's will rotate on the official event website. Use your ad to boast your presence at the event or promote your most recent work to prospective and registered attendees. Length of ad campaign is from time of receipt of artwork files until October 31, 2023.

## MOBILE APP BANNER AD \$2,500

Utilize a pre-qualified audience of attendees using the mobile app to issue time-sensitive marketing and branding messages. Mobile app advertising is non-exclusive and will rotate with other advertisers' and sponsors' materials.

## HALF-METER RECTANGULAR PILLAR SIGN \$1,750

Free-standing half-meter pillar signage provides you with four (4) sides of completely custom branding to share your messaging, current work and projects, or encourage attendees to visit your Tech Table (or all of the above!).

## HOTEL GRAPHICS \$1,750+

Various advertising opportunities throughout the event space are available for purchase. Please contact us to learn more about locations and pricing!

## DISPLAY AD RETARGETING CAMPAIGNS \$1,600+

Have your branding served to the devices of prospective and current attendees of the C5 + CCIM Global Summit by utilizing an impression-based retargeting campaign. Campaigns start at 40,000 impressions and are priced on a CPM basis (\$40 CPM).

## ONE-METER STANDING SIGN/DEVELOPER BOARDS \$1,500

One-meter, free-standing signage provides you with two (2) sides of customizable real estate. This is a great way to showcase your recent work to attendees as they navigate the event space!

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# C5+CCIM

## GLOBAL SUMMIT

9.28-9.30 ATLANTA

For information on C5 + CCIM GLOBAL SUMMIT sponsorship and branding opportunities, please contact [nar@theYGSgroup.com](mailto:nar@theYGSgroup.com).

Information is subject to change.



# THANK YOU



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