

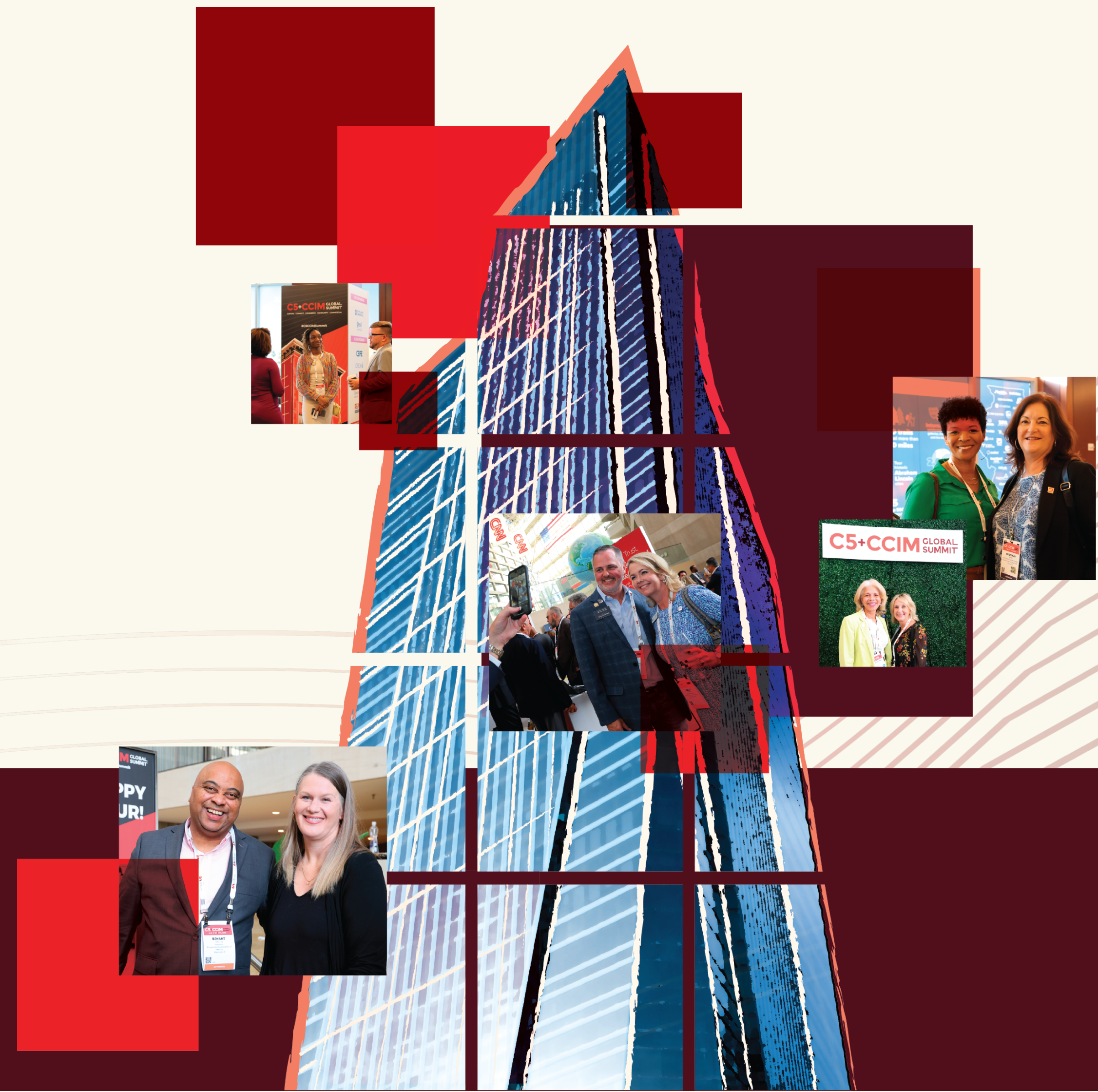
CAPITAL  
CONNECT  
COMMERCE  
COMMUNITY  
COMMERCIAL

# C5+CCIM

## GLOBAL SUMMIT

9.17-9.19 | SOUTH  
FLORIDA

# 2024 SPONSORSHIP OPPORTUNITIES



**THE CCIM INSTITUTE**  
*Advancing the Commercial Real Estate Profession*

#C5CCIMSummit

# JOIN US FOR THIS YEAR'S REIMAGINED AND REINVENTED EVENT

NAR continues their partnership 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 2024, 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 17-19, 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.



# SPONSORSHIP OPPORTUNITIES

**Tiered 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)

Choose from three different sponsorship levels or go a la carte to gain exclusivity.

	PLATINUM @ \$20,000	GOLD @ \$15,000	SILVER @ \$7,500
	<b>EXCLUSIVE</b> 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 (assigned on a first come, first served basis; sponsors to receive best available placement at time of contract)	Tech Table	Tech Table	Standard Exhibit
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	✓	✓	
Commercial Theater Presentation	✓	✓	
Display advertising in <i>CREATE</i> magazine**	1 Full Page	1 Full Page	Half Page <i>CREATE</i>
Display advertising in <i>CIRE</i> magazine**	1 Full Page in 2 issues	1 Full Page	Half Page <i>CIRE</i>
Edge Up: Commercial 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 July 19 for inclusion in the Fall 2024 issue of *CREATE*. Contracts and creative assets received by Nov. 4 will be included in the Winter 2024 issue of *CREATE*. Contract and creative assets must be received by no later than May 14 for inclusion in the Summer 2024 issue of *Commercial Connections* magazine. Contracts and creative assets received by August 13 will be included in the Fall 2024 issue of *Commercial Connections* magazine.

# EVENT SPONSORSHIPS

## Stand out from the competition!

All exclusive sponsorships come with an enhanced listing in the official mobile app.

## OPENING RECEPTION **\$20,000 exclusive** **\$7,500 co-sponsorship (3 available)**

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
- Verbal recognition of sponsorship during Opening Session
- One beverage station placed adjacent to booth display
- Reserved seating at the Opening Session
- Branding on all signage and marketing materials before, during and after event
- Complimentary attendee list (includes company name, attendee name, and mailing address only)
- Sponsors may welcome attendees as they enter the Opening Reception
- Approved collateral/gift given to attendees (at sponsor's discretion)

## OPENING KEYNOTE **\$30,000 exclusive** **\$10,500 co-sponsorship (3 available)**

Each year, the C5 + CCIM Global Summit kicks off with a leader in the industry as the Opening Keynote. This energized event not only kicks off the meeting's content, but also sets the tone for the next few days, offering the sponsor of this event unparalleled exposure on Tuesday, Sept. 17th, the sponsor will receive:

- Tech Table in a prominent location
- Verbal recognition of sponsorship during Opening Session
- Logo or video opportunity to play at the start of the Opening Session
- Reserved seating at the Opening Session
- Branding on all signage and marketing materials before, during and after event
- Complimentary attendee list (includes company name, attendee name, and mailing address only)



# EVENT SPONSORSHIPS

## GENERAL or CLOSING SESSION **\$15,000**

Two General Sessions are available for sponsorship on Wednesday in the morning and afternoon. The Closing Session will take place on Thursday, Sept. 19<sup>th</sup>. 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
- Sponsors may welcome attendees as they enter the sponsored session
- Branding on all signage and marketing materials before, during and after event

## LUNCH **\$7,500**

Lunch is provided for attendees on Wednesday, Sept. 18<sup>th</sup> from 12:30 to 1:30 p.m. and will be served from the Grand Ballroom. Sponsorship includes:

- Branded cocktail napkins with sponsor logo to be placed at food station(s)
- Opportunity to reserve two (2) time slots in the Commercial Theater on Friday during lunch (subject to availability at time of contract)
- Sponsors may welcome attendees as they arrive for lunch
- Branding on all signage and marketing materials before, during and after event

## HAVANA NIGHTS CLOSING RECEPTION **\$20,000 exclusive** **\$7,500 co-sponsorship (3 available)**

Your brand will align with the final capstone event of the C5 + CCIM Global Summit on Wednesday evening from 6:00 - 8:00 p.m. in an indoor/outdoor ballroom. Sponsor will receive:

- Tech Table in a prominent location
- Verbal recognition of sponsorship during Closing Session
- Custom cocktail napkins with sponsor logo to be placed on all bars
- Opportunity for bars to distribute a signature cocktail, named for the sponsor
- Reserved seating at the Closing Session
- Sponsors may welcome attendees as they enter the Closing Reception
- Branding on all signage and marketing materials before, during and after event
- Approved collateral/gift given to attendees (at sponsor's discretion)

## CONTINENTAL BREAKFAST **\$7,500**

A continental breakfast is provided for attendees in the Grand Ballroom on Wednesday, Sept. 18<sup>th</sup> from 8:30 to 9:30 a.m. and Thursday, Sept. 19<sup>th</sup> from 8:30 to 10 a.m. Sponsorship includes:

- Logo recognition on breakfast signage
- Branded cocktail napkins with sponsor logo to be placed at food station(s)
- Opportunity to reserve two (2) time slots in the Commercial Theater on Thursday or Friday during breakfast (subject to availability at time of contract)
- Sponsors may welcome attendees as they arrive for breakfast on Thursday and Friday
- Branding on all signage and marketing materials before, during and after event

## EVENT SPONSORSHIPS CONTINUED

### VIP MAIN STAGE LOUNGES \$10,000 (4 available)

Invite your top-tier guests to watch main stage presentations, including the opening and closing general sessions, from a lounge environment in the Seminole Ballroom. Lounge to include plush seating for up to 10 attendees. Available to corporations only. Sponsor may secure food and beverage service through the venue catering menu.

### YOGA SPONSORSHIP \$5,000

The first 25 participants in Wednesday morning Yoga will receive a co-branded (C5 + CCIM Global Summit and sponsoring company) yoga mat and bag. A company representative will be able to greet attendees at the doors and provide up to two minutes of welcome remarks. Sponsor may provide reusable water bottles, additional signage and/or a promotional piece to be dropped on a table in the room.

### RUN CLUB SPONSORSHIP \$5,000

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).

### LOOKING FOR SOMETHING ELSE?

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

# 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!



## HOSPITALITY SUITES **\$10,000 (2 available)**

Located off the main registration corridor, hospitality suites provide a combination of high-exposure custom branding and meeting space. Sponsor may secure food and beverage service through the venue catering menu.

## 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 Seminole Hard Rock Hotel & Casino, your brand will be the first to greet them at check in.

## 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 every guest's lanyards that will be distributed from the registration area upon attendee check in.

## HOTEL ROOM DROPS **\$5,000**

Your promotional piece or item will be delivered to attendees with reservations within the official housing block at the Seminole Hard Rock Hotel & Casino on the day of your choosing. Sponsor provided catalog, magazine or other bound marketing may be placed inside each guest's room.

## EXPO DRAWING **\$450**

Foster meaningful conversations with attendees when you participate in the Expo Drawing. Attendees will scan a QR code provided to participating companies to be entered to win a prize valued at \$200 or more and provided by the participating sponsor. Winners will be selected and prizes will be distributed on Wednesday at the closing reception.



# 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

## DESTINATION LOUNGE \$7,500 (limit: 6 total)

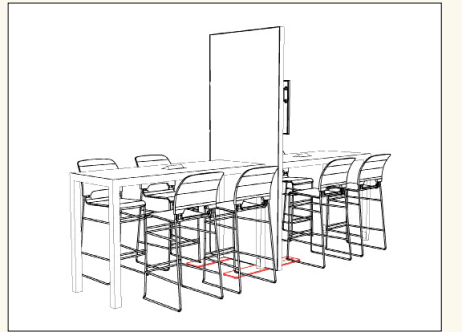
**Back by popular demand,** the destination lounges offer organizations and associations unlimited exposure to attendees. Located in the pre-function space, these lounges will invite attendees to network as they travel between education sessions and the exhibit hall, a creative way to market your commercial destination.

Embellish one of six furnished lounges in the prefunction space outside the general sessions.



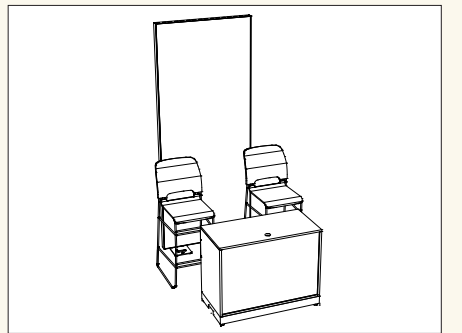
## TECH TABLE \$5,000

Your custom branding will be printed on a meter board placed behind one charging table. 32" monitor, power, four chairs, wastebasket and basic Wi-Fi are included.



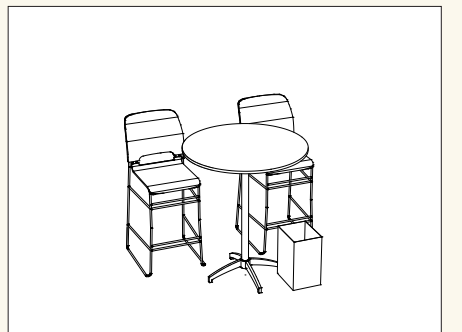
## ENHANCED EXHIBIT \$3,500

This elevated exhibit features a lockable cabinet with custom graphic, custom meter board, power, two bar stools, wastebasket and basic Wi-Fi.



## STANDARD EXHIBIT \$3,000

Looking to bring your own booth assets? The Standard Exhibit includes a 10'x10' space inclusive of one highboy round table, power, two bar stools, wastebasket and basic WiFi.



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

# EXPO HOURS \*

<b>Tuesday, September 17</b>	9 a.m. – 4 p.m.	Expo Move in
	5 p.m. - 6:30 p.m.	Opening Reception, Expo & Commercial Theater
<b>Wednesday, September 18</b>	8 a.m. – 9 a.m.	Expo, Commercial Theater & Breakfast
	11:30 a.m. – 1:30 p.m.	Expo, Commercial Theater & Lunch
	4 p.m. – 6 p.m.	Expo, Commercial Theater
<b>Thursday, September 19</b>	8 a.m. – 9:30 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 THE COMMERCIAL THEATER!

## COMMERCIAL THEATER PRESENTATIONS \$1,500

Establish yourself as a **thought leader in the commercial real estate space** by providing content from the Commercial Theater. Participating companies will receive:

- Complimentary consultation to discuss presentation content
- Presentation content (title, description, presenter name, headshot and bio) published in the main C5 + CCIM Global Summit schedule
- Exclusive access to the Commercial Theater during the confirmed time slot
- 20 minutes of presentation time from the Commercial Theater stage
- Monitor for projecting slides or presentation content
- Microphone
- Podium
- Seating for panel participants (if needed)
- Live, on-site facilitator

Dates and times for presentations are limited and assigned on a first-come, first-served basis.



# 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. *Due to the layout of the stacking cubes, we recommend imagery or abstract patterns 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.

## 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 display (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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# THANK YOU



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