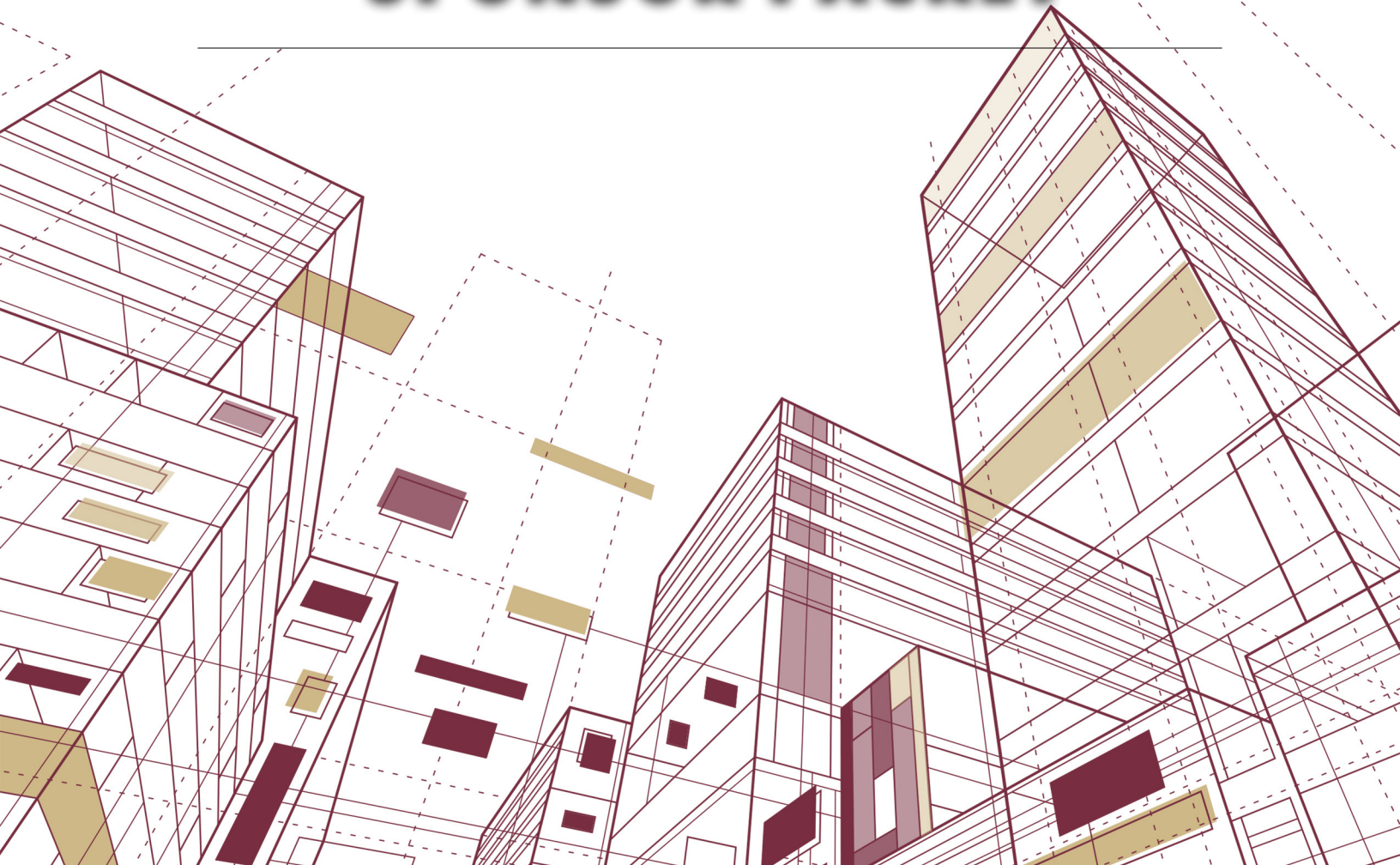


FSU
HERBERT WERTHEIM
COLLEGE OF BUSINESS
REAL ESTATE CENTER

REAL ESTATE CENTER'S 32nd
TRENDS
CONFERENCE

NOVEMBER 5 - 6, 2026 • TALLAHASSEE, FLORIDA

SPONSOR PACKET



REAL ESTATE CENTER'S 32nd

TRENDS

CONFERENCE

NOVEMBER 5 - 6, 2026 • TALLAHASSEE, FLORIDA

SPONSORSHIP LEVELS & BENEFITS

PREMIER SPONSOR | \$50,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Twelve (12) complimentary conference registrations
- Featured as a Premier Sponsor throughout all conference venues and events
 - Exclusive branded signage displayed across all conference venues and event spaces, along with recognition on the Herbert Wertheim College of Business' atrium digital display
- Opportunity to provide opening remarks for the Conference (Friday, November 6)
- Company logo:
 - Listed as exclusive Premier Sponsor on conference website with link to company website
 - Printed on back of conference name badges
 - Exclusive placement on conference lanyard
 - Included in digital conference program
 - Displayed in looping slide show
 - Individually displayed on static slide on Friday during conference introductions
 - Included on Real Estate Center website for academic year
- Company spotlight in pre-conference email to all registered attendees (400+ industry professionals)
- Recognition in Real Estate Center's fall newsletter
- Two (2) full-page company promos in digital conference program
- One (1) social media shout-out
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Twelve (12) invitations to VIP FSU athletic facility tour (Thursday, November 5)
- Twelve (12) invitations to 2026 FSU – Kislak Market Strategies Forums

DIAMOND SPONSOR | \$40,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Twelve (12) complimentary conference registrations
- Featured recognition as the closing lunch sponsor (Friday, November 6)
 - Exclusive sponsor banner displayed at the luncheon venue
- Opportunity to introduce Closing Lunch speaker (Friday, November 6)
- Company logo:
 - Listed as exclusive closing lunch sponsor on conference website with link to company website
 - Included in the digital conference program
 - Included in looping slide show
 - Included on Real Estate Center website for academic year
- Company spotlight in pre-conference email to all registered attendees (400+ industry professionals)
- Recognition in Real Estate Center's fall newsletter
- Full-page company promo in digital conference program
- One (1) social media shout-out
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Twelve (12) invitations to VIP FSU Athletic Facility Tour (Thursday, November 5)
- Twelve (12) invitations to 2027 FSU – Kislak Market Strategies Forums

PLATINUM SPONSOR | \$35,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Twelve (12) complimentary conference registrations
- Featured recognition as the opening reception sponsor (Thursday, November 5)
- Exclusive branding on digital displays in the Brian & Renee Murphy Forum
- Prominent recognition on the Herbert Wertheim College of Business' atrium digital display during the Opening Reception.
- Opportunity to introduce a conference session (Friday, November 6)
- Company logo:
 - Listed as exclusive opening reception sponsor on conference website with link to company website
 - Included in the digital conference program
 - Included in looping slide show
 - Included on Real Estate Center website for academic year
- Company spotlight in pre-conference email to all registered attendees (400+ industry professionals)
- Recognition in Real Estate Center's fall newsletter
- Full-page company promo in digital conference program
- One (1) social media shout-out
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Twelve (12) invitations to VIP FSU Athletic Facility Tour (Thursday, November 5)
- Twelve (12) invitations to 2027 FSU – Kislak Market Strategies Forums

LEGACY LEADER SPONSOR | \$25,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Ten (10) complimentary conference registrations
- Individual display banner at event
- Company logo:
 - Listed as Legacy Leader sponsor on conference website with link to company website
 - Included in digital conference program
 - Included in looping slide show
 - Included on Real Estate Center website for academic year
- Company spotlight in pre-conference email to all registered attendees (400+ industry professionals)
- Full page company promo in digital conference program
- One (1) social media shout-out
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Ten (10) invitations to VIP FSU Athletic Facility Tour (Thursday, November 5)
- Ten (10) invitations to 2027 FSU – Kislak Market Strategies Forums

GOLD SPONSOR | \$12,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Eight (8) complimentary conference registrations
- Individual display banner at event
- Company logo:
 - Included on conference website with link to company website
 - Included in digital conference program
 - Included in looping slide show
 - Included on Real Estate Center website for academic year
- Company spotlight in pre-conference email to all registered attendees (400+ industry professionals)
- Half-page company promo in digital conference program
- One (1) social media shout-out
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Eight (8) invitations to VIP FSU Athletic Facility Tour (Thursday, November 5)
- Eight (8) invitations to 2027 FSU – Kislak Market Strategies Forums
- Option to submit a 60-second company video for display during Session 1 conference break
- Exclusive naming rights for a 2026-27 on-campus student workshop or bootcamp

GARNET SPONSOR | \$6,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Four (4) complimentary conference registrations
- Company logo:
 - Included on event banner
 - Included on conference website with link to company website
 - Included in digital conference program
 - Included in looping slide show
 - Included on Real Estate Center website for academic year
- Company paragraph listing in digital conference program
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)
- Four (4) invitations to 2027 FSU – Kislak Market Strategies Forums

STUDENT SESSION EVENT SPONSORSHIPS

Commitment is due by October 1 to receive all sponsorship benefits.

Brokerage Services	\$5,000
Debt & Equity	\$5,000
Development	\$5,000
Valuation	\$5,000

BENEFITS

- Two (2) complimentary conference registrations
- Individual recognition at session
- Opportunity to serve as moderator of sponsored session
- Company logo:
 - Listed as exclusive Student Event sponsor on conference website
 - Included in digital conference program
 - Included in looping slide show
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)

COFFEE BREAK SPONSOR | \$5,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Two (2) complimentary conference registrations
- Company logo:
 - Individually displayed at event coffee station (Friday, November 6)
 - Listed as exclusive coffee break sponsor on conference website
 - Printed on napkins at coffee station
 - Included in the digital conference program
 - Displayed on slide show (Friday, November 6)

THEMED CULINARY STATION SPONSOR | \$5,000

Five (5) exclusive culinary station opportunities - one company per station. *

Commitment is due by October 1 to receive all sponsorship benefits.

- Two (2) complimentary conference registrations
- Company name:
 - Individual display at sponsored culinary station
 - Printed on napkins at sponsored station
 - Listed as exclusive culinary station sponsor on conference website and digital program
 - Listed in looping slide show

**Exclusive opening reception sponsor (\$40,000 Diamond) retains naming rights over the full event.*

CONTRIBUTING SPONSOR | \$3,000

Commitment is due by October 1 to receive all sponsorship benefits.

- Two (2) complimentary conference registrations
- Company logo:
 - Listed on event banner
 - Listed on conference website
 - Listed in digital conference program
 - Listed in looping slide show
- Participate in FSU Real Estate Center Career Fair (Thursday, November 5)

PARTICIPATING SPONSOR | \$1,500

Commitment is due by October 1 to receive all sponsorship benefits.

- One (1) complimentary conference registration
- Company name:
 - Listed on event banner
 - Listed on conference website
 - Listed in digital conference program
 - Listed in looping slide show
- Participate in FSU Real Estate Center Career Fair on (Thursday, November 5)

CAREER FAIR PARTICIPANT | \$1,000

As space allows.

- Meet 150+ real estate students
- 6-foot table with chairs (Maximum 2 company representatives)
- Table signage featuring company name
- Lunch for participating representatives
- Two (2) invitations to opening reception (Thursday, November 5)
- Company name:
 - Listed on conference website
 - Listed in digital conference program

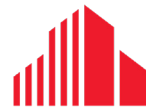
All benefits are subject to receipt of sponsor agreements, sponsor logos, and other required materials in time to meet production deadlines. Sponsor logos, briefs and promotional gifts are subject to review and approval by the University prior to use in recognition materials as indicated in the defined sponsorship benefits.

If you have any questions about being a sponsor,
please contact **Mandy Chapman** at ajchapman@wertheim.fsu.edu or
FSU Real Estate Center at fsurealestate@wertheim.fsu.edu.

PREVIOUS SPONSORS | 2023-2025



ALEXANDER
INVESTMENTS INTERNATIONAL



CUSHMAN &
WAKEFIELD



EASTDIL
SECURED



FirstPointe
Advisors, LLC

PROPERTY TAX CONSULTANTS



FORGE
CAPITAL
PARTNERS



FranklinStreet



GreenbergTraurig

GREENPOINTE
DEVELOPERS, LLC.



JLL

HOWDEN

KISLAK
FAMILY
FOUNDATION



Northwestern Mutual®
The McKernan Financial Group

PREVIOUS SPONSORS | 2023-2025 (cont.)



FEATURED SPEAKERS | 1995-2025

- 1995** **John R. Lewis**, President & CEO, SuperLube, Inc. and former Professor of Real Estate, FSU
- 1996** **Jeb Bush**, President & COO, Codina Group, Inc.
- 1997** **John P. McCann**, Chairman of Board, President, CEO, United Dominion Realty Trust
- 1998** **Peter S. Rummell**, Chairman & CEO, St. Joe Company
James M. Seneff Jr., Chairman & CEO, CNL Group, Inc.
- 1999** **Daniel M. DuPree**, President & COO, Cousins Properties Incorporated
Peter Korpacz, PricewaterhouseCoopers
- 2000** **Henry Fishkind**, Fishkind & Associates, Inc.
Michael J. Swerdlow, Chairman & CEO, Swerdlow Real Estate Group, Inc.
- 2001** **John M. McKay**, Senator and Florida Senate President
Francis J. Nardoza, Managing Director, KPMG Consulting
- 2002** **Frank Deford, Sr.**, Writer, Sports Illustrated, and Commentator, ESPN, NPR & HBO's Real Sports
Bruce Rendina, Chairman & CEO, The Rendina Companies
- 2003** **Dave Barry**, Author & Columnist, The Miami Herald
Dick Greco, Sr., Vice President, DeBartolo Property Group & former Mayor of Tampa
- 2004** **Herb Cohen**, Negotiation Expert and Author of Negotiate This!
Nancy Walters, President, Very Special Events, Inc.
- 2005** **Stuart Varney**, Financial & Economic Journalist, Fox News
Randell Smith, Co-Founder & CEO, Smith Travel Research
- 2006** **Shelley Broader**, President & CEO, Sweetbay Supermarkets
Lee Corso, College Football Analyst, ESPN
Bruce Mosler, President & CEO, Cushman & Wakefield, Inc.
Peter Rummell, Chairman & CEO, The St. Joe Company
- 2007** **Joe Scarborough**, former Congressman and Host of MSNBC's Morning Joe
The Honorable Alex Sink, CFO, State of Florida
- 2008** **Robert D. Basham**, Co-Founder, Outback Steakhouse & Vice Chair, OSI Restaurant Partners, LLC
Todd Mansfield, Chairman & CEO, Crosland, LLC
P.J. O'Rourke, Political Satirist and Best-Selling Author
James M. Seneff Jr., Chairman & CEO, CNL Financial Group, Inc.
- 2009** **Bob Sasser**, President & CEO, Dollar Tree, Inc.
Don Shula, Pro Football Hall of Fame Coach

- 2010 **Todd Buchholz**, former White House Economic Advisor
Mel Martinez, JP Morgan Chase & Co.; former U.S. Senator and Secretary of Housing & Urban Development
Hap Stein, Chairman & CEO, Regency Centers Corporation
Terry Stiles, Chairman & CEO, Stiles
- 2011 **Tucker Carlson**, Veteran Journalist, Political Commentator, FOX News
Thomas D'Arcy, President, CEO, Director, Grubb & Ellis Company
Thomas Sittema, CEO, CNL Financial Group
Christine Romans, Journalist and Anchor, CNN
- 2012 **Scott Dennis**, Managing Director & CEO, Invesco Real Estate
Jack Nicklaus, Golf Legend & Chairman, Nicklaus Companies
Wilbur Ross, Chairman & CEO, WL Ross & Co. LLC
Ash Williams, Executive Director & CIO, State Board of Administration of Florida
- 2013 **Jonathan D. Gray**, Global Head of Real Estate, Blackstone
Ethan Penner, Managing Partner, Monday Capital Partners
Senator Alan Simpson, former U.S. Senator (Wyoming)
- 2014 **Stephen J. Dubner**, Bestselling Author, Freakonomics; Host of Freakonomics Radio
Ronald Kravit, Head of Real Estate Investing, Cerberus Real Estate Capital Management, LLC
Deirdre Bolton, Anchor, FOX Business Network
- 2015 **Steve Forbes**, Chairman & Editor-in-Chief, Forbes Media
Raymond Kelly, former Commissioner of the NYPD, President, Risk Mgmt., Cushman & Wakefield
Stephen Renna, President & CEO, CRE Finance Council
- 2016 **Danny Kanell**, College Football Analyst, ESPN Networks
Barry Sternlicht, Chairman & CEO, Starwood Capital Group
Mark Zandi, Chief Economist, Moody's Analytics
- 2017 **Bobby Bowden**, FSU Coaching Legend
Daniel Bass, CFO, Fortress Investment Group LLC
Scott Darling, President, American Realty Advisors
Robert Merck, Senior Managing Director, Global Head of Real Estate, MetLife, Inc.
- 2018 **John Heilemann**, NBC & MSNBC National Affairs Analyst, Creator/Host of Showtime's "The Circus"
Mark McKinnon, Political Advisor, TV Producer, Creator and Host of Showtime's "The Circus"
Brett White, Executive Chairman & CEO, Cushman & Wakefield
- 2019 **Dan Quayle**, Chairman, Cerberus Global Investments, LLC and former Vice President of the U.S.
David Rubenstein, Co-Founder & Co-Executive Chairman, The Carlyle Group
- 2020 **Deirdre Bolton**, Economic Correspondent, ABC News
Scott Dennis, Chief Executive Officer, Invesco Real Estate
Mary Erdoes, Chief Executive Officer, Asset & Wealth Management, JPMorgan Chase
Mark Gibson, Chief Executive Officer, Americas Capital Markets, JLL
Ash Williams, Executive Director & CIO, Florida State Board of Administration
Mark Zandi, Chief Economist, Moody's Analytics

- 2021** **Ethan Chernofsky**, Vice President of Marketing, Placer.ai
Manny de Zárraga, Executive Managing Director, JLL
Todd Liker, Managing Director & Co-Portfolio Manager, Oaktree Capital Management, L.P.
Kathleen McCarthy, Senior Managing Director & Global Co-Head of Real Estate, Blackstone
Ash Williams, Executive Director & CIO, Florida State Board of Administration
- 2022** **Cedric Bobo**, CEO & Co-Founder, Project Destined
Zach Driscoll, Head of Real Estate Partnerships, HqO
Christine Hurtsellers, CEO, Voya Investment Management
Sonny Kalsi, Co-CEO, BentallGreenOak
Raj Singh, Managing Partner, JLL Spark
Willy Walker, Chairman & CEO, Walker & Dunlop
Ash Williams, Vice Chair, JP Morgan Chase
- 2023** **Jeb Bush**, Chairman, Finback Investment Partners
Roger Morales, Head of Commercial Real Estate Acquisitions, KKR
Kevin Murphy, President, Publix Super Markets, Inc.
Bridgid O'Connor, Vice President Real Estate Strategy & Operations, Publix Super Markets, Inc.
Andrew Rosivach, Managing Director, Senior Analyst, Wolfe Research
John Thrasher, President Emeritus – Florida State University, The Southern Group
- 2024** **Jeff DeBoer**, Founder/CEO, The Real Estate Roundtable
Mary Ludgin, Senior Advisor, Heitman
Ash Williams, Vice Chair, JP Morgan Asset Management
- 2025** **Brian Bailey**, Head of Research, Trimont
Mike Gilbane, Managing Director, Related
J. Alex Kelly, Secretary of Commerce, State of Florida
Chris Spencer, Executive Director, State Board of Administration of Florida
Marie-Josée Turmel, General Manager, Canada Post Corp. Registered Pension Plan