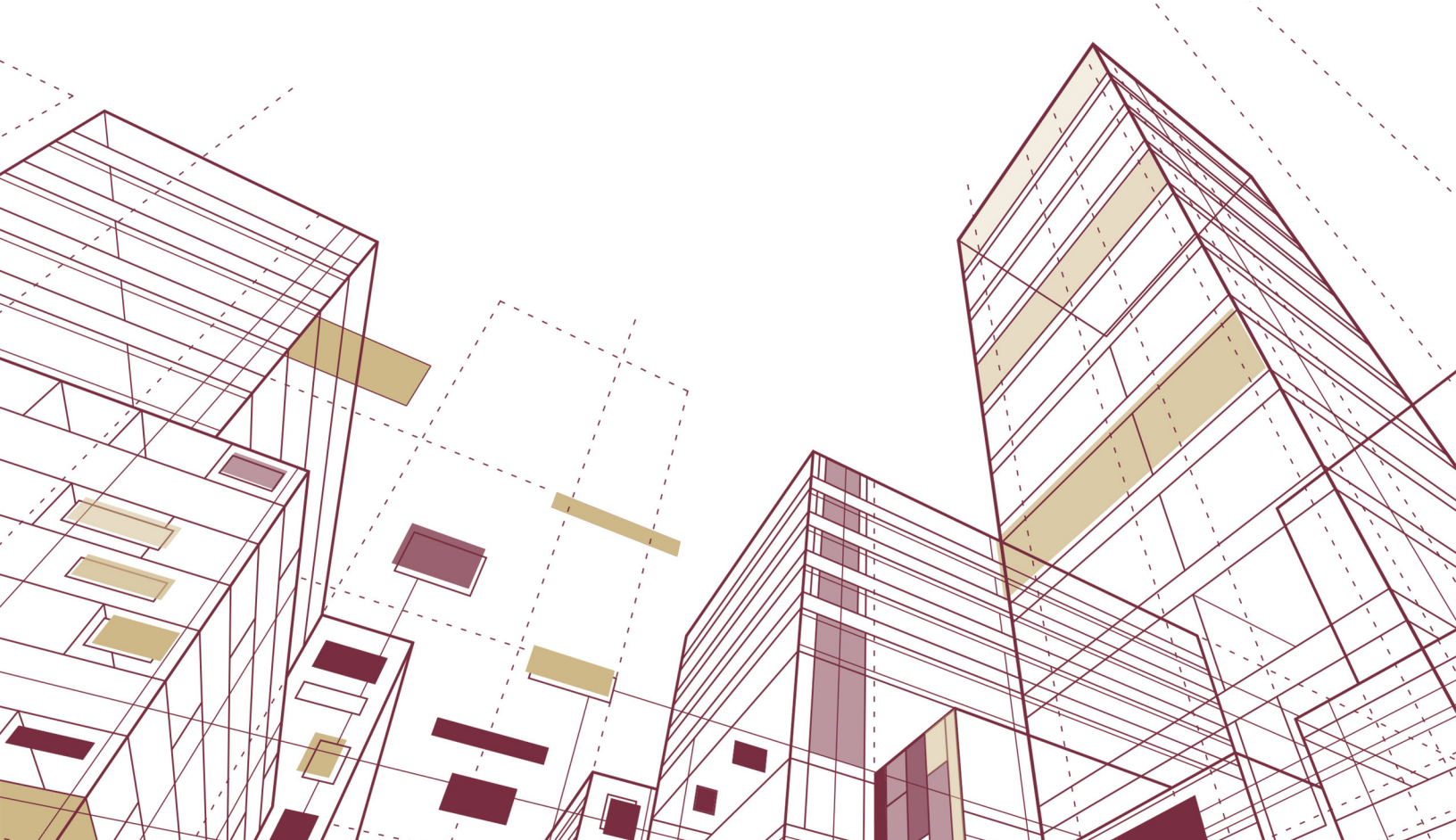
FSU
HERBERT WERTHEIM
COLLEGE OF BUSINESS
REAL ESTATE CENTER

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
  - Exclusive placement on conference lanyard
  - Included in digital conference program
  - Included 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 2027 FSU – Kislak Market Strategies Forums

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**SPONSOR NOW -** wertheim.fsu.edu/sponsortrends

FSU | HERBERT WERTHEIM COLLEGE OF BUSINESS
REAL ESTATE CENTER

## 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

SOLD

## 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 |

SOLD

### 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.

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

## OPENING RECEPTION THEMED CULINARY STATION SPONSORS* | $5,000

**Five (5) exclusive culinary station opportunities (Bella Italia, Havana Nights, East Meets West, Americana Kitchen and Casa de Tacos) - one company per station.**

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

- Two (2) complimentary conference registrations
- Company logo recognition, including:
  - Individual display at sponsored culinary station
  - Printed napkins at sponsored station
  - Listed as exclusive culinary station sponsor on conference website and digital program
  - Included 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)

# SPONSORSHIP LEVELS & BENEFITS (cont.)

## 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

## 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

akerman

ALEXANDER INVESTMENTS INTERNATIONAL

BERKADIA®

CBRE

CUSHMAN & WAKEFIELD

EASTDIL SECURED

FirstPointe Advisors, LLC
PROPERTY TAX CONSULTANTS

FORGE CAPITAL PARTNERS

FranklinStreet

GT GreenbergTraurig

GREENPOINTE DEVELOPERS, LLC.

JLL

HOWDEN

KISLAK FAMILY FOUNDATION

Northwestern Mutual®
The McKernan Financial Group

## PREVIOUS SPONSORS | 2023-2025 (cont.)

Northmarq

Ryan

savills | corporate real estate savills.us

SROA | CAPITAL

STRUCTURE COMMERCIAL REAL ESTATE A REAL ESTATE IQ FIRM

SYNOVUS®

TRG Building Outside The Box

WATKINS Real Estate Group

West Bay

CASA Fresca

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# 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. Nardozza**, 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

# FEATURED SPEAKERS 1995-2025 (cont.)

**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

# FEATURED SPEAKERS 1995-2025 (cont.)

**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-Josee Turmel**, General Manager, Canada Post Corp. Registered Pension Plan