



# CCIM & IREM

Success Series 2008

Real Estate Professionals • Issues • Solutions

## Sponsor Prospectus

CCIM & IREM Success Series 2008  
Hilton Chicago  
Chicago, Illinois  
October 17-18, 2008

# Relationships are everything.

### Interested in a unique marketing tool that:

- ▶ Maximizes your marketing reach by connecting with hundreds of decision-makers at one venue?
- ▶ Distinguishes your company from the competition?
- ▶ Shows your support for the organizations that your customers value?
- ▶ Eliminates the traditional tradeshow barriers?
- ▶ Builds your business?

Benefit from CCIM & IREM Success Series 2008. Become a Sponsor!



## CCIM & IREM Success Series 2008: Your Customers are Waiting

New partnerships begin with the introduction, the phone call, the meeting and the handshake. Long-lasting partnerships are groomed through regular and ongoing communication and face-to-face interaction.

The CCIM Institute (CCIM) and Institute of Real Estate Management (IREM®) believe in the strength of partnerships. For years, these two real estate powerhouses have collaborated to bring the industry and their members the finest in education, innovation and motivation.

Discover CCIM & IREM Success Series 2008, a one-of-a-kind event where relationships are created and nurtured. As a sponsor, you'll have the opportunity to interact with more than 1,000 prospective customers in an environment where one-on-one sustainable conversations are the norm rather than the exception. At Success Series 2008, you are invited and encouraged to participate in all education sessions and networking events. The traditional "tradeshow floor" and its trappings are non-existent.

### Who Will Your Sponsorship Reach?

- ▶ IREM Members are worldwide and include 18,000 decision-makers and decision influencers for the properties under their management, 70% of whom hold executive-level positions.
- ▶ IREM Members manage more than \$1.5 trillion in real estate assets including approximately 34% of all conventionally-financed apartments and 32% of all office buildings in the U.S., as well as retail properties and industrial and warehouse space.
- ▶ IREM Members spend in excess of \$8.1 billion on products and services for their companies including:

- Amenities and ancillary services
- Appliances
- Building automation and energy conservation
- Exterior and interior finishing
- Financial services
- HVAC

- Lighting
- Maintenance supplies and services
- Plumbing products
- Risk management
- Software
- Telecommunications services

- ▶ The CCIM Institute is the governing body of the world's largest commercial real estate network with nearly 20,000 members in 1,000 markets in North America, Asia and Europe, 67% of whom hold executive-level positions and are directly involved in their companies' purchasing processes.
- ▶ CCIM members complete thousands of transactions annually, representing more than \$200 billion in value. The CCIM membership network consists of brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers and other allied professionals.
- ▶ CCIM members either purchase or make client referrals for the following products and services:

- Accounting
- Appraisal
- Construction/design
- Defeasance
- Environmental consulting
- Exchanges
- Financing
- GIS mapping software

- Investment analysis software
- Lease analysis software
- Legal services
- Property insurance
- Property management
- Tax services
- Title insurance

## What Makes Success Series 2008 Unique?

It's simple. Doing business at Success Series 2008 is easy and fun. There is little, if any, set-up or tear down involved. Tables create an environment for building partnerships rather than a boundary between buyer and seller.

Several scheduled opportunities have been creatively designed for you to take full advantage of interacting with your customers, as noted in the schedule below. You're also encouraged to attend all education sessions and events. Success Series 2008 delivers a multitude of sponsor resources that will elevate your on-site experience and the return on your sponsorship investment.

## Schedule of Sponsor-Focused Events

### Friday, October 17

#### 8:00 am to 10:30 am Continental Breakfast and Opening Keynote Speaker

Meet and mingle with your customers prior to the opening session. Sponsors will have a designated area set around the perimeter of the general session room featuring customized signage, literature racks, tables and chairs. Sponsors simply show up with their promotional materials and begin to network!

#### 12:00 pm to 2:00 pm Lunch and Keynote Speaker

Sponsors return to the site of the morning event for another opportunity to interact with customers over a casual meal.

#### 6:00 pm to 7:00 pm Extravaganza Happy Hour

The party before the party! Sponsors are the main focus when attendees reconvene in the same site as the day's earlier activities for cocktails and conversation.

#### 7:00 pm to 10:00 pm Success Series Extravaganza

An extraordinary event, designed to arouse the senses, the Success Series Extravaganza blends great Chicago food and music with fun, interactive games and activity stations – all the while keeping Success Series sponsors front and center! Sponsors will “host” a designated area featuring customized signage and a table to display promotional materials.

### Saturday, October 18

#### 8:00 am to 9:00 am Continental Breakfast

No fuss involved. Sponsors return again to their designated areas and meet with your customers over coffee.

#### 12:00 pm to 2:00 pm Lunch and Closing Keynote Speaker

A final opportunity for Sponsors to utilize their designated areas for customer meetings.

## Sponsor Resources

### All sponsors receive:

- Integrated marketing initiatives that provide exposure before, during and after the conference
- Recognition on Success Series 2008 Web site ([www.ccimiremsuccessseries.com](http://www.ccimiremsuccessseries.com))
- Recognition in *Journal of Property Management (JPM®)* and *Commercial Investment Real Estate (CIRE)* magazines
- Recognition in the Success Series 2008 brochure (if confirmed by April 1)
- On-site sponsor concierge
- Success Series 2008 attendance lists before and after the conference
- Recognition in the on-site program
- Specialized customer service from Success Series 2008 staff
- Bulletins and checklists that provide tips for “how to work the program”
- Recognition signage at conference check-in
- Complimentary conference registrations valued at \$675 each

The following opportunities have been reserved for **\$25,000 Platinum Sponsors**.

You may select one (1) of the following:

- Opening Keynote Speaker
- Closing Keynote Speaker
- Friday Networking Luncheon
- Success Series Extravaganza (Friday)

Plus, Platinum Sponsor benefits include:

- Five full Success Series 2008 registrations
- Company logo prominently displayed on conference and event signage
- Podium time and introduction of event
- Recognition in e-mail marketing
- Full page ad in on-site program

The following opportunities have been reserved for **\$15,000 Gold Sponsors**. You may select one (1) of the following:

- Friday or Saturday Continental Breakfast
- Success Series Wrap Party (Saturday)
- Success Series 2008 Registration Desk
- Cyber Café
- Success Series 2008 Education Session Web Cast

Plus, Gold Sponsor benefits include:

- Four full Success Series 2008 registrations
- Company logo displayed on event signage
- Podium time at event (if applicable)

The following opportunities have been reserved for **\$10,000 Silver Sponsors**. You may select one (1) of the following:

- CD with Session Handouts (sponsor supplied)
- Refreshment Break
- Guest Room Delivery (sponsor supplied)
- Success Series 2008 Staff and Volunteer Shirts (Sponsor Supplied)
- Hotel Key Cards (sponsor supplied)

Plus, Silver Sponsor benefits include:

- Three full Success Series 2008 registrations
- Company logo displayed on event signage (if applicable)

The following opportunities have been reserved for **\$5,000 Bronze Sponsors**. You may select one (1) of the following:

- Education Session (includes speaker introduction)
- Luggage Tags (sponsor supplied)
- Name Badge Lanyards or Pouches (sponsor supplied)
- Success Series 2008 Tote Bag (sponsor supplied)
- Memory Stick (sponsor supplied)
- Success Series 2008 Conference Security
- Attendee Relaxation Station (masseur)

Plus, Bronze Sponsor benefits include:

- Two full Success Series 2008 registrations
- Company logo displayed on event signage (if applicable)

Contact us to book your sponsorship opportunities or to create a customized sponsorship package:

**Kathryn Sawyer at CCIM Institute at (800) 621-7027, ext. 8579, or [ksawyer@ccim.com](mailto:ksawyer@ccim.com)**

**Steve Schwanz at IREM at (312) 644-3888, ext. 114, or [sschwanz@foxrep.com](mailto:sschwanz@foxrep.com)**