

14th ANNUAL

NATIONAL REAL ESTATE STRATEGIES CONFERENCE

The Future of Great Lakes Real Estate

WEDNESDAY, APRIL 23, 2025 | 1 PM - 5 PM

WISCONSIN CLUB | MILWAUKEE, WI

Data centers, fresh water, and climate could be the key to the Midwest's future, but what does that really look like?

The Midwest is the envy of the country when it comes to effects of climate and the abundance of access to freshwater. With the rise of AI, the region also stands to win as more data centers and related jobs flock to our resources. But the path to serious growth is still uncertain.

Join 400 other experts, leaders and talented students at this year's Vieth Institute for Real Estate Leadership annual Real Estate Strategies Conference exploring the unique and groundbreaking strategies used by leading figures across real estate development, law, and construction.

KEYNOTE SPEAKER



Jonathan Rudersdorf

President of the Central Region
Prologis

Over 100 million SF owned in the Great Lakes region

SPECIAL STUDENT SPEAKERS



Jimena Perez

Freshman, real estate & finance
Topic: the real estate student experience



Charlie Clark

Sophomore, real estate & AIM
Topic: AI real estate sentiment index project

PANEL OF EXPERTS



Steve Disse

Principal and Vice Chair
Colliers International
Chicago-based leader in industrial investment sales



Sarah Fox

Associate Professor of Law
Marquette Law School
Environmental and real estate law specialist



Kate Phillips

Legal Council
WEC Energy Group
WEC provides power to 4.7 million+ customers in Midwest



Brandon Zick

Chief Investment Officer
Ceres Partners
Investment firm focused on food & agriculture; 170,000+ acres/land

REGISTRATION

Registration for this event is available [online](#).

SPONSORSHIP OPPORTUNITIES AVAILABLE

BOARD OF DIRECTORS

VIETH INSTITUTE FOR REAL ESTATE LEADERSHIP 2025 ADVISORY BOARD MEMBERS

The 2025 Vieth Institute for Real Estate Leadership Advisory Board is chaired
by **Michael Riopel**, Northwestern Mutual

Peter Adreani
Norwood Builders

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Klein Development

David Krill
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Bank – retired)

Dan Letter
Prologis

Bill Loftus
SPACECO, Inc.

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Austin Mautz
Fiduciary Real Estate

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Molly McShane*
The McShane Companies

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John Petrovski*
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Northwestern Mutual

Jeff Ruidl
Hammes Partners

Brandon Rule
Rule Enterprises LLC

William A. Shiel
Shiel Realty Advisors
(Walgreens – retired)

Andy Sinclair
Midloch Investment Partners

Kevin Smith
Marquette University
(Prudential Real Estate
Advisors - retired)

Ted S. Stratman
Colliers International

Kyle Sweeney
Flagship Healthcare Properties

Manny Vasquez
NAI Pfefferle

Perry Vieth*
Ceres Partners

Anne Wal
von Briesen & Roper, s.c.

Michael Wanezek
Colliers International

Greg Warsek
Associated Bank

Scott Yauck
Cobalt Partners LLC

**Denotes member of the Investment Committee for the Real Estate Asset Program (REAP)*

SPONSORSHIP IMPACT

YOUR SPONSORSHIP HAS A DIRECT IMPACT ON STUDENTS

The Strategies Conference and Gala combine to deliver half of the Vieth Institute for Real Estate Leadership's revenue in a typical year. All proceeds go to support the success of our students and the impact our program can provide to the real estate community.

Special Programs

Case competitions, MKE CRE Summer High School Immersion Camp, and the ACRE Program are all cornerstones of the Marquette real estate student experience



4th

Largest major in the College of Business (out of 12), one of Marquette's fastest growing majors

NATIONALLY RANKED

Ranked in the top 15 "Best Undergraduate Real Estate Programs" in the world 7 out of 10 years



Site Tours

Students tour the Baird Center convention center expansion project in downtown Milwaukee.



99%

Job Placement of May Graduates from 2012 to present.

Student Trips

Students travel to the ICSC 2023 Convention in Las Vegas.

SPONSORSHIP OPPORTUNITIES

All sponsors will receive promotional benefits. Registrations for the conference are at a market rate, with more than 300 professionals expected during the event. Please join us and make an impact on the success of our program and students!

	VIREL Annual Sponsor (\$20,000)	Platinum Sponsor (\$10,000)	Gold Sponsor (\$5,000)	Blue Sponsor (\$2,500)	Silver Sponsor (\$1,500)
Opportunity to customize perks based on the sponsor's interests, including speaking opportunities, guest-lectures, and special access to student-focused events and career functions		✓			
Full-slide recognition on-screen during the Real Estate Strategies Conference		✓			
Special episode feature on the student-led Marquette Commercial Real Estate Club podcast.		✓			
Special recognition via a student "Thank You" video posted to social media (LinkedIn, Instagram, Twitter)		✓	✓		
Executive networking opportunities with faculty and students, and special promotion through social media (LinkedIn, Instagram, Twitter)		✓	✓		
Company logo recognition included in the Vieth Institute for Real Estate Leadership annual report		✓	✓		
Company logo recognition on-screen at the conference and on the event website		✓	✓	✓	
Company logo included at bottom of conference email invitations sent to 5,000+ professionals for six weeks (April - May)		✓	✓	✓	
Number of invitations to special pre-conference lunch with our conference keynote speaker and the Vieth Institute for Real Estate Leadership Advisory Board members		2	1	1	-
Number of tickets to the conference, including a reserved table for the sponsor's guests and table signage recognition at the event visible to participants		8	8	8	8
Company name recognition on-screen at conference		✓	✓	✓	✓
Company name included at bottom of conference email invitations sent to 4,000+ professionals for six weeks (April - May)		✓	✓	✓	✓
Company name recognition and company website link on event website		✓	✓	✓	✓

This opportunity includes special benefits. See box below for additional information.

VIREL Annual Sponsorship (\$20,000)

VIREL Annual Sponsors provide unmatched support to the Institute and our students throughout the year. VIREL Annual Sponsors are recognized prominently at all major events and receive special benefits, including:

- All benefits at the Platinum Level for the Strategies Conference
- Special recognition in all VIREL marketing emails (emails reach 1,000 - 4,000 professionals each; 25+ emails/year)
- Special sponsorship recognition at all major VIREL events, including the Golden Eagle Gala and the Chicago Real Estate Leadership Breakfast
- Customized and co-branded video content celebrating the sponsor's partnership with the VIREL
- Membership invitation opportunities with the Vieth Institute for Real Estate Leadership Advisory Board and REALM Network Board
- Unique student access including special events, recruiting preference, and guest-lecture and speaking opportunities
- Event speaking and panelist opportunities
- Research collaboration opportunities with Marquette faculty, including the Bell Chair in Real Estate
- Special recognition on the Vieth Institute for Real Estate Leadership website

SPONSORSHIP REGISTRATION FORM

2025 NATIONAL REAL ESTATE STRATEGIES CONFERENCE

TO BE RECOGNIZED AS A SPONSOR please complete, scan and email this form to:

Layne Collins, Marquette University Vieth Institute for Real Estate Leadership at

layne.collins@marquette.edu

For more information call (414) 288-7940 or visit www.mu.edu/vieth.

Sponsorship Level Payment Preference

Please indicate your desired sponsorship level below.

- VIREL Annual Sponsorship (\$20,000)
- Platinum Sponsorship (\$10,000)
- Gold Sponsorship (\$5,000)
- Blue Sponsorship (\$2,500)
- Silver Sponsorship (\$1,500)

Note: Your sponsorship contribution is tax-deductible to the fullest extent permitted by the law.

Company Information

Please complete the form fields below.

Company Name: _____

Sponsor: _____

This is the name as you would like it to appear on promotional materials.

Logos: for Silver sponsors and higher please email a hi-res logo in .jpg or .png format to melanie.roepke@marquette.edu

Company Website: _____

Contact Person (Name): _____

Email: _____

Phone: _____

Company Address: _____

City: _____ **State:** _____ **Zip:** _____

Checks can be made out to “**Marquette University Vieth Institute for Real Estate Leadership**” and mailed to the following address:

Marquette University

Attn: Layne Collins

1250 W. Wisconsin Avenue, Suite 421

Milwaukee, WI 53233

Credit Card

To pay by credit card, please follow the below instructions:

1. Follow this link and then continue on to Marquette’s giving page: <https://give.marquette.edu/make-a-gift/real-estate-sponsorship>
2. Type in the amount of the sponsorship payment
3. Fill out your contact information and select “Continue”
4. Enter your credit card information.
5. You should receive a confirmation email. Please forward this email to Layne Collins (layne.collins@marquette.edu) to be confirmed as a sponsor.