

MARQUETTE UNIVERSITY CENTER FOR REAL ESTATE

A Decade of Excellence

2019 National Real Estate Strategies Conference

“The Future of the Workplace”

Sponsorship Opportunities

Marquette University’s Center for Real Estate invites you to be a sponsor of our eighth annual Real Estate Strategies Conference on Thursday, Sept. 12, 2019, 8:00 a.m. - 11:30 a.m., at Marquette University Alumni Memorial Union.

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

Melanie Roepke, Marquette University Center for Real Estate at melanie.roepke@marquette.edu

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

Company name: _____ Sponsorship level: _____
 Sponsor: _____ Company address: _____
(Name as you would like it to appear in conference materials)
 Company website: _____ City: _____
 Contact person: _____ State: _____
 Email: _____ Zip: _____
 Phone: _____

Note: Logo must be submitted in EPS and/or PNG formats by August 23, 2019 to be included in materials.

Sponsorship levels and benefits:

Platinum Sponsors - \$10,000 (\$9,200 tax-deductible)	Gold Sponsors - \$5,000 (\$4,600 tax-deductible)	Blue Sponsors - \$2,500 (\$2,100 tax-deductible)	Table Sponsors- \$1,000 (\$600 tax-deductible)
<ul style="list-style-type: none"> • Benefits of a gold sponsor, plus: • Two premium reserved tables • Prominent logo recognition on the conference registration and front cover of the brochure • Two invitations to the pre-conference speakers dinner • A full-page ad in the conference program • Opportunity to customize perks based on the sponsor’s interests 	<ul style="list-style-type: none"> • Benefits of a blue sponsor, plus: • Premium reserved table for eight • <u>Logo</u> included at bottom of conference email invitations sent to 3,500+ people • One invitation to the pre-conference speakers dinner • <u>Logo</u> recognition on conference website with a link to your company’s website • <u>Logo</u> recognition in the conference program 	<ul style="list-style-type: none"> • Benefits of a table sponsor, plus: • Company name included at bottom of conference email invitations sent to 3,500+ professionals • Name recognition on conference website • One invitation to the pre-conference speakers dinner 	<ul style="list-style-type: none"> • Table for eight* • Company name recognition in conference program • On-screen name recognition at the conference • Invitation to various events and interactions with our students throughout the year

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“The Future of the Workplace”

Conference Overview

Date: Thursday, September 12, 2019
Time: 8:00 a.m. - 11:30 a.m.
Location: Alumni Memorial Union
Marquette University
1442 W. Wisconsin Avenue, Milwaukee, WI 53233

Program

Keynote Speaker

Mary Ludgin, Senior Managing Director - Head of Global Research
Heitman

Panel

“The Future of the Workplace”

Featuring panelists in real estate development, co-working investments, institutional and creative office investments, and financing.

Presentation

After more than a decade of moving to open office environments, what does the research say about the ideal set up for productivity and collaboration?

Center for Real Estate Video

Student Speaker

Key Conference Information

AUDIENCE

- ▶ Average 325-350 attendees annually; more than 2,000 attendees in event history.
- ▶ Industry audience includes developers, institutional investors, private equity investors, building owners, large and small financial institutions, and major brokerage firms.
- ▶ Marquette community audience includes students, alumni, parents, employers and other supporters of real estate education at the highest level.



About Mary Ludgin - Keynote Speaker



Mary Ludgin

Senior Managing Director – Head of Global Research
Heitman

Mary is Heitman’s Senior Managing Director, Head of Global Research and an equity owner of the firm. She is a member of the firm’s Board of Managers, Global Management Committee, North American Private Equity Valuation Committee, and Private Equity and Debt Investment Committees. She is the author of numerous articles and research studies relating to real estate markets, portfolio management and strategy. Prior to joining Heitman, she was an urban planner for the City of Chicago and she worked in retail site location.

Mary received an AB from Vassar College and an MA and PhD from Northwestern University. She is a Governing Trustee of the Urban Land Institute and sits on its Global Board of Directors. Mary also chairs ULI’s Chicago District Council. Among other professional affiliations, she served two terms on the board of the Pension Real Estate Association and was its president. Mary is also a former president of the National Council of Real Estate Investment Fiduciaries. She was named a fellow of the Homer Hoyt Institute in 2000, is a docent for the Chicago Architecture Foundation and is a member of the board of the Metropolitan Planning Council of Chicago.

MARKETING OPPORTUNITY

- ▶ 5-6 emails; nearly 4,000 subscribers and 20,000 opportunities for impressions.
- ▶ Media coverage through BizTimes as a media sponsor of the conference.
- ▶ Conference to be featured on Colliers’ “Milwaukee Forward” podcast

IMPACT

- ▶ All proceeds go to support students and real estate education at Marquette University including student trips to national conferences, case competition experiences, talented faculty and instructors, internship, career, and job support mentoring, lifelong support of alumni networking and success.
- ▶ Exciting new ideas such as a student-managed real estate investment program, a future Midwest sentiment index, and an alumni and friends networking platform.