



Cornell
Real Estate
Council

36th Annual Cornell Real Estate Conference

SPONSORSHIP OPPORTUNITIES

Focus on the Future: Where Do We Go From Here?

Featuring Keynote Speakers:

Seth Klarman, CEO, The Baupost Group

Kenneth Himmel, President and CEO, Related Urban

Reception
October 18th, 2018
Cornell Tech Center
Roosevelt Island, NY

Conference
October 19th, 2018
Alexandria Center
New York, NY





ABOUT THE CONFERENCE

The Cornell Real Estate Conference will feature a variety of panels and speakers Focused on the Future: Where do we go from here? Panelists will include experts on Life Sciences, pundits projecting How We Will Work, Live and Play in 2028, Design professionals, VC and Tech practitioners and bankers presenting the state of the real estate industry from Wall Street's perspective.

Once again we will feature the annual presentation of key findings from 2018 Institutional Real Estate Allocations Monitor, a preeminent report on global real estate capital flows.

CONFERENCE SCHEDULE

Panels Include:

Panel 1: *The Future of the Retail Space: Has the Death of Retail Been Greatly Exaggerated?*

Panel 2: *How we work, live, and play...in 2028!*

Panel 3: *VC and Tech*

Panel 4: *Design, more important than ever*

Panel 5: *Wall Street and the Capital Markets*

The conference will feature updates on the Cornell Real Estate Council and the Cornell Baker Program in Real Estate.

Breakfast, coffee breaks, and lunch will all be provided - reach out to Bruce Batkin at BBatkin@tcp-us.com for more detail on sponsorship and underwriting opportunities.

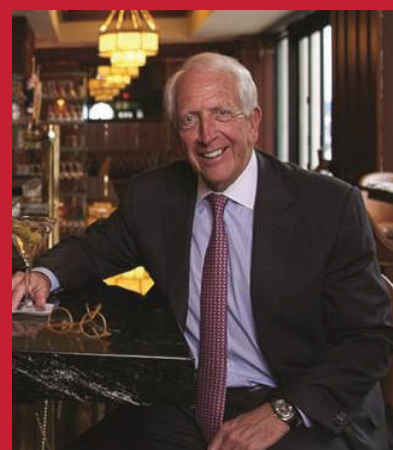
Keynote Speaker



Seth Klarman '79
CEO, Baupost Group

Keynote Speaker Seth Klarman will engage in a one-on-one discussion with moderator David Hodes, Managing Partner of Hodes Weill & Associates. This thought provoking discussion will leave our attendees with critical insight on the real estate landscape, and the keys to success as we focus on the future.

Industry Award Recipient and Keynote Speaker



Kenneth Himmel '70
President and CEO, Related Urban

Kenneth Himmel will be honored with the 2018 Industry Leader Award by the Cornell Real Estate Review. Mr. Himmel will then sit down for a one-on-one discussion focused on key trends in real estate development and design that are impacting how we live, work and play.

CORPORATE SPONSORSHIP OPPORTUNITIES

	Title \$25,000	Principal \$15,000	Major \$10,000	Contributing \$5,000
Logo represented in digital media	Full screen, Reception and conference	Full screen, Conference	Listed, Conference	Listed, Conference
Press release recognition	✓	✓	✓	✓
Recognition in marketing materials	✓	✓	✓	✓
Advertisement in event program	Color, full first or last page	Color, full page	Color, 1/2 page	B&w, 1/4 Page
Complimentary tickets to reception and conference	6 tickets (\$2,850 value)*	4 tickets (\$1,900 value)*	3 tickets (\$1,425 value)*	2 tickets (\$950 value)*
Opportunity to distribute company marketing materials	✓	✓		
Recognition for underwriting the reception	✓			
Recognition for underwriting the conference luncheon		✓		
Introduce keynote speaker, Seth Klarman	✓			

*Value based on full registration price for Cornell Alumni for the Reception and Conference

PERSONAL UNDERWRITING OPPORTUNITIES

Sponsor a student (\$50 each):

Support the cost for a student to attend the Conference.
You will be recognized in the Conference Program.

Sponsor a Young Professional (\$150 each):

Support the cost for a young professional to attend the Conference.
You will be recognized in the Conference Program.





WHY SPONSOR?

Now in its 36th year, this conference is highly acclaimed for attracting professionals, entrepreneurs, and high-level real estate industry executives as the speakers and attendees. The conference offers its guests the opportunity to hear industry leaders' insights, while encouraging high-level networking among executives, students, and faculty.

Your contribution promotes this event's goals of informing the next generation of industry leaders of the opportunities and trends they will be exposed to. Conference sponsors receive many benefits and recognition, thus emphasizing their support for upcoming pioneers of the real estate world.

Please contact
Bruce Batkin, CEO, Terra Capital Partners
BBatkin@tcp-us.com
to learn more about sponsorship opportunities

CONFERENCE STEERING COMMITTEE

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