



Cornell University  
Program in Real Estate



2007 Cornell  
Real Estate Conference

## Sponsorship Opportunities

These are exciting times in real estate and we look forward to having you be part of the debate as we explore the past and think about the future during the 25<sup>th</sup> Annual Cornell Real Estate Conference this fall. Please join us as a sponsor for this special 25th annual event to be held at the inspiring JPMorganChase Conference Center at One Chase Manhattan Plaza in New York City this October 3<sup>rd</sup> and 4<sup>th</sup>.

### Your Sponsorship Support Matters

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Sponsorship of the Cornell Real Estate Conference helps to support the longest-running, university-based real estate conference in the country as well as the education and professional development of the next generation of real estate industry leaders. (See side bar.) The conference also provides an arena for high-level networking of real estate leaders.

#### Cornell University Program in Real Estate

Cornell's two-year graduate Program in Real Estate, recognized for its premier, comprehensive masters degree in real estate, offers an extensive core course curriculum along with the opportunity to specialize in one of nine real estate concentrations.

Cornell, home to seventeen faculty in the graduate real estate field, boasts one of the nation's largest full-time faculty in real estate, including four named chairs and/or fellows in real estate. Real estate education at Cornell is committed to applied learning, highlighted by the real estate industry seminar, a capstone Real Estate Project Workshop experience in the second year, and comprehensive real estate skill development.

#### The 25th Annual Conference

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##### **Real Estate Titans Converge:**

##### *Lessons from the Past - Strategies for the Future*

Over the past 25 years, we have explored the financing and future of office buildings, trends within the residential, retail, hospitality and other sectors of the industry, and the changing role of the real estate professional. We have scrutinized the evolution of the industry, examining the future and deliberating new directions, both locally and globally. This year, industry titans join us to take a look back at lessons learned and to debate what comes next.

The 2007 conference opens on Wednesday evening, October 3, with a Keynote Address delivered by Chicago billionaire Sam Zell, equity management mogul and self-proclaimed "professional opportunist." Some of the biggest players in the industry join us on Thursday to discuss deal-making, whether intelligent deals amidst massive liquidity are possible, and the future of real estate development.

## The Benefits of Sponsorship

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A major benefit of the annual Cornell Real Estate Conference is the opportunity to personally interact with speakers and to network with key industry decision makers.

Conference sponsorship also offers a number of specific tangible benefits including:

### Sponsorship Benefits

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Principal Sponsorship (\$12,000)	Major Sponsorship (\$6,000)
<ul style="list-style-type: none"><li>• Four (4) complimentary conference registrations</li><li>• Company logo <u>prominently displayed</u> on the cover of the conference registration brochure</li><li>• Prominent display and hyperlink (logo) to your website from the conference website: <a href="http://realestate.cornell.edu/council/index.php/annual_conference">http://realestate.cornell.edu/council/index.php/annual_conference</a></li><li>• Recognition in materials distributed at conference. Prominent display of logo on<ul style="list-style-type: none"><li>○ Conference poster</li><li>○ Sponsor <b><i>“Thank You”</i></b> sign exhibited at the entrance to each conference event</li></ul></li><li>• Company logo and description in the front of conference program guide</li><li>• Name badge with “Principal Sponsor” ribbon</li><li>• Company recognized as sponsor of one of the key conference events</li></ul>	<ul style="list-style-type: none"><li>• Two (2) complimentary conference registrations</li><li>• Company logo displayed on the cover of the conference registration brochure</li><li>• Display and hyperlink (logo) to your website from the conference website: <a href="http://realestate.cornell.edu/council/index.php/annual_conference">http://realestate.cornell.edu/council/index.php/annual_conference</a></li><li>• Recognition in materials distributed at conference. Standard display of logo on<ul style="list-style-type: none"><li>○ Conference poster</li><li>○ Sponsor <b><i>“Thank You”</i></b> sign exhibited at the entrance to each conference event</li></ul></li><li>• Company logo and description in conference program guide</li><li>• Name badge with “Major Sponsor” ribbon</li></ul>

We look forward to discussing your support of the 25th Annual Cornell Real Estate Conference, and have provided the attached “Sponsor Commitment Form” for your convenience. **Thank You**

#### For more information, contact:

Bryan Vliet, Program Coordinator  
Cornell University Program in Real Estate  
Phone: 607-255-8962  
Fax: 607-255-0242  
e-mail: [bv25@cornell.edu](mailto:bv25@cornell.edu)