

# THE CCIM INSTITUTE

*Advancing the Commercial  
Real Estate Profession*

## 2026 Sponsorship Prospectus

# About The CCIM Institute

The CCIM Institute annually hosts two global membership Forums focused on dealmaking, education, and technology—bringing together 500–750 CCIM candidates and Designees from around the world. These events attract industry leaders, innovators, and decision-makers who are shaping the future of the commercial real estate market. Each Forum concludes with the CCIM Pinning Ceremony, where new Designees who have passed the exam are officially awarded their CCIM pin.

By becoming a sponsor, your brand gains direct exposure to hundreds of top-performing professionals through high-visibility marketing, relationship-building opportunities, and exclusive access to key events that define the CCIM member experience.

[CLICK HERE FOR TASTE OF WHAT TO EXPECT IN 2026](#)

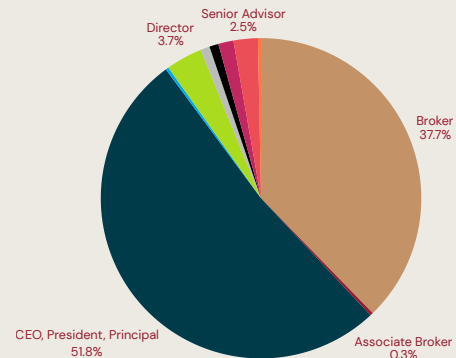
## Who's at the Forum?

### TOP 5 REGIONS REPRESENTED

1. Region 4 – TX, LA, OK
2. Region 9 – AL, GA, NC, SC
3. Region 8 – FL, Puerto Rico
4. Region 2 – AZ, HI, CA, NM, NZ
5. Region 7 – IL, IN, KY, MI, MO, OH, WI

*Note: 7% of the total attendees are from our international chapters in Canada, Japan, South Korea & Taiwan*

## Industry Role





THE CCIM INSTITUTE

# SPRING FORUM

2026

# About Spring Forum

Loews Philadelphia Hotel | Philadelphia, PA | April 19–23, 2026

Join The CCIM Institute in Philadelphia, April 19–23, 2026, at the historic Loews Philadelphia Hotel. Originally the Philadelphia Savings Fund Society (PSFS) Building, this architectural landmark opened in the early 1930s as the first savings bank in the United States. Designed by renowned architects George Howe and William Lescaze, the structure was built and equipped at an estimated cost of \$8 million, featuring cutting-edge amenities.

Revolutionizing the urban landscape, the PSFS Building is considered one of the most significant architectural achievements of the 20th century. In 1969, the Philadelphia chapter of the AIA named it the city's most important building of the previous century. A decade later, it earned a place on the National Register of Historic Places. In 1997, Loews Hotels & Co. Chairman Jonathan Tisch and Philadelphia Mayor Ed Rendell announced plans to transform the iconic building into the Loews Philadelphia Hotel—preserving its history while introducing modern luxury and world-class hospitality.

## PRESENTING SPONSORS

### **Investment – \$50,000 *Exclusive Opportunity***

Position your brand at the forefront of the most influential global gathering in commercial real estate. As the Presenting Sponsor, your organization will receive top-tier visibility before and throughout the event. Benefits include:

- Eight (8) full-access Forum registrations
- Corporate branding on the official attendee giveaway
- Premier signage across all major event spaces
- Complimentary digital marketing campaign
- Daily airing of your promotional video on the main event video screen in the Networking & Dealmaking Lounge
- Exhibitor booth in a premier location
- Logo placement on the event website, mobile app, email communications, and social media promotions

# **NEW DESIGNEE PINNING CEREMONY**

## **Investment – \$20,000**

After completing months of coursework and portfolio submissions, CCIM Candidates attend the Forums to take their final exam and earn the prestigious CCIM Pin. The Pinning Ceremony celebrates this milestone achievement.

Benefits include:

- Brand recognition throughout the Pinning Ceremony
- Branding on Designee Congratulations Kits
- Opportunity to address and network with new Designees
- Two (2) Forum tickets
- Exhibitor booth
- Logo placement on the event website, mobile app, email communications, and social media promotions

## **KEEP OUR CCIM CANDIDATES FUELED!**

### **Investment – \$10,000**

During the Spring Forum, we host our annual Designation test prep and exam. Mix and mingle with future CCIMs during their meal breaks. Benefits include:

- Signage at CCIM candidate breakfast and lunch
- Opportunity to address and network with new Candidates and Designees
- Exhibitor booth
- Two (2) Forum tickets
- Logo placement on the event website, mobile app, email communications, and social media promotions

You not only receive access to the Candidates, but also an exhibit booth in our Networking Lounge to connect with CCIM Designees! Maximize your networking!

## **DEALMAKING & NETWORKING LOUNGE**

### **Investment – \$10,000**

The Lounge is the heart of the Spring Forum—where CCIMs connect, collaborate, and close deals. Open daily from 9:00 a.m.–5:00 p.m., the Lounge features industry-relevant fireside chats, attendee-submitted deal boards, meeting spaces, and daily happy hours. Benefits include:

- Prominent brand recognition throughout the Lounge
- Option to air a daily promotional video
- Exhibitor booth near the Deal Board and networking areas
- Logo placement on the event website, mobile app, email communications, and social media promotions

## **NETWORKING LOUNGE - HAPPY HOUR SPONSOR**

### **Investment – \$5,000**

End each day with high-impact networking and casual conversation, at the daily happy hour hosted in the Networking & Dealmaking Lounge. The sponsors receive signage and the option to display a product or service promotion video in the Lounge for the duration of the event.

## **SITE TOURS SPONSOR**

### **Investment – \$10,000**

Showcase Philadelphia's most dynamic developments by sponsoring a sector-specific tour. Attendees will explore landmark retail, industrial, office, and multifamily projects shaping the city's future. Benefits include:

- Invitation for two company representatives to join the pre-tour lunch and site tour
- Branding on the tour bus
- Invitation for company representatives to join CCIM in the Networking Lounge post Site Tour
- Logo placement on the event website, mobile app, email communications, and social media promotions

## **WELCOME RECEPTION SPONSOR—SOLD**

### **Investment – \$7,500**

Welcome attendees to Philadelphia and set the tone for the week. Benefits include:

- Prominent signage at the event
- Invitation for four company representatives to attend the Welcome Reception
- Logo placement on the event website, mobile app, email communications, and social media promotions

## **PANEL DISCUSSION SPONSOR**

### **Investment – \$6,000**

Align your brand with thought leadership and innovation by sponsoring one of the Forum's premier educational sessions. Benefits include:

- Opportunity to introduce the CCIM moderator and pitch your brand at the start of the panel
- Two (2) Forum tickets
- Exhibitor booth
- Logo placement on the event website, mobile app, email and social media

## **EVENT APP SPONSOR**

### **Investment – \$5,000**

Keep your brand in attendees' hands throughout the Forum. Your logo will appear on the app splash screen and navigation menus, ensuring consistent visibility. Benefits include:

- Two (2) Forum tickets
- Logo placement on the event website, mobile app, email communications, and social media promotions

## **LANYARD SPONSOR**

### **Investment – \$5,000**

Each attendee will wear your brand throughout the event, ensuring maximum visibility across all sessions and networking spaces. Benefits include:

- Logo placement on the event website, mobile app, email communications, and social media promotions



## EXHIBITOR

### Investment – \$3,000

Connect directly with more than 500 commercial real estate professionals in the high-traffic exhibit area adjacent to the Dealmaking & Networking Lounge.

Benefits include:

- Two (2) complimentary Forum tickets
- Exhibitor Table
- Logo placement on the event website, mobile app, email communications, and social media promotions

Interested in sponsoring the Forum?

Contact Liz Brennan at [lbrennan@ccim.com](mailto:lbrennan@ccim.com)