Presentation Criteria
Only CCIMs can submit to participate. After submitting your info, you will be contacted and expected to provide the following details about your pitch:

1) **Overall Pitch Objective**
   Presenters must present a real commercial real estate deal to the judges and peers that demonstrates:

   - Sound investment or transaction logic
   - Clear market understanding
   - Effective use of Site To Do Business to inform decisions
   - Storytelling must be suitable for clients, investors, or public stakeholders

2) **Presentation Format**
   - 5-minute pitch, followed by questions from judges
   - Visually clear and client-ready presentation
   - Presenters may use their own device (HDMI compatible)
   - Equipment check required one hour prior

3) **Required Deal Components (Non-STDB)**
   Each pitch must include the following:

   A) **Deal Overview**
      - Asset class (e.g., Retail, Industrial, Office, MF, Mixed-Use, Specialty)
      - Deal type (acquisition, development, redevelopment, leasing, site selection, etc.)
      - Role perspective (Investor, Broker, Occupier, Economic Development)
      - Location (city, state, submarket)

   B) **Property / Site Description**
      - Site or property address (or clearly defined trade area if site is confidential)
      - Photos or renderings of the property/site
      - Existing property photos OR
      - Conceptual site plans / massing (if development)
      - Parcel size, building size, or usable area (as applicable)
      - Zoning or entitlement assumptions (if relevant)

C) Financial Summary (High-Level but Mandatory)
Presenters are not required to provide full underwriting models, but must include:

- Purchase price or development cost
- Target rents or pricing assumptions
- Operating income or revenue assumptions
- Return metrics appropriate to the role, such as:
  ◊ IRR
  ◊ Cap rate (in-place or exit)
  ◊ Cash-on-cash
  ◊ Lease economics or cost savings (for occupier)
  ◊ Jobs created / tax base impact (for public sector)

4) Required Deal Components (STDB)
Presenters must demonstrate effective use of STDB by incorporating
Two of the Three categories below:

A) Spatial / Mapping (Category A)
Demonstrates location intelligence and geographic insight. Examples include:

- Trade area or market boundary maps
- Drive-time or ring analyses
- Competitive set or supply mapping
- Demographic heat maps
- Vacancy, absorption, or inventory mapping

B) Analytical Insight (Category B)
Demonstrates data-driven market or deal intelligence. Examples include:

- Demographic trends (population, income, households, age cohorts)
- Consumer spending or demand analysis
- Workforce or labor shed analysis
- Industry/NAICS concentration
- Market gap, leakage, or saturation analysis

C) Visual Storytelling (Category C)
Demonstrates persuasive communication using STDB outputs. Examples include:

- Story Maps
- STDB-generated infographics
- Maps or screenshots that tell a narrative
- Data to support conclusions

Judging Criteria

Presenters have the chance to win an award based on the following:

Audience Favorite

An award will be presented to the presenter who received the most votes from the audience.

Golden Pitch Award (Judges)

The panel of Judges will decide who wins the main award based on the following aspects of the presenter's pitch:

30% Deal Quality & Feasibility

25% Market Insight

25% Effective Use of STDB

20% Presentation & Storytelling

Technical Rehearsals

All presenters are expected to arrive 1 hour before the event (12 p.m.), for a technical run through.