



NOVEMBER 4 - 7, 2026
ORLANDO, FLORIDA



FSU

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SALES INSTITUTE

Welcome to ICSC 2026 – The Collegiate World Cup of Sales!

Wow! Has it been 15 years of ICSC already? We are so excited to host you once again! Hosted by the FSU Sales Institute at the Herbert Wertheim College of Business, ICSC is a global event showcasing the talents of university students pursuing their future in professional selling careers. This competition brings together both engaged faculty and leading corporate partners—united by a shared commitment to excellent sales education and effective selling practice.

With more than **400 students**, **120+ faculty coaches** and **80 universities** represented from around the world, ICSC 2026 offers students a platform for experiential learning and professional growth. These competitors showcase their talents through **speed selling**, **sales management case presentations**, role-play scenarios and networking skills at a **two-day career fair** featuring top-tier companies eager to connect with rising sales talent.

To Our Students: Thank you for your passion and preparation! ICSC is both a competition and a launchpad for your career. This is your opportunity to apply what your coaches have taught you in a competitive setting. It is also your chance to build meaningful connections with peers, mentors and industry leaders.

To Our Coaches: Your commitment and guidance are critical this event. Thank you for investing your time and expertise to develop this emerging sales talent. Your influence extends far beyond this competition, shaping the future of the sales profession.

To Our Sponsors: We are extremely thankful for your support! Your commitment and participation—whether judging, role-playing, or recruiting—makes this event possible and impactful for everyone involved. Special thanks to:

- **ReliaQuest** – Role Play Product Sponsor
- **Gartner** – Sales Management Case Sponsor
- **Insight Global** – Speed Selling Sponsor
- **SouthState Bank** – Pat Pallentino Best Networker Sponsor

In memory of Pat Pallentino, who started ICSC fifteen years ago, we are proud to present the new Pat Pallentino Best Networker Award to the students who make the biggest impression among the partner companies present. Pat believed in the power of networking and we honor that in this new event.

More Than a Competition: As the week unfolds, remember that the true value lies in the skills you sharpen, the relationships you build, and the memories you create. Our team is here to support you every step of the way. If you have questions or need assistance, please don't hesitate to reach out.

Thank you for being part of **ICSC 2026!**

Wishing you a successful and unforgettable experience!

**The FSU Sales Institute
Wertheim College of Business
Florida State University**

Logistics



Shannon Young
Program Manager
(850) 570-4826

Role-Play



Chuck Viosca
Director
(985) 859-6680

Sales Management



Leff Bonney
Associate Professor
(850) 766-5802

Judging



Angie Kovarik
Assistant Director
(505) 206-3472



PATRICK PALLENTINO

"THE GODFATHER OF SALES"

DIRECTOR OF THE FSU SALES INSTITUTE

2009 – 2022

Known as "The Godfather of Sales" for his raspy Brooklyn accent and perpetual presence, leadership and service to students, Pat Pallentino redefined the role of a specialized faculty member.

Pat began his FSU career in 1993. Through his vision and leadership, the FSU Sales Institute was established in 2009 and is now completely supported through corporate partnerships.

As a faculty member, Pat developed the undergraduate professional sales major and played a key role in the marketing program's rise to the Top 20 among public schools. His efforts contributed to the major's job placement rate continuing to be among the highest in the Herbert Wertheim College of Business.

In 2012, he founded the world's largest intercollegiate sales event, the International Collegiate Sales Competition (ICSC). Through the ICSC, Pat mentored students and faculty from more than 100 universities worldwide.

Pat established scholarships to support professional sales students and often personally supported students in need. He received the FSU Herbert Wertheim College of Business Core Values award in 2009 and 2013; and won a Faculty Seminole Award for his exemplary attitude toward students in 2016.

He has been recognized by the National Society of Collegiate Scholars, the Rotary Club of Tallahassee, where he served as president from 2006-2007 and the International Fraternity of Delta Sigma Pi. In 2023, Pat was inducted into the college's Charles A. Rovetta Faculty Hall of Fame.

Pat left a significant mark on students, alumni and colleagues as a beloved mentor, supporter and pioneer in the college's professional sales program. His words of wisdom will forever be repeated at the FSU Sales Institute:

"Success happens when preparation meets opportunity!"



Competition Agenda

WEDNESDAY, NOVEMBER 4

3:00 PM – 5:00 PM	Competitor Check-In	Convention Center Registration Desk East
3:00 PM – 7:00 PM	Registration Desk Open	Convention Center Registration Desk East
5:00 PM – 5:45 PM	Welcome and Mandatory Meeting for All	Convention Center Caribbean I – III
5:45 PM – 7:00 PM	Speed Selling Round 1	Convention Center Caribbean I - III

THURSDAY, NOVEMBER 5

7:30 AM – 10:00 AM	Round 1A Role-Play Check In	Convention Center – Boca V (20 min. before your time)
8:00 AM – 9:00 AM	Sales Management Case Competitor Meeting	Convention Center Boca VI – VII
9:00 AM – 9:30 AM	Sales Management Case Faculty Meeting	Convention Center Boca VI – VII
9:00 AM – 5:00 PM	Registration Desk Open	Convention Center Registration Desk East
9:30 AM – 6:00 PM	Career Fair (4:30-6 Case Competitors Only)	Convention Center Caribbean IV – VII
11:00 AM – 1:30 PM	Round 1B Role-Play Check In	Convention Center – Boca V (20 min. before your time)
12:00 PM – 2:00 PM	Lunch Pickup	Convention Center Hibiscus
12:00 PM – 2:00 PM	Lunch Seating Available	Convention Center Caribbean III
3:00 PM – 5:00 PM	Wild-Card A Role-Play Check In	Convention Center – Boca V (20 min. before your time)
4:30 PM – 6:00 PM	Career Fair (SM Case Competitors ONLY)	Convention Center Caribbean IV – VII
5:00 PM – 6:00 PM	USCA Reception (Faculty ONLY)	Convention Center Boca Patio or (in case of rain Boca VII – VIII)
5:30 PM – 7:30 PM	Wild-Card B Role-Play Check In	Convention Center - Boca V (20 min. before your time)

Round 1 Role-Play results will be announced at the Career Fair after each round is completed.

Wild Card results will be emailed and posted on LinkedIn and the ICSC website.

FRIDAY, NOVEMBER 6

Sales Management Case competitors' final presentations must be emailed to lbonney@wertheim.fsu.edu by 7:00 AM

8:00 AM – 11:00 AM	Round 2 Role-Play Check In	Convention Center – Boca V (20 min. before your time)
9:00 AM – 4:30 PM	Registration Desk Open	Convention Center Registration Desk East
9:00 AM – 11:30 AM	Sales Management Case Round 1A Check In	Convention Center – Boca V (20 min. before your time)
9:30 AM – 4:00 PM	Career Fair	Convention Center Caribbean IV – VII
12:00 PM – 2:00 PM	Lunch Pickup	Convention Center Hibiscus
12:00 PM – 2:00 PM	Lunch Seating Available	Convention Center Caribbean III
1:00 PM – 4:00 PM	Sales Management Case Round 1B Check In	Convention Center – Boca V (20 min. before your time)
2:00 PM – 4:00 PM	Round 3 Role-Play Check In	Convention Center – Boca V (20 min. before your time)
7:00 PM – 10:00 PM	KARAOKE & CASINO NIGHT Sponsored by REPLAY	Convention Center Caribbean I - IV

Round 2 results will be announced at the Career Fair and Round 3 at Casino and Karaoke Night.

SATURDAY, NOVEMBER 7

7:30 AM – 10:30 AM	Registration Desk Open	Convention Center Registration Desk East
8:00 AM – 9:00 AM	Speed Selling Finalists	Report to Convention Center Caribbean VI – VII
8:00 AM – 10:00 AM	Round 4 Role-Play Finalists	Report as Assigned
8:00 AM – 10:00 AM	Sales Management Case Finalists	Report as Assigned
8:00 AM – 10:30 AM	Watch the Final Rounds of both Speed Selling and Role-Play	Convention Center Caribbean VI – VII
8:30 AM – 10:30 AM	Pickup Scoring Sheets and Disney Tickets All Team Lanyards Are Required at the Time of Pickup	Convention Center Registration Desk East
11:00 AM – 12:30 PM	Awards Luncheon	Convention Center Caribbean I – IV
1:00 PM	Load Buses to leave for Disney	Convention Center Entrance

Logistics: Shannon Young, Program Manager (850) 570-4826
Role-Play: Chuck Viosca, Director (985) 859-6680

Sales Management Case: Leff Bonney, Assistant Professor (850) 766-5802
Judging: Angie Kovarik, Assistant Director (505) 206-3472

Participating Universities

Anderson University	Texas A&M University
Appalachian State University	Texas State University
Arizona State University	Toronto Metropolitan University
Asbury University	Towson University
Ball State University	University of Alabama
Brigham Young University	University of Alabama at Birmingham
Bryant University	University of Central Florida
Catholic University of America	University of Central Oklahoma
Central Michigan University	University of Dayton
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Eastern Michigan University	University of Louisiana at Lafayette
Elon University	University of Massachusetts – Amherst
Farmingdale State College	University of Minnesota – Twin Cities
Ferris State University	University of Nebraska – Lincoln
Florida International University	University of New Hampshire
Florida State University	University of New Mexico
Haaga-Helia University of Applied Sciences	University of North Alabama
HAN University of Applied Sciences	University of North Carolina Wilmington
High Point University	University of Richmond
Idaho State University	University of San Diego
Iowa State University	University of South Carolina
James Madison University	University of Southern Mississippi
Kansas State University	University of Tampa
Kennesaw State University	University of Texas at Austin
Louisiana State University	University of Texas at Dallas
Marquette University	University of Wisconsin – Eau Claire
Northern Arizona University	University of Wisconsin – La Crosse
Northwood University	University of Wisconsin – Whitewater
Oregon State University	Utah State University
Robert Morris University	Utah Valley University
Salisbury University	Virginia Commonwealth University
Samford University	Virginia Polytechnic Institute and State University
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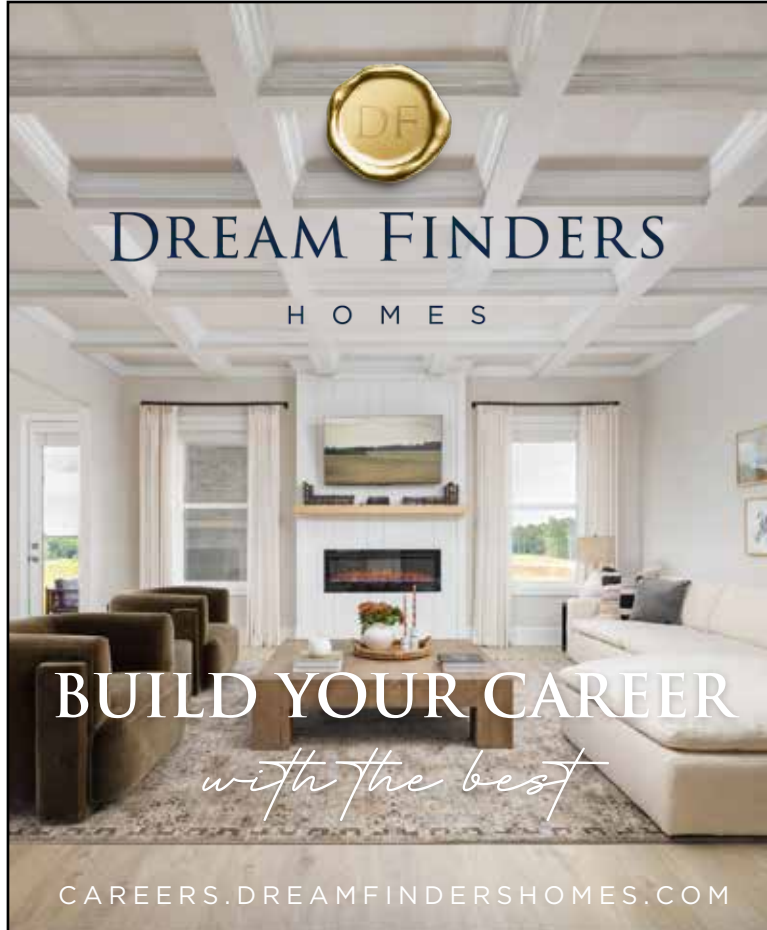
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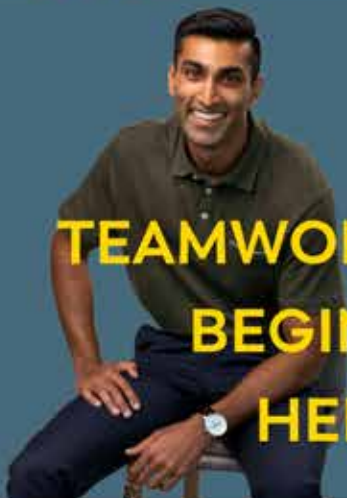


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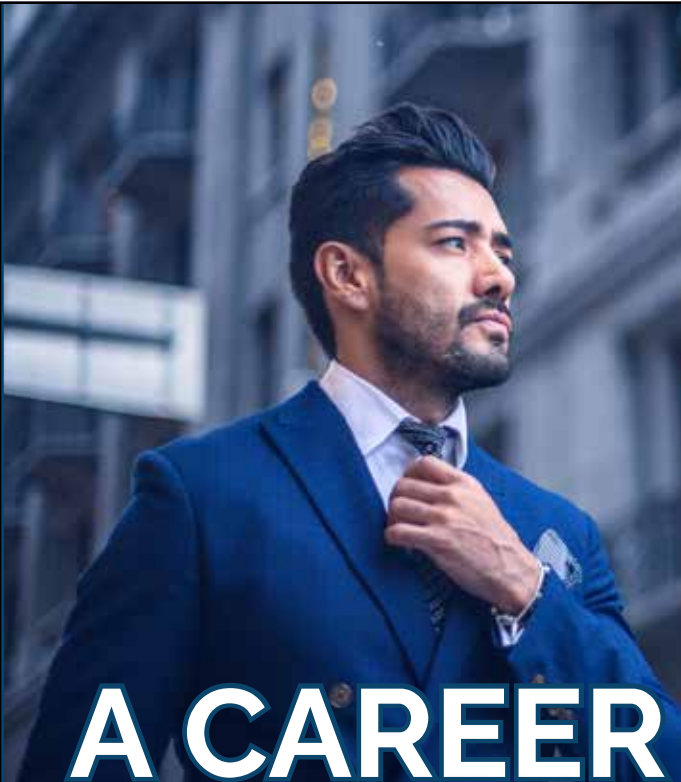


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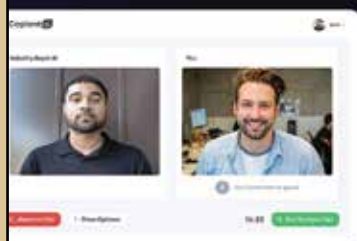
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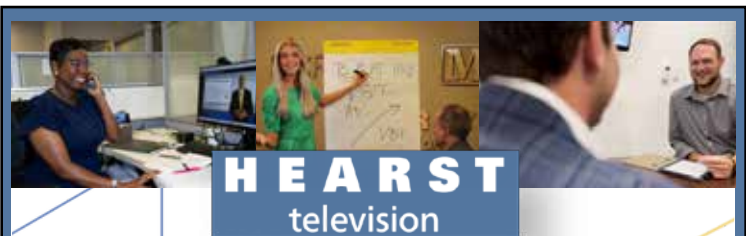


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