

# REALCOMM



@ THE INTERSECTION OF COMMERCIAL /  
CORPORATE REAL ESTATE & TECHNOLOGY ]

2012

REALCOMM CAPABILITIES

## ABOUT REALCOMM

REALCOMM CONFERENCE GROUP, LLC, IS A WORLDWIDE RESEARCH AND EVENT COMPANY AT THE INTERSECTION OF COMMERCIAL REAL ESTATE, CORPORATE REAL ESTATE, AUTOMATION AND TECHNOLOGY. THROUGH OUR ANNUAL CONFERENCES, WEBINARS, WORKSHOPS, CIO FORUMS AND OTHER STRATEGIC SERVICES, REALCOMM PROVIDES NETWORKING AND COLLABORATION OPPORTUNITIES, WHILE EDUCATING INDUSTRY PROFESSIONALS ABOUT THE LATEST BUSINESS SOLUTIONS AND TECHNOLOGIES TO IMPROVE COMMERCIAL REAL ESTATE DEVELOPMENT, LEASING, MANAGEMENT AND OPERATIONS.

## OUR VISION

Realcomm was founded with the goal of bringing industry leaders together to discuss, demonstrate, and debate the latest innovations to impact our industry. To date, our global events have been attended by more than 20,000 and our magazine and weekly newsletter have been distributed to over 50,000 industry professionals.



## ATTENDEE DEMOGRAPHICS

Realcomm's programs are designed to meet the needs of commercial and corporate real estate practitioners at all levels – executive, management, professional and support – from each of the following sectors:

- Appraisal
- Architecture & Design
- Asset Management
- Brokerage
- City Planning
- Commercial Lending
- Commercial Real Estate Law
- Commercial Real Estate Consulting
- Corporate Real Estate
- Development
- Economic Development
- Facilities Management
- Investment Brokerage
- Ownership
- Property Management
- Real Estate Academia
- Real Estate Investment Trusts
- Settlement Services
- Tenant Representation
- Title



## CONFERENCES AND EXPOSITIONS

OUR ANNUAL CONFERENCES AND EXPOSITIONS BRING TOGETHER THE BRIGHTEST, MOST VISIONARY MINDS TO EXPLORE THE LATEST TECHNOLOGIES AND INNOVATIONS. OUR ANNUAL FLAGSHIP EVENT, REALCOMM, IS ATTENDED BY OVER 1,200 COMMERCIAL, CORPORATE, GOVERNMENT AND INSTITUTIONAL MEMBERS OF THE REAL ESTATE COMMUNITY.

### Realcomm Las Vegas 2012

Realcomm is the premier event focused on Technology, Automated Business Solutions, Energy Efficiency and Intelligent Buildings. It is a “must-attend” event if your goal is to learn how technology can help you improve commercial development, leasing, management and operations.

**June 13-14, 2012**

(Pre-Conference Events: June 12)

**Las Vegas Hotel | Las Vegas, NV**

[www.realcomm.com/lasvegas.htm](http://www.realcomm.com/lasvegas.htm)

### New Co-located Event



We will be launching a new event – IBCON – this year that will co-locate with the annual Realcomm conference. IBCON is the first global conference and tradeshow specifically dedicated to bringing together ALL aspects of the “Intelligent Building,” including the traditional building automation topics such as HVAC, lighting and security, as well as the new components such as digital signage, parking, fire/life safety, access control and others.

**June 13-14, 2012**

(Pre-Conference Events: June 12)

**Las Vegas Hotel | Las Vegas, NV**

[www.ib-con.com](http://www.ib-con.com)

### CoRETECH 2012

CoRE Tech, produced by Realcomm, is the first networking and educational technology conference for the corporate real estate industry. This event brings corporate professionals together to collaborate and share ideas to determine the best ways to harness the power of technology to enable people, processes and building operation efficiencies.

**September 2012**

[www.realcomm.com/coretech.htm](http://www.realcomm.com/coretech.htm)



## WEBINARS

INCREASE YOUR KNOWLEDGE IN THE COMFORT OF YOUR OFFICE – REALCOMM WILL BRING THE EXPERTISE TO YOU. OUR FREE 90-MINUTE WEBINARS FEATURE LEADING REAL ESTATE EXPERTS WHO SHARE THEIR SUCCESSES AND FAILURES AND PROVIDE REAL CASE STUDIES REVEALING WAYS THEY USED TECHNOLOGY TO REDUCE ENERGY CONSUMPTION, STREAMLINE OPERATIONS AND IMPROVE THE BOTTOM LINE. A DIFFERENT TOPIC IS OFFERED EVERY MONTH.



### 2012 Schedule:

- Building Operation Analytics – **January 26**
- Integrated Workplace Management Solutions (IWMS) – **February 16**
- Cloud Computing – **March 8**
- High Performance Buildings – **March 29**
- Leasing & Accounting Standards – **April 19**
- Business Intelligence & SharePoint – **May 17**
- In-Building Wireless – **July 12**
- Understanding Energy Audits – **July 26**
- Document Management – **August 9**
- Executive Thought Leadership Series, Part I – **August 30**
- Treasury & Cash Management – **September 13**
- Executive Thought Leadership Series, Part II – **September 20**
- Executive thought Leadership Series, Part III – **October 11**
- Real Estate Investment Management Technologies – **October 25**
- Budgeting & Forecasting – **November 15**
- Best Practices Showcase – **December 6**

Visit [www.realcomm.com/seminars.htm](http://www.realcomm.com/seminars.htm) for additional dates and details

*“CoRE Tech offers a unique opportunity to focus on proven solutions, and provides a forum to advance new and innovative uses of technology. I am delighted to have served as Advisory Chair with the distinguished Council members and believe that this event brings actionable strategies to the corporate real estate industry. I salute Realcomm for organizing this ground-breaking conference.”*

**Don Goldstein**

CHIEF INFORMATION OFFICER  
CB RICHARD ELLIS



*“I participated in the Realcomm “Energy Efficient Technologies” Webinar on Friday, regarding the latest advances in intelligent green buildings. With today’s focus on sustainable, energy efficient buildings, the information you presented in this event was timely, relevant, and valuable. I very much enjoyed the Webinar and took a great deal away from the experience. Keep up the good work!”*

**Dan Green**

PRESIDENT  
J.A. GREEN DEVELOPMENT CORP.

## CIO FORUMS

THE REALCOMM CIO FORUMS PROVIDE CIOS IN THE LOCAL COMMERCIAL REAL ESTATE COMMUNITY AN OPPORTUNITY TO MEET FOR NETWORKING AND BUILDING PROFESSIONAL RELATIONSHIPS. BY CONNECTING THE LOCAL IT LEADERS IN THESE INFORMAL, NETWORKING/DISCUSSION GROUPS, WE ARE ABLE TO FACILITATE CONVERSATIONS ON KEY ISSUES IMPACTING OUR INDUSTRY AND LEVERAGE THE COLLECTIVE EXPERIENCE OF THIS POWERFUL PEER GROUP TO BRING GREATER STRATEGIC VALUE TO THEIR RESPECTIVE ORGANIZATIONS.

The Realcomm CIO Forum Series is open to CIOs and equivalents in the commercial real estate development, REIT, owner, brokerage, investment management and related service industries in selected markets across the US, Canada, Australia, Asia and the Middle East. These exclusive luncheon events are by invitation only.

### 2012 Schedule:

#### U . S . F O R U M S

- Los Angeles – **January 26**
- New York – **March 29**
- Dallas – **August 23**
- Chicago – **September 13**
- Washington DC – **October 25**
- Atlanta – **November 29**
- San Francisco – **December 6**

Visit [www.realcomm.com/forums.htm](http://www.realcomm.com/forums.htm) for additional details

### 2012 Schedule:

#### I N T E R N A T I O N A L F O R U M S

- Sydney – **February 23**
- Hong Kong – **February 28**
- Singapore – **March 1**
- Abu Dhabi – **September 24**
- Toronto – **October 4**
- London – **November 7**



## MEDIA SERVICES

REALCOMM OFFERS SEVERAL MEDIA PRODUCTS DEVELOPED TO KEEP YOU AT THE FRONT LINES OF THE LATEST TECHNOLOGY NEWS, TRENDS, AND PRODUCT OFFERINGS AVAILABLE TO OUR INDUSTRY. REAL-WORLD EXAMPLES FROM INDUSTRY LEADERS ARE SHOWCASED TO INCREASE YOUR KNOWLEDGE AND AWARENESS OF THE SOLUTIONS AVAILABLE TODAY.

### Realcomm **ADVISORY**

The Realcomm Advisory is a complimentary email newsletter sent each week to more than 50,000 commercial and corporate real estate professionals. Each edition highlights new technologies or best practices specifically targeted to the industry. Learn what, where, why, and how these new technologies are being utilized and how they can impact your business.



Visit [www.realcomm.com/advisory.htm](http://www.realcomm.com/advisory.htm) to sign-up.



### The **Realcomm** *EDGE*

The Realcomm EDGE magazine is the only publication focused exclusively on technology for the real estate industry. It provides our readership with astute analysis and real world case studies demonstrating the best use of technology for our industry. It is circulated in print to 10,000 and to more than 50,000 in digital format.

Subscribe today at [www.realcomm.com/magazine.htm](http://www.realcomm.com/magazine.htm)

### Realcomm **MARKETPLACE**

As the Commercial & Corporate Real Estate Technology sector continues to grow and mature, it is becoming more and more difficult for the industry to keep track of the changing landscape. In order to bridge the gap between the needs of the clients and the solutions offered by our industry vendors, Realcomm has created the "Realcomm Marketplace". The goal is simple...to connect the client needs with the industry solutions. Visit [www.realcomm.com/marketplace.htm](http://www.realcomm.com/marketplace.htm)



Sponsorship opportunities are available for all Media Services. Download our [Media Kit](#) for complete details.

*“In challenging times when you have to make choices, Realcomm provides an essential forum for creative dialog with my peers and partners around a broad range of important topics. I always bring back and apply valuable takeaways from my attendance at Realcomm.”*

*Jim Whalen*

SR. VP & CIO

**BOSTON PROPERTIES**



*“The Realcomm Annual Conference brings together the top real estate industry professionals, consultants and service providers to create the premier learning and knowledge sharing event.”*

*Tom Taddeo*

VP & CIO

**KIMCO REALTY**

REALCOMM CONFERENCE GROUP, LLC

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