

REALCOMM



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

2011

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. REALCOMM, OUR ANNUAL FLAGSHIP EVENT, IS ATTENDED BY OVER 1,200 COMMERCIAL PRACTITIONERS. THE CONFERENCE FOCUSES ON EDUCATING THE REAL ESTATE COMMUNITY ON NEW WAYS TO IMPROVE EFFICIENCIES AND REDUCE OPERATING COSTS WITHIN THEIR FIRMS. CORETECH, A NEW CONFERENCE INTRODUCED IN 2010, WAS DEVELOPED SPECIFICALLY TO BRING THE TECHNOLOGY TOPIC TO THE CORPORATE REAL ESTATE SECTOR.

Realcomm Orlando 2011

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

BEYOND ROI: DRIVING BUSINESS VALUE WITH TECHNOLOGY

June 14-15, 2011

(Pre-Conference Events: June 13)

The Peabody Hotel

Orlando, FL

realcomm.com/orlando.htm

CoRE Tech 2011

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.

October 11-12

Washington D.C.

realcomm.com/coretech.htm



SEARCH

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.



2011 Fall Schedule:

- Cloud Computing - Here to Stay or Just Another Fad? – **July 14**
- WHERE IS MY iPad - The CRE Mobile Enterprise Ignites – **July 28**
- CRE Social Media - The Revolution Continues – **Aug. 11**
- Smart Grid & Smart Buildings - Who is Connecting and Why – **Aug. 18**
- Developing a Comprehensive Document Management Strategy – **Sept. 15**
- The Strategic Impact of Technology on Commercial Real Estate – **Sept. 29**
- Making the “Case Study” for Smart Connected Real Estate – **Oct. 13**
- IT’s Expanding Role in the Future of Facilities Management (Part I) – **Oct. 20**
- IT’s Role in a Real Estate Firms Sustainability Strategy (Part II) – **Nov. 3**
- Tenants / Tenants / Tenants - Using Technology to Maximize Occupancy – **Nov. 10**
- NextGen Facility Manager - Technology Redefines Roles – **Dec. 1**
- Best Practices Showcase – **Dec. 8**

Visit 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.

2011 Schedule:

U . S . F O R U M S

- Los Angeles, CA – **March 10**
- New York, NY – **April 14**
- Dallas, TX – **August 25**
- Chicago, IL – **September**
- Philadelphia, PA – **September 15**
- Washington, DC – **October 6**
- Atlanta, GA – **November 10**
- San Francisco, CA – **December 8**

Visit realcomm.com/forums.htm
for additional details

2011 Schedule:

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

- Sydney, AU – **February 23**
- Toronto, ON – **August 11**
- Hong Kong, HK – **September**
- London, UK – **October 18**
- Dubai, UAE – **December 15**



“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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