

SPONSOR PROSPECTUS



CoRETECH2022

@ the Intersection of Corporate Real Estate, Facilities, Energy, Sustainability and Technology

NOVEMBER 15-16, 2022
Guildhouse, San Jose, CA.

Realcomm

EMBRACING CHANGE

RETHINK | INNOVATE | TRANSFORM

Everyone is always talking about change. It is one of the cornerstones of business. Without change, even the biggest and best companies become irrelevant. If we assume that every organization changes to some extent overtime, the bigger question is how much and how fast? Why do some companies have the capacity to see the future sooner and transform their organizations accordingly?



If you are a Technology Solutions Provider with a product or service for the corporate real estate community, then CoRE Tech 2022– the only networking and educational conference for the Corporate Real Estate Industry that focuses exclusively on the topic of technology, automation and innovation – is the place to be this November! Contact our event team for more information about sponsorship and exhibitor pricing and benefits.

CORE TECH 2022 PROGRAM TOPICS:

- Smart Building/Campus Strategy - A Look Forward
- A Tech Enabled Workplace Designed to Drive Better Digital Occupant Experience
- Flex Space & Coworking
- Developing a Modern CRE Enterprise Data Strategy
- A Comprehensive Vision for ESG - Tools, Data, Metrics and Reporting
- CRE Enterprise Architecture - Fundamental to Organizational Convergence
- Ensuring Equity Between Remote and In-Person Attendees in Hybrid Meetings
- Smart Building Retrofits - A Template for Success
- Advanced Tech Impacting CRE - AI/Machine Learning, AR/VR, Microgrids, Digital Twins & More
- Future of Teams and Zoom - Is Physical Space Competing with Online Platforms or Leveraging Them
- Cybersecurity for Operational Technologies
- NextGen Sensor Technologies
- Making Sense of Environmental and People Analytics Data

...and more!



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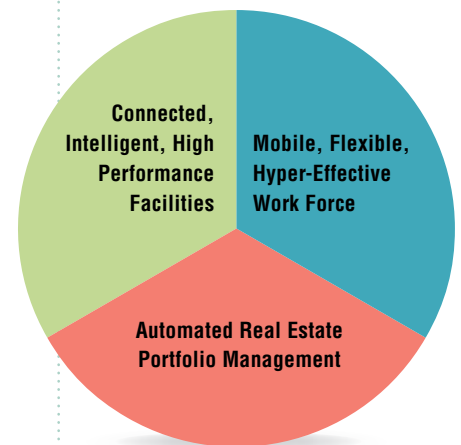
WHO SHOULD ATTEND

- CRE Vice Presidents and Directors
- Chief Information Officers
- Chief Operating Officers
- Facility Managers and Building Engineers
- Energy and Sustainability Executives
- Portfolio and Asset Managers
- Business and System Analysts
- Finance and Operations Executives
- Human Resources



REASONS TO ATTEND

- Learn how technology, automation and innovation can help to strategically impact corporate real estate and facilities and operations.
- Learn to assemble the appropriate team within your company to help create a new real estate operating paradigm based on automation.
- Hear case studies on how the most progressive and innovative corporate RE companies are using technology to transform their operating model.
- Learn about emerging technologies that will transform how real estate is operated and managed.
- Learn how technology, when applied to real estate and facility operations, can positively impact the bottom line and at the same time provide an energy efficient and sustainable real estate strategy.



ABOUT US

Realcomm Conference Group, LLC is a worldwide research and educational institution that produces an annual conference and exposition on technology, automated business solutions and intelligent buildings for executives in commercial and corporate real estate. Realcomm was founded in 1999 with the goal of bringing industry leaders together each year to discuss, demonstrate and debate the latest innovations that impact the industry. Today, in addition to the annual Realcomm and IBcon conferences, Realcomm Conference Group conducts webinars, workshops and other strategic services to educate industry professionals about the latest business solutions and technologies to improve commercial real estate development, leasing, management and operations.

2019 CORE TECH ADVISORY COUNCIL 2022 CORE TECH ADVISORY COUNCIL COMING SOON

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Innovation &
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UBER



THOMAS KAUFMAN
Associate Director,
Corporate Real
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UNITED
THERAPEUTICS



SRINI KHANDAVILLI
IoT Program
Director
INTEL



ERIC KLINE
Sr. Manager, Global
Workplace Experience
ADOBE SYSTEMS



PHIL KLOKIS
CIO
GSA/PBS



**MICHAEL
KRULKINSKI**
Head of RE
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**ZORBA
MANOLOPOULOS**
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Manager, Smart
Campuses
FACEBOOK



GARY MERROW
VP, Facilities
ATLANTA AIRLINES
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Chief Technical
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WELLS FARGO -
CORPORATE PROPERTY
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Executive Director
ONE11 ADVISORS



ROB MURCHISON
Co-Founder
INTELLIGENT
BUILDINGS



PIERCE NEINKEN
Global Portfolio
Manager
AIRBNB



SANDRA OLIVER
Chief, Global Real
Estate
INTERNATIONAL
MONETARY FUND



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Tech Program
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Head of Workplace
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EDWARD WAGONER
EVP & Americas CIO
JLL



PHIL WALES
President/CEO
EBUSINESS
STRATEGIES



CHARLES WHITELEY
Digital Lead for
Environmental &
Property Solutions
(E&PS)
EXXONMOBIL



TERRY WOOD
VP, Real Estate
National Facilities
Services
KAISER PERMANENTE



PAY WU
Executive Managing
Director, Strategic
Consulting
CUSHMAN & WAKEFIELD

SPONSORSHIP PACKAGES

CoRE Tech Education Partner – \$17,500

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Speaking opportunity during Opening Session kickoff
- One pass to attend the Advisory Council dinner
- Full page color Ad located in a prominent location in the Conference program guide
- Exhibition stand (two 6-foot tables with tablecloth, skirt and chairs)
- Three (3) guest passes for real estate clients
- Four (4) full conference passes
- Sponsor logo to post conference survey
- Opportunity to participate in Prize Giveaway
- Sponsor logo on thank you and post conference survey email

Platinum Level Sponsorship – \$15,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Speaking opportunity during education program
- Full page color Ad in the Conference program guide
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Three (3) guest passes for real estate clients
- Three (3) full conference passes
- Sponsor logo on thank you and post conference survey
- Opportunity to participate in Prize Giveaway

Gold Level Sponsorship – \$10,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Two (2) guest passes for a real estate client
- Two (2) full conference passes
- Complimentary half page ad in the Conference program guide
- Opportunity to participate in Prize Giveaway

Premiere Lunch Sponsorship – \$11,500

COMPLETE PACKAGE INCLUDES:

- Company profile in the event brochure
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program event guide
- Company logo on all pre-event marketing
- Full Page color ad in the Conference program guide
- Sponsor recognition on conference signage
- Exhibition table (Six foot table with tablecloth, skirt and chairs)
- Two (2) guest passes for a real estate client
- Two (2) full conference passes

****Please note: Due to the intimate nature of this event and our desire to maintain a high ratio of corporate real estate end users to representatives offering technology solutions and services, Solution Providers may only attend as a Sponsor. There will be no "attendee-only" registration for Solution Providers who offer a product, solution or service.**

Project Tours & Lunch Sponsorship

(2 AVAILABLE) – \$7,500

COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on all onsite tour event signage
- Sponsor recognition on any printed literature/material provided to tour attendees
- Sponsor recognition on electronic material provided to tour attendees prior to event
- Sponsor recognition during lunch
- Company logo on the CoRE Tech Conference website
- Company logo on acknowledgement page of Conference] rogram * uide
- Company logo on all pre-event marketing
- Sponsor recognition on conference sponsor signage
- Two (2) guest passes (for conference attendance only)
- Two (2) full conference passes
- Complimentary half page ad in the Conference program guide
- Opportunity to participate in Prize Giveaway
- Two (2) passes to one campus tour (Tours are open only to end users with the exception of special designated passes for select Event Sponsors)

CoRE Tech Conference - Registration Sponsorship

(3 AVAILABLE) – \$8,500

COMPLETE PACKAGE INCLUDES:

- Company logo prominently displayed on signage at Registration
- Company Logo displayed on all Conference Badges
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference] rogram * uide
- Complimentary quarter page ad in the Conference] rogram * uide
- Company profile in the event brochure
- Sponsor recognition on conference signage
- Two (2) guest passes for a real estate client
- Two (2) full conference passes

Lanyard Sponsorship – \$8,500

COMPLETE PACKAGE INCLUDES:

- Company logo displayed on the conference lanyards
- Sponsor recognition on CoRE Tech Conference on site signage
- Sponsor recognition in Realcomm Conference] rogram * uide
- Complimentary quarter page ad in the Conference] rogram * uide
- Company profile in the Conference] rogram * uide
- Company name and logo on Realcomm website with link to your home page
- Two (2) full access conference passes
- Two (2) real estate end user guest pass
- First right of refusal to sponsorship the following convention year

Welcome Cocktail Reception Sponsorship

(4 AVAILABLE) – \$7,500

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program guide
- Company profile in the event brochure
- Sponsor recognition on conference signage
- Two (2) guest pass for a real estate client
- Two (2) full conference passes
- Complimentary quarter page ad in the Conference program guide

Silver Level Sponsorship – \$6,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference program guide
- Complimentary quarter page ad in the Conference program guide
- Company profile in the event brochure
- Sponsor recognition on conference banner
- Sponsor recognition on conference signage
- One (1) full conference pass
- One (1) real estate (end user only) guest pass

Break Sponsor – \$7,500 - Day 1 & Day 2

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgment page of Conference Program Guide
- Company profile in the event brochure
- Complimentary quarter page ad in the Conference Program guide
- Sponsor recognition on signage during breaks
- Two (2) full conference passes
- Two (2) real estate (end user only) guest passes

Project Tours & Lunch Supporting Sponsorship (2 AVAILABLE) – \$5,000

COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on all tour event/transportation signage
- Sponsor recognition on any printed literature/material provided to tour attendees
- Sponsor recognition on electronic material provided to tour attendees prior to event
- Company logo on the CoRE Tech Conference website
- Company logo on acknowledgement page of Conference Program Guide
- Company logo on all pre-event marketing
- Sponsor recognition on conference sponsor signage
- One (1) full conference pass
- Complimentary quarter page ad in the Conference Program Guide
- One (1) pass to a project tour (Tours are open only to end users with the exception of special designated passes for select Event Sponsors)



SPECIAL ADD-ON MEDIA/ADVERTISING SUPPORT

(Discount offer with the purchase of a sponsorship)

To maximize your sponsorship at CoRE Tech and give your organization the largest amount of visibility over the longest period of time, we would recommend coupling your sponsor participation at the event with the following media and advertising opportunities before and/or after CoRE Tech. Pre-conference and post-conference exposure is a very effective strategy toward ensuring that your company is remembered and considered when budgeting for technology improvements occur!

****SPECIAL DISCOUNTED PRICE APPLIES ONLY DURING THE CORE TECH CONFERENCE PROMOTION.**

RealcommEDGE Magazine

The RealcommEDGE magazine is the only publication focused exclusively on technology for commercial and corporate real estate. Our fall issue will be distributed electronically to more than 45,000, 4-6 weeks prior to CoRE Tech. Hard copies will also be sent to over 10,000 subscribers and will be distributed during the CoRE Tech event. The digital version of the RealcommEDGE will be posted to the Realcomm website for on-demand access to all industry articles, profiles and case studies, available 365/7: www.realcomm.com/realcomm-edge

Special Rates for CoRE Tech Sponsors:

- Full Page regular price: \$3400 - discounted price sponsors: \$2750
- Half Page Island regular price: \$2200 - discounted price for sponsors: \$1775
- Half Page regular price: \$1950 - discounted price for sponsors: \$1575
- Quarter Page regular price: \$1100 - discounted price for sponsors: \$925

Realcomm Marketplace – FEATURE LEVEL: \$500/YEAR / PREMIER AD: \$1,250/YEAR

Realcomm's "Solutions Marketplace" is the industry's premiere online resource offering the latest technology solutions and expert know-how from experienced technology companies in the areas of: Building Automation, Intelligent Lighting, Business Solutions, Energy, Consulting Services, Access Control & Security, Corporate Real Estate, Corporate Services, Data, Digital Signage, Real Estate, & Telecom/Wireless.

Your online presence in the Marketplace and in Realcomm's premium printed materials is a way to help you stay in front of and connected to the industry decision makers, long after the event has passed. It is the FIRST and ONLY directory of its kind available to the buyer 365 days a year – 24 hours a day. When facility and real estate executives of the industry begin their search for a solution to meet their unique building facility needs, they begin here: Realcomm's Solutions Marketplace.

Printed Visibility:

- Marketplace Tri-Fold brochure - mailed to 10,000 commercial and corporate real estate end users (listing will include company profile)
- Marketplace Postcard - mailed to top commercial and corporate real estate executives – 4 postcards during the year (dist. 10,000)
- Realcomm EDGE Magazine - Company profiles will be included in "Marketplace" section - Fall 2022 and Spring 2023 issues (dist. 10,000+)
- 2023 Realcomm I Bcon Conference - (June, 2023) - Company listings will be included in "Marketplace" section of the Realcomm I Bcon Conference Program Guide

Digital Visibility:

- Marketplace Awareness Email Campaign to Commercial and Corporate Real Estate end users — each campaign will feature that quarter's new marketplace subscribers – (quarterly email, dist. 45,000+)
- Marketplace Listing will be showcased as 'Featured Solution Provider' in one issue of the Realcomm Advisory (dist. 45,000+)
- Rotating listings will be featured in the "Marketplace Showcase" on the Realcomm splash page.
- Marketplace subscribers can add up to 3 related links plus a video (case studies, white papers, press releases, etc.) to company listing
- Opportunity to list Social Media icons to link to open forum discussions or take visitors to designated web page.