CoRETECH2023

@ the Intersection of Corporate Real Estate, Facilities, Workplace, Technology, Automation and Innovation

NOVEMBER 15-16, 2023
Crowne Plaza Palo Alto
Palo Alto, 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 2023 – 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 2023 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!

LISA WOODS
Managing Partner
T: 919.285.2368
lwoods@
realcomm.com

SANDRA ALCANTAR
Events Coordinator
T: 760.994.9978
salcantar@
realcomm.com

ERIC MORRIN
Sr. Sales Associate
T: 646.932.1712
emorrin@
realcomm.com

TRACY TARLTON
Sr. Sales Associate
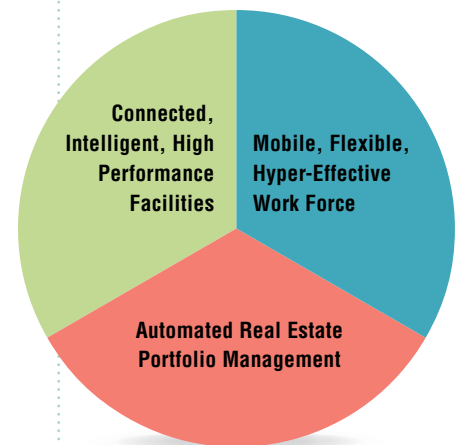T: 203.654.9159
ttarlton@
realcomm.com

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.

Connected, Intelligent, High Performance Facilities

Mobile, Flexible, Hyper-Effective Work Force

Automated Real Estate Portfolio Management

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.

CORETECH 2023 ADVISORY COUNCIL

The CoreTech Advisory Council is a distinguished group of commercial real estate executives committed to furthering the adoption of technology, automation and innovation in the industry.

CO-CHAIR
Frank Cuevas
VP, Global Real Estate
MCKESSON

CO-CHAIR
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EPC Digitization Leader, Product Leader, Microsoft Cloud Operations and Innovation
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Ujjaini Dasgupta
Smart Building Innovations Lead
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Drew DePriest
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Joydeep Ganguly
SVP, Corporate Operations
GILEAD

David Gunter
Head of Global Workplace
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Gerry Hamilton
Director, Facilities Energy Management
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Arjun Kaicker
Co-Head, Analytics + Insights
ZAHA HADID ARCHITECTS

Thomas Kaufman
AVP, Corporate Real Estate
UNITED THERAPEUTICS

Sabine Lam
Workplace Services Tech and Data Lead
GOOGLE

Jeff Peel
Tech Program Manager, Global CRE
AIG

Michael Przytula
Managing Director, Intelligent & Digital Workplaces
ACCENTURE RESIDENTIAL

Umar Riaz
Managing Director
EY

Henning Roedel
Robotics Lead
DPR CONSTRUCTION

Francisco Ruiz
Global Infrastructure Strategist & Director of IoT
ORACLE

Victor Sanchez
Sr. Director, Workplace Design & Build
LINKEDIN

Maya Setchkova
Managing Director
CUSHMAN & WAKEFIELD

Kyle Shipp
Sr. BAS Engineer
MICROSOFT

Charles Whiteley
VP, Global Digital Leader, B+P
AECOM

Jacquelynn Wolff
Director of Global Workplace Experience
THE COCA-COLA COMPANY

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
- Opportunity to participate in Prize Giveaway

**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.

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 acknowledgment page of Conference program guide
- Complimentary quarter page ad in the Conference program guide
- Company profile in the event brochure
- Sponsor recognition on conference signage
- Two (2) guest passes for a real estate client
- Two (2) full conference
- Opportunity to participate in Prize Giveaway

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 program guide
- Complimentary quarter page ad in the Conference program guide
- Company profile in the Conference program guide
- 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
- Opportunity to participate in Prize Giveaway

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
- Opportunity to participate in Prize Giveaway

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
- Opportunity to participate in Prize Giveaway

Exhibit Only Package – $6,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgment page of Conference program guide
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Company profile in the event brochure
- Sponsor recognition on conference banner
- Sponsor recognition on conference signage
- One (1) full conference pass
- Opportunity to participate in Prize Giveaway

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.

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:

- 2024 Realcomm | IBcon Conference - (June, 2024) - Company listings will be included in "Marketplace" section of the Realcomm | IBcon Conference Program Guide & CoRE Tech Conference Program Guide

Digital Visibility

- Marketplace Awareness Email Campaign to Commercial and Corporate Real Estate end users - each campaign will feature the quarter's new Marketplace subscribers - (Quarterly email, dist. 52,000+
- Marketplace listing will be showcased as "Featured Service Provider" in one issue of the Realcomm Newsletter (dist. 52,000+. 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.