IBCON

The Smart, Connected, High Performance, Intelligent Buildings Conference

JUNE 14-15 | SAN DIEGO, CA
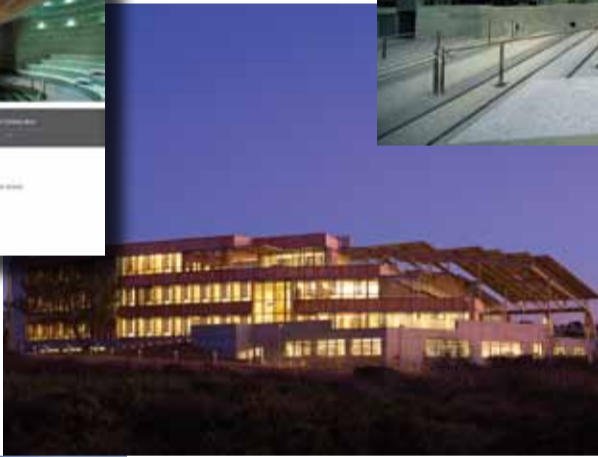### (Pre-Con: June 13 | Innovation Tech Tours: June 16)

CONFERENCE HIGHLIGHTS

- Decision-Makers Representing 50 Billion SF of Commercial and Corporate Real Estate Space
- Three Days of World Class Education and Networking
- 1,500+ Innovative Thought Leaders in One Location
- Leading-Edge Educational Program With 50 Sessions & 100 Speakers
- Vendor Expo Featuring 150+ Top Industry Solution Providers
- Demonstrations of Emerging Technologies
- San Diego Real Estate Innovation Tech Tours
- Higher Education Smart Campus Summit
- Sustainability Executive High Performance Smart Building Symposium
- Intelligent Buildings Boot Camp
- Smart Building Integrator Summit
- Commercial & Corporate Real Estate Cybersecurity Forum
- Conference LIVE News Desk Featuring Live Stream Interviews
- Smart Building Best Practices Showcase Featuring 50 of the World's Smartest Next Generation Buildings

SMART BUILDINGS BEST PRACTICE SHOWCASE | JUNE 15

IBCON PRESENTS THE 5TH ANNUAL NEXT GENERATION, SMART, CONNECTED, HIGH-PERFORMANCE, ENERGY EFFICIENT, INTELLIGENT BUILDINGS SHOWCASE

Join us for this super-session to explore **50 of the world's most progressive and successful implementations of smart buildings, portfolios and campuses.** These projects represent the next generation of open, interoperable, integrated and IP-centric buildings. In this interactive showcase setting, attendees will have the opportunity to meet face-to-face with representatives for each project who will share both their challenges and successes. They will address energy conservation, operational efficiency, enhanced occupant experience, sustainability and financial optimization.

CALIT2 | Qualcomm Institute | UCSD

J. Craig Venter Institute (JCVI)

Qualcomm | Smart Campus

San Diego Smart Airport

REAL ESTATE INNOVATION TECH TOURS | JUNE 16

San Diego is recognized as one of the leading high-tech hubs in the U.S., with an innovative economy anchored by established life science, communications, cleantech and software industries. The close proximity to many successful tech firms in the region allows us to offer our attendees unprecedented back-of-house access to several innovative buildings and/or campuses. Innovation Tech Tours will be held Tuesday, June 13 and Friday, June 16, providing an unparalleled learning experience and insights into the smart buildings strategies of several major companies and universities.

While this extra day is optional, this **unique opportunity to meet with some of San Diego's best and brightest** will be well worth extending your stay!

The following tours will be presented (subject to change):

- CALIT2 | Qualcomm Institute | UCSD
- J. Craig Venter Institute (JCVI)
- Qualcomm | Smart Campus
- Sempra Energy Headquarters
- San Diego Smart Airport
- UCSD | Advanced Energy Park
- San Diego East Village | 21st Century Neighborhood
- Solterra EcoLuxury Net-Zero Apartment Community
- ScaleMatrix - Advance Data Center/Genomics Accelerator
- Carlsbad Desalination Plant

SD East Village | 21st Century Neighborhood

Sempra Energy HQ

PRE-CONFERENCE EVENTS | JUNE 13

There's no better way to kick-off this year's conference than by attending one of our pre-conference events. These comprehensive and innovative programs are designed based on the attendee's role within the commercial, corporate, government, educational and institutional real estate industry. Maximize the value of our pre-conference sessions by bringing your team – IT, FM, PM, Energy, Sustainability, Operations and Finance – there's something for everyone in your organization!

Advance reservations are required for all pre-conference events. You must be a registered attendee of Realcomm or IBcon to attend. Visit our website for more details and to reserve your seat.

COMMERCIAL & CORPORATE REAL ESTATE CYBERSECURITY FORUM

8:30AM-11:30AM

Over the last three to four years, cybersecurity in the commercial and corporate real estate industry has become a topic of great interest. Each year, the threat of breaches increases as the IoT becomes more integrated into our daily activities. There are four distinct areas that building professionals must consider: 1) traditional IT cyber threats; 2) protection of real estate operational and transaction data; 3) smart, connected buildings; and 4) physical security. This forum will bring together industry thought leaders to address the most impactful cyber threats, leveraging experience and knowledge to set benchmarks for cybersecurity strategy.

HIGHER EDUCATION SMART CAMPUS SUMMIT

1:30PM-5:30PM

In its second year, the Higher Education Smart Campus Summit is quickly becoming a must attend pre-conference event for colleges and universities. College campuses have many moving parts, and in many cases, resemble small cities. The opportunity to automate many aspects of the campus lends itself to a comprehensive strategy. Because these organizations control their assets, they are in some cases able to move more efficiently through a smart campus project. A group of industry thought leaders in this space will address topics such as wide area building networks, building operating system selection, IP enablement of traditional analog devices, developing a strategy and more.

SMART BUILDING INTEGRATOR SUMMIT (SBIS)

1:30PM-6:00PM

To begin automating a building, all roads lead to a systems integrator. In most cases, the integrator is the organization that will align the solutions found in the industry with the goals and objectives of the client. The single building, single vendor solution can no longer meet the needs of the market. In a world where IT is quickly encroaching on traditional building automation, yesterday's strategies no longer work. The SBIS will address all those issues impacting today's smart building integrator, including defining the next generation Master Systems Integrator, the impact of the IoT, providing integrated, interoperable solutions and more.

SUSTAINABILITY EXECUTIVE HIGH PERFORMANCE SMART BUILDING SYMPOSIUM

1:30PM-5:30PM

For years, sustainability professionals have been responsible for many of the issues surrounding building efficiency. Energy and natural resource conservation have always been top priorities. While these remain high atop the list, other issues have come into play. Topics such as space utilization, enhanced occupant experience and wellness have been added. The goal of this Symposium is to discuss and debate those technologies, specifically smart building technologies that can positively impact the performance of the building. Chaired by industry thought leaders, this informative event will address all the issues surrounding high-performance buildings.

INTELLIGENT BUILDINGS BOOT CAMP

2:00PM-6:00PM

Converting a traditional building into a smart building can be a daunting task. Transforming a portfolio or campus is an even greater challenge. While the benefits of energy and natural resource conservation, operational efficiency and an enhanced occupant experience are compelling, even the most experienced commercial, corporate and institutional real estate organizations sometimes do not know where to start. Over the last six years, this boot camp has provided professionals a step-by-step guide on where to begin. Defining what is a smart building, developing a strategy and assembling a smart building team, are just a few more of the topics to be discussed.

IBCON EDUCATION TRACKS | JUNE 14–15

TRACK: SMART BUILDING FOUNDATION

The journey to a smart building begins once the business objectives have been identified and the strategy is put into place. History has shown that people start this journey at different points; sometimes a pilot program results in a larger program or a retrofit spurs the discussion. To achieve a comprehensive and sustainable smart building program there are some fundamental decisions to be made. Understanding the base building network, deciding on a comprehensive operating platform and understanding the nuances between technologies are just some of the foundational issues to be addressed in this track.

- Smart Buildings @ SCALE – Lesson Learned from the Innovators
- One Building One Network – A Status Report on the BASE BUILDING NETWORK
- Operating Systems vs. Applications – Selecting the Base PLATFORM for a Smart Building
- Building Automation, M2M and IoT – DEFINING Smart Building Technologies

TRACK: SMART BUILDING BLOCKS

Developing a smart, connected, high-performance building, portfolio or campus requires serious consideration because of the significant number of different systems and solutions available. Once the major decisions surrounding strategy, team, network architecture and platforms are concluded, it's time to start integrating different systems and technologies into the plan. In-building wireless, digital signage and lighting are just a few of the numerous systems that must be incorporated into the master plan at some point in time. This insightful track will focus on several key systems that are influencing the design and implementation of smart buildings.

- In-Building WIRELESS – The DAS and WiFi Journey Continues
- Unprecedented Precision – Exploring the Next Generation of VIDEO SURVEILLANCE
- Enterprise DIGITAL SIGNAGE – Bringing High Impact Visualization to Buildings
- Smart LIGHTING – Networked, Connected, Sensored and More
- IP-Based PLUG LOADS – The Missing Piece of the Puzzle
- SPACE UTILIZATION – Technology's Role in Uncovering the Truth

TRACK: BUILDING "BIG DATA"

Historically, the building automation industry was primarily "single system, single vendor, single building." While older traditional equipment provided some business information, it was rare that the data could be accessed and integrated into other platforms. In recent years, the idea of extracting data from building systems has become big business. Finding ways to access, retrieve, import, analyze and act on data promised to provide great insight into how to operate more efficient and effective buildings. This avalanche of data brings a host of new issues and questions. Deriving value from the data and ownership and governance, security, new technologies and new approaches are all addressed in this important track.

- Building Data Analytics – Energy, Operations, Productivity or All of the Above?
- Fighting Vendors for "OUR DATA" – Another Challenge in the Smart Building Journey
- Smarter EDGE Devices – Computing Power Goes Deeper

TRACK: TOP OF MIND

The number of topics and issues surrounding smart, connected buildings is daunting. From designing a building network to integrating parking systems into the strategy, there are many moving parts. Each year, we spend an enormous amount of time in conversations with the industry to evaluate and

determine what issues are top of mind for most people. This track is designed to focus on those topics that have risen to the top. For anyone responsible for developing a smart building strategy, this track is key.

- OPERATIONS Technology and INFORMATION Technology – Closing the Gap
- Is Your Building Spying on You – Dealing with PRIVACY in Connected Buildings!
- HEALTH & WELLNESS – The Latest Chapter in the Smart Building Journey

TRACK: SMART PROJECTS BY TYPE

When technology and innovation are applied to any building there could be dramatic results. After all, every building has HVAC, lighting, security and other systems and amenities to keep it operational while providing occupants with a functional environment. However, understanding smart buildings becomes clearer when you examine more specific areas and types. Office buildings, malls and cities all have general (as well as distinct) ways in which they can utilize technology to impact both operations as well as how occupants engage with the space. This informative track brings together thought leaders from different market segments to talk about how technology will impact their unique type of real estate.

- Major Transformation – The OFFICE Will Never Be the Same
- The Smart Connected MALL of 2025 – What Does It Look Like and How Close Are We?
- Smart CITY San Diego – A Regional Collaboration Driving Change
- Smart, Connected, Green APARTMENTS – 21st Century Living Arrives

TRACK: ENERGY

An advanced energy management program continues to be one of the core building blocks of a holistic smart building strategy. Given the global focus on sustainability and the large-scale impact buildings have on energy consumption, it remains an important and evolving topic. Chapter One introduced basic building automation and metering; Chapter Two added integration and control into traditional systems; and Chapter Three ushered in the concepts of open, interoperable and integrated, thus representing even greater potential for energy savings. This instructive track will reveal ways to differentiate between the myriad of solutions available today, how to measure their effectiveness, integrating that information into larger smart building strategies, as well as other high-impact, smart building energy efficiency topics.

- EMS, EIS, Dashboards and More – Exploring the Options for Energy Management PLATFORMS
- RENEWABLE Energy – IT's Role in a Comprehensive Smart Building Strategy
- Next Generation MICROGRIDS – Understanding the Impacts to Smart Building Projects
- NET ZERO Buildings – Are They the New Benchmark for Energy Efficiency?

TRACK: CYBER – SMART BUILDINGS AND PHYSICAL SECURITY

There are many different aspects of cyber that a commercial real estate IT professional must manage. To date, we have concluded that there are four distinct categories of cyber issues to be understood and addressed: 1) traditional IT threats that all companies deal with such as ransomware and phishing; 2) breaches that specifically deal with data or transactions specific to real estate, such as tenant information and lease payments; 3) security risks that involve smart building, IoT and all building systems; and 4) physical security issues ranging from surveillance to access control. This important track will deal specifically with the issues surrounding SMART BUILDINGS and PHYSICAL SECURITY.

- ASSESSING Your Organization's Building and IoT Cyber Risk
- SECURING FACILITIES and IoT in CRE
- The Building Cybersecurity VENDOR LANDSCAPE

Program subject to change without notice.

IBCON ADVISORS

IBcon has assembled domain experts from around the globe to assist with the creation of this year's education program.

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WHO SHOULD ATTEND

REAL ESTATE SECTORS

Commercial	Corporate
Government	Retail
Institutional	Hospitality
Entertainment	Transportation
Healthcare	Military
Education	Manufacturing

JOB FUNCTIONS

Building Industry Professionals	Corporate Real Estate Executives
Facility	Operations Managers	Asset Managers
Building Engineers	Developers
CIOs	CTOs	Architects	Designers
Integrators	Property Managers
Energy	Sustainability Executives	Commercial Real Estate Consultants
COOs	CFOs	CAOs	Construction Project Managers

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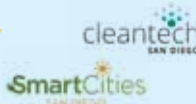
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