



@ THE INTERSECTION OF TECHNOLOGY,  
INNOVATION AND REAL ESTATE OPERATIONS ]

**2020**  
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 in 1999 with the goal of bringing industry leaders together to discuss, demonstrate, and debate the latest innovations to impact our industry. Today, our Webinar, CIO | Property Technology Forum and Conference events reach more industry decision makers than ever, attracting commercial and corporate real estate professionals in North America, Europe, Asia, Australia, India and the Middle East; and our magazine and weekly newsletter publications are distributed to over 38,000 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, THE REALCOMM | IBCON CONFERENCE, CO-LOCATED TOGETHER BUT WHICH FOCUS ON THE DIFFERENT NEEDS OF THE COMMERCIAL REAL ESTATE INDUSTRY, IS ATTENDED BY OVER 2,000 COMMERCIAL, CORPORATE, GOVERNMENT AND INSTITUTIONAL MEMBERS OF THE REAL ESTATE COMMUNITY. FOR MORE OF THE SPECIFICS ON THE REALCOMM AND IBCON CONFERENCES AND WHAT NEEDS THEY ADDRESS IN OUR INDUSTRY, SEE THE PROFILES BELOW.

### Realcomm Miami 2020

Realcomm is the premier event focused on technology, efficiency, innovation and automation solutions for the commercial real estate organization. It is a “must attend” conference event if your goal is to educate, collaborate and connect with real estate decision makers who are interested in improving their commercial development, leasing, accounting, management and operations.

**September 2-3, 2020**

(Pre-Con: September 1)

**Miami Beach Convention Center**



IBCon is the first global conference and tradeshow specifically dedicated to bringing together ALL aspects of the “smart, connected, high performance, intelligent building,” including both the traditional building automation technologies like HVAC, lighting and security as well as the new building components like digital signage, parking, fire/life safety, access control and others.

**September 2-3, 2020**

(Pre-Con: September 1)

**Miami Beach Convention Center**

### CoRETECH2020

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.

**November 2020**

**More Details Coming Soon!**



## WEBINARS

THE REALCOMM WEBINARS ARE DESIGNED TO PROVIDE QUALITY EDUCATION AND INSTRUCTION ON THE LATEST TECHNOLOGY SOLUTIONS FOR THE REAL ESTATE PROFESSIONAL. OUR GOAL IS TO PRESENT TECHNICAL INFORMATION IN A FORMAT THAT IS EASY TO UNDERSTAND AND PRACTICAL, AND TO REPORT TRUE TO LIFE CASE STUDIES DIRECTLY FROM THE EXPERTS THEMSELVES. WE ENCOURAGE SOLUTION PROVIDERS, CONSULTANTS, SOFTWARE COMPANIES, TECHNOLOGY PARTNERS AND INDUSTRY THOUGHT LEADERS TO CONSIDER THE NUMEROUS OPPORTUNITIES ACROSS THE YEAR TO PARTICIPATE WITH US AND SHARE YOUR EXPERTISE WITH HUNDREDS OF ATTENDEES.



### 2020 SCHEDULE:

- 1/14/20** NEXTGEN SMART BUILDING SHOWCASE - IoT, AI, Experience and Beyond
- 2/4/20** REAL ESTATE INFORMATION MANAGEMENT - Insight, Analytics, Artificial Intelligence and More
- 2/20/20** The 5G Future – Assessing the Landscape for IN-BUILDING COMMUNICATIONS
- 3/12/20** Smart Building DIGITAL TWINS – Demystifying the Building Visualization Technology
- 4/2/20** Convenience & Efficiency or Surveillance? Defining PRIVACY in Highly Connected Buildings
- 4/23/20** Developing a Comprehensive BUILDING CYBERSECURITY PROGRAM – Security Assessments for OT Systems
- 6/25/20** Building Technologies and Workplace Design in the EXPERIENCE ERA – Insights and Case Study Presentations
- 7/14/20** Real Estate, Workplace and Facility Insights – WHO OWNS YOUR DATA?
- 7/23/20** AI-Enabled Buildings – Achieving OPTIMAL ENERGY EFFICIENCY
- 8/6/20** From Reactive to Proactive – The CHANGING ROLE OF THE REAL ESTATE IT PROFESSIONAL
- 8/20/20** Taking the IMMERSIVE VISUAL EXPERIENCE to Another Level – LED Screens and Walls
- 9/10/20** Creating a Sophisticated BUILDING INFRASTRUCTURE STRATEGY – The Foundation for NextGen Buildings
- 9/29/20** ENTERPRISE TECHNOLOGY STACK – Creating the Digital Infrastructure Fundamental to Organizational Transformation
- 10/15/20** Delivering Power and Data on the Same Cable – POE vs DIGITAL ELECTRICITY
- 11/19/20** SMART BUILDING DATA ANALYTICS – Uncovering Best Practices and Use Cases

Visit [realcomm.com/webinars](https://realcomm.com/webinars) for additional details.

# CIO / PROPERTY TECHNOLOGY FORUMS

THE REALCOMM CIO/PROPERTY TECHNOLOGY FORUMS PROVIDE CIOs IN THE LOCAL COMMERCIAL REAL ESTATE COMMUNITY AN OPPORTUNITY TO MEET FOR NETWORKING AND BUILDING PROFESSIONAL RELATIONSHIPS. BY CONNECTING THE LOCAL REAL ESTATE 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/Property Technology Forum is a luncheon or afternoon event with cocktail reception open to CIOs and equivalents as well as a limited number of sponsors from the commercial and corporate real estate industries. These events are by invitation only and not open for general attendance. Sponsorships include one pass to attend the networking segment and luncheon or cocktail event, opportunity for introductory remarks to the group and also includes the list of attendees.

## 2020 Schedule:

### NORTH AMERICA FORUMS

New York (Spring) - **6/11/2020**

New York (Fall) - **9/24/2020**

Chicago - **10/01/2020**

Toronto - **10/29/2020**

Atlanta - **11/05/2020**

San Francisco - **12/3/2020**

## 2020 Schedule:

### INTERNATIONAL FORUMS

Sydney - **8/26/2020**

London - **10/21/2020**



Visit [realcomm.com/cio-forums](https://realcomm.com/cio-forums) for additional details



## MEDIA SERVICES

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

### Realcomm **ADVISORY**

The Realcomm Advisory is a complimentary email newsletter sent each week to more than 38,000 commercial and corporate real estate professionals. Each edition highlights new technologies or best practices specifically targeted to the industry. Vendor Profile and Banner sponsorships give technology companies the opportunity to reach a targeted audience through branding, submitting an article (800-1000 words), and a 100-word company profile.



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



### The **RealcommEDGE**

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 twice a year, Spring and Fall, to 10,000 and to more than 38,000 in digital format. It is also distributed to attendees at our annual flagship event, the Realcomm | IBcon Conference. Advertising space (1/4 page up to full page and 2-page spreads) is available and we encourage the submission of case studies as articles.

Subscribe today at [realcomm.com/realcomm-edge](http://realcomm.com/realcomm-edge)

## 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. A Marketplace listing includes a profile of your company (list of most influential clients, geographic region, contact info, etc), hyperlink to your website, attachments of videos, pdfs, marketing material as well as social media and other links. The Marketplace list is printed in the RealcommEDGE magazine, the Realcomm | IBcon Conference Program Guide and the CoRE Tech Program Guide..

Visit [realcomm.com/marketplace](http://realcomm.com/marketplace)



## Realcomm PORTAL

**The Realcomm Main Portal Banner ad is the most visible advertising opportunity we offer.**

- Prominent location at the top of the Realcomm website
- Remains visible on ALL Realcomm website page.

*The banner ad is designed to rotate every 7 seconds to show a total of up to six different rotating banner ads. Banner size is 468 x 60 pixels and may be a static or animated Gif file. 150k or smaller file and if animated the animation should loop.*

Visit [realcomm.com](http://realcomm.com)

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



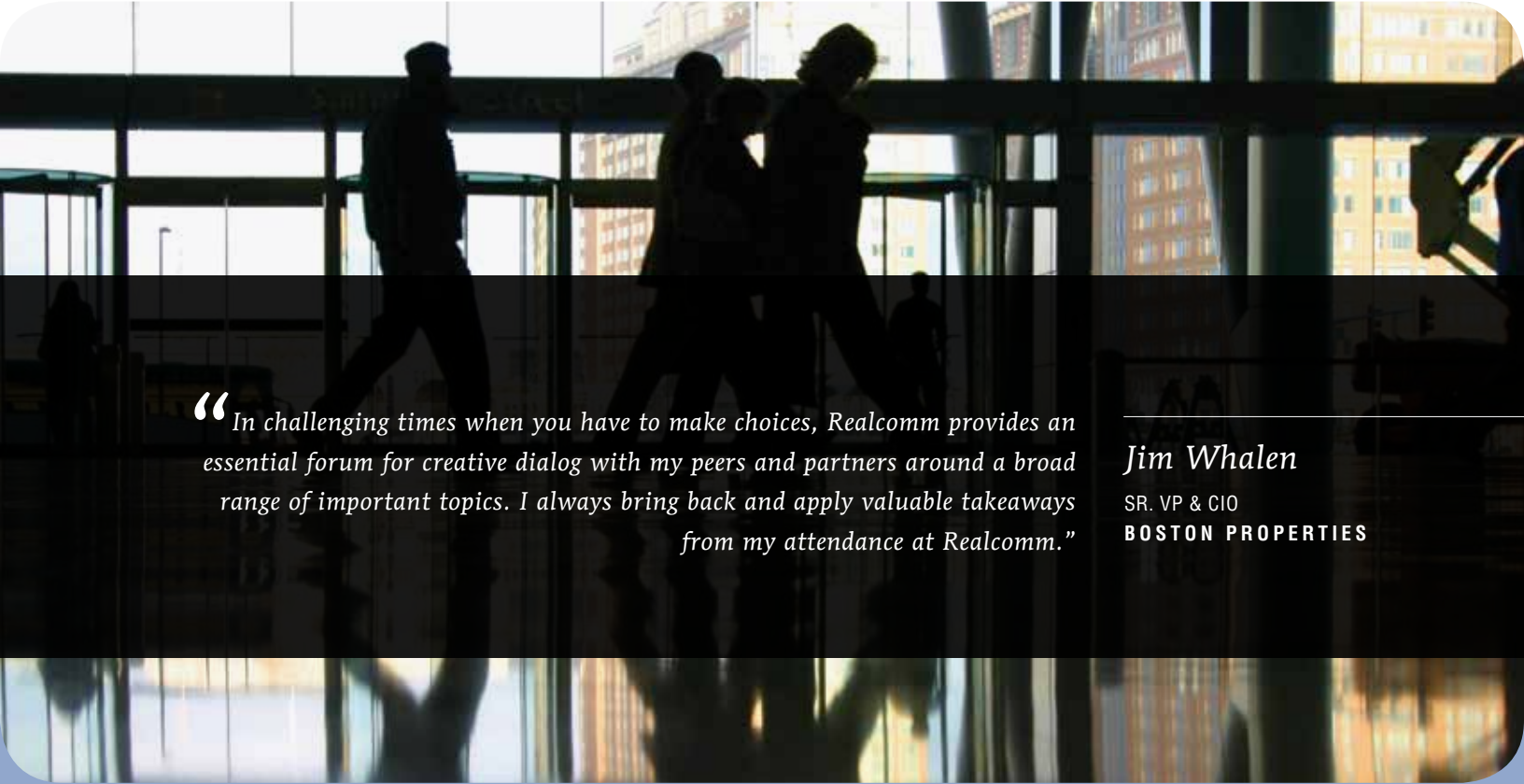
## Case Study Conversations Video Series

Authenticate your company as a leading industry expert on a topic relevant to your business and clients. Realcomm's professional video team produces high quality learning content that is strategically released to our global audience. Case Study Conversations harness the power of the technology solution provider and real estate end-user client partnership in a format that transcends geographic boundaries. Case study videos capture the brightest insights, showcase best practices and uncover the industry's most valuable innovation through the unique lens of partnership and collaboration.

### How it Works

Case Study Conversations feature technology solution providers and a corporate real estate end-user client who has successfully implemented your cutting-edge technology. Focused on learning and case study analysis, our conversational format takes the viewer through the technology implementation via personal experience and storytelling. So, chose a client who can speak to the value of powerful partnerships and collaboration. These videos are not sales oriented nor do they demo a product. Instead, they feature content centered around technology innovation and peer-to-peer learning.

VIDEO LENGTH VARIES BASED ON THE PACKAGE SELECTED: • 30 seconds • 3 to 5 minutes • 5 to 7 minutes



*“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**