

REALCOMM | IBCON 2020

VIRTUAL CONFERENCE OVERVIEW

Realcomm is pleased to announce the first Realcomm | IBCon virtual conference held as a hybrid event October 26-28, 2020. (The in-person Realcomm | IBCon conference will be held at the Gaylord Rockies Resort and Convention Center in Aurora, CO, Just outside of Denver, October 28-30, 2020.)

Partnering with Social27, a virtual events platform, Realcomm is excited to bring to life this virtual experience designed specifically for our commercial and corporate real estate decision-makers.

Powered by a recommendation engine that enables highly personalized learning, networking, lead generation and analytics, the Social27 platform offers the best of content streaming, customized agendas, attendee matching and real-time on-demand access, plus unprecedented value for sponsors through curated content experiences, sales bots, live chats and unique playlists.

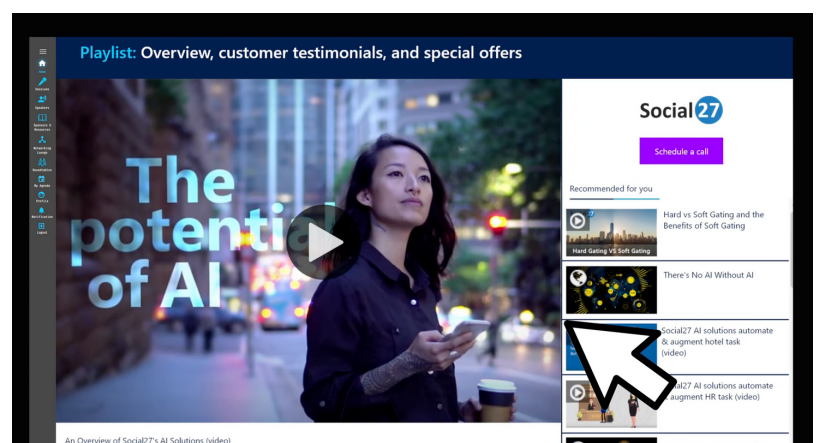
YOUR UNIQUE EXPERIENCE

Solution Providers benefit from key functionality tailored for your virtual experience:

- Personalized user journey
- Recommendation engine
- Interactive sessions
- Playlists for multimedia content
- Lead generation with custom forms
- FAQ bots
- Scheduling bots
- Real-time video chat
- Hello World video engagement
- Networking Lounge
- Two-way video networking
- Roundtables and Boardrooms
- Happy Hours
- Points and badges

Watch the Social27 demo to experience the platform from an attendee perspective.

Solution providers have a page, connect with leads, upload multimedia and view analytics.



GET TO KNOW THE PLATFORM

Much like traditional expo areas from our past conferences, the upcoming 2020 Realcomm | IBcon virtual conference will feature an innovative Sponsor Showcase where Technology Solution Providers can set up and manage various areas (microsites) of the platform. Your profile provides access to a dedicated and customized sponsor page, multiple ways to connect with leads, and microsite and playlist analytics.

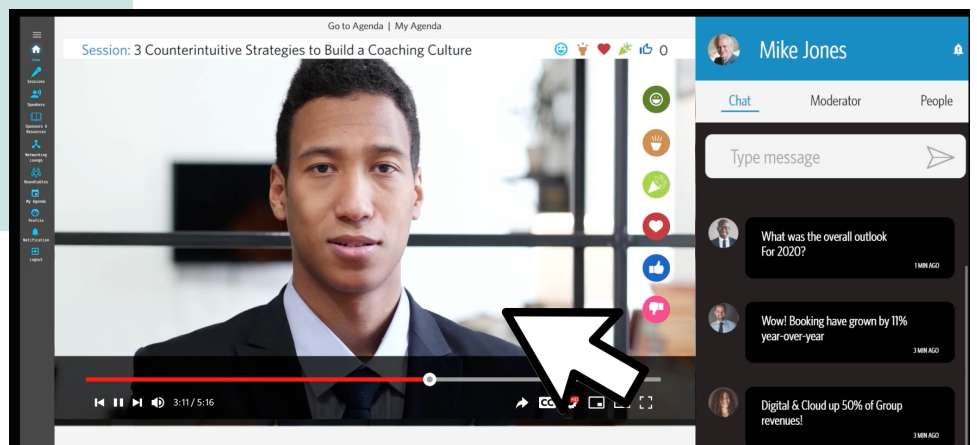
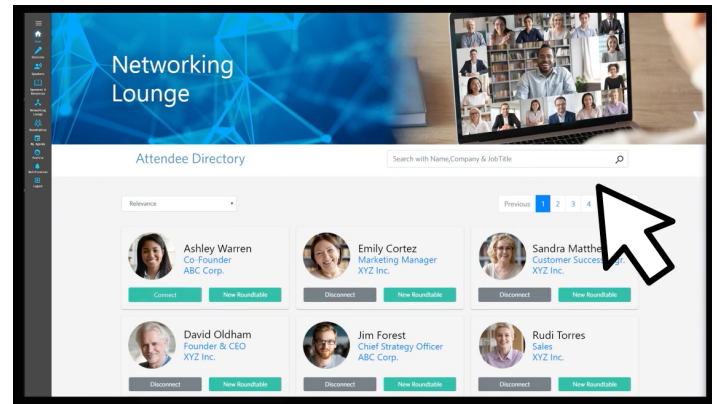
Exhibitor/Sponsor learning resources (video access requires a password: social27):

- **Sponsor experience**
- **Roundtables**
- **Happy Hour Chats**
- **Networking Lounge overview**

Watch the attendee learning video about the Sponsor Showcase.



Deepen your connection with 1:1 messaging, roundtables and Happy Hours



Trusted by Microsoft, Amazon, Dell, ATD, SAP, Ultimate Software, Verisign, Neustar and WorkBoard, Social27 is the platform of choice for internal and client virtual events. See what experienced event planners are **saying about the Social27 virtual event experience.**

CONTACT

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SPONSORSHIP AND EXPO PROSPECTUS

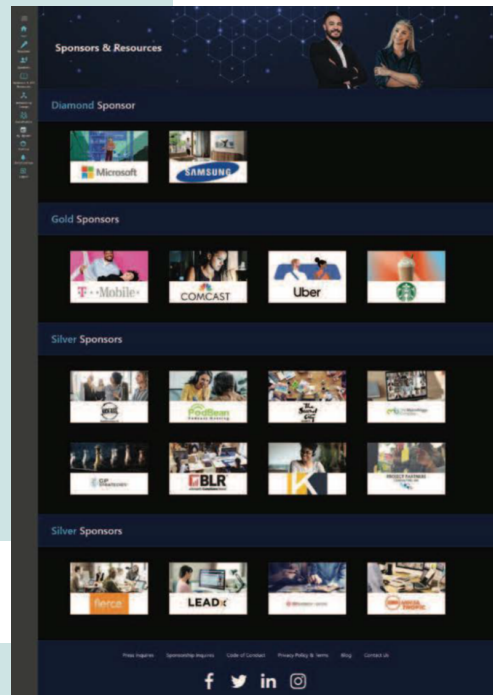
Realcomm | IBcon 2020 offers four virtual conference packages:

- Diamond
- Gold
- Silver
- Bronze

Benefits	Bronze	Silver	Gold	Diamond
Logo	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Roundtable meetings at Booth	✗	✗	✓	✓
Pre-arranged Roundtable meetings	✗	✗	✗	✓
Booth Reps	2	3	6	10
Playlist (# of media items)	3	6	10	Unlimited
Dynamic role based Playlist	✗	✗	✓	✓
Lead generation with custom forms	✗	✓	✓	✓
Leads dashboard (visitors & email list)	✓	✓	✓	✓
ABM dashboard (booth Visitors by company and engagement score)	✗	✗	✓	✓
Highlight sessions on booth	✗	✗	✓	✓
Placement on event home page	✗	✓	✓	✓
Include Recommendations	✗	✗	✓	✓
Session sponsor banner	✗	✗	✓	✓
Roundtable sponsor	✗	✗	✓	✓
Sponsor Happy Hour	✗	✗	✓	✓
Networking Lounge sponsor	✗	✗	✗	✓

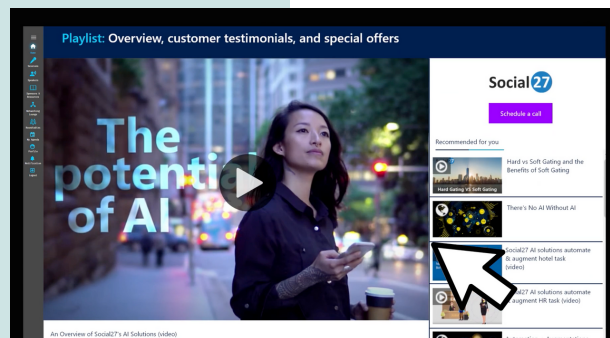
EXHIBITORS, SPONSORS & RESOURCES PAGE

Exhibitors Sponsors & Resources page lists Sponsors by the package purchased, and visitors can choose which sponsor profile to explore.



PLAYLISTS

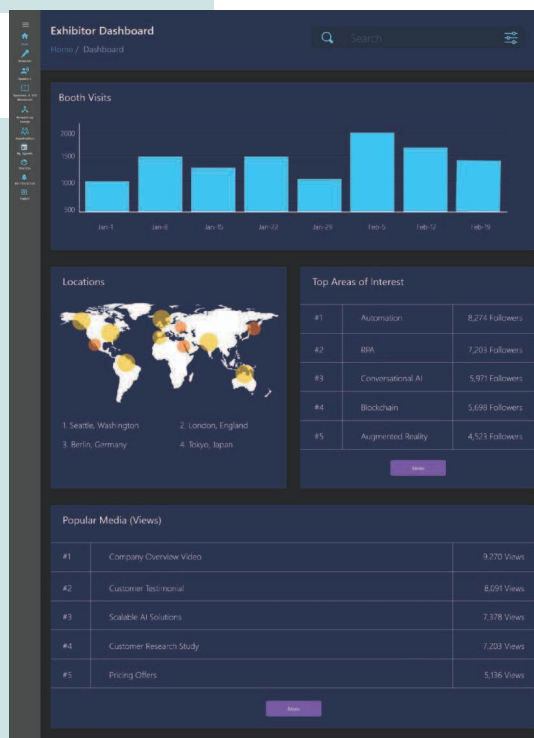
Playlists are an easy way for visitors to engage with your sponsor page to find resources. Content can include videos, blog posts or PDFs.



DASHBOARD

Our dashboard comes with insights on various data such as:

- Total amount of booth visits
- Locations of visitors
- Top areas of interest
- Most popular media on Playlist
- User engagement
- Account engagement

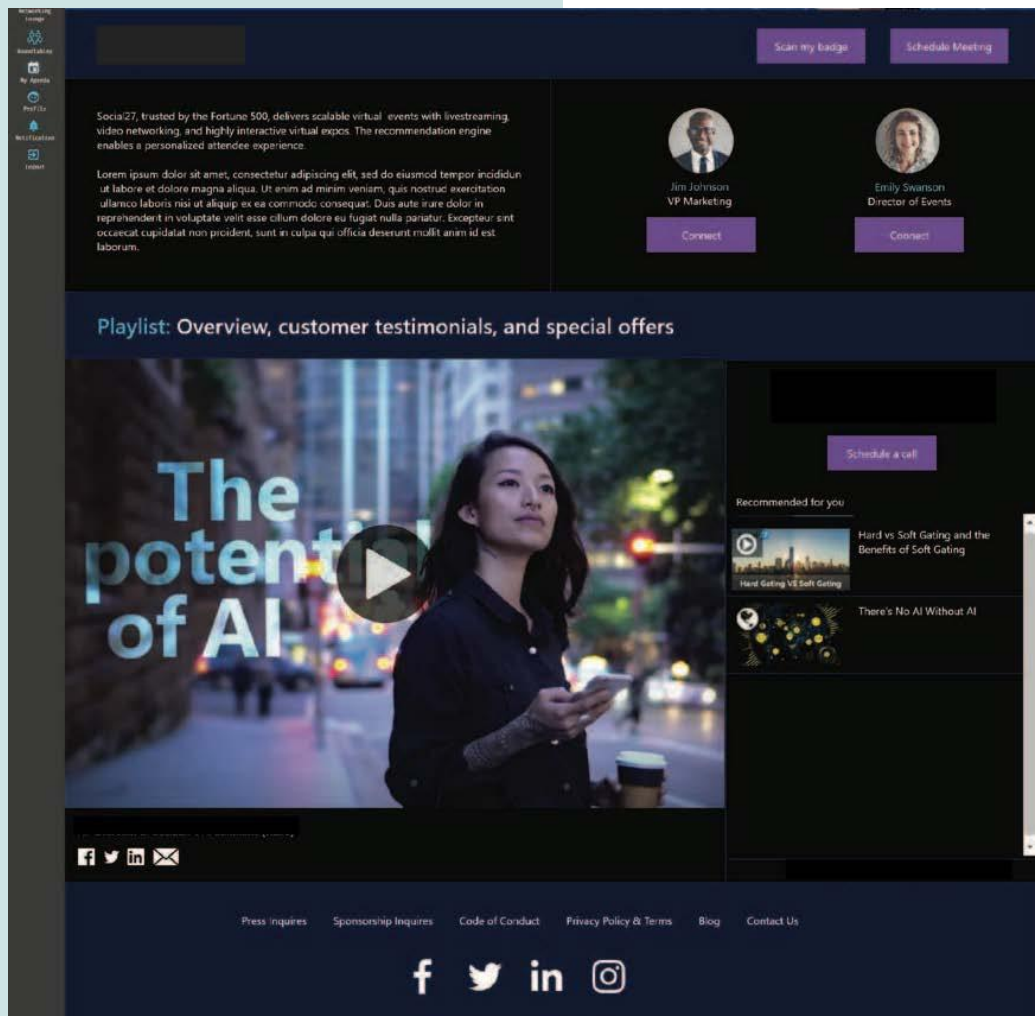


BRONZE PACKAGE

This package includes:

- Organization logo
- Company description
- Up to 2 Booth Reps
- Playlist with up to 3 media options
- Lead dashboard (visitors & email list)

Package Price: \$3,750

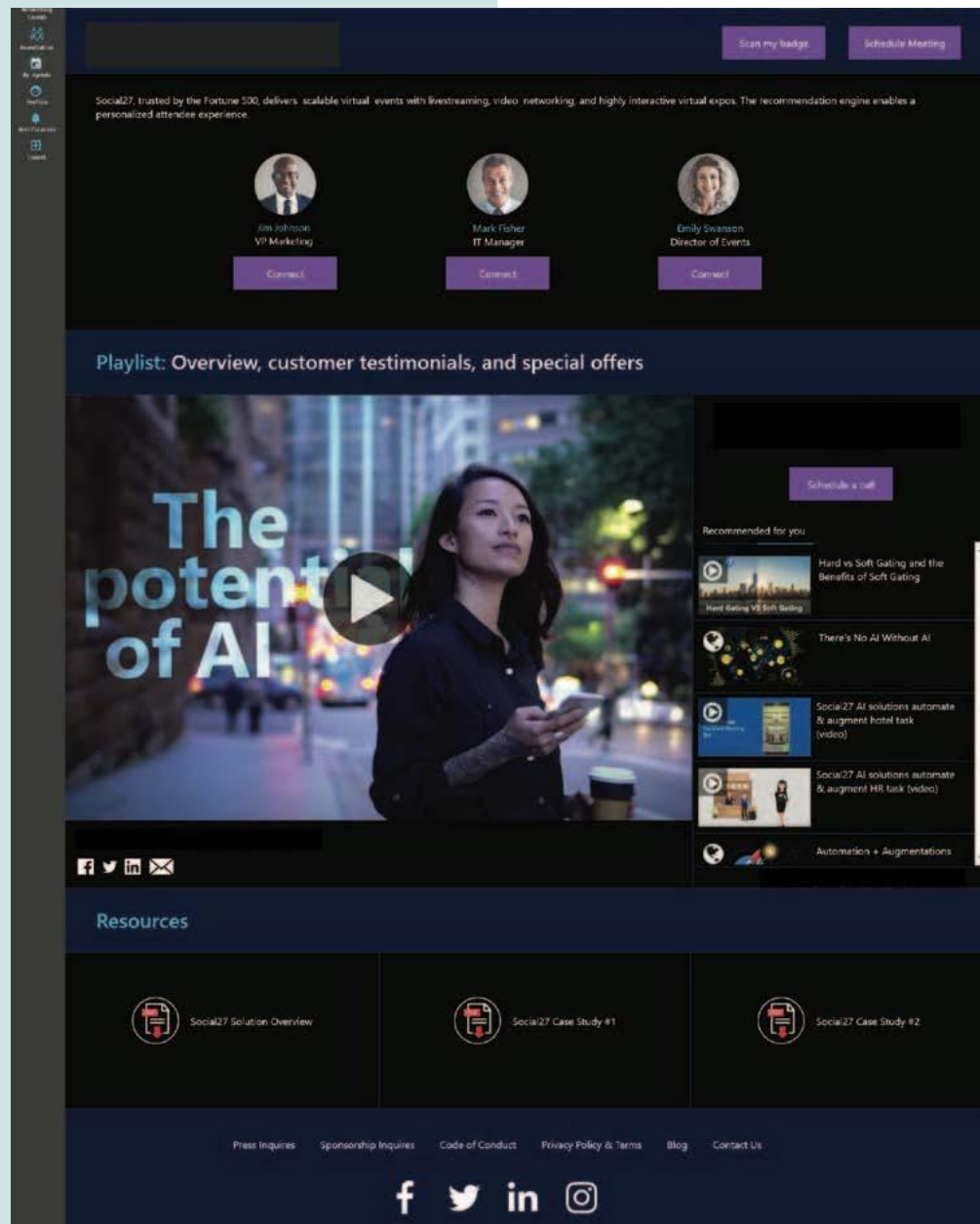


SILVER PACKAGE

This package includes:

- Organization logo
- Company description
- Up to 3 Booth Reps
- Playlist with up to 6 media options
- Lead dashboard (visitors & email list)
- Lead generation with custom forms
- Scheduling Bot
- Include recommendations

Package Price: \$6,500

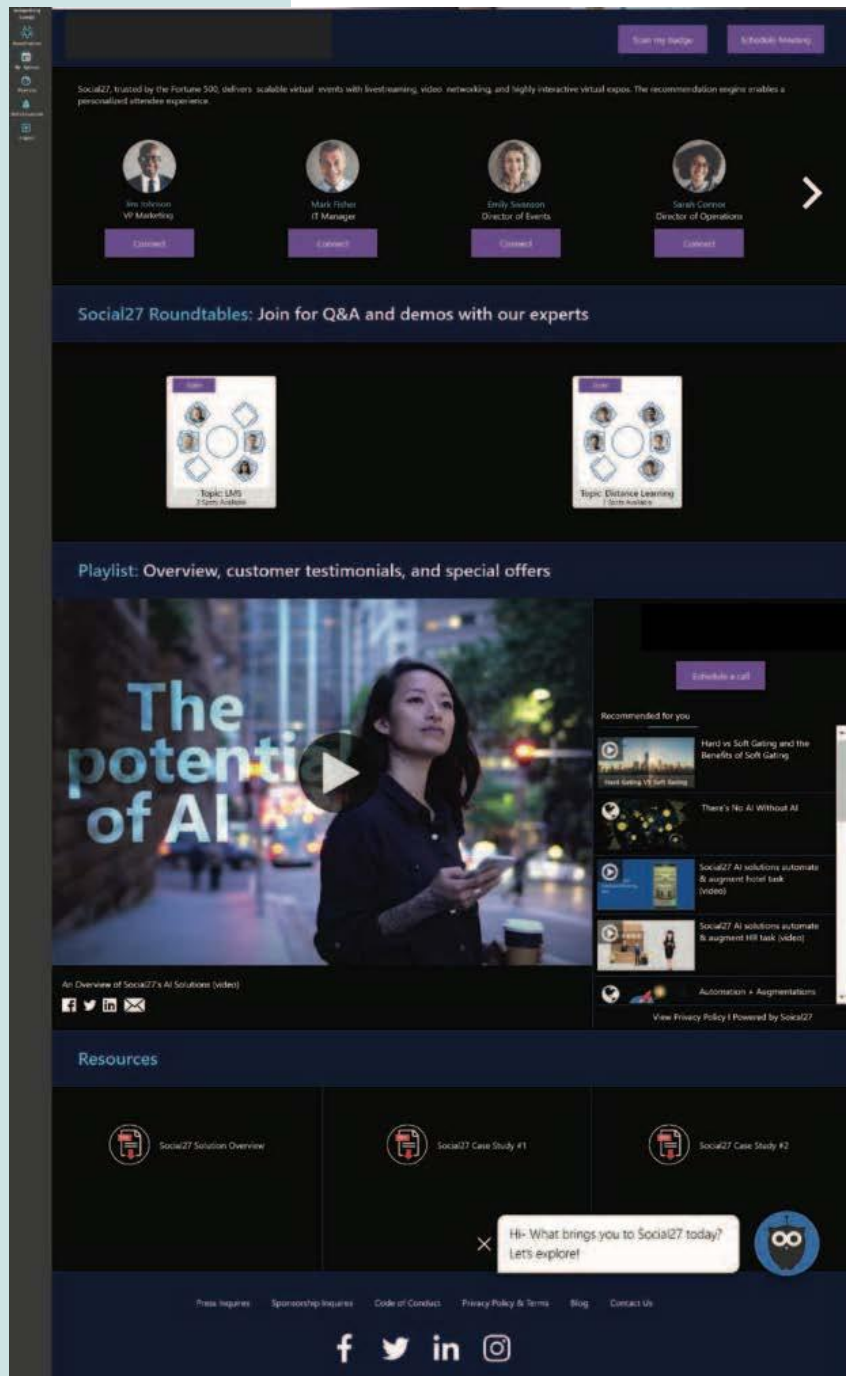


GOLD PACKAGE

This package includes:

- Organization logo
- Company description
- Roundtable meetings at booth
- Up to 6 Booth Reps
- Playlist with up to 10 media options
- Dynamic role-based Playlist
- Lead generation with custom forms
- Scheduling Bot
- FAQ Bot
- Pass from bot to human rep
- Lead dashboard (visitors & email list)
- ABM dashboard (Booth visitors by company and engagement scores)
- Highlight sessions on booth
- Placement on event home page
- Include recommendations
- Session Sponsor Banner
- Roundtable Sponsor
- Sponsor Happy Hour

Package Price: \$10,000



DIAMOND PACKAGE

This package includes:

- Organization logo
- Company description
- Roundtable meetings at booth
- Pre-arranged Roundtable meetings
- Up to 6 Booth Reps
- Playlist with up to 10 media options
- Dynamic role-based Playlist
- Lead generation with custom forms
- Scheduling Bot
- FAQ Bot
- Pass from bot to human rep
- Lead dashboard (visitors & email list)
- ABM dashboard (booth visitors by company and engagement scores)
- Highlight sessions on booth
- Placement on event home page
- Include recommendations
- Session sponsor banner
- Roundtable Sponsor
- Sponsor Happy Hour
- Networking Lounge Sponsor

Package Price: \$15,000

