

Realcomm

@ THE INTERSECTION OF TECHNOLOGY, INNOVATION
AND REAL ESTATE OPERATIONS



2026

CAPABILITIES BROCHURE

Conferences · Forums · Webinars · Media · Marketplace

realcomm.com

ABOUT

Realcomm

Realcomm Conference Group, LLC is a worldwide research and event company at the intersection of corporate and commercial real estate, automation and technology. Through our annual conferences, webinars, workshops, CIO & Property Tech 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 and corporate real estate development, leasing, management and operations.

1999

FOUNDED

49,776

WEEKLY BRIEFING
RECIPIENTS

1,700+

ATTENDEES

OUR VISION

Where the industry meets

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 webinars, CIO & Property Tech Forums and conference events reach more industry decision makers than ever, attracting commercial and corporate real estate professionals across six global regions. Our weekly newsletter publication is distributed to over 49,776 industry professionals.



GLOBAL REACH

North America · Europe · Asia · Australia · India · Middle East · Africa

Demographics

Realcomm programs are designed to meet the needs of commercial and corporate real estate practitioners at all levels, from executive and management to professional and support, across each of the following sectors.

ATTENDEE PROFILE

Real Estate IT Professionals
Commercial Owners
Senior Technology Strategists
Corporate Real Estate Property Managers
Chief Operating Officers
Facility Managers
Government | Institutional Owners
Asset Managers
Developers
Energy | Sustainability
Architects
Executives
Engineers
Commercial Brokers
Commercial Real Estate Consultants
Tenant Representatives
Construction Project Managers

REAL ESTATE SECTORS

Commercial Corporate
Government
Healthcare
Education
Sports & Entertainment
Transportation
Manufacturing
Information Technology (IT)
Energy | Sustainability
Finance
Sales & Marketing
Leasing
Business Development
Architecture & Design
Multifamily
Data Centers



Realcomm IBcon Annual Conference

Our annual conferences and expositions bring together visionary leaders shaping the future of commercial real estate and the built environment. Realcomm IBcon explores the technologies, innovations and strategies transforming real estate, smart buildings, connected infrastructure and building operations, attracting leading commercial, corporate, government and institutional organizations from across the industry.



2026

Realcomm IBcon is the premier conference focused on technology, efficiency, innovation and automation solutions across the commercial real estate organization and the smart, connected, high performance intelligent building.

It is a must attend conference for anyone looking to educate, collaborate and connect with real estate decision makers and technology leaders driving the future of commercial development, leasing, accounting, management and operations, as well as building automation, HVAC, lighting, security, digital signage, parking, fire and life safety, access control and other connected building technologies.



JUNE 3-4, 2026

San Diego Convention Center · San Diego, California

realcomm.com

SPECIALTY EVENTS

Focused Programs. Peer Driven Insights.

Alongside the annual conference, Realcomm produces intimate programs built around a single audience and a single set of problems. Smaller rooms, senior practitioners and direct access to the people solving the same challenges.



INVITE-ONLY

Real Estate Investment Management Tech Forum

A one-day program for investment managers, asset managers and the technology leaders who support them. Sessions examine the platforms and data behind fund operations, portfolio performance, investor reporting and asset-level decision making.

DECEMBER 4, 2026

JPMorgan Chase Headquarters · New York, NY

FALL CONFERENCE

CoRE Tech

CoRE Tech convenes corporate real estate, workplace, facilities and technology leaders from the world's largest occupier organizations. The program focuses on the systems, data and building technologies behind large corporate portfolios, with peer-level discussion, case studies and solution provider exhibits.

DECEMBER 8–9, 2026

Computer History Museum · Mountain View, CA



YEAR-ROUND PROGRAM

Realcomm Webinars

Realcomm webinars provide quality education and instruction on the latest technology solutions for the real estate professional. Our goal is to present, discuss and debate varying business case and technology perspectives in a format that is easy to understand and practical, and to provide a platform for the sharing of true-to-life case studies directly from the experts themselves. Solution providers, consultants, software companies, integrators, technology partners and industry thought leaders actively participate in a non-sales environment and share their expertise with hundreds of attendees.



2026 SCHEDULE

- 2/19** Supercharge Your CRE Processes: AI and Machine Learning in Action
- 3/26** Operational Intelligence: Unlocking Smart Building Value for the Enterprise
- 4/16** Modernizing Buildings: Case Studies in Smart Systems and In-Building Wireless
- 7/23** Optimizing Building Energy Use: Data, Controls and Integrated Workflow
- 8/13** Industry Excellence Showcase: Lessons from Digie Award Leaders
- 9/3** From Data Chaos to Clarity: Governance Practices That Support CRE Portfolios
- 10/15** AI in CRE: Early Adoption, Real Examples and Practical Steps
- 11/5** Tech in Practice: Solution Demonstrations for CRE IT and OT Teams
- 11/19** From Building Data To Operational Action
- 12/3** 2026 in the Rearview, 2027 Ahead: Insights for CRE and Smart Building Leaders

Visit realcomm.com/webinars for additional details

SERIES · YEAR-ROUND

CIO & Property Tech Forums

The Realcomm CIO & Property Tech Forums gives CIOs and other senior technology executives in the commercial real estate community an opportunity to meet in their respective regions for networking and building professional relationships. By connecting local IT leaders in these informal, discussion-driven groups, we facilitate conversations on the key issues impacting our industry and leverage the collective experience of this powerful peer group.

2026 NORTH AMERICA

4/22 New York (Spring)

9/17 Dallas

10/1 New York (Fall)

12/3 San Francisco

2026 INTERNATIONAL

8/27 Sydney

10/8 Toronto

11/26 London



HOSTED IN MARKET · PEER-LEVEL · YEAR-ROUND

Forums are built for CIOs and heads of technology in the commercial real estate community.

realcomm.com/cio-forums

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

WEEKLY BRIEFING

The Realcomm Weekly Briefing is a complimentary email newsletter sent each week to more than 49,776 commercial and corporate real estate professionals. Each edition highlights new technologies or best practices targeted to the industry.

Vendor Profile and Banner sponsorships let technology companies reach this audience through branding, an 800–1,000 word article and a company profile.

Sign up at realcomm.com/advisory

Realcomm

SITEWIDE BANNER AD

The Realcomm Sitewide Banner is the most visible advertising opportunity we offer: a prominent location at the top of the Realcomm website with static visibility as visitors scroll.

The banner rotates every 7–12 seconds across a maximum of six ads. Size is 728px W × 90px H at 72 dpi, static or animated GIF, 150k or smaller. Animation should loop.

Visit realcomm.com

Realcomm MARKETPLACE

realcomm.com/marketplace

As the commercial and corporate real estate technology sector grows and matures, it is increasingly difficult to keep track of the changing landscape. The Realcomm Marketplace bridges the gap between client needs and the solutions offered by our industry vendors. A listing includes a company profile, a website link, videos, PDFs, marketing material and social links.



NEW

Technology Solutions Buyer's Guide

A digital publication of technology solution providers serving the commercial and corporate real estate industry. Sent to Realcomm's entire real estate end user database in Summer 2026.

Realcomm Live

Realcomm Live covers commercial and corporate real estate trends, showcasing cutting edge technology and discussing industry issues with influential leaders around the globe. Many of these conversations were recorded live at Realcomm IBcon. These interviews feature some of the most knowledgeable, experienced and successful thought leaders across our industry and are shared weekly following the conference.



VIEWERS HEAR HOW INDUSTRY LEADERS ARE

Developing and executing CRE strategies

Implementing innovative technologies

Futureproofing buildings for new occupancy

Protecting personal data

Improving IoT cybersecurity posture

Defining the next generation of smart buildings

PAST GUESTS HAVE INCLUDED

Jim Whalen

Boston Properties

Charles Whiteley

ExxonMobil

Kevin Danehy

Brookfield

Robert Entin

Vornado

Jesse Corrillo

Hines

Emmanuel Daniel

Microsoft

Sara Neff

Kilroy Realty

Kimberly Bertz

Wells Fargo

Cory Clarke

RXR Realty

Jim Kurek

Brandywine

Aaron Block

Metaprop

Ben Tranel

Gensler

Eddy Wagoner

JLL

RECENT THEMES

AI & advanced analytics · Cybersecurity · In-building wireless · Construction tech · Extended reality · Sustainable, tech-enabled housing · Corporate innovation programs

ADVERTISING & BRANDING

30- and 60-second commercial spots (pre-roll, mid-roll, end-roll) · Program sponsor package · Bundled commercial sponsor packages · Supporting program sponsor · Single episode spots



What attendees say

"Realcomm events isn't just a conference, it's where business gets done. In just two days, I packed in strategic conversations, vendor deep dives and meaningful reconnections, all under one roof. Just wasn't enough time!"

CECILIA LI

SVP, CIO · Urban Edge Properties

"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 & CTO · BXP

