

# Realcomm



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

**2017**  
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 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 55,000 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 1,600 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 San Diego 2017

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.

**June 14-15, 2017**

(Pre-Con: June 13 | Tech Briefings & Tours: June 16)

**San Diego Marriott Marquis & Marina, San Diego, CA**

[realcomm.com/realcomm-2017](http://realcomm.com/realcomm-2017)



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.

**June 14-15, 2017**

(Pre-Con: June 13 | Tech Briefings & Tours: June 16)

**San Diego Marriott Marquis & Marina, San Diego, CA**

[realcomm.com/ibcon-2017](http://realcomm.com/ibcon-2017)

### CoRETECH 2017

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 14-15, 2017**

**San Francisco, CA**



# 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.



## 2017 SCHEDULE:

<b>Jan 12</b>	In-Building WIRELESS Strategies – Cellular, WiFi, DAS, Small Cells and More!
<b>Jan 26</b>	Case Studies for Commercial Real Estate Innovation - Getting Past Hype to Reality
<b>Feb 9</b>	CRE Tech 4.0 and Beyond – What is in Store for 2017
<b>Feb 23</b>	The Building Internet of Things (BIOT) – Case Studies @ the Edge!
<b>Mar 9</b>	Leasing Platforms and ERP Integration – A Status Report
<b>Mar 23</b>	Smart Building Analytics – Running at the Peak of Efficiency
<b>Apr 6</b>	Technology in the Workplace – Managing the Needs of 3 Generations
<b>May 4</b>	Energy Efficiency in Buildings – Technology Helping to Set New Benchmarks
<b>May 18</b>	Real Estate Data Analytics – Uncovering a Treasure Trove of Insight
<b>June 1</b>	What's Next for the Real Estate Cloud?
<b>Aug 8</b>	Investment Management - Business Process Automation
<b>Aug 10</b>	Next Generation Smart Lighting – New Standards Being Set
<b>Aug 24</b>	Managing Corporate Real Estate Data– IWMS, Point, Integrated Architecture or Excel?
<b>Sept 7</b>	Cybersecurity for Buildings – Can We Stay Ahead of the Ongoing Threat?
<b>Oct 5</b>	@ The Edge – Corporate Real Estate Leaders Talk Tech Innovation
<b>Oct 10</b>	@ The Edge – Commercial Real Estate Leaders Talk Tech Innovation
<b>Oct 26</b>	Augmented, Mixed, Immersive Reality – A New Way to Look at Real Estate
<b>Nov 9</b>	Artificial Intelligence/Machine Learning and Commercial Real Estate – How Close Are We?
<b>Dec 5</b>	Smart Building - Wellness
<b>Dec 7</b>	Blockchain - The Opportunities and Challenges of Peer-To-Peer Platform

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

### 2017 Schedule:

#### NORTH AMERICA FORUMS

New York - **April 20**

New York - **September 28**

Toronto - **October 25**

Chicago - **November 2**

San Francisco - **November 30**

### 2017 Schedule:

#### INTERNATIONAL FORUMS

Sydney - **August 23**

London - **October 11**



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

## REAL ESTATE INVESTMENT MANAGEMENT FORUM 10/19

THE REALCOMM CIO/PROPERTY TECHNOLOGY FORUMS PROVIDE CIOs AND HIGH LEVEL IT PROPERTY PROFESSIONALS IN THE LOCAL COMMERCIAL REAL ESTATE COMMUNITY AN OPPORTUNITY TO MEET FOR NETWORKING AND BUILDING PROFESSIONAL RELATIONSHIPS. THESE EVENTS ARE BY INVITATION ONLY AND NOT OPEN FOR GENERAL ATTENDANCE. SPONSORSHIPS INCLUDE ONE PASS TO ATTEND THE NETWORKING SEGMENT AND LUNCHEON OR AFTERNOON EVENT WITH COCKTAIL RECEPTION, OPPORTUNITY FOR INTRODUCTORY REMARKS TO THE GROUP AND ALSO INCLUDES THE LIST OF ATTENDEES.

## 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 36,000 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 Realcomm **EDGE**

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 55,000 in digital format. It is also distributed to attendees at our annual flagship event, the Realcomm | IBcon Conference, located in San Diego, CA. on June 14-15, 2017. 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 sent out by mail once a year, is printed in the RealcommEDGE magazine and the Realcomm | IBcon Conference 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.
- Packages of 3 or more, option to mail your marketing piece from our mailing house to Select list of 5,000 Real Estate Executives.
  - Postcard and postage cost is the responsibility of the mailing party.

*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.



*“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**