REcalibrate
USING INNOVATION TO TURN CHALLENGES INTO OPPORTUNITIES

JUNE 13-14, 2019  |  NASHVILLE, TN
(Golf Outing & Tech Tours: June 11  |  Pre-Con : June 12)
SMART BUILDING
BEST PRACTICE SHOWCASE
JUNE 14

Global Leaders Present Premier Projects for 21st Century Digital Innovation

Join us for this super-session to explore more than 40 of the world’s most progressive and successful implementations of smart buildings, portfolios and campuses. These projects represent the next generation of connected, interoperable, integrated, IP-centric buildings and state-of-the-art design. In this interactive showcase setting, attendees will have the opportunity to meet face-to-face with representatives for each project who will share their challenges and successes. They will address energy conservation, operational efficiency, enhanced occupant experience, sustainability and financial optimization.

CASE STUDY
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Jason Houck, Hepta Control Systems

scottcollins@bedrockmgt.com
Scott Collins, Bedrock RE Services

Primary Contact:
Target Completion date:
2011
Start date:
Ongoing
Project Status:
Location:
Square Footage:
10 million

Project Details
• Documenting a smart building specification that is now incorporated into all plans by all architects, engineers, and teams that

SUCCESSES:
• Guaranteeing consistency with multiple projects in progress at any given time
• Establishing a concrete building baseline to measure return on investment, which allows for further investment into the program
• Normalization of data from all building systems and manufacturers; the integration of legacy systems under one platform
• Obtaining buy-in from property management and building engineers regarding the benefits of a single monitoring platform

CHALLENGES:
• Lowered per square foot costs on budgeted utilities, adding to the bottom line
• Real-time monitoring of operational cost of major equipment allowing for continuous retuning and o
• Preventing breakdowns that can interrupt tenants’ business operations, some of whom have 24/7
• Utilizing a mobile maintenance fleet that monitors the entire portfolio from a single source, allowing on-site employees’ skill sets to be used for preventative maintenance rather than reactive tasks

Targets:
• Various Cities
• Operations
• Energy Efficiency
• Sustainability
• Tenant Experience
• Financial Optimization

45

JUNE 14
JUNE 11

BEST PRACTICE SHOWCASE
SMART BUILDING

VANDERBILT UNIVERSITY
Smart Campus Analytics

PITCH & BROADWAY
NextGen Office Design

RE INNOVATION TECH TOURS
JUNE 11

Realcomm | IBcon is pleased to offer attendees an opportunity to participate and tour several innovative real estate projects in Nashville. These innovation tours will be held Tuesday, June 11 and will include several unique, state-of-the-art projects in the city. Tours are available to ALL registered conference attendees. Attendance is limited and will be available on a first-come, first-served basis. Additional fees apply at time of registration.

Check-in website for tour details.
There's no better way to kick off this year's conference than by attending one of our pre-conference events and interactive workshops designed to prepare the attendee for the unique role within the real estate industry. Maximize the value of your RealComm registration by staying sharp on your team’s IT, PM, Energy, Sustainability and Finance skills. It’s your responsibility to always be on top of current industry standards by bringing your team’s IT, PM, Energy, Sustainability and Finance skills to the forefront for everyone in your organization.

Advance registration is required for all pre-conference events. If you are a registered attendee of any level or for those in between, register in advance to save you time and money on-site.

5TH ANNUAL REALCOMM | IBCON GOLF OUTING
JUNE 11 | 7:00AM–3:30PM
Join us at the Omni Hotel for the annual RealComm & IBCon Networking and Golf Outing. Fun and camaraderie before the conference kicks off as 50+ players hit the links at the Old Springs Golf Course. Cashew nuts from the Hudsons of the Cumberland Rose, our famous Scottish links–style course designed by US Open and PGA champion, Larry Nelson is full of challenges, surprises and amazing views. Open to all attendees. Separate fees apply.

REALCOMM & IBCON MEETUPS
JUNE 11 | Start times vary
We invite you to come to Nashville a day early to “Meetup” with new friends or spend some time with folks you already know but only see once a year. Some of the activities being considered include: Night at the Museums, Wine Tasting, Live Concerts, Night at the Playhouse, dancing and more. Thought leaders and IBCon attendees are invited. Additional registration fee applies.

CIO ROUNDTABLE
JUNE 12 | 1:00PM–6:00PM
(BY INVITATION ONLY)
This roundtable will bring together industry thought leaders to address the most high–impact cyber threats and vulnerabilities. Key insights from the Cyber Threat Landscape Assessment (CTLA) and industry professionals and experts involved in designing and deploying SC/DC systems will be shared. Thought leaders will experience an SC/DC pre-conference roundtable event “Examine existing business opportunities.” US Mobile Network Operators will share updates on multi-biddoor solicitations that will encompass deals with equipment vendors and solution providers. All RealComm and IBCon attendees are invited. Additional registration fee applies.

COI/COFO INNOVATION SUMMIT
JUNE 12 | 1:30PM–6:00PM
(BY INVITATION ONLY)
Technology and its impact to Commercial Real Estate is no longer a tactical discussion, but rather a strategic component of the overall business strategy. Business executives must not only manage incremental improvements on the operational side, but also clearly understand the changing occupant experience and ultimately how we use and manage space. This Summit is an opportunity for business leaders to gather with peers to network, exchange information and share best practices from a strategic viewpoint. Participants will hear from leading experts in the field including those from Cybersecurity, Smart Buildings, Organizational Realignment and more.

SMART BUILDING INTEGRATOR SUMMIT (SBIS)
JUNE 12 | 1:30PM–6:00PM
(BY INVITATION ONLY)
Smart buildings are becoming the next major trend in the building industry. New building technologies are driving an entire new class of building owners, integrators and end users. 5G and other emerging wireless technologies and building automation building ubiquity create an even greater opportunity for business leaders to apply these technologies to buildings and connected devices.

COGCOFO INNOVATION SUMMIT
JUNE 12 | 1:30PM–6:00PM
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5G CONGRESS HOSTED BY DASPEIDA
JUNE 12 | 1:00PM–6:00PM
(BY INVITATION ONLY)
5G has long just a talkpoint, it’s becoming reality. Join DASPEIDA as 5G CongressHostedBy a talkpoint, it’s becoming reality. Join DASPEIDA as 5G Congress HostedBy to discuss 5G opportunities and challenges, industry trends and new technology that seems to be around every corner. Industry professionals, experts and policymakers will discuss 5G’s role in the future of the commercial real estate industry. Discussion will cover topics such as: 5G’s impact on the real estate industry, what the new technology means for buildings, tenants and landlords.

ELEVATING COMMERCIAL REAL ESTATE TECHNOLOGY STRATEGY EDUCATION
JUNE 11 & 12
Join us for a perfect mix of golf, conversation, fun and camaraderie before the conference kicks off as 50+ players hit the links at the Old Springs Golf Course. Cashew nuts from the Hudsons of the Cumberland Rose, our famous Scottish links–style course designed by US Open and PGA champion, Larry Nelson is full of challenges, surprises and amazing views. Open to all attendees. Separate fees apply.

Estate Cyber Consortium (RECC).
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CRO Cybersecurity Forum
JUNE 12 | 8:00AM–11:45AM
Weaponized cost delivered by malicious ideologies has evolved to be one of the greatest threats to our country’s security and economy. It was inevitable that cyber threats would eventually find vulnerable commercial real estate targets, both at the enterprise and infrastructure level. This Forum will bring together industry thought leaders to address the most high–impact cyber threats and vulnerabilities. Key insights from the 2021 Cyber Threat Landscape Assessment (CTLA) and industry professionals and experts involved in designing and deploying SC/DC systems will be shared. Thought leaders will experience an SC/DC pre-conference roundtable event “Examine existing business opportunities.” US Mobile Network Operators will share updates on multi-biddoor solicitations that will encompass deals with equipment vendors and solution providers. All RealComm and IBCon attendees are invited. Additional registration fee applies.

HIGHERT EDUCATION SMART CAMPUS SUMMIT
JUNE 12 | 1:30PM–6:00PM
(BY INVITATION ONLY)
Rounding out the fourth year, the Higher Education Smart Campus Summit is aimed at providing industry professionals and experts involved in designing and deploying SC/DC systems with the tools needed to navigate the complex landscape of higher education smart campus strategy. Much of the content for the campus of the future will address various topics such as: building analytics, next generation facility design, campus area network building, building operating systems, SC/DC integration & deployment, comprehensive cybersecurity by design, IP-enablement of traditional analog devices, partnering with IT, understanding the role of the integrator and developing a strategy. They will also discuss the impacts of emerging technologies such as AI, Machine Learning, Internet of Things and the continuous transformation of the academic space. The Summit is an opportunity for business leaders to gather with peers to network, exchange information and share best practices from a strategic viewpoint. Participants will hear from leading experts in the field including those from Cybersecurity, Smart Buildings, Organizational Realignment and more.

SMART BUILDING INTEGRATOR SUMMIT (SBIS)
JUNE 12 | 1:30PM–6:00PM
Converting a traditional building into a smart building can be a daunting task; transforming an aspect or campus is an even greater challenge. Over the last eight years, this Boot Camp has provided professionals a step-by-step guide on where to begin. Defining the attributes of a smart building, developing a comprehensive architecture, selecting the right building automation building systems and understanding 5G and other emerging wireless technologies and building automation building ubiquity creates an even greater opportunity for business leaders to apply these technologies to buildings and connected devices.

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CONTINUED
PROPERTY MANAGER TECHNOLOGY & INNOVATION FORUM
Hosted by: IREM
JUNE 12 | 7:30AM–5:00PM

Today’s property manager is dealing with some of the most significant changes the industry has ever experienced. Technology, automation and innovation are impacting almost every aspect of Commercial Real Estate. Building communications, facility management, leasing, accounting, risk management, IT, water management, AL, 3D visualization, immersive signage, co-working, lease, precise automation, autonomous vehicles and Blockchain are just some of the technologies poised to change property management forever. IREM and Realcomm have partnered to develop cutting-edge pre-conference and daily Forums. Property managers want to take their technology skills to the next level without missing this event.

THE SMART BUILDING LEADERSHIP FORUM
JUNE 12 | 4:30PM–6:00PM

In the early days, mechanical systems were standalone with little or no integration. Today, the next generation of smart buildings is open, architected, interoperable, and digitized. They utilize smart edge devices and the cloud, and have expanded functionality that goes beyond one building to include portfolios and campuses, with a heavy emphasis on IoT. This forum gathers individuals and organizations that have been leading the way on this journey. Meet the true innovators, early adopters, pioneers, risk takers and market creators who continue to pursue the next iteration of smart buildings.

BEST OF MUSIC CITY WELCOME RECEPTION
JUNE 12 | 6:00PM–8:00PM

Dust off your boots and saddle up for a captivating evening of great food, drinks and Nashville music. The Welcome Reception is a great opportunity to mingle with your peers and make new friends. Hosted in the iconic Schermerhorn Symphony Center, we invite you to join us in celebrating the Realcomm | IBcon community, Nashville style.

REALESTATE EDUCATION TRACKS JUNE 13 & 14

TRACK: THE EDGE

• And the Winner Is... ARTIFICIAL INTELLIGENCE and the Impact on Real Estate
• BIG BLOCKCHAIN for Real Estate - What Is It and Why?
• Leasing to Operations - Utilizing the Opportunities for AUGMENTED & AUTOMATED REAL ESTATE
• ROBOTS and the Built Environment - From Concepts to Case Studies
• From Applications to Integration - Assessing the VOICE ASSISTANT’S Role in Real Estate
• Recalibrating Capital Markets - A Look into CHINAS TECHNOLOGY REVOLUTION

TRACK: CRETECH/PROPTECH

• Managing the Chaos - INNOVATION PROGRAMS Assess Automation Strategies
• Leveraging Experience - REAL ESTATE COMPANIES Weight on PropTech
• Mergers and Acquisitions on FIRE - MAJOR RET ECH COMPANIES Invest in PropTech
• #StayInTheLoop: Invest - THE VENTURE CAPITALISTS Discuss Their PropTech Strategies
• “And the Winner is...” - Launchpad Unveils the Best PropTech Startups for 2019

TRACK: SPACE AS A SERVICE

• The First Two Pins Go Covering - OWNERS Respond to the Market
• Space as a Service Explores - CONVERGING COMPANIES/PLATFORMS
• Short-term, Higher Value Leasing - A New Type of AUTOMATION PLATFORM is Required

TRACK: DATA, DATA, DATA

• Setting the Foundations - Developing a Comprehensive Enterprise DATA Strategy
• API and DATA INTEGRATION - A Discussion on the Industry's Best Practices
• Building a Modern DATA SCIENCE TEAM - Who Does Your Company Stand?
• Looking for Business Impact - Uncovering the Best DATA USE CASES
• Different Perspectives - A Look at the Emerging CASE STUDIES
• External REAL ESTATE INFORMATION Sources - Understanding the Landscape

TRACK: #BIG IDEAS

• From Hope to Reality - DIGITAL TRANSFORMATION and Commercial Real Estate
• ENTERPRISE ARCHITECTURE - Creating the Digital Infrastructure for Organizational Convergence
• Willing/Concerned - Insights from the Industry’s LEADING SOLUTION PROVIDERS
• INNOVATION PROGRAMS - Creating Agile Organizations Equipped to Manage the Future
• 21st Century Real Estate Executive Communications - THE DIGITAL WAR ROOM TAKES HOLD

TRACK: AUTOMATING EVERYTHING

• BUSINESS PROCESS Re-Design - Squeezing the Air out of Traditional Workflows
• Sustained Shareholder Benefits - A Focus on ROBOTIC PROCESS AUTOMATION (RPA)
• UPON INTERNALIZATION - Exploring the Host of Market Approaches
• A Foundational Application Continues to Evoke - BUDGET & FORECASTING

TRACK: CYBERSECURITY

• ON-DEMAND: GDPR and More - A Connected World Accelerates the PRIVACY Discussion
• Cybersecurity by BOOT CAMP - The Steps to Developing a Comprehensive Cyber Program
• Commercial Real Estate Takes Cybersecurity to the Next Level - CISPA WEIGH IN

TRACK: REAL ESTATE INVESTMENT MANAGEMENT

• Data Driven Decisions - A Real Estate Investment Perspective
• View from the Hype Update - A Common Perspective
• Case Study Collection: Cloud Financial Planning and Analysis Solutions (CFPAS) - Beyond Budgeting
• Networking/Breakfast Workshop - Building the CRE PLATFORM of the Future
• Case Study Collection: The Journey from Chaos to Order - Unexpected Innovation
• Case Study Collection: Exploring the Investment Management Experience
• Case Study Collection: Valuation Solutions
**IBcon Education Tracks**

**June 13 & 14**

**Track: Data**
- A Path to Success: Developing a Smart Building DATA-ARCHITECTURE Strategy
- Planning and Executing Complex Building DATA INTEGRATIONS - Case Studies
- FAULT DETECTION & DIAGNOSTICS - Identifying, Managing and Fixing the Problems
- The Future is Near - Leveraging AI & MACHINE LEARNING in a Smart Building Data Strategy
- BIM vs. DIGITAL TWIN - A Timely Discussion on Building Data Visualization

**Track: Energy**
- The DEPARTMENT OF ENERGY (DOE) - A Focus on Their Expanding Smart Building Program
- Understanding OPPORTUNITY for Distrubuted Energy Resources - THE MICROGRID Concept and Advances
- SMART ENERGY Buildings - Reaching for a New Benchmark in Smart, Connected Real Estate
- ENERGY INFORMATION SYSTEMS - Integration into the Smart Building Enterprise Strategy

**Track: Experience**
- Real Estate OWNERS & OPERATORS Speak Out: What are the Experiences That Tenants and Guests Really Want?
- CORPORATE REAL ESTATE Advances - Delivering an Digital Experience to the Workforce
- Delivering Occupant Experience @ Scale - THE SERVICE PROVIDERS Jump In
- Navigating the Marketplace - A SHOWCASE of the Leading Occupant Experience Solutions

**Track: Wireless**
- An Introduction to 5G & CBRS - Getting Ready for the Revolution
- CBRS and LTE LTE Trials - EARLY ADOPTERS Report
- BIG5G, 5G and More - Answering Today's UL-BUILDING WIRELESS Landscape
- A New Opportunity for Owners - MONETIZING In-Building Wireless Platforms
- A High Priority - Improving Cellular and Radio Coverage Inside Buildings for PUBLIC SAFETY

**Track: Tech.Talk**
- Kiosks, Screens and Walls - Taking the IMMERSIVE VISUAL EXPERIENCE to Another Level
- Connecting to the Enterprise - The Fast - Changing World of HVAC
- Sensors, Networks, Experience and More - LIGHTING Takes on a Whole New Meaning
- The Path to Accurate People Counting - OCCUPANCY SENSING and PEOPLE TRACKING Enters New Stage
- From Occupant Experience to Maintenance Requests - LOCATION SERVICES Coming of Age
- AI and Facial Recognition - TAKING SURVEILLANCE to the Next Logical Step... Or Not
- Ingress and Egress - A Status Report on the State of ACCESS CONTROL
- Connected METERS Come of Age - Understanding the Challenges and Opportunities
- Water, Weather, Air Quality and Beyond - Navigating the World of Connected SENSORS
- PEOPLE MOVING Goes Digital - Lifts, Escalators and People Movers Get Connected
- 21st Century PARKING - Easy, Safe, Efficient, Networked and Integrated
- Protecting Our Connected Buildings - Creating a Cybersecurity STRATEGY
- Convenience and Efficiency vs. Surveillance - Defining PRIVACY in Highly Connected Buildings
- Promoting a Healthy Workplace - Using Technology to Enhance a WELLNESS Strategy
- A Focus on PHYSICAL SECURITY - Machine Learning and Other Technology Tools Emerge

**Track: Cyber.OT**
- Protecting Our Connected Buildings - Creating a Cybersecurity STRATEGY
- Convenience and Efficiency vs. Surveillance - Defining PRIVACY in Highly Connected Buildings
- At the Forefront - Insight from Our Industry's Cybersecurity THOUGHT LEADERS
1. **175+ LEADING TECHNOLOGY SOLUTIONS**

Owners, executive-level vendors involved in the PropTech revolution know how difficult it is to navigate the technology landscape. Realcomm and IBcon offer the largest gathering of technology providers. The Realcomm and IBcon expo floor is the largest gathering of innovative companies in the world. If you are interested in exploring leading PropTech solutions, this year’s Expo will feature over 175 exhibiting companies. The Microsoft Partner Pavilion will feature a growing, diverse partner ecosystem of 20+ companies who bring together a vast set of Microsoft services to offer their own smart building solutions. Microsoft’s strong portfolio of services, including Azure Digital Twins, Azure IoT Edge, Azure Maps, Microsoft Office, Microsoft Graph, Workplace Analytics, Dynamics, Cognitive Services and more, empower partners to build innovative smart building solutions that suit their customers.

2. **CONFERENCE LIVE**

In addition to being the largest gathering of technology providers, Realcomm and IBcon is the premier destination for the latest in communications. This is the primary place for thought leaders and innovative solution providers to take their stage in the Exhibit Hall. This energetic audience is a highlight of the conference.

3. **THE HANGOUT LOUNGE**

Come take a load off your feet and a break from the fast pace of the day in the Hangout Lounge. Enjoy a cup of coffee, a glass of water, a quiet area to listen to music or to just relax and socialize with your colleagues. For those with a more competitive nature, a quiet game of pool or ping pong might be just what you need to get recharged!

4. **MICROSOFT PARTNER PAVILION**

The Microsoft Partner Pavilion will feature a growing, diverse partner ecosystem of 20+ companies who bring together a vast set of Microsoft services to offer their own smart building solutions. Microsoft’s strong portfolio of services, including Azure Digital Twins, Azure IoT Edge, Azure Maps, Microsoft Office, Microsoft Graph, Workplace Analytics, Dynamics, Cognitive Services and more, empower partners to build innovative smart building solutions that suit their customers.

5. **SG & IN-BUILDING WIRELESS PAVILION**

The SG & In-Building Wireless Pavilion will feature the top 25 vendors that are focused on building wireless solutions for Commercial and Corporate Real Estate. This includes manufacturers, integrators, service providers, consultants and others. With 5G, CBRS and other building-scale technologies, operators need to radically change existing communication strategies. This Pavilion will be the best place to start your in-building wireless journey.

6. **ROBOTICS & VR PAVILION**

The Robotics and Virtual Reality Pavilion is the most cutting-edge, interactive display of new technologies to emerge in the Real Estate industry. Solutions powered by Microsoft Azure, Dynamics, Cognitive Services and more, empower partners to build innovative smart building solutions that suit their customers.

7. **PROPTECH STARTUP LAUNCHPAD**

Come meet several of the leading CRETech startups in our industry with some of the best industry mentors. The Robotics and Virtual Reality Pavilion is the most cutting-edge, interactive display of new technologies to emerge in the Real Estate industry.

8. **THE OFFICE POWERED BY ZENSPACE**

This On Demand Meeting solution is designed to make it easier for business people on the move to have an office space, anywhere, anytime, on demand. Download the Zenspace app and book time in one of the Smart Pods on the floor.
The Realcomm 2019 Advisory Council is a distinguished group of commercial real estate executives committed to furthering the adoption of technology, automation and innovation in the industry.
WHO SHOULD ATTEND

REAL ESTATE SECTORS
Commercial
Government
Institutional
Entertainment
Healthcare
Education

JOB FUNCTIONS
Building Industry Professionals
Corporate
Retail
Hospitality
Transportation
Military
Manufacturing

WHO SHOULd ATTEND
Real estate sectors
Commercial
Government
Institutional
Entertainment
Healthcare
Education

Corporate Real Estate Executives
Asset Managers
Developers
Architects | Designers
Property Managers
Commercial Real Estate Consultants
Construction Project Managers

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Maximize the value of Realcomm & IBcon by bringing your team—IT, PM, FM, Energy & Sustainability, Marketing, Finance and Operations—their's something for everyone in your organization. Special Group Rates Available.