CoRETECH 2017

@ the Intersection of Corporate Real Estate, Facilities, Energy, Sustainability and Technology

NOV. 14-15, 2017 | SILICON VALLEY, CA

Santa Clara Convention Center

Realcomm

EMBRACING CHANGE
RETHINK | INNOVATE | TRANSFORM

Everyone is always talking about change. It is one of the cornerstones of business. Without change, even the biggest and best companies become irrelevant. If we assume that every organization changes to some extent overtime, the bigger question is how much and how fast? Why do some companies have the capacity to see the future sooner and transform their organizations accordingly?

If you are a Technology Solutions Provider with a product or service for the corporate real estate community, then CoRE Tech 2017 – the only networking and educational conference for the Corporate Real Estate Industry that focuses exclusively on the topic of technology, automation and innovation – is the place to be this November!

Contact our event team for more information about sponsorship and exhibitor pricing and benefits.

CORE TECH 2017 PROGRAM TOPICS:

- 5 Phases of CRE Tech Space as a Service – Is This the New Model for CRE?
- Driving Demonstrable Value from Sensor Data and Analytics
- Workplace Amenities – Have We Gone Too Far?
- Evolving CRE As a Shared Service
- CRE Information Systems – How Many Applications Do We Really Need?
- Exploring Opportunities for CRE Data Integration
- Innovative Approaches to Achieving Net Zero
- What Smart Building Technologies are Really Working?
- Building IoT – Where's the Tangible Value to Corporate Real Estate?
- AI and Machine Learning – Potential Applications for Corporate Real Estate
- Tech Trends in Video Surveillance, Access Control and Physical Security
- What Role Will Blockchain Play in Managing Corporate Real Estate & Facilities?
- Going Beyond BIM to Lifecycle Digital Design, Construction and Operations

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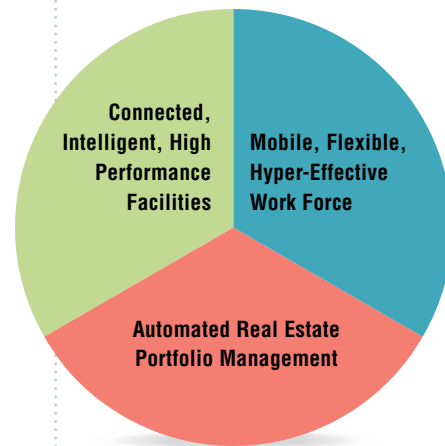**T:** 760.994.9978
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WHO SHOULD ATTEND

- CRE Vice Presidents and Directors
- Chief Information Officers
- Chief Operating Officers
- Facility Managers and Building Engineers
- Energy and Sustainability Executives
- Portfolio and Asset Managers
- Business and System Analysts
- Finance and Operations Executives
- Human Resources

REASONS TO ATTEND

- Learn how technology, automation and innovation can help to strategically impact corporate real estate and facilities and operations.
- Learn to assemble the appropriate team within your company to help create a new real estate operating paradigm based on automation.
- Hear case studies on how the most progressive and innovative corporate RE companies are using technology to transform their operating model.
- Learn about emerging technologies that will transform how real estate is operated and managed.
- Learn how technology, when applied to real estate and facility operations, can positively impact the bottom line and at the same time provide an energy efficient and sustainable real estate strategy.

Connected, Intelligent, High Performance Facilities

Mobile, Flexible, Hyper-Effective Work Force

Automated Real Estate Portfolio Management

ABOUT US

Realcomm Conference Group, LLC is a worldwide research and educational institution that produces an annual conference and exposition on technology, automated business solutions and intelligent buildings for executives in commercial and corporate real estate. Realcomm was founded in 1999 with the goal of bringing industry leaders together each year to discuss, demonstrate and debate the latest innovations that impact the industry. Today, in addition to the annual Realcomm and IBcon conferences, Realcomm Conference Group conducts webinars, workshops and other strategic services to educate industry professionals about the latest business solutions and technologies to improve commercial real estate development, leasing, management and operations.

2017 ADVISORY COUNCIL

Each year, CoRE Tech assembles a group of corporate real estate professionals representing some of the largest corporate organizations in the industry to sit on our advisory council and assist in the development of the education program.

CO-CHAIR
Mark Golan
VP Real Estate & Workplace Services
GOOGLE

CO-CHAIR
Michael Huaco
SVP & Global Head of Real Estate
MCKESSON

Ryan Allbaugh
Business Initiatives Consultant
WELLS FARGO

Stuart Appley
Managing Director, GWS Technology Solutions
CBRE

Michael Bangs
VP, Real Estate & Facilities
ORACLE

Kevin Bates
SHARP DEVELOPMENT

Steve Brashear
VP, Real Estate Strategy
SALESFORCE

Jean Chick
Principal
DELOITTE

Daniel Cocosa
Regional Facility Manager, BMS
GOOGLE

Sandeep Dave
Chief Digital & Tech. Officer, Global Workplace Solutions
CBRE

Maureen Ehrenberg
President, Global Integrated Fac. Mgmt.
JLL

Karen Gill
VP Workplace Strategy
FIDELITY FEDERAL

David Gunter
Director of Workplace Service Delivery, Americas
HP

Avi Halpert
VP Corporate Real Estate
UNITED THERAPEUTICS

Gerry Hamilton
Director, Facilities Energy Mgmt.
STANFORD UNIVERSITY

John Hampton
Senior VP Smart Workplace Solutions
JLL

Eric Kline
Sr. Manager, Global Workplace Experience
ADOBE SYSTEMS

Steve Lefkowitz
VP
TIME WARNER

Alex Lewis
CRS Global Strategic Operations Head
CITIBANK

Edward Lubieniecki
Managing Director
REALFOUNDATIONS

Zorba Manolopoulos
Sr, Program Manager, IoT
MICROSOFT

Paul Maximuk
Energy Manager
FORD LAND ENERGY

Alan McGinty
Senior Director, Global Workplace Innovation Group
CISCO SYSTEMS

Xavier Menendez
Principal Director, Real Estate Solutions
ACCENTURE

Scott Morey
Executive Director
GPG ADVISERS

Rob Murchison
Co-Founder
INTELLIGENT BUILDINGS

Pierce Neinken
Global Portfolio Manager
AIRBNB

Rick Page
SVP
US BANK

Jeff Peel
Tech Program Manager, Global CRE
AIG

Paul Pevehouse
Sr. Dir Real Estate Technology, Design & Planning
JUNIPER NETWORKS

Chip Pierpont
Director, Facilities Operations & Technologies
GSA

Curt Radkin
SVP, Corporate Properties
WELLS FARGO

Rudolph Reagin
VP, Corporate Services Program Lead, Corporate Technology
DEUTSCHE BANK

Marcelo Romano
Corporate Real Estate
CBRE

Denise Rotatori
Director, Strategy & Innovation
CREDIT SUISSE

Victor Sanchez
Head of Global Workplace Engineering
LINKEDIN

Noah Shlaes
Sr. Managing Director
NEWMARK KNIGHT FRANK

Darrell Smith
Director, Central Facilities Operation
GOOGLE

Adam Stoltz
SVP, Corporate Workplace Strategy
TRANSWESTERN

Steve Teubner
Global Lead, Digital Transformation
ERNST & YOUNG

Dave Tufts
Senior IT Business Partner
JLL

Phil Wales
President/CEO
EBUSINESS STRATEGIES

Jason Wells
VP, Sales
NEWMARK KNIGHT FRANK

Matt Werner
President, Enterprise Facilities Management
CBRE

Peter Whoriskey
CRE Workplace/ Facilities Area Manager
HP ENTERPRISE

Mitchell Wickland
CIO, Occupier Services
CUSHMAN & WAKEFIELD

Chris Zlocki
Head of Strategy & Innovation
COLLIERS

SPONSORSHIP PACKAGES

CoRE Tech Education Partner – $15,000

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Sponsor recognition on conference banner
- Promotional insert in conference bags
- Speaking opportunity during Opening Session kickoff

- Full page color Ad located in a prominent location in the Conference Program Guide
- Exhibition stand (two 6-foot tables with tablecloth, skirt and chairs)
- Four (4) passes to Welcome Cocktail Reception
- Four (4) guest passes for real estate clients
- Four (4) full access conference passes
- Sponsor logo to post conference survey
- Opportunity to participate in Prize Giveaway

Platinum Level Sponsorship – $12,500

COMPLETE PACKAGE INCLUDES:
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Sponsor recognition on conference banner
- Promotional insert in conference bags
- Speaking opportunity during education program
- Full page color Ad in the Conference Program Guide
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Three (3) passes to Welcome Cocktail Reception
- Four (4) guest passes for real estate clients
- Three (3) conference passes
- Sponsor logo to post conference survey
- Opportunity to participate in Prize Giveaway

Gold Level Sponsorship – $7,500

COMPLETE PACKAGE INCLUDES:
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Company logo on all pre-event marketing
- Promotional insert in conference bags
- Sponsor recognition on conference banner
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Two (2) passes to Welcome Cocktail Reception
- Three (3) guest passes for a real estate client
- Two (2) conference passes
- Complimentary half page ad in the Conference Program Guide
- Opportunity to participate in Prize Giveaway

**Please note: Due to the intimate nature of this event and our desire to maintain a high ratio of corporate real estate end users to representatives offering technology solutions and services, Solution Providers may only attend if they are a sponsoring organization. There will be no "attendee-only" registration for Solution Providers, Consultants, and/or Technology Services Providers.

Premiere Lunch Sponsorship (GOLD LEVEL) – $9,000

COMPLETE PACKAGE INCLUDES:
- Company profile in the event brochure
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Event Guide
- Company logo on all pre-event marketing
- Full Page color ad in the Conference Program Guide
- Promotional insert in conference bags
- Sponsor recognition on conference banner
- Exhibition table (Six foot table with tablecloth, skirt and chairs)
- Three (3) passes to Welcome Cocktail Reception
- One (1) guest pass for a real estate client
- Three (3) full conference passes

CoRE Tech Conference - Registration Sponsorship (3 AVAILABLE) – $6,500

COMPLETE PACKAGE INCLUDES:
- Company logo prominently displayed on signage at Registration
- Company Logo displayed on all Conference Badges
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Complimentary quarter page ad in the Conference Program Guide
- Company profile in the event brochure
- Sponsor recognition on conference banner
- Two (2) passes to Welcome Cocktail Reception
- Two (2) guest passes for a real estate client
- Two (2) full access conference passes

Project Tours Supporting Sponsorship DAY ONE ONLY (2 AVAILABLE) – $5,000

COMPLETE PACKAGE INCLUDES:
- Sponsor recognition on all tour event/transportation signage
- Sponsor recognition on any printed literature/material provided to tour attendees
- Sponsor recognition on electronic material provided to tour attendees prior to event
- Company logo on the CoRE Tech Conference website
- Company logo on acknowledgement page of Conference Program Guide
- Company logo on all pre-event marketing
- Promotional insert in conference bags
- Sponsor recognition on conference sponsor banner
- One pass to Welcome Cocktail Reception
- One full conference pass
- Complimentary quarter page ad in the Conference Program Guide
- One (1) pass to a project tour (Tours are open only to end users with the exception of special designated passes for select Event Sponsors)

Project Tours & Lunch Sponsorship DAY ONE ONLY (2 AVAILABLE) – $7,500

COMPLETE PACKAGE INCLUDES:
- Sponsor recognition on all onsite tour event signage
- Sponsor recognition on any printed literature/material provided to tour attendees
- Sponsor recognition on electronic material provided to tour attendees prior to event
- Sponsor recognition on all lunch boxes provided on Day 1 to tour attendees
- Company logo on the CoRE Tech Conference website
- Company logo on acknowledgement page of Conference Program Guide
- Company logo on all pre-event marketing
- Promotional insert in conference bags
- Sponsor recognition on conference sponsor banner
- Two (2) passes to Welcome Cocktail Reception
- Two (2) guest passes (for conference attendance only)
- Two (2) full conference passes
- Complimentary half page ad in the Conference Program Guide
- Opportunity to participate in Prize Giveaway
- Two (2) passes to one campus tour (Tours are open only to end users with the exception of special designated passes for select Event Sponsors)

Welcome Cocktail Reception Sponsorship (4 AVAILABLE) – $6,000

COMPLETE PACKAGE INCLUDES:
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Two (2) passes to Welcome Cocktail Reception
- One (1) guest pass for a real estate client
- Two (2) full access conference passes
- Complimentary quarter page ad in the Conference Program Guide
- Promotional Insert in conference bags

Silver Level Sponsorship – $4,500

COMPLETE PACKAGE INCLUDES:
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Complimentary quarter page ad in the Conference Program Guide
- Company profile in the event brochure
- Sponsor recognition on conference banner
- One (1) pass to Welcome Cocktail Reception
- One (1) full access conference passes

Conference Bag Sponsorship
(2 AVAILABLE) – $4,500

COMPLETE PACKAGE INCLUDES:
- Company logo prominently displayed on the side of the conference bag
- Sponsor recognition on the Realcomm website with link to your website
- Sponsor recognition in Conference Program Guide
- Company profile in the event brochure
- One (1) full access conference pass
- One (1) pass to Welcome Cocktail Reception

Break Sponsor
(2 AVAILABLE) – $4,500

COMPLETE PACKAGE INCLUDES:
- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Complimentary quarter page ad in the Conference Program guide
- Sponsor recognition on signage during breaks
- Sponsor recognition on powerpoint slide just before break and shown during conference break
- One (1) Full Access Conference pass
- One (1) Real Estate (end user only) Guest Pass

SPECIAL ADD-ON MEDIA/ADVERTISING SUPPORT
(Discount offer with the purchase of a sponsorship)

To maximize your sponsorship at CoRE Tech and give your organization the largest amount of visibility over the longest period of time, we would recommend coupling your sponsor participation at the event with the following media and advertising opportunities before and/or after CoRE Tech. Pre-conference and post-conference exposure is a very effective strategy toward ensuring that your company is remembered and considered when budgeting for technology improvements occur!

**SPECIAL DISCOUNTED PRICE APPLIES ONLY DURING THE CORE TECH CONFERENCE PROMOTION.

Realcomm Marketplace
FEATURE LEVEL: $500/YEAR / PREMIER AD: $1,250/YEAR

Realcomm's "Solutions Marketplace" is the industry's premiere online resource offering the latest technology solutions and expert know-how from experienced technology companies in the areas of: Building Automation, Intelligent Lighting, Business Solutions, Energy, Consulting Services, Access Control & Security, Corporate Real Estate, Corporate Services, Data, Digital Signage, Real Estate, & Telecom/Wireless.

Your online presence in the Marketplace and in Realcomm's premium printed materials is a way to help you stay in front of and connected to the industry decision makers, long after the event has passed. It is the FIRST and ONLY directory of its kind available to the buyer 365 days a year – 24 hours a day. When facility and real estate executives of the industry begin their search for a solution to meet their unique building facility needs, they begin here: Realcomm's Solutions Marketplace.

Printed Visibility:
- NEW! Marketplace Tri-Fold brochure - mailed to 10,000 commercial and corporate real estate end users (listing will include company profile)
- NEW! Marketplace Postcard - mailed to top commercial and corporate real estate executives – 4 postcards during the year (dist. 10,000)
- Realcomm EDGE Magazine - Company profiles will be included in "Marketplace" section - Spring 2018 & Fall 2018 issues (dist. 10,000+)
- 2018 Realcomm | IBcon Conference - (June, 2018) - Company listings will be included in "Marketplace" section of the Realcomm | IBcon Conference Program Guide

Digital Visibility:
- NEW! Marketplace Awareness Email Campaign to Commercial and Corporate Real Estate end users — each campaign will feature that quarter's new marketplace subscribers – (quarterly email, dist. 55,000+)
- Marketplace Listing will be showcased as 'Featured Solution Provider' in one issue of the Realcomm Advisory (dist. 36,000+)
- Rotating listings will be featured in the "Marketplace Showcase" on the Realcomm splash page.
- Marketplace subscribers can add up to 3 related links plus a video (case studies, white papers, press releases, etc.) to company listing
- Opportunity to list Social Media icons to link to open forum discussions or take visitors to designated web page.