

Realcomm



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

2026

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 in 1999 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 weekly newsletter publication is distributed to over 49,776 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:

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
- Architects
- Multifamily
- Data Centers



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 2,000 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 is the premier event focused on technology, efficiency, innovation, and automation solutions for the commercial real estate organization. It is a must-attend conference if your goal is to educate, collaborate, and connect with real estate decision-makers interested in improving their commercial development, leasing, accounting, management, and operations, and is co-located with IBcon, the first global conference and tradeshow dedicated to bringing together all aspects of the smart, connected, high-performance, intelligent building, including both traditional building automation technologies like HVAC, lighting, and security, as well as newer building components like digital signage, parking, and fire/life safety access control.

JUNE 3-4, 2026
San Diego Convention Center
San Diego, CA.



The Real Estate Cyber Summit is a new event presented by Realcomm, focused on the urgent cybersecurity challenges facing smart buildings and critical infrastructure. This full-day summit will bring together experts from cybersecurity, real estate, defense, and infrastructure to share insights, strategies, and real-world solutions for securing the built environment.

November, 2026



Realcomm has been a pioneer in exploring AI's role in the built environment. Recognized as a leading voice in AI education for the CRE industry, Realcomm continues to deliver clarity, depth, and actionable insight in a space often clouded by buzzwords and speculation. Attendees will gain a deep understanding of real-world AI applications that are already improving building operations, enhancing energy performance, enterprise business process automation, streamlining asset management, and transforming the tenant experience.

November, 2026

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.



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
- 9/24 - OT Data Management and Governance for Scalable Smart Building Programs
- 10/15 - AI in CRE: Early Adoption, Real Examples, and Practical Steps
- 10/29 - Tech in Practice: Solution Demonstrations for CRE IT and OT Teams
- 11/12 - The Evolving Workplace: Technology Strategies for Flexibility and Efficiency
- 12/3 - 2026 in the Rearview, 2027 Ahead: Insights for CRE and Smart Building Leaders



CIO & PROPERTY TECH FORUMS

The Realcomm CIO and Property Technology Forum Series was originally created to provide CIOs and Heads of Technology in the commercial real estate community an opportunity to meet in their respective regions for networking and building professional relationships. By connecting the local IT leaders in these informal, networking/discussion groups, we have been 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.

2026 North America

- New York (Spring)
- Dallas
- New York (Fall)
- Toronto



2026 International Forums

- Sydney - August/September
- London



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 NEWSLETTER

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 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.

Realcomm SITEWIDE BANNER AD

The Realcomm Sitewide Banner ad is the most visible advertising opportunity we offer.

- Prominent location at the top of the Realcomm website
- Static visibility across website even as visitors scroll down the page

The banner ad is designed to rotate every 7-12 seconds to feature a maximum of six different rotating banner ads. Banner size is 728px W x 90px H at 72 dpi and may be a static or animated Gif file. 150k or smaller file size. If animated, the animation should loop.

[visit realcomm.com](https://realcomm.com)

Sponsorship opportunities are available for all Media Services. [Download our Media kit for complete details.](#)



[Visit realcomm.com/advisory](https://realcomm.com/advisory) to sign-up.

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.

NEW - MARKETPLACE TECHNOLOGY SOLUTIONS "BUYERS GUIDE"

Digital Publication of Technology Solution providers who have products, services and solutions that they sell to the commercial and corporate real estate industry across various categories and sub-categories.

The Marketplace "Buyer's Guide" will be sent to Realcomm's entire real estate end user database in the Summer of 2026.

Visit realcomm.com/marketplace



Realcomm LIVE

Realcomm Live is a weekly news show covering commercial and corporate real estate trends, showcasing cutting edge technology, and discussing industry issues with influential leaders around the globe. Each conversation is curated to feature current events and practical approaches to solving real challenges. Viewers have a front-row seat to hear how commercial building owners and operators, corporate real estate executives, systems integrators and domain experts are:

- Developing and executing commercial and corporate real estate strategies
- Implementing cutting-edge solutions and innovative technologies
- Futureproofing buildings for new occupancy expectations
- Protecting personal data Improving IoT cybersecurity posture
- Continuing to define the next generation of smart, connected buildings

The News Show is hosted each week by Jim Young, CEO of Realcomm, and features commercial and/or corporate real estate industry leaders.

Some of our past real estate 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

Themes:

- EU Reoccupancy Perspective
- The latest on In Building Wireless Communications
- Attainable, Sustainable Tech Enabled Housing
- Extended Reality in Commercial Real Estate Operations
- Construction Tech
- AI & Advanced Analytic
- Corporate Innovative Programs
- Applying Artificial Intelligence and Machine Learning to Real Estate
- Cybersecurity

Realcomm Live Advertising & Branding Opportunities:

- 30 and 60-second commercial spots – Pre-Roll, Mid-Roll and End-Roll (single show opportunities)
- Program Sponsor Package
- Bundled Commercial Sponsor Packages
- Supporting Program Sponsor
- Single Episode Commercial Spots

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 & 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

