

SPONSOR PROSPECTUS



CoRETECH2018

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

NOVEMBER 14-15, 2018 | 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 2018 – 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 2018 PROGRAM TOPICS:

- Defining the New Technology-Influenced Workplace
- Creating A Comprehensive Digital Transformation Strategy
- Understanding the Implications of The Digital Twin and Occupant Experience Platform
- Navigating the Smart Building and IoT Landscape
- Investigating the Massive Financial Investments Recently Made into CRE Tech
- AI, Machine Learning, Robotics and The Future Workplace
- Leveraging Tech for Location Based Services
- Space as a Service and Its Impact to A Portfolio Strategy
- Digital Amenities – Have We Gone Overboard?
- Visualizing CRE Portfolio Performance
- The Nextgen Data Architecture for CRE Operations
- Opportunities for Automating CRE Workflows
- Tech to Monitor, Measure and Manage Wellness & Productivity
- Predictive Analytics – A Timely and Honest Conversation
- GDPR – Implications on Smart Building Infrastructure
- Future Proofing Buildings – Tech That Enables Operational Benefits
- Cybersecurity – Enhancing the Security of Building Technologies and Services



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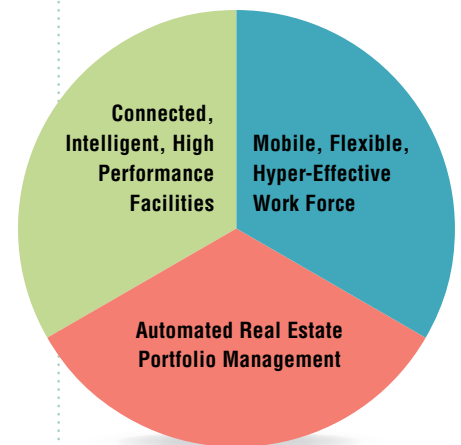
WHO SHOULD ATTEND

- 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.



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.

2018 CORE TECH ADVISORY COUNCIL



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SPONSORSHIP PACKAGES

CoRE Tech Education Partner – \$16,500

- 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 signage
- 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)
- Three (3) guest passes for real estate clients
- Four (4) full conference passes
- Sponsor logo to post conference survey
- Opportunity to participate in Prize Giveaway

Platinum Level Sponsorship – \$13,750

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 signage
- 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) guest passes for real estate clients
- Three (3) full conference passes
- Sponsor logo to post conference survey
- Opportunity to participate in Prize Giveaway

Gold Level Sponsorship – \$8,250

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 signage
- Exhibition stand (Six foot table with tablecloth, skirt and chairs)
- Three (3) guest passes for a real estate client
- Two (2) full conference passes
- Complimentary half page ad in the Conference Program Guide
- Opportunity to participate in Prize Giveaway

Premiere Lunch Sponsorship – \$10,000

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 signage
- Exhibition table (Six foot table with tablecloth, skirt and chairs)
- Three (3) guest passes for a real estate client
- Three (3) full conference passes

**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 as a Sponsor. There will be no “attendee-only” registration for Solution Providers who offer a product, solution or service.

Project Tours & Lunch Sponsorship (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 during lunch
- 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 signage
- 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)

CoRE Tech Conference - Registration Sponsorship (3 AVAILABLE) – \$7,500

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 signage
- Two (2) guest passes for a real estate client
- Two (2) full conference passes

Welcome Cocktail Reception Sponsorship (4 AVAILABLE) – \$7,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Sponsor recognition on conference signage
- One (1) guest pass for a real estate client
- Two (2) full conference passes
- Complimentary quarter page ad in the Conference Program Guide
- Promotional Insert in conference bags

Lanyard Sponsorship – \$6,950

COMPLETE PACKAGE INCLUDES:

- Company logo displayed on the conference lanyards
- Sponsor recognition on CoRE Tech Conference on site signage
- Sponsor recognition in Realcomm Conference Program Guide
- Complimentary quarter page ad in the Conference Program Guide
- Company profile in the Conference Program Guide
- Company name and logo on Realcomm website with link to your home page
- Two (2) full access conference passes
- One (1) real estate end user guest pass
- First right of refusal to sponsorship the following convention year

Smart Building Best Practice Case Study Showcase (2 AVAILABLE) – \$6,000

This Best Practice Case Study Showcase event will feature the world's most progressive and successful implementations of smart buildings, portfolios and campuses. These projects represent the next generation of open, interoperable, integrated, and IP-centric buildings. In this interactive showcase setting, you'll have the opportunity to meet face-to-face with representatives for each project who will share both their challenges and successes and address energy conservation, operational efficiency, enhanced occupant experience, sustainability achievement and financial optimization.

COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on all building project signs (10+) inside "Best Practices" Showcase
- Sponsor recognition on any "Best Practices" Showcase materials
- Sponsor recognition on Realcomm | IBcon Conference meter board signage
- Sponsor recognition on floor signage in and around display area
- Sponsor recognition in Realcomm – IBcon Conference Program Guide Sponsor Page
- Company logo & recognition as Sponsor of "Best Practices" Showcase in Conference Program Guide
- Sponsor recognition on Realcomm | IBcon Conference website
- Opportunity to post video, pdf or other supporting file on Sponsor acknowledgement page of website
- Sponsor logo on napkins located on food and beverage tables
- One (1) complimentary full conference pass
- One (1) real estate (end user only) guest pass

Conference Bag Sponsorship (2 AVAILABLE) – \$6,000

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 conference pass

Silver Level Sponsorship – \$5,000

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
- Sponsor recognition on conference signage
- One (1) full conference pass
- One (1) real estate (end user only) guest pass

Project Tours Supporting Sponsorship (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 signage
- One (1) 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)

Break Sponsor (2 AVAILABLE) – \$5,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the Realcomm website
- Company logo on acknowledgement page of Conference Program Guide
- Company profile in the event brochure
- Complimentary quarter page ad in the Conference Program guide
- Sponsor recognition on signage during breaks
- One (1) full 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.**

RealcommEDGE Magazine

The RealcommEDGE magazine is the only publication focused exclusively on technology for commercial and corporate real estate. Our fall issue will be distributed electronically to more than 55,000, 4-6 weeks prior to CoRE Tech. Hard copies will also be sent to over 10,000 subscribers and will be distributed during the CoRE Tech event. The digital version of the RealcommEDGE will be posted to the Realcomm website for on-demand access to all industry articles, profiles and case studies, available 365/7: www.realcomm.com/realcomm-edge

Special Rates for CoRE Tech Sponsors:

- Full Page regular price: \$3400 - discounted price sponsors: \$2750
- Half Page regular price: \$1950 - discounted price for sponsors: \$1550
- Quarter Page regular price: \$1100 - discounted price for sponsors: \$850

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:

- Marketplace Tri-Fold brochure - mailed to 10,000 commercial and corporate real estate end users (listing will include company profile)
- 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 - Fall 2018 and Spring 2019 issues (dist. 10,000+)
- 2019 Realcomm | IBcon Conference - (June, 2019) - Company listings will be included in "Marketplace" section of the Realcomm | IBcon Conference Program Guide

Digital Visibility:

- 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.