



ELECTRIFY

SMART DC-POWERED BUILDINGS

Produced by **Realcomm**

SPONSOR PROSPECTUS

SEPTEMBER 23-24, 2024

Fort Worth, TX

Realcomm

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For most in the built environment, Alternating Current (AC) is a forgone conclusion when it comes to providing power to buildings. History tells us that the battle between AC (George Westinghouse and Nikola Tesla) and DC (Thomas Edison and JP Morgan) at the Chicago World's Fair in 1893 unquestionably determined the future of an electrical standard throughout the world. AC's ability to travel long distances safely and without voltage degradation won the day and the rest is history.

For over 130 years, Alternating Current has powered the globe and is a multi-trillion dollar industry. To say that AC has shaped the world would be a massive understatement. It is also an undeniable fact that buildings could not function without electricity.

While the vast majority of countries across the globe use AC, DC has found its place in specific places and applications. Most recently, the electric car and solar powered energy have reintroduced the world to the benefits of Direct Current.

One of the first DC technologies to make an appearance in the modern built environment was in the early 2000's where Panasonic demonstrated an impressive low voltage, networked lighting solution in their executive showroom in Tokyo.

Over the subsequent years, there have been various new developments in the low and high voltage DC power marketplace.



In 2023, Realcomm | IBcon initiated a Low Voltage / POE Advisory Group and worked closely with a number of individuals and organizations to create educational programming for the annual conference. Specific sessions on the topic were developed and culminated with a Low Voltage Technology Pavilion on the exhibit floor.

In 2024, Realcomm | IBcon expanded the conversation and added additional segments, sessions and demonstrations to the event. The highlight of the 2024 conference was a first of its kind demonstration of a 1M Lumen, DC Power (both low and high voltage) in the General Session.

Due to its long-standing belief in the emerging technology landscape and relationships with the innovator community, Realcomm is pleased to announce the next logical step in its DC power journey, an event focused solely on the promise of DC powered buildings.

The goal of this event is to bring together the innovators and early adopters from the built environment to further explore, discuss, debate and promote the value of bringing DC power back into the conversation as it relates to the built environment.

We collectively believe that this technology could be a foundational component in creating more efficient, cost effective and sustainable buildings and will play a major role in reducing energy consumption and lowering carbon emissions around the globe.



TENTATIVE AGENDA:

DAY 1 Monday, September 23

1:00 PM – 2:30 PM	Tour, Sinclair Hotel
3:00 PM – 6:00 PM	Presentations, Panels, Case Studies & Expo
6:15 PM – 8:00 PM	Networking Reception

DAY 2 Tuesday, September 24

8:30 AM – 11:30 AM	Presentations, Panels, Case Studies & Expo
11:30 AM – 1:00 PM	Conference Closing Remarks
2:30 PM – 4:00 PM	Optional Tour of Mouser Warehouse

EVENT SPECIFICS:

Attendees: 125-150

Sponsors: 15+

Who Should Attend:

REAL ESTATE FUNCTIONS

- Operations
- Sustainability
- Innovation
- Engineering
- Architectural
- Development
- Portfolio Strategy
- Energy
- Workplace
- Design Professionals
- Facilities
- R&D
- ESG
- Construction
- Finance
- Maintenance

REAL ESTATE SECTORS

- Industrial
- Office
- Multifamily
- Retail
- Senior Living
- Corporate (all classes)
- Hospitality
- Mixed Use
- Higher Education
- Data Centers

SPONSORSHIP OPPORTUNITIES:

ELECTRIFY Buildings – Gold Sponsorship – \$7,500

COMPLETE PACKAGE INCLUDES:

- Company logo as Gold Sponsor on the ELECTRIFY event website
- Company logo at top of the Sponsor page of program guide/mobile app
- Opportunity to speak in program (panel or presentation)
- Company description and contact person in the program guide/mobile app
- Exhibit table with skirt and one chair
- Sponsor recognition on onsite event signage
- Sponsor recognition in post-event “thank you” email
- Three (3) full conference passes for staff
- Three (3) real estate (end user only) guest passes

ELECTRIFY Buildings Event Sponsorship – \$5,000

COMPLETE PACKAGE INCLUDES:

- Company logo on the ELECTRIFY event website
- Company logo on Sponsor page of program guide/mobile app
- Company description and contact person in the program guide/mobile app
- Exhibit table with skirt and one chair
- Sponsor recognition on onsite event signage
- Sponsor recognition in post-event “thank you” email
- Two (2) full conference passes for staff
- Two (2) real estate (end user only) guest passes

ELECTRIFY Buildings Supporting Sponsorship – \$3,500

COMPLETE PACKAGE INCLUDES:

- Company logo on the ELECTRIFY event website
- Company logo on Sponsor page of program guide/mobile app
- Company description and contact person in the program guide/mobile app
- Sponsor recognition on onsite event signage
- Sponsor recognition in post-event “thank you” email
- One (1) full conference pass for staff
- One (1) real estate (end user only) guest pass

**** 2024 sponsor participants for this year will have visibility as FOUNDING SPONSORS**