



**Realcomm**

@ the Intersection of Commercial & Corporate  
Real Estate, Technology, Automation & Innovation

**IBCON**

The Smart, Connected, High Performance  
Intelligent Buildings Conference

**SPONSOR / EXHIBITOR PROSPECTUS**  
JUNE 2 PRE-CONFERENCE | JUNE 3-4 | MIAMI BEACH CONVENTION CENTER, MIAMI, FL.

 [WWW.REALCOMM.COM](http://WWW.REALCOMM.COM)

# REALCOMM | IBCON CONNECTS YOU

WITH THE COMPANIES YOU WANT TO REACH

The 22nd annual Realcomm | IBCon Conference & Expo, happening June 2020 will bring together more than 2,500 commercial, corporate, institutional and government real estate professionals to explore the latest technology tools and innovations available to the industry.



Realcomm | IBCon is the premier event focused on technology, efficiency, innovation and automation solutions for the commercial real estate organization. It is a “must attend” conference event if your goal is to educate, collaborate and connect with real estate decision makers who are interested in improving their commercial development, leasing, accounting, management and operations.

## EXHIBITING HELPS YOU BUILD THE RIGHT CONNECTIONS

For sponsors and exhibitors, Realcomm | IBCon 2020 is the most targeted event in the industry to showcase technology products and services designed for the commercial real estate industry. You will enjoy meeting with hundreds of attendees, speakers, media, and visionary members of both communities who share the common goal of promoting the use of technology to improve how we design, build, lease, automate and use commercial property.

Be part of this dynamic event by becoming a sponsor or exhibitor today.

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



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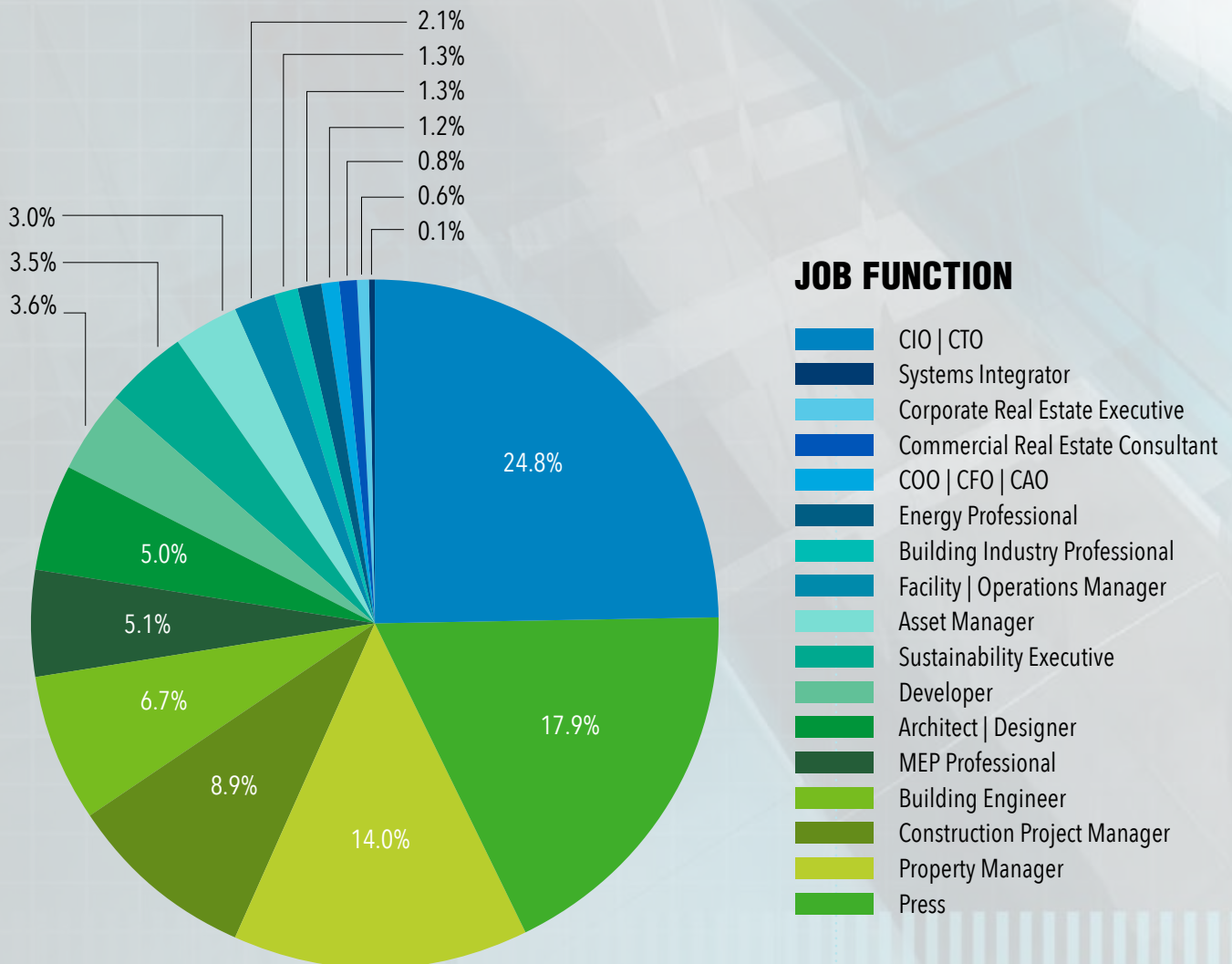


## REALCOMM - WHO WILL ATTEND

- |                                    |                                   |                                    |
|------------------------------------|-----------------------------------|------------------------------------|
| Real Estate IT Professionals       | Commercial Owners                 | Engineers                          |
| Senior Technology Strategists      | Corporate Real Estate Executives  | Commercial Brokers                 |
| Property Managers                  | Chief Operating Officers          | Commercial Real Estate Consultants |
| Facility Managers                  | Government   Institutional Owners | Tenant Representatives             |
| Asset Managers                     | Developers                        | Construction Project Managers      |
| Energy   Sustainability Executives | Architects                        |                                    |

## REALCOMM ATTENDEE PROFILE

Realcomm is the key meeting place for many sectors of the commercial real estate industry. The conference attracts executive decision-makers from all around the world who are seeking to advance their knowledge of the latest business solutions, innovations and technologies. They are qualified buyers who know that the most productive way to buy new products and services is to examine them on the exhibit floor, talk to the makers of the products and compare them directly against competitors' products. They know that the only place they can find these products under one roof is at Realcomm!





## IBCON - WHO WILL ATTEND

IBcon should be attended by building owners and managers, as well as a broad cross-section of individuals who represent interdepartmental boundaries within organizations from facilities management, building engineering, energy and sustainability, IT, real estate operations, asset and portfolio management, construction, project management, architecture and design.

### Real Estate Sectors

Commercial  
Corporate  
Government  
Healthcare  
Education  
Sports & Entertainment  
Transportation  
Manufacturing

### Job Function

Asset Managers  
Operations  
Property Management  
Facilities & Engineering  
Real Estate  
Investment

Information Technology (IT)  
Energy/Sustainability  
Finance  
Sales & Marketing  
Leasing  
Business Development  
Architects

### Real Estate Types

Office  
Industrial  
Retail  
Multifamily  
Mixed Use

### Organizational Types

Real Estate Owners/Developers/  
Investors

Urban Planning Firms  
Design/Architecture Companies  
MEP Firms  
Specifying  
Developers  
Construction Companies  
Hardware and Software Solutions  
Providers  
Consulting Companies  
Integrators  
Manufactures  
Venture and Investment Capital  
Firms  
Associations  
Research Organizations  
Media Organizations  
Energy Companies



## REALCOMM | IBCON CONFERENCE HIGHLIGHTS

Year after year, our commitment to delivering a dynamic, relevant educational program has helped establish Realcomm and IBcon as a “must attend” industry events. Our extensive education program is designed to give BUILDING OWNERS, DEVELOPERS, CIOs/CTOs, PROPERTY MANAGERS, ASSET MANAGERS, FACILITY MANAGERS, and BUILDING ENGINEERS the technology tools they need to positively impact the bottom line of their companies – from automating business processes, to general technology solutions specifically for real estate organizations, to smarter, connected, high performance, intelligent building technologies.



- Dynamic Education Program featuring 100+ Leading Industry Speakers
- General Sessions featuring top Real Estate Executives
- Vendor Expo featuring Top Industry Solution Providers
- Annual “Digie” Awards Presentation
- Networking Cocktail Reception

## REALCOMM & IBCON 2020 TENTATIVE SCHEDULE OF EVENTS

### Tuesday

8:30 AM	6:00 PM	Pre-Conference Events/Meetings
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### Wednesday

8:00 AM	10:15 AM	Keynote Session / Conf. Kickoff
10:30 AM		Exhibit Hall Opens
11:00 AM	12:30 PM	Morning Breakout Sessions
12:30 PM	2:00 PM	Lunch / Exhibit Hall Break
2:00 PM	5:30 PM	Afternoon Breakout Sessions
5:30 PM	7:30 PM	Networking Reception & Digie Awards in Exhibit Hall

### Thursday

8:30 AM	10:30 AM	Smart Buildings Showcase
10:30 AM		Exhibit Hall Opens
10:45 AM	11:45 AM	Morning Breakout Sessions
11:45 AM	1:15 PM	Lunch / Exhibit Hall Break
1:15 PM	4:15 PM	Afternoon Breakout Sessions
5:00 PM		Exhibit Hall Closes

## REALCOMM TOPICS UNDER CONSIDERATION

(For full list of topics, see P-25)

- Mobile Applications
- Cloud Computing
- Budgeting and Forecasting
- Automating the Lease Process
- Enterprise Applications
- Property, Investment and Fund Management Technologies
- Telecommunications and Collaboration Technologies
- Document and Content Management
- CRM for the Commercial Real Estate Enterprise
- Advanced Analytics for Enterprise Operations

## IBCON TOPICS UNDER CONSIDERATION

(For full list of topics, see P-26)

- BAS & EMS Platforms
- Digital Signage
- Energy Procurement
- FDD & Analytics
- Integrator Summit
- Intelligent Retrofit Strategies
- IoT for Smart Buildings & Campuses
- Renewables
- Smart Building Best Practices
- Smart Building Bootcamp
- Smart Parking

## TECHNOLOGY VENDOR EXPO

Realcomm | IBcon provides a unique opportunity for vendors to showcase their products at two conferences under one roof. The Expo will showcase the most connected, smart, intelligent buildings technology products and services.

# REALCOMM 2019 ADVISORY COUNCIL

(2020 Advisory Council Coming Soon)

The Realcomm Advisory Council is a distinguished group of commercial real estate executives committed to furthering the adoption of technology, automation and innovation in the industry.



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SVP, IT  
**SARES-REGIS**



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# IBCON 2019 ADVISORY COUNCIL

(2020 Advisory Council  
Coming Soon)

IBcon has assembled domain experts from around the globe to assist with the creation of this year's program, ensuring we have addressed the most relevant issues and topics impacting the industry today.



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**Andrew Hollins**  
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Workplace Services  
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## EXHIBITOR OPPORTUNITIES

The Realcomm | IBcon exhibit floor is vital for providing real estate owners and IT directors access to the best solutions providers in the industry. A significant number of new ideas and innovative solutions come from the exhibit floor every year—and so do some of the biggest business deals.

### Kiosk Package

PACKAGE COST: \$2,500

#### COMPLETE PACKAGE INCLUDES:

- One (1) podium kiosk
- One (1) stool
- One (1) complimentary full access conference pass
- Two (2) exhibit only passes
- Company name listed with link to your home page on Realcomm website
- Exhibitor Listing in Conference Program Guide
- Company Profile in Conference Program Guide

### Single Booth (standard 10x10)

PACKAGE COST: \$5,250

#### COMPLETE PACKAGE INCLUDES:

- Two (2) complimentary full access conference passes
- Four (4) exhibit only passes
- One (1) Real Estate (end-user only) Guest Pass
- Company name listed with link to your home page on Realcomm website
- Exhibitor Listing in Conference Program Guide
- Pipe & drape back wall (8') and sidewall (3')
- Company Profile in Conference Program Guide

### Premium Exhibit Package Upgrade

ADDITIONAL \$1,000 \*Can be added to any size booth

- All items in the Standard Exhibit Package PLUS
- One (1) Advisory Sidebar Ad
- Your choice of one (1) of the following:
  1. One supporting session sponsorship in session of your choice in the educational program (exclusions do apply) OR
  2. 5-minute interview/presentation slot in the Realcomm "Conference Live" news desk schedule
  3. Postcard mailing to group of 2,500 real estate executives.

### Tandem Booth (standard 10x20)

PACKAGE COST: \$10,500

#### COMPLETE PACKAGE INCLUDES:

- Three (3) complimentary full access conference passes
- Five (5) Exhibit Only Passes
- Two (2) Real Estate (end-user only) Guest Passes
- Company name listed with link to your home page on Realcomm website
- Exhibitor Listing in Conference Program Guide
- Pipe & Drape back wall (8') and sidewall (3')
- Company Profile in Conference Program Guide

### Triple Booth (standard 10x30)

PACKAGE COST: \$15,750

#### COMPLETE PACKAGE INCLUDES:

- Four (4) complimentary full access conference passes
- Six (6) Exhibit Only Passes
- Two (2) Real Estate (end-user only) Guest Passes
- Company name listed with link to your home page on Realcomm website
- Listing in Conference Program Guide
- Pipe & Drape back wall (8') and sidewall (3')
- Company Profile in Conference Program Guide

### Quad Island Booth (20x20)

PACKAGE COST: \$26,000

#### COMPLETE PACKAGE INCLUDES:

- Five (5) complimentary full access conference passes
- Seven (7) exhibit only passes
- Three (3) Real Estate (end-user only) Guest Passes
- Company name listed with link to your home page on Realcomm website
- Listing in Conference Program Guide
- Pipe & Drape back wall (8') and sidewall (3')
- Company Profile in Conference Program Guide

### Quad Attached Booth (20x20)

PACKAGE COST: \$21,000

#### COMPLETE PACKAGE INCLUDES:

- Five (5) complimentary full access conference passes
- Seven (7) exhibit only passes
- Three (3) Real Estate (end-user only) Guest Passes
- Company name listed with link to your home page on Realcomm website
- Listing in Conference Program Guide
- Pipe & Drape back wall (8') and sidewall (3')
- Company Profile in Conference Program Guide





## “Ready to Show” Exhibit Package Upgrade

This package is a “Turn-Key” method for furnishing your space. You choose the style you like and we deliver everything to your space. All you need to bring is your signage and collateral! Includes all items in the Standard Exhibit Package PLUS your choice of either the Conference or Lounge set up listed below

SINGLE READY TO SHOW COMPLETE PACKAGE: \$8,750 | TANDEM READY TO SHOW COMPLETE PACKAGE: \$14,000

\*For larger spaces, please ask for details.

SELECT ANY OF THE ABOVE “SINGLE OR TANDEM” PACKAGES AND ADD THE FOLLOWING: Upgraded 42” monitor add \$300

### “READY TO SHOW” - CONFERENCE SET UP

- One (1) Conference Table - 36” Round
- Four (4) Conference Chairs
- Carpet (where applicable)
- One (1) 32” Flat Screen Monitor
- One (1) Computer Kiosk (To place Monitor for demos)
- One (1) Electrical Drop
- Electrical Labor - Install & Dismantle
- Labor to Install & Remove Flat Screen

### “READY TO SHOW” - LOUNGE SET UP

- One (1) Leather Sofa
- Two (2) Chairs
- One (1) Coffee Table
- One (1) 32” Flat Screen Monitor
- One (1) Computer Kiosk (To place Monitor for demos)
- Carpet (where applicable)
- One (1) Electrical Drop
- Electrical Labor - Install & Dismantle
- Labor to Install & Remove Flat Screen

\*\* Additional exhibitor/sponsor passes are available at a discounted rate of \$995 each (maximum of 3) if purchased with your sponsor package. If purchased after booth or sponsorship reservation is made, discounted rate increases to \$1,295



## Advertising and Media Opportunities:

**Conference Program Guide:** The Realcomm Conference Program Guide is a publication given to every attendee and referenced continually during the conference. It is the key navigational tool for the conference and includes the complete agenda and timeline, track and session information, details on speakers, sponsors and exhibitors and the exhibitor floor plan.

**RealcommEDGE Magazine:** The RealcommEDGE is distributed in hardcopy in the Spring and Fall to over 10,000 and electronically to more than 38,000. The digital version of the magazine is posted to the Realcomm website 365/7 for on-demand access to all industry articles, profiles and case studies. [www.realcomm.com/realcomm-edge](http://www.realcomm.com/realcomm-edge)

**Realcomm Marketplace:** Yearlong listing includes online and printed presence.

## 2020 CONFERENCE PROGRAM GUIDE AD PRICING:

Full Page Ad-Back Cover:	\$3,000
Full Page Ad-Inside (4 Available):	\$1,500
Full Page Ad-Inside Front or Inside Back:	\$2,000
Half Page (4 Available):	\$750

## SPECIAL RATES FOR SPONSORS:

Full Page regular price	\$3,400
Discounted price sponsors:	\$2,750
Half Page regular price:	\$1,950
Discounted price for sponsors:	\$1,550
Quarter Page regular price:	\$1,100
Discounted price for sponsors:	\$850

Featured Vendor:	\$750
Premiere Vendor:	\$1,500



## SPONSORSHIP OPPORTUNITIES

### Platinum Level Sponsorships

The platinum sponsorships provide maximum exposure at the conference. These sponsorships are designed to spotlight the leading technology organizations for commercial real estate. The benefits of this sponsorship provide a strong, consistent message from the beginning of the marketing campaign in January 2020 through the conference in June. The platinum sponsorship is the optimum vehicle for promoting your organization at Realcomm | IBcon.

#### Platinum Level Sponsorship – FOUR (4) AVAILABLE AT \$50,000 EACH

##### COMPLETE PACKAGE INCLUDES:

- Sponsor recognition at the main entrance to the conference
- Sponsor recognition on all display signs
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in the “Save-the-Date” mailing
- Sponsor recognition in the Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Sponsor recognition in all conference email marketing campaigns
- Sponsor recognition on Realcomm website with a link to your home page
- Sponsor recognition in the Realcomm Advisory email newsletter
- Sponsor recognition in post conference survey
- Speaking opportunity inside the educational program
- One (1) pass to the CIO Roundtable event
- Ten (10) complimentary full conference passes
- Ten (10) complimentary Exhibit Hall passes
- Five (5) Real Estate (end-user only) Guest Passes
- Full-page ad in the Conference Program Guide
- 2-minute multimedia video prominently displayed at the Exhibit Hall entrance
- First-right-of-refusal for platinum sponsorship for the following convention year
- Priority Exhibit Booth Space selection
- Quad 20 x 20
- 5-minute Conference LIVE interview

#### Gold Level Sponsorship – FOUR (4) AT \$35,000 EACH

##### COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on all display signs
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in the Conference Preview
- Sponsor recognition in the Conference Program Guide
- Sponsor recognition on Realcomm website with a link to your home page
- Sponsor recognition in the printed pre-conference promotional mailer
- Sponsor recognition in all conference email marketing campaigns
- Speaking opportunity inside the educational program
- Sponsor recognition in the Conference Brochure
- Half-page ad in the Conference Program Guide
- First right of refusal to sponsorship the following convention year
- Six (6) complimentary full conference passes
- Six (6) complimentary Exhibit Hall passes
- Three (3) Real Estate (end-user only) Guest Passes
- Priority exhibit space selection
- Tandem 10 x 20 Exhibit Space

# CONFERENCE LIVE



## Conference LIVE Sponsorship / Gold Level – \$30,000

2 AVAILABLE: 1 REPRESENTING REALCOMM CONFERENCE / 1 REPRESENTING IBCON CONFERENCE

Conference LIVE is the center stage area of the Exhibit Hall where all executive leadership interviews, presentations, give aways, demos, DIGIE AWARDS, press releases, live music, product launches, technology demos, etc. will be hosted and many of the presentations will be broadcast LIVE over the web.

- Designation as “Conference LIVE Sponsor” on all marketing material (pre and post conference) and conference website
- Opportunity for a prominent interview slot at Conference LIVE Day 1 and Day 2 of the conference
- Participation with Kick-off Conference LIVE Interview on either Day 1 or Day 2
- Multi-media presentation played on large overhead screen (+ LIVE media streaming) (2 min.)
- Sponsor recognition by Moderator at opening and/or closing DIGIE AWARD ceremony (held at Conference LIVE Stage)
- Sponsor recognition strategically placed on set backdrop and/or Conference LIVE stage (present and visible during all Conference LIVE interviews)
- Sponsor logo on all floor signage surrounding Conference LIVE
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Conference Program Guide
- Half page ad in the Conference Program Guide
- Company name and logo on Realcomm | IBcon website with link to your home page
- Sponsor recognition in the printed pre-conference promotional mailer
- Sponsor opportunity for visibility on Video clips sent to each “interviewee” post conference, for the purpose of distribution to their clients and prospects
- Sponsor opportunity for visibility on select Video clips included in Advisory newsletter post conference (distribution 55,000+)
- Six (6) Full Access Conference passes
- Six (6) Exhibit Hall Only passes
- Three (3) Real Estate (end-user only) Guest Passes
- First right of refusal to sponsorship the following convention year
- Priority exhibit space selection
- Tandem Exhibit Space (10x20)



## PRE-CONFERENCE EVENT SPONSORSHIP OPPORTUNITIES

### Golf Outing Sponsorships

Be part of the Realcomm | IBcon Golf Tournament. Sponsorship of this social event will provide you with an opportunity to meet and enjoy a day of golf with a select group of real estate professionals.

### Main Event Sponsor – \$3,500

3 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Participation in a Foursome (2 players)
- Announcement at start and end of play
- Sponsor Recognition on #1 and #18
- Sponsor Logo recognition on golf cart sign
- One additional staff member allowed to attend Reception

### Reception Sponsor – \$3,000

4 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Participation in a Foursome (1 player)
- Remarks at start and end of reception
- Announcement of tournament winners
- Sponsor Recognition on Hole (1)
- Sponsor Logo recognition on golf cart sign
- One additional staff member allowed to attend Reception

### Beverage Cart Sponsor – \$2,500

2 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Participation in a Foursome (1 player)
- Signage on Beverage Cart and Drink Tickets
- Sponsor Logo recognition on golf cart sign
- Cart to follow Beverage Cart

### Lunch/Transportation Sponsor – \$2,500

2 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Participation in a Foursome (1 player)
- Sponsor Recognition on Coach
- Sponsor Logo Recognition on Lunch Boxes

### Par 3 - Stay Sponsors – \$2,500

2 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Participation in a Foursome (1 player)
- Table at Par 3 Tee box to greet golfers
- Sponsor Logo recognition on golf cart sign

## CIO Roundtable

The Realcomm CIO Roundtable has become the premier meeting place for Commercial Real Estate CIOs around the globe. The event provides an opportunity for them to gather to hear from leading speakers, discuss the most pertinent issues impacting their organizations and network with their peers/associates. It also has become an annual opportunity to reset the benchmarks for IT related issues for the industry. Sponsorship of this event provides the highest level of visibility and exposure to our CIO delegates.

## CIO Roundtable Sponsorship – Event Sponsorship – \$19,500

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition inside the CIO Roundtable event
- Speaking opportunity during event
- Sponsor recognition by Moderator at opening and closing of event
- Company logo on intro slide at beginning of event
- Sponsor recognition on all CIO Roundtable program materials
- Sponsor recognition on signage outside CIO Roundtable room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Company name and logo on Realcomm website with link to your home page
- Four (4) Full Access Conference passes
- Five (5) Exhibit Hall Only passes
- Three (3) Real Estate (end user only) Guest Passes
- Two (2) passes to CIO Roundtable event
- First right of refusal to sponsorship the following convention year
- Single 10x10 Standard Exhibit space

## CIO Roundtable Break Sponsor – \$6,500

3 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at beginning and end of break sessions
- Sponsor logo on intro slide at breaks
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside event room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition on Realcomm website with link to your home page
- Sponsor marketing material placed on designated table near refreshments
- Sponsor logo on napkins
- One (1) pass to CIO Roundtable event
- One (1) Full Access Conference pass
- One (1) Real Estate (end user only) Guest Pass



## IB Boot Camp

For those who have been analyzing this topic for years, it is easy to get into complex discussions quickly. The visions are clear and the goals are large. However, for those who have not been involved in the creation of this new industry, the topic can be overwhelming. This track is designed for property managers, facility managers, IT professionals, energy and sustainability professionals and anyone else involved in the building industry that is interested in learning more. Boot Camp will provide a great foundation for understanding this emerging market.

### IB Boot Camp Sponsorship – \$10,000

3 AVAILABLE

#### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by moderator at opening and closing of session
- Speaking opportunity to Summit attendees (8-10 min.)
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all IB Boot Camp program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Three (3) Full Access Conference passes
- Three (3) seats at the IB Boot Camp Summit
- First right of refusal to sponsorship the following convention year
- Two (2) Real Estate (end user only) Guest Passes

### IB Boot Camp Supporting Sponsorship – \$5,000

2 AVAILABLE

#### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by moderator at opening and closing of session
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all IB Boot Camp program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Pass
- One (1) seat at the IB Boot Camp Summit
- First right of refusal to sponsorship the following convention year

## IB Boot Camp Break Sponsorship – \$3,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by chairperson at beginning and end of break
- Logo on intro slide at break
- Sponsor recognition on all IB Boot Camp marketing materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition on Realcomm website with link to your home page
- Sponsor marketing material placed on designated table near refreshments
- Sponsor logo on napkins
- One representative allowed attendance to the event
- One (1) seat at the IB Boot Camp Summit
- First right of refusal to sponsorship the following convention year

## Advisory Council Summit

Sponsorship of the annual Advisory Council Summit provides you with an opportunity to meet, network and get to know our very exclusive Advisory Council members, who are CIOs and other high level commercial and corporate real estate Executives in the industry. This event sponsorship provides 2 passes for members of your team at two Advisory events: 1) the social event offsite and 2) the CIO/COO Luncheon.

## Advisory Council Summit Sponsorship – \$11,500

6 AVAILABLE

ATTENDANCE: 75-100

### **INCLUDES SPONSORSHIP RECOGNITION AND ATTENDANCE AT THE FOLLOWING EVENTS:**

1. Advisory Council Social Event and Dinner
2. CIO/COO Lunch (immediately prior to the CIO Roundtable)

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor logo on VIP invitations sent electronically to Advisory Council
- Opportunity to participate in two (2) private, by invitation-only events with members of Realcomm | IBcon Advisory Council
- Opportunity to network and establish relationships with high level Commercial and Corporate Real Estate executives
- Recognition as Conference Sponsor on the Realcomm website with a link to your home page
- Sponsor recognition on Realcomm | IBcon Sponsor “Thank You” signage
- Sponsor logo included on event signage
- Sponsor recognition/introduction during social event dinner
- Sponsor logo included on all marketing and hand-out materials
- Two (2) passes to attend the private CIO/COO Lunch
- Two (2) passes to participate in the event
- Two (2) Full Access conference passes
- Two (2) Real Estate (end user only) Guest Passes for Conference



## Smart Building Integrator Summit Event Sponsorship – \$7,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of session
- Speaking opportunity to Integrator Summit attendees (8-10 min.)
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all Summit program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Three (3) Full Access Conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## Smart Building Integrator Summit Supporting Sponsorship – \$5,000

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of session
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all Summit program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Pass
- First right of refusal to sponsorship the following convention year

## Smart Building Integrator Summit Break Sponsorship – \$3,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at beginning and end of break
- Logo on intro slide at break
- Sponsor recognition on all Summit marketing materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition on Realcomm website with link to your home page
- Sponsor marketing material placed on designated table near refreshments
- One (1) Full Access conference pass
- First right of refusal to sponsorship the following convention year

## Cybersecurity Summit Sponsorships – \$10,000

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by at opening and closing of session
- Speaking opportunity to Summit attendees
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all Summit program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Three (3) Passes to Cybersecurity Summit
- Three (3) Full Access Conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## Cybersecurity Summit Supporting Sponsorship – \$5,000

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of session
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all Summit program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Pass
- First right of refusal to sponsorship the following convention year

## Cybersecurity Summit Break Sponsorship – \$3,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at beginning and end of break
- Logo on intro slide at break
- Sponsor recognition on all Summit marketing materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition on Realcomm website with link to your home page
- Sponsor marketing material placed on designated table near refreshments
- One (1) Pass to Cybersecurity Summit
- One (1) Full Access conference pass
- First right of refusal to sponsorship the following convention year



## COO/CAO/CFO Summit Event Sponsorship – \$5,000

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of session
- Speaking opportunity to Summit attendees
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all COO/CAO/CFO Summit program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## COO/CAO/CFO Break Sponsorship – \$3,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at beginning and end of break
- Logo on intro slide at break
- Sponsor recognition on all Summit marketing materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition on Realcomm website with link to your home page
- Sponsor marketing material placed on designated table near refreshments
- One (1) Pass to COO/CAO/CFO Summit
- One (1) Full Access conference pass
- First right of refusal to sponsorship the following convention year

## Higher Education – Smart Campus Summit Sponsorship – \$5,000

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of sessions
- Speaking opportunity to Summit attendees
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition on Realcomm website with link to your Home Page
- Sponsor may place marketing materials/company literature on table in back of the room
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

\*\*Additional exhibitor/sponsor passes are available at a discounted rate of \$995 each (maximum of 3) if purchased with your sponsor package. if purchased after booth or sponsorship reservation is made, discounted rate increases to \$1,295

## Property Manager Technology & Innovation Forum Sponsorship – \$5,000

*(In Partnership with IREM)*

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 infrastructure, smart building and IoT technologies, occupant experience platforms, artificial intelligence, 3D visualization, immersive signage, co-working, lease process automation, autonomous vehicles and blockchain are just some of the technologies poised to change property management forever. IREM and Realcomm have partnered to develop this cutting-edge, relevant and timely Forum. Property managers wanting to take their technology skills to the next level will not want to miss this event

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator at opening and closing of session
- Opportunity to address the Forum attendees
- Company logo on intro slides at beginning and end of session
- Sponsor recognition on all Forum program materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year





## GENERAL SESSION, SPECIAL MEETINGS & NETWORKING OPPORTUNITIES

### General Session | Day 1 | Keynote/Conference Kickoff Event

The Keynote General Session is the opening event for the Realcomm-IBcon Conference and is the largest and most well attended session of the conference. This General Session Keynote Address will feature a panel of leading visionaries who will share their views on innovation in the commercial real estate industry. This sponsorship provides the best exposure to the largest audience. Your company's logo will be prominently placed on event signage, in the program guide and on our website.

### General Session Keynote Sponsorship – \$25,000

2 AVAILABLE: 1 REPRESENTING REALCOMM CONFERENCE / 1 REPRESENTING IBCON CONFERENCE

#### COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on the General Session introductory slide
- Speaking opportunity in the General Session
- Company name and logo on General Session Stage
- Company name and logo on Realcomm website with link to your home page
- Sponsor recognition in Conference Program Guide
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in the printed pre-conference promotional mailer
- Five (5) Full Access Conference passes
- Five (5) Exhibit Hall Only passes
- Three (3) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year
- Single 10x10 Standard Exhibit Space

### General Session Event Sponsor – \$15,000

2 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Sponsor recognition on the General Session introductory slide
- Company name and logo on General Session Stage
- Company name and logo on Realcomm website with link to your home page
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Four (4) Full-Access Conference passes
- Four (4) Exhibit Hall Only passes
- Three (3) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year
- Single 10x10 Standard Exhibit Space

### General Session Supporting Sponsorship – \$7,500

2 AVAILABLE

#### COMPLETE PACKAGE INCLUDES:

- Sponsor logo recognition on the General Session introductory slide
- Company name and logo on General Session Stage
- Company name and logo on Realcomm | IBcon website with link to your home page
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Conference Program Guide
- Three (3) Full Access Conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## General Session Coffee Sponsorship – \$5,000

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition on the General Session introductory slide
- Sponsor recognition by Moderator at the beginning of session
- Company name and logo on signage outside Session room
- Sponsor recognition on a conference meter board signage
- Sponsor logo on signage near coffee station
- Opportunity to display marketing materials
- Sponsor logo with link to your home page on Realcomm web site
- Sponsor recognition in Realcomm Conference Program Guide
- Two (2) Full Access Conference passes
- One (1) Real Estate (end user only) Guest Pass
- Company logo on napkins

## Smart Building Best Practice Showcase – \$7,500

4 AVAILABLE

This Best Practice Showcase super-session 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 (45+) inside "Best Practices" Showcase
- Thought leadership presence at this high level General Session
- Verbal Sponsor recognition by Moderator of "Best Practices" Showcase
- Sponsor recognition on any "Best Practices" Showcase materials
- Sponsor recognition on conference sponsor meter boards
- 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
- Logo on IBcon Conference website with a link to Sponsor home page
- Sponsor logo on napkins at breakfast and beverage tables
- Three (3) complimentary full conference passes
- Two (2) Real Estate (end user only) Guest Passes

## Smart Building Best Practice Showcase – Breakfast Sponsor – \$5,000

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Logo on conference website with a link to sponsor home page
- Sponsor recognition on Realcomm | IBcon Conference sponsor meter boards
- Sponsor recognition on event floor signage at the entrances to the showcase display area
- Sponsor recognition in Realcomm | IBcon Conference Program Guide Sponsor Page
- Sponsor recognition as "Breakfast Sponsor" for "Best Practices" Showcase in Conference Program Guide
- Sponsor logo on napkins at breakfast and beverage tables
- Two (2) Full Access Conference Passes
- One (1) Real Estate (end-user only) Guest Pass



## Digie Awards and Networking Sponsorship – \$15,000

2 AVAILABLE

The Networking Reception is a great way to get your company name in front of all conference attendees as they come together to relax and socialize after a long day of intense education. During the reception, we will be announcing the DIGIE award winners, a prestigious annual award presented to industry innovators and thought leaders. As a Sponsor, a representative of your company will participate in the DIGIE Award ceremony and have the opportunity to address attendees.

### **COMPLETE PACKAGE INCLUDES:**

- Opportunity to participate during Digie Award presentation
- Sponsor recognition by Moderator at opening and closing of ceremony
- Opening and/or Closing remarks at the event
- Logo on large digital screen
- Sponsor logo on drink tickets
- Complimentary batch of drink tickets
- Sponsor logo on floor signage near stage
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm | IBcon Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Sponsor recognition in the Realcomm Advisory Digie Awards Issue (highest read issue)
- Company name and logo on Realcomm website with link to your home page
- Four (4) Full Access conference passes
- Three (3) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year
- Four (4) exhibit hall only passes
- Single 10x10 Standard Exhibit Space

## The “Hangout Lounge” Sponsorship – \$15,000

4 AVAILABLE

The Hangout Lounge is an area on the Exhibit Hall floor that is designed with relaxation, socializing and sophisticated fun in mind. The lounge will consist of tables, chairs, games (foosball, pool table, corn hole, etc.), specialty coffee, craft beer, live music, food and fun. The lounge area will be set off by prominent perimeter signage, a high strung banner for maximum visibility across the entire Exhibit Hall and a well stocked bar and coffee machine. Sponsors are provided a semi-private client area, fully furnished with digital signage, tables, chairs and a casual sofa and coffee table

### **COMPLETE PACKAGE INCLUDES:**

- Sponsorship includes a semi-private, fully furnished Sponsor area (approx. 300 sq. ft.) the includes a digital sign, conference table, chairs, sofa and coffee table
- Programmable digital sign is included in sponsored area – Sponsor has full control of content
- Sponsor recognition on floor signage inside and outside lounge area
- Literature rack provided for Sponsor’s company brochures or marketing material
- Sponsor may provide additional beverages or food in their Sponsor-designated area (at the sole cost of Sponsor)
- Sponsor may participate in hosting of contests and games during the conference day, posting leader boards and announcing winners from Conference LIVE stage (where appropriate and schedule will allow)
- Sponsor recognition on “Hangout lounge” signage, located in prominent area above Lounge
- Sponsor recognition on conference meter board signage
- Sponsor recognition on the Realcomm website with a link to home page
- “Hangout Lounge” Sponsor recognition in Conference Program Guide
- Three (3) Full Access Conference passes
- First right of refusal to sponsorship the following convention year

## Private Keynote Luncheon – \$8,500

2 AVAILABLE

This function is an invitation-only luncheon featuring a keynote speaker from the General Session. The invitation list will be carefully chosen by Realcomm and the Luncheon Sponsors to include 40-50 top executives from some of the most prominent commercial real estate firms in the country. Sponsors will have the opportunity for opening and/or closing remarks and provide literature to the attendees. There is no other opportunity like this to network exclusively with some of the most influential decision-makers in the industry.

### **COMPLETE PACKAGE INCLUDES:**

- Opportunity to address lunch attendees
- Opportunity to invite select real estate executives to attend
- Sponsor recognition (company name and logo) on signage outside luncheon room
- Banner/signage with company name and logo inside luncheon room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your Home Page
- Opportunity to give a gift to all luncheon attendees.
- Three (3) Full Access conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## Welcome Reception Sponsor with Private Gathering Area/Lounge – \$5,000

### **COMPLETE PACKAGE INCLUDES:**

- Exclusive Gathering Area/Lounge with tables and/or chairs for exclusive use of Sponsor and Sponsor guests (design dependent on space restrictions)
- Sponsor recognition on signage outside the Reception venue
- Sponsor recognition on food stations and bars positioned in various locations around Welcome Reception area
- Sponsor recognition on event signage inside Welcome Reception area
- Sponsor recognition on “Realcomm | IBcon Conference Welcome Reception” electronic invitations - distribution: 38,000+
- Sponsor logo on cocktail napkins
- Customized sponsor branding for each lounge area
- Sponsor recognition on Welcome Reception drink tickets to hand out to attendees
- Sponsor recognition in Realcomm | IBcon Conference Program Guide
- Company name and logo on Realcomm website with link to your home page
- Two (2) Full Access conference passes

## Welcome Reception Supporting Sponsor – \$2,500

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition on food stations and bars positioned in various locations around Welcome Reception
- Sponsor recognition on event signage inside Welcome Reception area
- Sponsor recognition on “Realcomm | IBcon Conference Welcome Reception” electronic invitations - distribution: 38,000+
- Sponsor logo on cocktail napkins
- Sponsor recognition on Welcome Reception drink tickets to hand out to attendees
- Sponsor recognition in Realcomm | IBcon Conference Program Guide
- Company name and logo on Realcomm website with link to your home page
- One (1) Full Access conference pass

# REALCOMM EDUCATION TRACK SPONSORSHIP OPPORTUNITIES

## JUNE

Year after year, our commitment to delivering a dynamic, relevant educational program has helped establish Realcomm and IBcon as “must attend” industry events. Our extensive education program is designed to give BUILDING OWNERS, DEVELOPERS, CIOs/CTOs, PROPERTY MANAGERS, ASSET MANAGERS, FACILITY MANAGERS, and BUILDING ENGINEERS the technology tools they need to positively impact the bottom line of their companies – from automating business processes, to general technology solutions specifically for real estate organizations, to smarter, connected, high performance, intelligent building technologies.

### REALCOMM TOPICS UNDER CONSIDERATION:

Previous Realcomm Topics. 2020 Topics Coming Soon

- 3D Scanning & Printing
- Application Integration
- Asset/Operational Management
- Automated Payments
- Benchmarking IT Organization
- Blockchain for Real Estate
- Budgeting, Forecasting & Capital Planning
- Business Continuity Planning
- Cloud
- Collaboration Tools
- CRE Tech 4.0
- CRM
- Crowdfund Platforms
- Cybersecurity
- Data Governance
- Data Privacy
- Data Standards
- Data Virtualization
- Digital Strategy
- Disaster Recovery
- Email & Document Retention
- Enterprise Content Management
- Everything-as-a-Service
- Globalization
- Incident Awareness & Response
- Integrated Project Delivery
- Internal Threat Monitoring
- Intrusion Detection
- Investment Management & Reporting
- Keeping Up With The Pace of Change
- Knowledge Management
- Lease Management
- Lease Process Automation
- Marketing Analytics
- Master Data Management
- Mobility
- Network Architecture
- NextGen Workplace
- Organizational Transformation
- Outboard Packet Monitoring
- Performance Management
- Port Monitoring
- Predictive Analytics
- Privacy
- Property Management
- Retail Analytics
- Retail Technologies
- Retail Traffic & Footpath Analytics
- Skills Gap – Finding, Training & Retention of Tech Talent
- Social Media
- Tech to Better Understand Tenants & Clients
- Using Technology to Drive Revenues
- User Behavior Profiling
- Valuation/DCF
- Vendor Management
- Virtual Firewalls
- Wearables



# IBCON EDUCATION TRACK SPONSORSHIP OPPORTUNITIES

## JUNE

2020 PROGRAM DETAILS COMING SOON

Year after year, our commitment to delivering a dynamic, relevant educational program has helped establish Realcomm and IBcon as “must attend” industry events. Our extensive education program is designed to give BUILDING OWNERS, DEVELOPERS, CIOs/CTOs, PROPERTY MANAGERS, ASSET MANAGERS, FACILITY MANAGERS, and BUILDING ENGINEERS the technology tools they need to positively impact the bottom line of their companies – from automating business processes, to general technology solutions specifically for real estate organizations, to smarter, connected, high performance, intelligent building technologies.

### IBCON TOPICS UNDER CONSIDERATION:

PREVIOUS IBCON TOPICS. 2020 TOPICS COMING SOON

- 3D Digital Scanning
- Access Control
- Aligning the Organization Around Smart Building Initiatives
- AR/VR
- BAS & EMS Platforms
- BIM for O&M
- Creating a Smart Mall
- DAS/Wireless
- Designing the Base Building Network
- Digital Signage
- Drones
- Energy Procurement
- FDD & Analytics
- Finding, Training & Retaining Talent
- Fire/Life Safety
- Impact of Autonomous Cars
- Incident Tracking & Situational Awareness
- Integrator Summit
- Intelligent Retrofit Strategies
- IoT for Smart Buildings & Campuses
- Lighting Tech
- Microgrids & Storage
- Net Zero
- Personalized Controls
- Physical Security
- Cybersecurity
- Power Conditioning
- Predictive Maintenance
- Project Haystack
- Renewables
- Robotics
- Smart Building Best Practices
- Smart Building Bootcamp
- Smart Building Data Strategies
- Smart Parking
- Sustainability Reporting
- Waste Technologies
- Water Technologies
- Wearables



## Conference Education Track Sponsorships – \$16,500

2 AVAILABLE PER TRACK

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition inside each session contained in track
- Speaking opportunity in a session inside track
- Sponsor recognition by Moderator at opening and closing of sessions
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Company name and logo on Realcomm website with link to your home page
- Prior to session, Sponsor may distribute company brochures on chairs for attendees
- Four (4) Complimentary Full Access Conference Passes
- Four (4) Exhibit Only passes
- Three (3) Real Estate (end-user only) Guest Passes
- Single 10x10 Standard Exhibit Space

## Supporting Education Track Sponsorships – \$7,500

2 AVAILABLE PER TRACK

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition as Supporting Education Track Sponsor inside each session contained in track
- Sponsor recognition by Moderator at opening and closing of sessions
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide (deadline 5/25)
- Sponsor recognition on Realcomm website with link to your Home Page
- Sponsor may distribute marketing material or brochures on table in back of the room
- Three (3) Complimentary Full Access Conference Passes
- Two (2) Real Estate (end-user only) Guest Passes
- First right of refusal to sponsorship the following convention year

## Supporting Session Sponsorship – **EXHIBITOR PRICE:** \$1500 | **NON-EXHIBITORS:** \$2500

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator during session
- Sponsor recognition on signage inside and outside session room
- Sponsor recognition on all Session Track materials
- Recognition as a SPONSOR in Realcomm Conference Program Guide
- Company logo on Realcomm website and link to Home Page
- Opportunity to place marketing brochures on table in back of the session room
- One (1) Full Conference Pass (Only for Non-Exhibitors)

## **SPECIALTY TRACK – INVESTMENT MANAGEMENT**

Education Track Sponsorship – Investment Management – \$16,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition inside each session contained in track
- Speaking opportunity in a session inside track
- Sponsor recognition by Moderator at opening and closing of sessions
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition in the printed pre-conference promotional mailer
- Company name and logo on Realcomm website with link to your home page
- Prior to session, Sponsor may distribute company brochures on chairs for attendees
- Four (4) Complimentary Full Access Conference Passes
- Four (4) Exhibit Only Passes
- Three (3) Real Estate (end-user only) Guest Passes
- First right of refusal to sponsorship the following convention year
- Single 10x10 Standard Exhibit Space

Supporting Education Track Sponsorship – Investment Management – \$7,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition as Supporting Track Sponsor inside each session contained in track
- Sponsor recognition by Moderator at opening and closing of sessions
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition on Realcomm website with link to your Home Page
- Sponsor may place marketing materials/company literature on table in back of the room
- Three (3) Full Access Conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year



## Investment Management Break Sponsorship – \$5,000 (DAY 1 & DAY 2)

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition by Moderator either before or after Break Sessions
- Speaking opportunity to address the group just before one scheduled break
- Logo on intro slide at breaks
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your Home Page
- Sponsor marketing material placed on designated table near refreshments
- Two (2) Full Access conference passes
- One (1) Real Estate (end user only) Guest Pass
- First right of refusal to sponsorship the following convention year

## Investment Management Private Breakfast Sponsorship – \$5,000 (Breakfast is morning of Day 2)

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Opportunity to address breakfast attendees
- Sponsor recognition on signage outside IM session/breakfast room
- Sponsor recognition on email invitation pre-event
- Sponsor recognition and “Thank You” by Moderator at the beginning of breakfast program
- Sponsor recognition as a Bronze Level Sponsor on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide in Sponsor “Thank You” page
- Company logo on the Realcomm website with a link to your Home Page
- Opportunity to give a gift to all breakfast attendees.
- Two (2) full access conference passes
- One (1) Real Estate (end user only) Guest Pass

## **SPECIALTY TRACK – CORPORATE REAL ESTATE (ONE-DAY TRACK)**

### Education Track Sponsorship – Corporate Real Estate – \$7,500

2 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition as Supporting Track Sponsor inside each session contained in track
- Sponsor recognition by Moderator at opening and closing of sessions
- Sponsor logo on intro slide before all Track sessions
- Sponsor recognition on all session track materials
- Sponsor recognition on signage outside session room
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition on Realcomm website with link to your Home Page
- Sponsor may place marketing materials/company literature on table in back of the room
- Three (3) Full Access Conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

\*\*Additional exhibitor/sponsor passes are available at a discounted rate of \$995 each (maximum of 3) if purchased in advance. If purchased at the conference the discounted rate increases to \$1,295.

## **OTHER HIGH LEVEL VISIBILITY SPONSORSHIPS**

### **Conference Digital Signage Sponsorship – \$10,000**

Realcomm will be replacing all traditional analogue signs with new state of the art digital signs. These digital signs will be placed at every corner of our conference footprint, from the Registration desk to the Main Entrance of the Exhibit Hall and will be located outside the session rooms as well as inside on the session room stage. To cover all of our needs, we expect to use between 40-50 digital signage units. These will be used as a multi-purpose means of sharing information, providing directions, and communicating with conference attendees. Sponsorship includes company logo at the bottom of every screen and offers a high level of visibility across the entire landscape of the conference.

3 AVAILABLE

#### **COMPLETE PACKAGE INCLUDES:**

- Company logo displayed at the bottom of each and every digital sign. Message will read “Digital Signage Sponsored by”
- Opportunity to place a marketing flyer or provide company pens/pencils or pads with your logo in conference bag
- Opportunity to provide 60-90 sec corporate video or product commercial that will be loaded as content on hard drive of one or several digital signs in specific agreed-upon locations – potential also for specific content played through command and control center.
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Three (3) Full Access conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

### **Conference Registration Sponsorship – \$8,500**

The registration area is the perfect venue for making that all-important first impression to delegates. Since every delegate MUST come through registration to retrieve their badge, lanyard and conference bag, it is a highly visible arena. This is the first sponsor attendees see upon arrival at Realcomm. Included at the registration table will be your company’s logo, marketing brochure, and your representative’s business card available for the taking.

4 AVAILABLE

#### **COMPLETE PACKAGE INCLUDES:**

- Company logo prominently displayed on signage at Registration
- Company Logo displayed on all Conference Badges
- Opportunity to place a one-page marketing flyer on the registration table or provide company pens/pencils or pads with your logo
- One conference bag insert
- Sponsor recognition on a conference meter board signage
- Sponsor recognition in Realcomm Conference Program Guide
- Company logo on the Realcomm website with a link to your home page
- Three (3) Full Access conference passes
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

### **Conference Bag Sponsorship – \$8,500**

2 AVAILABLE

#### **COMPLETE PACKAGE INCLUDES:**

- Company logo prominently displayed on the side of the conference bag
- One Conference Bag Insert
- Company logo on the Realcomm website with a link to your home page
- Sponsor recognition in Realcomm Conference Program Guide
- Sponsor recognition on a conference meter board signage
- Two (2) Full Access conference passes
- One (1) Real Estate (end user only) Guest Pass
- First right of refusal to sponsorship the following convention year

## Conference WiFi Sponsorship WiFi Premium Package\* – \$7,500

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition (logo) on WiFi network “login page” as Premium Sponsor (where available)
- “About the Sponsor” company description (100-word) on “login page” with hyperlink to website (where available)
- Sponsor has opportunity to designate special “landing page” to which all conference attendees will be directed once login is complete – this can be sponsor’s website, special information page, etc (subject to hotel approval)
- Sponsor opportunity to add any additional links, pdf files, videos, etc to “landing page”
- Sponsor recognition included on all instructional material about the WiFi Network provided to conference attendees
- Recognition as Conference WiFi Sponsor on signage near Exhibit Hall
- Company name and logo on IBcon website with link to your home page
- Sponsor recognition on conference meter board signage
- “WiFi Sponsor” recognition in the Realcomm-IBcon Conference Program Guide
- Three (3) full conference passes

## WiFi Bronze Package\* – \$5,000

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition (logo) on WiFi network “login page” as Bronze Sponsor
- Company description (100-word) on login page with hyperlink to website
- Sponsor logo included on all instructional material about the WiFi Network provided to conference attendees
- Recognition as Conference WiFi Sponsor on signage near Exhibit Hall
- Company name and logo on IBcon website with link to your home page
- Sponsor recognition on oversized conference meter board signage
- “WiFi Sponsor” recognition in the Realcomm-IBcon Conference Program Guide
- Two (2) full conference passes
- One (1) full conference pass for real estate guest

## WiFi Supporting Package\* – \$2,500

### **COMPLETE PACKAGE INCLUDES:**

- Sponsor recognition (logo) on WiFi network “login page” as Supporting Sponsor
- Sponsor logo included on all instructional material about the WiFi Network provided to conference attendees
- Recognition as Conference WiFi Sponsor on signage near Exhibit Hall
- Company name and logo on IBcon website with link to your home page
- Sponsor recognition on oversized conference meter board signage
- “WiFi Sponsor” recognition in the Realcomm-IBcon Conference Program Guide

\*\*\*WiFi Sponsorships Subject To Availability At The Venue.



## Conference Mobile Application Program Guide Splash Page Sponsorship – \$7,500

Realcomm is going mobile and will be providing an interactive mobile program guide to all attendees to view the conference agenda, highlights, program details, special events, speakers, maps, and tradeshow information on a variety of mobile devices including the iPhone, iPad, BlackBerry, Palm, Symbian and Android. There is also an interface with live social media feeds and RSS integration and syncs easily with Outlook, iCal, and Google Calendar. The mobile application platform also enables polling, surveys and analysis of attendee feedback.

### **COMPLETE PACKAGE INCLUDES:**

- Company logo/banner will be prominently placed on the splash page of the mobile application
- Opportunity to download company profile or make available a pdf brochure to attendees
- One conference bag insert
- Company logo in the printed Conference Program Guide as the Mobile Application Program Guide Splash Page Sponsor
- Company logo on the Realcomm and IBcon websites with a link to your home page
- Sponsor recognition on a conference meter board signage
- Two (2) Full Access conference passes
- One (1) Real Estate (end user only) Guest Pass
- First right of refusal to sponsorship the following convention year

## Conference Mobile Application Program Guide Banner Sponsorship – \$5,000

4 AVAILABLE

### **COMPLETE PACKAGE INCLUDES:**

- Prominent placement of sponsor banner at top of mobile application page on a rotating basis
- Banner will include a hyperlink to sponsor's company website or other website of choice
- Opportunity to upload a company profile and a pdf brochure
- One conference bag insert
- Company logo on the Realcomm and IBcon websites with a link to your home page
- Sponsor recognition on a conference meter board signage
- Two (2) Full Access conference passes
- One (1) Real Estate (end user only) Guest Pass

## Conference Charging Station Sponsorship

\$7,500 SHARED SPONSORSHIP | \$12,500 EXCLUSIVE SPONSORSHIP

### **COMPLETE PACKAGE INCLUDES:**

- Four (4) Charging Station Kiosks strategically placed for conference participants, including one in close proximity to the sponsor booth.
- Opportunity to design graphics showing on charging station kiosk (artwork requires prior approval by Realcomm)
- Opportunity to provide a video clip - if applicable
- Company name and logo on Realcomm website with link to your home page
- Sponsor recognition on conference meter board signage
- "Charging Station" sponsor recognition in Conference Program Guide with locations mapped
- Four (4) Full Access conference passes (exclusive sponsorship) / Three (3) full access conference passes (shared sponsorship)
- Two (2) Real Estate (end user only) Guest Passes
- First right of refusal to sponsorship the following convention year

# REALCOMM | IBCON SPONSORSHIP OPPORTUNITIES AT A GLANCE

## Platinum and Gold Level

	Price
Platinum	\$50,000
Gold	\$35,000
Conference LIVE	\$30,000

## Silver Level

General Session Keynote	\$25,000
CIO Roundtable – Event Sponsor	\$19,500
General Session Event Sponsor	\$15,000
Conference Education Track Sponsor	\$16,500
Conference Charging Station Sponsorship - Exclusive	\$15,000
Networking Reception & DIGIE Awards	\$15,000
Hangout Lounge Sponsorship	\$15,000

## Bronze Level

Cybersecurity Summit Sponsorship	\$10,000
IB.Boot.Camp	\$10,000
Advisory Council Summit	\$11,500
Conference Digital Signage Sponsorship	\$10,000
Conference Charging Station Sponsorship - Shared	\$7,500
Smart Building Best Practice Showcase	\$7,500
Smart Building Integrator Summit Sponsorship	\$7,500
General Session Supporting	\$7,500
Conference Badge Straps / Lanyards	\$7,500
Conference Registration Sponsorship	\$8,500
WiFi Premium Package	\$7,500
Supporting Education Track Sponsor	\$7,500
Private Keynote Luncheon	\$8,500
Conference Bags	\$8,500
Mobile Application Splash Page	\$7,500
CIO Roundtable Break Sponsor	\$6,500
Mobile Application Program Guide Banner Sponsorship	\$5,000
Welcome Reception Sponsor with Private Lounge	\$5,000
COO/CAO/CFO Sponsorships	\$5,000
General Session Coffee Sponsor	\$5,000
Higher Education – Smart Campus Summit Sponsorship	\$5,000
WiFi Bronze Package	\$5,000
Cybersecurity Summit Supporting Sponsorship	\$5,000

## Bronze Level (continued)

	Price
Smart Building Integrator Summit Supporting Sponsorship	\$5,000
Supporting Education Track - Specialty Tracks	\$5,000
Property Manager Technology & Innovation Forum Sponsorship	\$5,000

## Supporting Level Sponsors

IB Boot Camp Break Sponsor	\$3,500
Cybersecurity Summit Break Sponsorship	\$3,500
COO/CAO/CFO Break Sponsorship	\$3,500
Smart Building Integrator Summit Break Sponsorship	\$3,500
Golf Outing - Main Event Sponsorship	\$3,500
Golf Outing - Reception Sponsorship	\$3,000
Golf Outing - Beverage Cart Sponsorship	\$2,500
Golf Outing - Lunch/Transportation Sponsorship	\$2,500
Golf Outing - Par 3 Stay Sponsorship	\$2,500
WiFi Supporting Package	\$2,500
Supporting Session Sponsorship	\$2,500
Welcome Reception Supporting Sponsor	\$2,500

## Traffic Boosters

Bottled Water	\$5,000
Coffee/Esspresso Cart	\$5,000
Ice Cream Cart	\$3,500
Juice Cart	\$3,500
Cookie Break	\$2,500
Popcorn Cart	\$2,500
Beverage Bar	\$2,500

## Advertising

Program Guide Ad: Full Page - Back Cover	\$3,000
Program Guide Ad: Full Page - Inside Front	\$2,000
Program Guide Ad: Full Page - Inside Back	\$2,000
Program Guide Ad: Full Page	\$1,500
Conference Bag Insert	\$1,000
Program Guide Ad: Half Page	\$750

## PAST SPONSORS AND EXHIBITORS

The following is a sample of some of the sponsors and exhibitors who have participated in the past. Sponsors of Realcomm become recognized as leading solutions providers and technology leaders for the commercial real estate industry.

360Facility	Deloitte & Touche	Jones Lang LaSalle Americas, Inc.	RealView, LLC
Abundant Power	Desks Near Me	Kastle Systems	RealWired!, Inc.
Accenture	DGLogik, Inc.	KGS Buildings	REALworkspaces
Accruent	Digital Map Products	KMC Controls	Reapplications
ActiveLogix	Distech Controls, Inc.	LeaseRunner.com	REdirect Consulting
Adura Technologies	DocClarity	LeoSoftware	Redwood Systems
Advanced Power Control Inc.	DQI USA	LonMark International	REI Wise
AIC Wireless	Earthdata International	LoopNet, Inc.	RentManager
Alliance Solutions Group	Eaton	Lutron	RentPayment
Alvarez & Marsal	Ebix BPO	Lynxspring	REOL
American Tower	EcoDomus	Lynx Systems	Resolve Technology, Inc.
AMT Direct	ECS Group, Inc.	M5 Networks	RestorePoint
AMX	EFT Energy	MACH Energy	Retail Lease Trac, Inc.
Anadec	Eigen X	Magix Technologies	RETransform
Angus Group Systems	Elevator Channel	Mann Wireless	RF Connect
Anterra Technology	EMC - Business Edge Solutions	M.C. Dean, O&M Group	RISnet
Appraisal Institute	Emerson Network Power-Liebert	McKinstry Co.	RLE Technologies
Arcestra	Encelium	Meridian Systems	Rofu
ARCHIBUS, Inc.	EnergyPrint, Inc.	Microsoft	SAP America, Inc.
ArchiDATA	Enerliance	Millennia Group, LLC	SClenergy
Argus Software	EnerNOC, Inc.	Millennial Net	Selex ES (a Finmeccanica Company)
Ascendix Technology	Enocean	MindMatrix	Serene Corporation
AvidXchange, Inc.	ENthEnergy, LLC	MongoNet	ShoreGroup, LLC
AVI-SPL	Environmental Systems Design (ESD)	Motorola	Siemens Building Technologies
AwareManager	Environmental Systems, Inc. (ESI)	MRI Software	Site Controls
Axxerion	Envision Solar, LLC	NACT Telecommunications, Inc.	Skire
B4 Consulting, Inc.	eRealInvestor	National Real Estate Investor	SkyFoundry
BAE Systems	Ernst & Young	Navair	Skyline II/SS&C
BAS Services & Graphics	eSight Energy	Negawatt	Sloan Valve Co.
Bandwidth Now	Esri	New Boston Fund	SmartCore
BasWare, Inc.	Evolution Ventures	Nexus Media, Inc.	Smart Devine
Black Box Network Services	Eximius BPO	Nexus Systems, Inc.	Spenser Communications, Inc.
Black Dog Software Group, Inc.	Exp U.S. Services, Inc.	Noesis	Spinwave Systems, Inc.
Bricsnet	ExteNet Systems	NOI Strategies	SS & C Technologies
Building Clouds	Ezenics	Nomad Mobile	Standard Vision, LLC Los Angeles
Building Engines	Famis Software, Inc.	Office Media Networks	Streamline Networks
BuildingIQ	FIX Consulting, LLC	Officespace.com	Sutherland Global Services
Business Integration Group	FM Systems	Onicon	SWC Technology Partners
CABA	Four Winds Interactive	Open Box Software	Switch Automation
Cadence Quest, Inc.	Fuel Applications	OpsTechnology	Talisen Technologies
Calvis	Fusion Consulting, Inc.	Optigo Networks	Tata Consultancy Services Ltd
Canem	FusionStorm	Optimum Energy	TecFac
Captivate Network	Genea	Oracle Corporation	Telkonet
Cellular Specialties	Global Carbon Systems	OSCRE	TenantRex
CePORT, LLC	Global Software, Inc.	OSSSE	TENG Solutions
CGI Federal	Google, Inc.	Pacific Controls	Thomson Property Tax Services
Chatham Financial Corp.	GoPaperless Solutions	Palazzo, Inc.	TOTAL
Cimetrics	GPG Advisers	Panduit Corp.	Traverse Technologies
Cion	Grant Thornton	PayYourRent.com	Triacta
Cisco Systems	GridPoint	PCN Technology	Tridium
Citrix Online	Hara	Pepco Energy Services	Trimble
Clean Urban Energy (CUE)	HCL Technologies	Philips/WESCO	Urban Mapping
Climatec	Herman Miller	Planimetron, Inc.	Verdouw & Associates
CMBS.com	Hibox Technology, Inc.	PMWeb, Inc.	Veribrum Real Estate Software
Cognitive Systems	Hipercept	Point32	Veris Industries, LLC
Coldwell Banker Commercial	Honeywell	Prepared Response	View The Space
CommScope, Inc.	IBM	Progressive AE	Virtual Premise
Compstak	Iconics, Inc.	Property Capsule	VISTA
Concept3D	IDC Energy Insights	Property Info	Vizables
ConfirmNet Corp.	In-Building Wireless Alliance	PropertyTract	Voyanta
Constellation New Energy	Incenergy	PRTM Management Consultants	Waterfall - IRR
Control Network Solutions	Informetrics	Public Savings Bank 1031 Corp.	WattStopper
Corrigo Incorporated	InfoTech Marketing, Inc.	Pulse Energy	WebX Communications
CoStar Group, Inc.	InnerWireless	Quality Attributes	Xceligent, Inc.
Creative	InsideIQ Building Automation Alliance	Qube Global Software	Xchanging
Crestron Electronics, Inc.	Insight Software	R & K Solutions	XO Communications
CSI3 (A Controlco Company)	Intel	Rail Yard, Inc.	Xtium
CSI Solutions Group, a Division of Goodman	Integrated Business Systems, Inc. (IBS)	RE Technology Solutions	YapStone, Inc.
Networks	Intelligent Buildings	Real Estate Financial Modeling (REFM)	Yardi Systems, Inc.
Daintree Networks	Intelligent Words	Real Estate On-Line (REOL Services)	Yash Technologies
CxGBS (Commissioning & Green Building	Interface Multimedia, Inc.	REAL Integrated Technology	Yield Technologies
Solutions, Inc.)	J2 Innovations, Inc.	Real Pro-Jections, Inc.	
Database Intl. Group/Aware Technology	JDR Consulting, LLC	RealFoundations	
Datex Media	Jetlun	Realogic Analytics	
Dell	Johnson Controls, Inc.	RealPage	