Realcomm

@ THE INTERSECTION OF TECHNOLOGY, INNOVATION AND REAL ESTATE OPERATIONS

2024
REALCOMM CAPABILITIES

ABOUT REALCOMM

REALCOMM CONFERENCE GROUP, LLC, IS A WORLDWIDE RESEARCH AND EVENT COMPANY AT THE INTERSECTION OF COMMERCIAL REAL ESTATE, CORPORATE REAL ESTATE, AUTOMATION AND TECHNOLOGY. THROUGH OUR ANNUAL CONFERENCES, WEBINARS, WORKSHOPS, CIO FORUMS AND OTHER STRATEGIC SERVICES, REALCOMM PROVIDES NETWORKING AND COLLABORATION OPPORTUNITIES, WHILE EDUCATING INDUSTRY PROFESSIONALS ABOUT THE LATEST BUSINESS SOLUTIONS AND TECHNOLOGIES TO IMPROVE COMMERCIAL REAL ESTATE DEVELOPMENT, LEASING, MANAGEMENT AND OPERATIONS.

OUR VISION

Realcomm was founded in 1999 with the goal of bringing industry leaders together to discuss, demonstrate, and debate the latest innovations to impact our industry. Today, our Webinar, CIO | Property Technology Forum and Conference events reach more industry decision makers than ever, attracting commercial and corporate real estate professionals in North America, Europe, Asia, Australia, India and the Middle East; and our magazine and weekly newsletter publications are distributed to over 38,000 industry professionals.

ATTENDEE DEMOGRAPHICS

Realcomm's programs are designed to meet the needs of commercial and corporate real estate practitioners at all levels – executive, management, professional and support – from each of the following sectors:

- Appraisal
- Architecture & Design
- Asset Management
- Brokerage
- City Planning
- Commercial Lending
- Commercial Real Estate Law
- Commercial Real Estate Consulting
- Corporate Real Estate
- Development

- Economic Development
- Facilities Management
- Investment Brokerage
- Ownership
- Property Management
- Real Estate Academia
- Real Estate Investment Trusts
- Settlement Services
- Tenant Representation
- Title

CONFERENCES AND EXPOSITIONS

OUR ANNUAL CONFERENCES AND EXPOSITIONS BRING TOGETHER THE BRIGHTEST, MOST VISIONARY MINDS TO EXPLORE THE LATEST TECHNOLOGIES AND INNOVATIONS. OUR ANNUAL FLAGSHIP EVENT, THE REALCOMM | IBCON CONFERENCE, CO-LOCATED TOGETHER BUT WHICH FOCUS ON THE DIFFERENT NEEDS OF THE COMMERCIAL REAL ESTATE INDUSTRY, IS ATTENDED BY OVER 2,000 COMMERCIAL, CORPORATE, GOVERNMENT AND INSTITUTIONAL MEMBERS OF THE REAL ESTATE COMMUNITY. FOR MORE OF THE SPECIFICS ON THE REALCOMM AND IBCON CONFERENCES AND WHAT NEEDS THEY ADDRESS IN OUR INDUSTRY, SEE THE PROFILES BELOW.

Realcomm 2024

Realcomm is the premier event focused on technology, efficiency, innovation and automation solutions for the commercial real estate organization. It is a "must attend" conference 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.

JUNE 19-21, 2024
Tampa Convention Center
Tampa Bay, Florida

IBCON 2024

IBcon is the first global conference and tradeshow specifically dedicated to bringing together ALL aspects of the "smart, connected, high performance, intelligent building," including both the traditional building automation technologies like HVAC, lighting and security as well as the new building components like digital signage, parking, fire/life safety, access control and others.

JUNE 19-21, 2024
Tampa Convention Center
Tampa Bay, Florida

ELECTRIFY SMART DC-POWERED BUILDINGS

ELECTRIFY is at the forefront of a transformative movement in the built environment. Dedicated to exploring the vast potential of DC-powered smart buildings, this inaugural low voltage event will bring together all the critical stakeholders for PoE, DC and Fault Managed Power technologies focused on energy effficiency, sustainability and net-zero carbon strategies.
In a world shaped by over a century of AC (Alternating Current) dominance, the time has come to reimagine the future of building power infrastructure.

SEPTEMBER 23-24, 2024
Fort Worth, TX

CoRETECH2024

CoRE Tech, produced by Realcomm, is the first networking and educational technology conference for the corporate real estate industry. This event brings corporate professionals together to collaborate and share ideas to determine the best ways to harness the power of technology to enable people, processes and building operation efficiencies.

NOVEMBER 19-20, 2024
Guildhouse
San Jose, CA

WEBINARS

THE REALCOMM WEBINARS ARE DESIGNED TO PROVIDE QUALITY EDUCATION AND INSTRUCTION ON THE LATEST TECHNOLOGY SOLUTIONS FOR THE REAL ESTATE PROFESSIONAL. OUR GOAL IS TO PRESENT TECHNICAL INFORMATION IN A FORMAT THAT IS EASY TO UNDERSTAND AND PRACTICAL, AND TO REPORT TRUE TO LIFE CASE STUDIES DIRECTLY FROM THE EXPERTS THEMSELVES. WE ENCOURAGE SOLUTION PROVIDERS, CONSULTANTS, SOFTWARE COMPANIES, TECHNOLOGY PARTNERS AND INDUSTRY THOUGHT LEADERS TO CONSIDER THE NUMEROUS OPPORTUNITIES ACROSS THE YEAR TO PARTICIPATE WITH US AND SHARE YOUR EXPERTTISE WITH HUNDREDS OF ATTENDEES.

2024 SCHEDULE:

2/1/24	Designing Harmony: Crafting the Future of Workspaces and Culture
2/22/24	The Unbelievable Underutilization: Years of Overlooking Low-Voltage Tech's Potential in Building Efficiency
3/14/24	Elevate In-Building Connectivity, Coverage and Proptech User Experiences
4/4/24	Data Fusion Mastery: A Blueprint for Streamlined Enterprise Integration
4/18/24	Smart Building Tech: Revolutionizing Efficiency for Cost-Effective Futures (operational Efficiency)
5/23/24	AI Unleashed: Navigating the Digital Storm and Riding the Digital Fast Lane
8/8/24	Revolutionizing the 'E' in ESG - Radical Climate Breakthroughs Taking Center Stage
8/22/24	Maintaining a Strong Innovation Profile Even When Budgets are Tight
9/12/24	Revolutionizing Wealth: Cutting-Edge Integration for Investment Mastery and Back-Office Brilliance
9/26/24	The Power of Mentorship
10/17/24	Startup Launchpad Showcase
10/31/24	Cyberfrontiers: Navigating the Surge in Cyber Threats, AI-Based Menaces, and the Legal Fallout of Executive Negligence
11/07/24	Revolutionizing Workspaces and Designing Balanced Harmony
12/05/24	Reflections of 2024 and Predications for 2025

visit realcomm.com/webinars for additional details

CIO & PROPERTY TECH FORUMS

THE REALCOMM CIO AND PROPERTY TECHNOLOGY FORUM SERIES WAS ORIGINALLY CREATED TO PROVIDE CIOS AND HEADS OF TECHNOLOGY IN THE COMMERCIAL REAL RESTATE COMMUNITY AN OPPORTUNITY TO MEET IN THEIR RESPECTIVE REGIONS OF NETWORKING AND BUILDING PROFESSIONAL RELATIONSHIPS. BY CONNECTING THE LOCAL IT LEADERS IN THESE INFORMAL, NETWORKING/DISCUSSION GROUPS, WE HAVE BEEN ABLE TO FACILITATE CONVERSATIONS ON KEY ISSUES IMPACTING OUR INDUSTRY AND LEVERAGE THE COLLECTIVE EXPERIENCE OF THIS POWERFUL PEER GROUP TO BRING GREATER STRATEGIC VALUE TO THEIR RESPECTIVE ORGANIZATIONS.

IN RESPONSE TO THE PANDEMIC, WE'VE CREATED A HYBRID VERSION OF THIS EVENT, COMBINING THE BEST OF A REGIONAL PHYSICAL IN-PERSON EXPERIENCE WHILE EXPANDING OUR REACH WITH A VIRTUAL COMPONENT TO INCLUDE CIOS AND HEADS OF TECHNOLOGY OUTSIDE MAJOR METROPOLITAN CITIES IN NOT ONLY NORTH AMERICA BUT ALSO INTERNATIONALLY, WHO MIGHT NOT OTHERWISE BE ABLE TO PARTICIPATE.

2024 North America:

New York - Spring - May 2

Chicago - May 8

New York - Fall - November 12 (TBD)

International:

Sydney - Feb 13

Toronto - Oct 9

London - Oct 30

**Sydney - February 2025

MEDIA SERVICES

REALCOMM OFFERS SEVERAL MEDIA PRODUCTS DEVELOPED TO KEEP OUR INDUSTRY AT THE FRONTLINES OF THE LATEST TECHNOLOGY NEWS, TRENDS, AND PRODUCT OFFERINGS AVAILABLE. REAL - WORLD EXAMPLES FROM INDUSTRY LEADERS ARE SHOWCASED TO INCREASE THE KNOWLEDGE AND AWARENESS OF THE SOLUTIONS AVAILABLE TODAY.
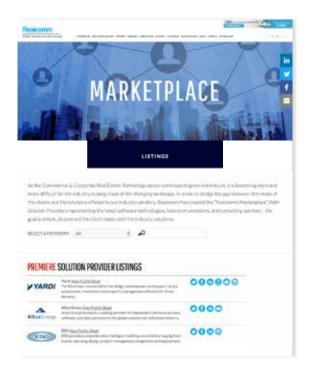
Realcomm NEWSLETTER

The Realcomm Weekly Briefing is a complimentary email newsletter sent each week to more than 45,000 commercial and corporate real estate professionals. Each edition highlights new technologies or best practices specifically targeted to the industry. Vendor Profile and Banner sponsorships give technology companies the opportunity to reach a targeted audience through branding, submitting an article (800-1000 words), and a 100-word company profile.

Realcomm MARKETPLACE

As the Commercial & Corporate Real Estate Technology sector continues to grow and mature, it is becoming more and more difficult for the industry to keep track of the changing landscape. In order to bridge the gap between the needs of the clients and the solutions offered by our industry vendors, Realcomm has created the "Realcomm Marketplace." The goal is simple...to connect the client needs with the industry solutions. A Marketplace listing includes a profile of your company (list of most influential clients, geographic region, contact info, etc), hyperlink to your website, attachments of videos, pdfs, marketing material as well as social media and other links. The Marketplace list is printed in the RealcommEDGE magazine, the Realcomm | IBcon Conference Program Guide and the CoRE Tech Program Guide..

Visit realcomm.com/marketplace

Realcomm SITEWIDE BANNER AD

The Realcomm Sitewide Banner ad is the most visible advertising opportunity we offer.
• Prominent location at the top of the Realcomm website
• Remains visible on ALL Realcomm website page.

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

Visit realcomm.com

Sponsorship opportunities are available for all Media Services. Download our Media Kit for complete details.

Realcomm LIVE

Realcomm Live is a weekly news show covering commercial and corporate real estate trends, showcasing cutting edge technology, and discussing industry issues with influential leaders around the globe. Each conversation is curated to feature current events and practical approaches to solving real challenges. Viewers have a front-row seat to hear how commercial building owners and operators, corporate real estate executives, systems integrators and domain experts are:
• Developing and executing commercial and corporate real estate strategies
• Implementing cutting-edge solutions and innovative technologies
• Futureproofing buildings for new occupancy expectations
• Protecting personal data Improving IoT cybersecurity posture
• Continuing to define the next generation of smart, connected buildings
The News Show is hosted each week by Jim Young, CEO of Realcomm, and features commercial and/or corporate real estate industry leaders.

Some of our past real estate guests have included:

• Jim Whalen – Boston Properties
• Charles Whiteley – ExxonMobil
• Kevin Danehy, Brookfield
• Robert Entin – Vornado
• Jesse Corrillo – Hines

• Emmanuel Daniel – Microsoft
• Sara Neff – Kilroy Realty
• Kimberly Bertz – Wells Fargo
• Cory Clarke – RXR Realty

• Jim Kurek – Brandywine
• Aaron Block – Metaprop
• Ben Tranel – Gensler
• Eddy Wagoner - JLL

Themes:

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

Realcomm Live Advertising & Branding Opportunities:

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

"In challenging times when you have to make choices, Realcomm provides an essential forum for creative dialog with my peers and partners around a broad range of important topics. I always bring back and apply valuable takeaways from my attendance at Realcomm."

Jim Whalen
SR. VP & CIO
BOSTON PROPERTIES

"The Realcomm Annual Conference brings together the top real estate industry professionals, consultants and service providers to create the premier learning and knowledge sharing event."

Tom Taddeo
VP & CIO
KIMCO REALTY