

REcalibrate

USING INNOVATION TO TURN CHALLENGES INTO OPPORTUNITIES

BE A PART OF
THE LARGEST
REAL ESTATE
TECHNOLOGY
EVENT IN THE
WORLD!



Realcomm

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

JUNE 13-14, 2019 | NASHVILLE, TN

(Golf Outing & Tech Tours: June 11 | Pre-Con : June 12)



The Smart, Connected, High Performance
Intelligent Buildings Conference

CONFERENCE HIGHLIGHTS

- Decision-Makers Representing 50 Billion SF of CRE Space
- Four Days of World Class Education & Networking
- 2,000+ Real Estate & Technology Professionals in One Location
- Leading-Edge Educational Program with Over 150 Sessions & 300 Speakers
- Smart Building Best Practice Showcase Featuring 40+ NextGen Buildings
- Real Estate Innovation Tech Tours
- CRE Cybersecurity Forum
- CIO Roundtable
- COO, CFO & CAO Innovation Summit
- Higher Education Smart Campus Summit
- Smart Building Leadership Forum
- Intelligent Buildings Boot Camp
- Smart Building Integrator Summit
- 5G Congress by DASpedia (Co-Located Event) *NEW*
- Investment Managers Technology Track
- 21st Annual “Digie” Awards
- Conference LIVE News Desk with Live Stream Interviews
- Vendor Expo with 175+ Top Industry Solution Providers
- 5G & In-Building Wireless Pavilion *NEW*
- Microsoft Partner Pavilion *NEW*
- Robotics Demo Lounge *NEW*
- “Best of Music City” Welcome Reception
- 5th Annual Golf Outing
- “Hangout” Networking Lounge *NEW*

SMART BUILDING BEST PRACTICE SHOWCASE JUNE 14

Global Leaders Present Premier Projects for 21st Century Digital Innovation

Join us for this super-session to explore more than 40 of the world’s most progressive and successful implementations of smart buildings, portfolios and campuses. These projects represent the next generation of connected, interoperable, integrated, IP-centric buildings and state-of-the-art design. In this interactive showcase setting, attendees will have the opportunity to meet face-to-face with representatives for each project who will share their challenges and successes. They will address energy conservation, operational efficiency, enhanced occupant experience, sustainability and financial optimization.

CASE STUDY

Bedrock Portfolio

Revitalizing Urban Centers

Project Details:

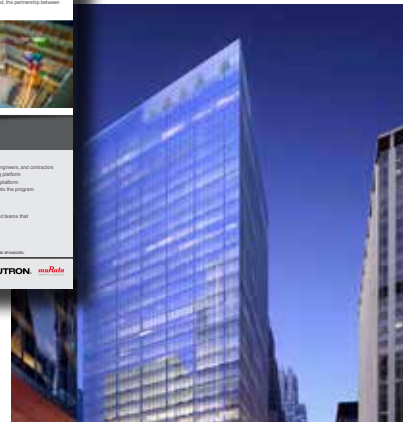
- Number of Buildings: 45
- Square Footage: 17 million
- Location: 10 cities
- Project Status: Ongoing
- Start Date: 2011
- Target Completion Date: 2020
- Primary Systems:
 - Smart Controls, Building Mgt. Systems
 - Automation/Control Systems
 - Energy Mgmt. Systems
 - Security Mgmt. Systems
- Client: Bedrock

CHALLENGES:

- Representing a diverse mix of urban centers required a project approach requiring considerable input from architects, engineers, and contractors
- Obtaining buy-in from property management and building engineers regarding the benefits of a single monitoring platform
- Normalization of data from all building systems and capabilities; the integration of legacy systems under one platform
- Establishing a concrete building baseline to measure return on investment, which allows for further investment into the program
- Overcoming connectivity with multiple projects in progress at any given time

SUCCESS:

- Developing a smart building specification that is now incorporated into all plans by all architects, engineers, and teams that work on Bedrock development
- Creating an ecosystem that allows for data to be shared across all systems, allowing for better collaboration
- Allowing a mobile experience that that provides the entire public from a single source, allowing users to interact with data for better operational decisions rather than just monitoring
- Providing transparency that can interact between business operations, some of which have 24/7 access with a 24-hour monitoring
- Real-time monitoring of operational cost of major equipment allowing for continuous monitoring and energy optimization, reduced overall energy costs by 10%–20% on average, depending on city



VANDERBILT UNIVERSITY

Smart Campus Analytics

FIFTH & BROADWAY

Tech-Based Mixed-Use Development



RE INNOVATION TECH TOURS JUNE 11

Realcomm | IBcon is pleased to offer attendees an opportunity to participate and tour several innovative real estate projects in Nashville. These innovation tours will be held Tuesday, June 11 and will include several unique, state-of-the-art projects in the city. Tours are available to ALL registered conference attendees. Attendance is limited and will be available on a first-come, first-served basis. Additional fees apply at time of registration.

Check our website for tours details.

WORKPLACE OF THE FUTURE

NextGen Office Design



PRE- CONFERENCE EVENTS JUNE 11 & 12

There's no better way to kick off this year's conference than by attending one of our pre-conference events. These comprehensive and innovative programs are designed based on the attendee's role within the real estate industry. Maximize the value of our pre-conference sessions by bringing your team—IT, FM, PM, Energy, Sustainability, Operations and Finance—there's something for everyone in your organization!

Advance reservations are required for all pre-conference events. You must be a registered attendee of Realcomm or IBcon to attend. Visit our website for more details and to reserve your seat.

5TH ANNUAL REALCOMM | IBCON GOLF OUTING

JUNE 11 | 7:00AM–3:30PM

Join us for a perfect mix of golf, conversation, fun and camaraderie before the conference kicks off as 50+ players hit the links at the Gaylord Springs Golf Course. Carved from the banks of the Cumberland River, this beautiful Scottish links-style course designed by US Open and PGA champion, Larry Nelson is full of challenges, surprises and amazing views. Open to all attendees. Separate fees apply.

REALCOMM & IBCON MEETUPS

JUNE 11 | Start times vary

We invite you to come to Nashville a day early to “Meetup” with new friends or spend some time with folks you already know but only see once a year. Some of the activities being considered include: Night at the Grand Ole Opry, walking food tour, biking and a Honky Tonk Pub Crawl! Find what interests you the most and connect with like-minded peers. Discovering additional common interests will accelerate and build stronger relationships in our community!

CRE CYBERSECURITY FORUM

JUNE 12 | 8:30AM–11:45AM

Weaponized code delivered by malicious individuals has evolved to be one of the greatest threats to our country's welfare and economy. It was inevitable that cyber threats would eventually find vulnerable commercial real estate targets, both at the enterprise and infrastructure level. This Forum will bring

together industry thought leaders to address the most high-impact cyber threats and leverage their experience and knowledge to set benchmarks for cybersecurity strategy. Much of the content for this event will be developed by the ongoing work of the Real Estate Cyber Consortium (RECC).

5G CONGRESS HOSTED BY DASPEDIA

JUNE 12 | 10:30AM–7:00PM

5G is no longer just a talking point, it's becoming reality. Join DASpedia's 5G Congress to learn about technical and economic implications for the Commercial and Corporate Real Estate and Facilities industries. Engage in discussions with cellular wireless industry professionals and experts involved in designing and deploying 5G, CBRS and other wireless network technologies. Explore exciting business opportunities—US Mobile Network Operators such as Verizon, AT&T, T-Mobile and Sprint are signing multi-billion dollar deals with equipment vendors and solution providers to launch their 5G networks. All registered Realcomm and IBcon attendees are invited. Additional registration fee applies.

CIO ROUNDTABLE

JUNE 12 | 1:00PM–6:00PM (By invitation only)

Elevating Commercial Real Estate technology strategy education for well over a decade, the Realcomm CIO Roundtable has become the premier annual event that attracts the best and brightest CIOs in the Commercial Real Estate industry. This highly focused event addresses issues including digital transformation, organizational alignment, cyber, PropTech investments, new innovations and IT strategy, as well as a host of new topics identified each year. It also provides an annual opportunity to reset the benchmarks for IT related issues, which keeps Real Estate IT strategies current to mitigate risk and accelerate adoption.

HIGHER EDUCATION SMART CAMPUS SUMMIT

JUNE 12 | 1:30PM–6:00PM (By invitation only)

Returning for the fourth year, the Higher Education Smart Campus Summit is a must attend pre-con event for colleges and universities. Thought leaders for the ‘campus of the future’ will address various topics such as building analytics, next generation fault detection, wide area building networks, building operating system selection, IoT engagement and deployment, comprehensive cybersecurity guidelines, IP-enablement of traditional analog devices, partnering with IT departments, and developing a strategy. They will also discuss the impacts of emerging technologies such as AI, Machine Learning, Autonomous Vehicles, Augmented/Immersive Reality, Blockchain and more. This by-invitation event is only open to university professionals in Real Estate, Facilities, Energy and Sustainability.

COO|CFO|CAO INNOVATION SUMMIT

JUNE 12 | 1:30PM–6:00PM (By invitation only)

Technology and its impact to Commercial Real Estate is no longer a tactical discussion, but rather an important component of the overall business strategy. Business executives must not only manage incremental improvements on the operational side, but also clearly understand the changing occupant experience and ultimately how we use and manage space. This Summit is an opportunity for business leaders to gather with peers to network, exchange information and share best practices from a strategic viewpoint. Participants will hear from domain experts on wide ranging topics, including Cybersecurity, Smart Buildings, Organizational Realignment and more.

SMART BUILDING INTEGRATOR SUMMIT (SBIS)

JUNE 12 | 1:30PM–6:00PM

To begin automating a building, all roads lead to a master systems integrator. In most cases, the integrator is the organization that will align industry solutions with the goals and objectives of the client. The single building, single vendor solution can no longer meet the needs of the market. In a world where IT is quickly encroaching on traditional building automation, yesterday's strategies no longer work. If you're a traditional integrator looking to expand your service offerings to meet the future needs of today's open architected, interoperable, integrated, IP-centric intelligent buildings, portfolios, campuses and cities, you won't want to miss this dynamic Summit. This event is exclusively for the Integrator Community.

INTELLIGENT BUILDINGS BOOT CAMP

JUNE 12 | 1:30PM–6:00PM

Converting a traditional building into a smart building can be a daunting task; transforming a portfolio or campus is an even greater challenge. Over the last eight years, this Boot Camp has provided professionals a step-by-step guide on where to begin. Defining the attributes of a smart building, developing a comprehensive strategy, assembling a smart building team, understanding 5G and other emerging wireless technologies and establishing building cyber guidelines are just a few of the topics to be discussed. For anyone considering the design and development of a smart building strategy, this is a must attend event.

CONTINUED

PROPERTY MANAGER TECHNOLOGY & INNOVATION FORUM Hosted by: IREM

JUNE 12 | 1:30PM–6:00PM

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, AI, 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.

THE SMART BUILDING LEADERSHIP FORUM

JUNE 12 | 4:30PM–6:00PM

In the early days, mechanical systems were standalone with little or no integration. Today, the next generation of smart buildings is open architected, interoperable, integrated and IP-centric. They utilize smart edge devices and the cloud, and have expanded functionality that goes beyond one building to include portfolios and campuses, with a heavy emphasis on IoT. This forum gathers individuals and organizations that have been leading the way on this journey. Meet the true innovators, early adopters, pioneers, risk takers and market creators who continue to pursue the next iteration of smart buildings.

BEST OF MUSIC CITY WELCOME RECEPTION

JUNE 12 | 6:00PM–8:00PM

Dust off your boots and saddle up for a captivating evening of great food, drinks and Nashville music. The Welcome Reception is a great opportunity to mingle with your peers and make new friends. Hosted in the iconic Schermerhorn Symphony Center, we invite you to join us in celebrating the Realcomm | IBcon community, Nashville style.

REALCOMM EDUCATION TRACKS JUNE 13 & 14

TRACK: @ THE EDGE

- Slow and Steady – ARTIFICIAL INTELLIGENCE and the Impact on Real Estate
- The BLOCKCHAIN for Real Estate – What Inning are We In?
- Leasing to Operations – Unpacking the Opportunities for AUGMENTED & MIXED REALITY
- ROBOTS and the Built Environment – From Concepts to Case Studies
- DRONES and the Built Environment – From Concepts to Case Studies
- From Applications to Integration – Assessing the VOICE ASSISTANT'S Role in Real Estate
- REcalibrating Global Benchmarks – A Look into CHINA'S TECHNOLOGY REVOLUTION

TRACK: CRETECH/PROPTech

- Managing the Chaos – INNOVATION PROGRAMS Assess Automation Opportunities
- Leveraging Experience – REAL ESTATE COMPANIES Weigh In on PropTech Investments
- Mergers and Acquisitions on Fire – MAJOR RE TECH COMPANIES Invest in PropTech
- Billions Invested – The VENTURE CAPITALISTS Discuss Their PropTech Strategies
- “And the Winner Is” – Launchpad Unveils the Best PropTech STARTUPS for 2019

TRACK: SPACE AS A SERVICE

- The First Two Floors Go Coworking – OWNERS Respond to the Market
- Space as a Service Erupts – COWORKING COMPANIES Continue the Journey
- Shorter Term, Higher Velocity Leases – A New Type of AUTOMATION PLATFORM is Required

TRACK: DATA.DATA.DATA

- Setting the Foundation – Developing a Comprehensive Enterprise DATA STRATEGY
- API and DATA INTEGRATION – A Discussion on Industry Best Practices
- Building a Modern DATA SCIENCE TEAM – Where Does Your Company Stand?
- Looking for Business Impact – Uncovering the Best DATA USE CASES
- Data, AI & MACHINE LEARNING – A Look @ the Emerging Case Studies
- External REAL ESTATE INFORMATION Sources – Understanding the Landscape

TRACK: #BIG_IDEAS

- From Hype to Reality – DIGITAL TRANSFORMATION and Commercial Real Estate
- ENTERPRISE ARCHITECTURE – Creating the Digital Infrastructure for Organizational Convergence
- #WhatsComingNext – Insights from the Industry's LEADING SOLUTION PROVIDERS
- INNOVATION PROGRAMS – Creating Agile Organizations Equipped to Manage the Pace of Technology
- 21st Century Real Estate Executive Communications – The DIGITAL WAR ROOM Takes Hold

TRACK: AUTOMATING EVERYTHING

- BUSINESS PROCESS Rethink – Squeezing the Air out of Traditional Workflows
- Streamlining Redundant Tasks – A Focus on ROBOTIC PROCESS AUTOMATION (RPA)
- LEASE PROCESS AUTOMATION – Exploring the Host of Market Approaches
- A Foundational Application Continues to Evolve – BUDGET & FORECASTING Revisited

TRACK: CYBERSECURITY

- GDPR, CCPA and More – A Connected World Accelerates the PRIVACY Discussion
- Cybersecurity BOOT CAMP – The Steps to Developing a Comprehensive Cyber Program
- Commercial Real Estate Takes Cybersecurity to the Next Level – CISOs WEIGH-IN

TRACK: REAL ESTATE INVESTMENT MANAGEMENT

- View from the Top – An Enterprise Perspective
- View from the Upstarts – A Cumulous Perspective
- Case Study Collection: Cloud Financial Planning and Analysis Solutions (CFPAS) – Beyond Budgeting
- Networking Breakfast Workshop – Building the CRE Platform of the Future
- Case Study Collection: The Journey from Chaos to Order – Unexpected Innovations
- Case Study Collection: Exploring the Investment Management Experience
- Case Study Collection: Valuation Solutions

IBCON EDUCATION TRACKS JUNE 13 & 14

TRACK: STRATEGY

- The Journey Begins – Creating a Comprehensive SMART BUILDING STRATEGY
- ‘Smart’ Gets Complicated – A Conversation Between LANDLORDS & TENANTS
- Building a SMART BUILDING TEAM – Navigating in a Skills Shortage Environment
- An Important Part of the Smart Building Strategy Process – A Modern Approach to the REQUEST FOR PROPOSAL
- Transforming Commercial Environments – Key Insights from the First Annual STATE of the SMART BUILDINGS MARKET STUDY

TRACK: FOUNDATION

- BUILDING NETWORKS/LANs and WANs – The Foundation for Smart Buildings
- Understanding the Options – Unpacking the BUILDING OPERATING SYSTEM
- Server, Controller, Edge or Cloud – Developing a Smart Building INFRASTRUCTURE Strategy
- The Intersection of Two Worlds – The Continuing Convergence of IT and OT

TRACK: DATA

- A Path to Success – Developing a Smart Building DATA ARCHITECTURE Strategy
- Planning and Executing Complex Building DATA INTEGRATIONS – Case Studies Emerge
- FAULT DETECTION & DIAGNOSTICS – Identifying, Managing and Fixing the Problems
- The Future is Near – Leveraging AI & MACHINE LEARNING in a Smart Building Data Strategy
- BIM vs. DIGITAL TWIN – A Timely Discussion on Building Data Visualization

TRACK: ENERGY

- The DEPARTMENT OF ENERGY (DOE) – A Focus on Their Expanding Smart Building Program
- Understanding CRE Opportunities for Distributed Energy Resources – The MICROGRID Conversation Advances
- ZERO NET ENERGY Buildings – Reaching for a New Benchmark in Smart, Connected Real Estate
- ENERGY INFORMATION SYSTEMS – Integration into the Smart Building Enterprise Strategy

TRACK: EXPERIENCE

- Real Estate OWNERS & OPERATORS Speak Out – What are the ‘Experiences’ That Tenants and Guests Really Want?
- CORPORATE REAL ESTATE Advances – Delivering a Digital Experience to the Workforce
- Delivering Occupant Experience @ Scale – The SERVICE PROVIDERS Jump In
- Navigating the Marketplace – A SHOWCASE of the Leading Occupant Experience Solutions

TRACK: WIRELESS

- An Introduction to 5G & CBRS – Getting Ready for the Revolution
- CBRS and Private LTE Trials – EARLY ADOPTERS Report
- 802.11, DAS and More – Assessing Today’s IN-BUILDING WIRELESS Landscape
- A New Opportunity for Owners – MONETIZING In-Building Wireless Platforms
- A High Priority – Improving Cellular and Radio Coverage Inside Buildings for PUBLIC SAFETY

TRACK: TECH.TALK

- Kiosks, Screens and Walls – Taking the IMMERSIVE VISUAL EXPERIENCE to Another Level
- Connecting to the Enterprise – The Fast-Changing World of HVAC
- Sensors, Networks, Experience and More – LIGHTING Takes on a Whole New Meaning
- The Path to Accurate People Counting – OCCUPANCY SENSING and PEOPLE TRACKING Enters Next Stage
- From Occupant Experience to Maintenance Requests – LOCATION SERVICES Coming of Age
- AI and Facial Recognition – Taking SURVEILLANCE to the Next Logical Step...Or Not
- Ingress and Egress – A Status Report on the State of ACCESS CONTROL
- Connected METERS Come of Age – Understanding the Challenges and Opportunities
- Water, Weather, Air Quality and Beyond – Navigating the World of Connected SENSORS
- PEOPLE MOVING Goes Digital – Lifts, Escalators and People Movers Get Connected
- 21st Century PARKING – Easy, Safe, Efficient, Networked and Integrated
- Planning for AUTONOMOUS Vehicles – Impacts to Access, Parking and More
- Bikes, Scooters and More – CONNECTED TRANSPORTATION and Smart Buildings
- Promoting a Healthy Workplace – Using Technology to Enhance a WELLNESS Strategy
- A Focus on PHYSICAL SECURITY – Machine Learning and Other Technology Tools Emerge

TRACK: CYBER.OT

- Protecting Our Connected Buildings – Creating a Cybersecurity STRATEGY
- Convenience and Efficiency vs. Surveillance – Defining PRIVACY in Highly Connected Buildings
- At the Forefront – Insight from Our Industry’s Cybersecurity THOUGHT LEADERS



DON'T MISS THESE EXPO HIGHLIGHTS

1. 175+ LEADING TECHNOLOGY SOLUTIONS

Owners and operators involved in the PropTech revolution know how difficult it is to discover and evaluate legitimate, committed and knowledgeable technology solution providers. The Realcomm and IBcon expo floor is the largest gathering of innovative companies in the world. If you are interested in exploring leading PropTech solutions, this year's Expo will feature over 175 exhibiting companies.

2. CONFERENCE LIVE

Back again this year at the epicenter of the action, the Conference LIVE news desk will be webcasting real time interviews with dynamic thought leaders and innovative solution providers from their stage in the Exhibit Hall. This energetic webcast show is always a highlight of the conference.

3. THE HANGOUT LOUNGE

Take a load off your feet and a break from the fast pace of the day in the Hangout Lounge. Enjoy a cup of coffee, a glass of wine or a quick bite, while you kick back and listen to the sounds of some of Nashville's finest local musicians. For those with a more competitive nature, a quick game of foosball or pool might be just what you need to refresh!

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4. MICROSOFT PARTNER PAVILION

The Microsoft Partner Pavilion will feature a growing, diverse partner ecosystem of 20+ companies who bring together a vast set of Microsoft's services to offer their own smart building solutions. Microsoft's strong portfolio of services, including Azure Digital Twins, Azure IoT Edge, Azure Maps, Microsoft Office, Microsoft Graph, Workplace Analytics, Dynamics, Cognitive Services and more, empower partners to build innovative smart building solutions for their customers.

5. 5G & IN-BUILDING WIRELESS PAVILION

The 5G & In-Building Wireless Pavilion will feature the top 25 vendors that are focused on in-building wireless solutions for Commercial and Corporate Real Estate. This includes manufacturers, integrators, service providers, consultants and others. With 5G, CBRS and other in-building wireless technologies in a position to radically change building communication strategies, this Pavilion will be the best place to start your in-building wireless journey.

6. ROBOTICS & VR PAVILION

The Robotics and Virtual Reality Pavilion is the most cutting-edge, interactive display of emerging A/R and robotics technology for the Commercial and Corporate Real Estate industry.

7. PROPTech STARTUP LAUNCHPAD

Come meet several of the leading CREtech startups in our industry with some of the best and brightest new ideas and solutions. Learn about their products and how they fit into today's tech ecosystem.

8. THE OFFICE POWERED BY ZENSPACE

This On-Demand Meeting solution is designed to make it easier for business people on the move to have an office space, anywhere, anytime, on demand. Download the ZenSpace app and book time in one of the Smart Pods on the floor.



Visit our website for a complete list of exhibiting companies: realcomm.com/realcomm-2019/exhibitors



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The Realcomm 2019 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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MEMOORI



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CBRE



Paul Roeser
SVP, Industrial Global
Corporate Development
BROOKFIELD



Ryan Allbaugh
Business Initiatives
Consultant
WELLS FARGO



Mike Cox
Director of Asset
Management
HIGHWOODS PROPERTIES



John Gilbert
EVP & COO
RUDIN MANAGEMENT



Jason Houck
CIO
HEPTA CONTROL SYSTEMS



Ed Lincz
VP Retail Operations
MORGUARD INVESTMENT LIMITED



Ross Miller
CEO, Asia Pacific
Region
COHNREZNICK AUSTRALIA



David Palin
Sustainability Manager
MIRVAC



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