



REALCOMM | 2020 WEBINAR PROSPECTUS

Realcomm Webinars are designed to provide quality education and instruction on the latest technology solutions for commercial real estate. Our goal is to present technical information in a manner that is easy to understand, and to provide real life application for the day-to-day business of commercial and corporate real estate professionals.

Thousands of real estate professionals attend Realcomm Webinars every year to learn the benefits of integrating technology into their business. We cover topics ranging from in-building wireless, next generation building automation, automated financial systems, online leasing solutions, business intelligence, budgeting and forecasting technologies and more.

As a Gold Sponsor, the Realcomm Webinars provide an opportunity to be positioned as an industry thought leader, connecting through education with an audience of CIOs, Institutional Owners, REITs, COOs, CFOs, Facility Managers, CTOs, Global IT Executives, Property Managers, Portfolio Managers, Asset Managers, Project Managers, Senior Directors, Principals, Consultants, Architects, Engineers, Real Estate Sustainability Directors, and Brokers.

Whether as a Gold or Silver sponsor level, the Realcomm webinars provide alignment with an audience that has an interest in the specific topic being discussed and connects needs and solutions in an arena customized for building valuable relationships.

Contact us for more details regarding webinar sponsorships.



Lisa Woods
Managing Partner
919.285.2368 office
lwoods@realcomm.com



Eric Morrin
Sr. Account Manager
646.932.1712 office
emorrin@realcomm.com

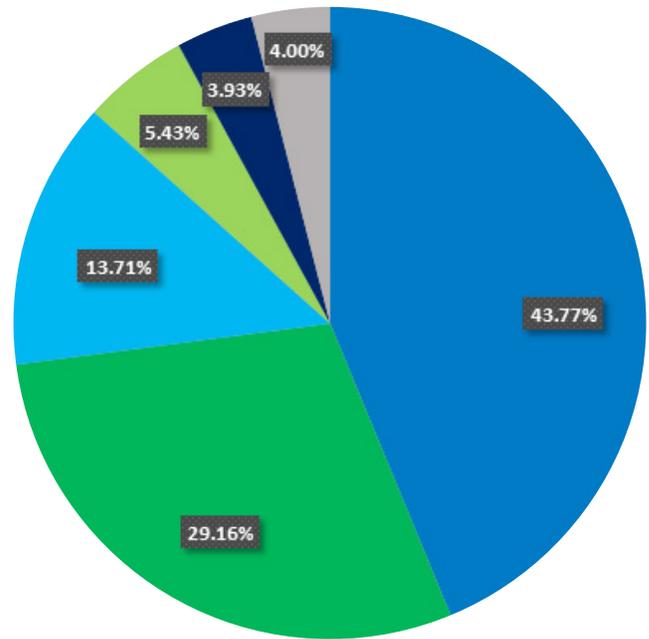
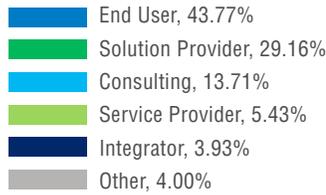


Sandra Alcantar
Events Coordinator
760.994.9978 office
salcantar@realcomm.com



The Intersection of Technology, Innovation & Real Estate Operations

WEBINAR ATTENDEE BY CATEGORY



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP PACKAGE - \$3,000

Complete Package Includes:

- Company logo with hyperlink on Realcomm Webinar home page
- Opportunity to submit a 30-second video to be played as part of Sponsor introduction
- Opportunity to participate as a Panelist on the Webinar
- Recognition as Gold Sponsor on Webinar intro slides
- Verbal recognition as Gold Sponsor at beginning of Webinar
- Sponsor recognition included in promotional marketing materials
- Company logo included on Sponsor list which rotates on Webinar Splash page and schedule pages
- Full Page ad included in Master presentation deck sent out to all registered attendees after the webinar
- Webinar promoted 2-3 times on Realcomm's social media channels: LinkedIn, Twitter and Facebook
- Opportunity to post case study, video clip or full page ad on Webinar website page
- Webinar recording available on Realcomm web site for future viewing
- Webinar converted to audio file and posted on the Realcomm podcast website
- Sponsor's speaker presentation materials distributed to attendees post Webinar
- Sponsor contact information provided to all Webinar attendees post Webinar
- Webinar visibility in Advisory newsletter (distribution 38,000+)
- Complete registration list will be provided for follow up opportunity

SILVER SPONSORSHIP PACKAGE - \$2,000

Complete Package Includes:

- Company logo with hyperlink on Realcomm Webinar home page
- Opportunity to submit a 30-second video to be played as part of Sponsor or Speaker introduction
- Recognition as Gold Sponsor on Webinar intro slides
- Verbal recognition as Silver Sponsor at beginning of Webinar
- Sponsor recognition included in promotional marketing materials
- Company logo included on Sponsor list which rotates on Webinar website Splash and Schedule pages
- Full Page ad included in Master presentation deck sent out to all registered attendees after the webinar
- Webinar promoted 2-3 times on Realcomm's social media channels: LinkedIn, Twitter and Facebook
- Opportunity to post case study, video clip or full page ad on Webinar website page
- Webinar recording available on Realcomm web site for future viewing
- Webinar converted to audio file and posted on the Realcomm website
- Sponsor contact information provided to all Webinar attendees post Webinar
- Webinar visibility in Advisory newsletter (distribution 38,000+)
- Complete registration list will be provided for follow up opportunity

REALCOMM | 2020 WEBINARS AT-A-GLANCE

- 1/14/20** NEXTGEN SMART BUILDING SHOWCASE - IoT, AI, Experience and Beyond
- 2/4/20** REAL ESTATE INFORMATION MANAGEMENT - Insight, Analytics, Artificial Intelligence and More
- 2/20/20** The 5G Future – Assessing the Landscape for IN-BUILDING COMMUNICATIONS
- 3/12/20** Smart Building DIGITAL TWINS – Demystifying the Building Visualization Technology
- 4/2/20** Convenience & Efficiency or Surveillance? Defining PRIVACY in Highly Connected Buildings
- 4/23/20** Developing a Comprehensive BUILDING CYBERSECURITY PROGRAM – Security Assessments for OT Systems
- 6/25/20** Building Technologies and Workplace Design in the EXPERIENCE ERA – Insights and Case Study Presentations
- 7/14/20** Real Estate, Workplace and Facility Insights – WHO OWNS YOUR DATA?
- 7/23/20** AI-Enabled Buildings – Achieving OPTIMAL ENERGY EFFICIENCY
- 8/6/20** From Reactive to Proactive – The CHANGING ROLE OF THE REAL ESTATE IT PROFESSIONAL
- 8/20/20** Taking the IMMERSIVE VISUAL EXPERIENCE to Another Level – LED Screens and Walls
- 9/10/20** Creating a Sophisticated BUILDING INFRASTRUCTURE STRATEGY – The Foundation for NextGen Buildings
- 9/29/20** ENTERPRISE TECHNOLOGY STACK – Creating the Digital Infrastructure Fundamental to Organizational Transformation
- 10/15/20** Delivering Power and Data on the Same Cable – POE vs DIGITAL ELECTRICITY
- 11/19/20** SMART BUILDING DATA ANALYTICS – Uncovering Best Practices and Use Cases

REALCOMM | WEBINAR PROSPECTUS

January 14

NEXTGEN SMART BUILDING SHOWCASE - IoT, AI, Experience and Beyond

The idea of Smart Buildings has been around for decades. Initially focused on basic building automation of siloed building systems with little to no interoperability, the concept of a smart building has evolved substantially over the last 5 years. The new generation of smart buildings embraces interconnectivity and interoperability and is based on a comprehensive strategy including innovative building networks operating systems, comprehensive and integrated applications, IoT, 5G and wireless, immersive experiences, cybersecurity, privacy, and new technologies such as machine learning and Digital Twins. This webinar will present some of the most progressive and successful smart building projects from around the world and discuss the potential for future generations of smart buildings that fully utilize a comprehensive strategy, big data and an ecosystem of partners.

February 4

REAL ESTATE INFORMATION MANAGEMENT - Insight, Analytics, Artificial Intelligence and More

Data runs almost every aspect of our lives. Making good business decisions as a real estate organization, whether on a small scale or for an enterprise-wide initiative, requires an ever-deeper understanding of individual assets, portfolios and shifting markets. In order to gain this level of information insight in today's complex, connected world, a sound data strategy based on a high-performance blend of business intelligence, analytics and data science, must be set. This webinar will review best practices on developing a comprehensive data architecture, the integration of internal and external data sources, advanced analytics, and how Artificial Intelligence and Machine Learning can be applied to these processes. Case studies of Real Estate Companies who leverage data successfully to gain actionable insights will be presented.

February 20

The 5G Future – Assessing the Landscape for IN-BUILDING COMMUNICATIONS

The next generation of wireless – 5G, CBRS, Wi-Fi 6 and BLE (Bluetooth Low Energy) – is on the horizon. Increased speeds, low latency, and reduced congestion on mobile networks will revolutionize the way we use an ever-increasing number of IoT devices and design in-building communication infrastructures. 5G and CBRS are technologies providing cellular service, Wi-Fi 6 is a short-range wireless access technology, and BLE is a wireless personal area network designed especially for short-range communication – all technologies are complementary and will each support different use cases in the built environment. This webinar will provide an overview of the different technologies and discuss how they will work together to provide enhanced mobility, capacity and data rates. First generation use cases in the real estate industry will be presented.

March 12

Smart Building DIGITAL TWINS – Demystifying the Building Visualization Technology

From design and construction to operations and maintenance, building processes can be represented by millions of data points. A Digital Twin, the contextual model of an entire smart building ecosystem, serves as a repository of data from BIM, the BAS and sensor networks associated with the building's infrastructure. It acts as a bridge between the physical and digital world, as the dynamic replica is fed real-time data from actual operations of the physical asset. AI and machine learning integrations help to contextualize and process that data to uncover operation optimization opportunities within the virtual environment that can be applied to the real building. This webinar will demonstrate the current state of Digital Twins in the built environment and feature the most relevant, practical and successful case studies surrounding the technology.

REALCOMM | WEBINAR PROSPECTUS

April 2

Convenience & Efficiency or Surveillance? Defining PRIVACY in Highly Connected Buildings

The increasingly connected building ecosystem of lights, sensors, mobile phones, cameras, voice assistants, fitness equipment, access control and more accelerates data-gathering and enables resource conservation, operational efficiency, enhanced experiences and financial optimization. On the other hand, these hyper-connected buildings also enable the potential for occupant surveillance. Building system sensors collecting, storing, analyzing, and in some cases interpreting data in every square inch of a building greatly challenge the concept of privacy. With the rise of privacy awareness and the introduction of regulatory compliance (such as GDPR in the EU and CCPA in California), building owners and operators are expected to demonstrate commitment to lawfulness, transparency, and data protection. This webinar will bring together industry leaders to discuss this timely topic and the obvious and unintended consequences of highly connected buildings.

April 23

Developing a Comprehensive BUILDING CYBERSECURITY PROGRAM – Security Assessments for Operational Technology (OT) Systems

Innovative building systems that provide operational efficiencies can pose serious risks and potentially impact life-safety of building occupants if configured incorrectly. With the ever-increasing number of managed and unmanaged entry points to building data and operational systems, building owners and operators face unique challenges associated with securing smart buildings and facilities. Since many IT- focused cybersecurity frameworks don't work for OT in smart, connected buildings, a modified approach is a necessity. This webinar will feature members of the Real Estate Cyber Consortium (RECC) and others, to discuss the threat landscape for the built environment, cyber best practices for OT systems, vendor assessments, contract language requirements and more.

June 25

Building Technologies and Workplace Design in the CUSTOMER EXPERIENCE Era – Insights and Case Study Presentations

Elegant mobile applications and services are now reshaping everyday activities from buying groceries to communicating with peers. With the new normal of high-value frictionless experiences, building occupants increasingly expect a similar level of responsive technologies at work to seamlessly connect with information, amenities, colleagues and services. There has recently been a surge of activity in providing app-based technologies for the built environment, but the jury on what occupants really want is still out, and challenges surrounding integration, buy vs. built decisions, and security and privacy concerns continue to inhibit progress in the industry. This webinar will review different digital experience options and solutions, address metrics and data-driven approaches to identify the right set of workplace app features and present case studies highlighting successes and failures in the industry.

July 14

Real Estate, Workplace and Facility Insights – WHO OWNS A BUILDING'S DATA?

Data generated and gathered by building systems and sensors often passes through several different layers, from device provider, to facility service firm to the building owner/operator. As more and more devices are connected to a building network and the amount of building data collected increases exponentially, the question of data ownership becomes more complex. Who controls the information and who should have data access? Does data possession equate to data ownership? Who is responsible for protecting data integrity? Add to this increasing



privacy concerns regarding personally identifiable information collected in the built environment, such as location-based data or footage from access control cameras. In this webinar, real estate owners/operators and technology solution providers will debate the timely topic on who owns building data and how it should be managed.

July 23

AI-Enabled Buildings – Achieving OPTIMAL ENERGY EFFICIENCY

The average commercial building in the US wastes about 30% of the energy it consumes due to operational inefficiencies. Ideally, a smart building's infrastructure provides seamless integration of automated fault detection and diagnosis, predictive maintenance, energy analytics and system controls. AI and Machine Learning have the potential to deliver true autonomous building operation optimization, ultimately decreasing energy consumption, increasing occupant comfort and decreasing the building's carbon footprint. Deep learning algorithms that process and interpret millions of data points, such as load factor information (e.g. turnstile counts and outlook calendars) and environmental variables (e.g. outside temperatures and weather forecasts) can have a tremendous impact on achieving optimal energy efficiency. This webinar will focus on AI-enabled technologies that can drive energy efficiency and discuss their importance on the journey towards Net Zero buildings.

August 6

From Tech Expert to Digital Transformation Leader – The CHANGING ROLE OF THE REAL ESTATE IT PROFESSIONAL

Traditionally, the role of the Commercial Real Estate IT Department was to deliver tech support and “keep the lights on.” In the face of digital transformation, IT roles are moving from Tech Expert to Change Leader, responsible for driving innovation, transformation and creative solutions. The modern IT professional creates value within an organization, and as a result, IT strategy is increasingly being integrated into overall business strategy. Many IT professionals in the Commercial Real Estate industry, however, are still busy “putting out fires,” and in many cases C-level executives still view technology as a disruptor rather than an enabler that can be leveraged to improve the business and in-building experiences. This webinar will feature domain experts discussing how to align technology with the digital business strategy and how to create a culture of innovation.

August 20

Taking the IMMERSIVE VISUAL EXPERIENCE to Another Level – LED Screens and Walls

Digital LED displays – embedded into the overall interior and exterior building design – are radically transforming spaces into high-resolution, visually stunning communication channels. When incorporated successfully, they seamlessly weave the physical and digital world together to provide a dynamic platform for tenant and visitor engagement. Beyond the capability of a traditional TV screen, innovative LED walls based on state-of-the-art technical design enable enriching immersive and reactive visual experiences designed to educate, inform and inspire building occupants. In this webinar, industry experts will discuss LED wall applications relevant for the built environment. The panelists will provide an overview of state-of-the-art LED screen solutions and showcase some of the most innovative examples of immersive and reactive visual experiences installed in commercial buildings.

September 10

Creating a Sophisticated BUILDING INFRASTRUCTURE STRATEGY – The Foundation for NextGen Buildings

Smart buildings start with an intelligent, fully connected infrastructure that goes beyond the base building network,

REALCOMM | WEBINAR PROSPECTUS

integrating multiple generations of technologies, including server, controller, edge and cloud options. Creating a unified strategy that supports a well-connected, integrated and interoperable network of building systems and controls presents a challenge. In addition to the physical infrastructure of the building, an information infrastructure that can access and interpret data from the different systems is necessary to optimize building operations and enhance occupant experiences. Although the perfect solution for a NextGen smart building may not be available yet, this webinar will review best practices for developing an intelligent building infrastructure engineered to last the lifetime of the building as opposed to the lifetime of the technology connected to it.

September 29 **ENTERPRISE TECHNOLOGY STACK – Creating the Application Infrastructure Fundamental to Organizational Transformation**

Automating Commercial Real Estate started with a few simple, siloed functions, such as accounting and property management. Today, hundreds of different processes are required to effectively manage a real estate portfolio and the commercial real estate technology ecosystem is expanding rapidly. To manage and monitor corporate performance across the entire business, developing a modern enterprise architecture strategy is crucial. This webinar will bring together an expert panel to review distinct approaches in the commercial real estate industry and discuss tactical and strategic differences. Important components of a technology-centric enterprise architecture, such as data integration, machine learning, real-time reporting and cybersecurity, as well as the integration of the connected, IoT-centric smart building enterprise architecture will be addressed.

October 15 **Delivering Power and Data on the Same Cable – POE vs DIGITAL ELECTRICITY**

Power over Ethernet (PoE), a technology that allows a single twisted pair Ethernet cable to provide both data connection and electric power to devices, allows system integrators and network installers to deploy powered devices in locations that lack electrical circuitry. Although PoE solutions have expanded from powering Wi-Fi Access Points, desk phones, and security cameras, to include LED lighting, its delivery rates do not match the needs for more complex building systems and transmission distance is currently limited to 100 meters. A new technology, Digital Electricity™, promises to provide enough power to energize a commercial high-rise, while providing a safer, more cost effective and efficient way to distribute electricity than traditional alternating current (AC) and direct current (DC) solutions. This webinar will offer state-of-the-art insight on energy options and explore the benefits and limitations of PoE and Digital Electricity™.

November 19 **SMART BUILDING DATA ANALYTICS – Uncovering Best Practices and Use Cases**

Since the advent of the Internet of Things (IoT) and its related technologies, we are witnessing an ever-increasing number of devices connected to a building network, producing voluminous amounts of data. Although that data holds a treasure trove of insight that can fundamentally impact operational efficiencies and occupant experience, building owners and operators often struggle to manage and derive value from the information deluge. In order to successfully operationalize building data, a sound architecture strategy that addresses methodologies for collection, transportation, normalization, integration, analysis, and protection of data must be in place. This insightful webinar will focus on developing a comprehensive smart building data strategy. Industry leaders who have successfully delivered on the promise of using data to increase operational efficiencies and occupant comfort will share best practices and present data use cases.