

THE EVENT WHERE DEALS GET DONE.

FWC19

JOIN THE TOP INDUSTRIAL & OFFICE BROKERS ALONG WITH CRE INDUSTRY LEADERS AT #SIORFWC19.

2019 SIOR Fall World Conference
PORTLAND, OR | OCTOBER 17-19



SIOR[®]

SOCIETY OF INDUSTRIAL
AND OFFICE REALTORS[®]

WWW.SIOR.COM/PORTLAND

2019 SIOR Fall World Conference

Hilton Portland Downtown & The Duniway

Network with both CRE experts and colleagues, socialize with SIORs, and learn from industry leaders in "The City that Works." The Fall World Conference was designed to help commercial real estate professionals across the industrial and office sectors build strong relationships, facilitate business, and increase deal generation.

REGISTER BY SEPTEMBER 12 AND SAVE \$200

**Leadership Conference & Select
Member Group/Committee Meetings:**

Wednesday, October 16

Official Program:

Thursday-Saturday, October 17-19

Exhibits:

Thursday-Friday, October 17-18

OCTOBER 17-19, 2019
PORTLAND, OR

Mt. Hood to Multnomah Falls. Roller Derby to Rose Gardens. Powell's City of Books to Paul Bunyan. Trailblazers to Timbers. Craft brews to the Columbia River Gorge. Just a start to the sites and sounds you'll experience in Portland, Oregon.

REGISTER ONLINE AT

www.sior.com/portland

HOTEL RESERVATION DEADLINE:

September 23, 5 p.m. PDT

(or the block sells out, whichever comes first)

FWC19



Looking for fun networking events while attending the conference? The SIOR Fall World Conference provides a number of opportunities designed to maximize networking among attendees.

- Additional Cost/Registration Required
- Event fills up fast, reserve ticket now
- Continuing Education



WEDNESDAY

IBG Welcome Reception

4:30 – 5:30 p.m.

IBG members are invited to join fellow IBG members and Becknell Industrial for a networking reception to kick off the conference.

Sponsored by Becknell Industrial

Bank of America Leadership Reception

5:30 – 7 p.m.

By invitation only. SIOR committee members, chapter leadership and Board of Directors are invited to this exclusive networking event, sponsored by Bank of America. Invitations will be sent in September, but be sure to mark your calendar now for this signature event!

**Sponsored by Bank of America
Merrill Lynch**



Young Professionals Evening Out

8 – 10 p.m.

Join the SIOR Young Professionals for an evening out at Punch Bowl Social. Punch Bowl Social offers the best in fun with a great lineup of arcade games, karaoke, food, craft cocktails, and more. This event will sell out so be sure to register early!

Sponsored by Panattoni Development Co.



THURSDAY



**Spouse/Significant Other
Lunch & Portland City Tour**

12:15 – 4 p.m.

Kick off the conference with SIOR spouses and significant others for a lunch and tour on Thursday, October 17. The event will start with lunch at the Hilton followed by a tour of Portland. You will be introduced to the City of Portland, its history, culture, and current events. Travel through the various parts of the city and visit all the must-see attractions including the Pearl District, International Rose Test Garden, Nob Hill, the Cultural District, and Lan Su Chinese Garden *(weather permitting)*.

The Panattoni Party

Featuring
BOY & BEAN

Thursday 5:30 – 7 p.m.

Join your fellow SIOs and Panattoni Development Co. for an opening night networking event you will not want to miss! This always-popular event is a great way to mix and mingle with SIOs, sponsors and exhibitors on the front-end of the conference and will feature entertainment from local musicians Boy and Bean. Inspired primarily by the pre-war swing jazz stylings of The Mills Brothers and Ella Fitzgerald, Boy & Bean are taking Portland's neo-swing movement by storm.

Sponsored by Panattoni Development Co.



Office Broker Reception

7:15 - 8:45 p.m.

Come join your colleagues across office brokerage for this always popular networking event. Register early to ensure your spot.



FRIDAY



Investment Member Group Luncheon: Advanced Techniques for Acquiring CRE Investment Sale Listings

12 noon – 1:30 p.m.

What are the new advanced techniques using technology or otherwise for Acquiring CRE Investment Sale Listings? What are Investors looking for when awarding a listing? How do brokers overcome Seller's objections during the listing pursuit? Panelists will answer all these questions and more at this interactive luncheon.

Bull 'n' Beer Reception & Exhibitor Raffle

4 – 5 p.m.

Be sure to be in the exhibit hall for the Bull 'n' Beer Reception & Exhibitor Raffle. Grab a drink and learn more about the products and services of our exhibiting companies. Be sure to visit all participating exhibitors to have your exhibitor passport signed. There will be lots of great prizes, but you must be present at the raffle to win!

New Member & Young Professionals Reception

5:15 – 6:15 p.m.

New members, young professionals and their spouses or significant others are invited to join fellow young professionals and new members for networking at Jackrabbit PDX at The Duniway.

SIOR President's VIP Reception

5:15 – 6:15 p.m.

This invitation-only reception provides a unique networking opportunity for VIPs to interact and get to know SIOR leadership.

Women's Networking & Mentorship Reception

6 – 7 p.m.

The SIOR Women's Networking and Mentorship Member Group is hosting a networking reception for female SIORs and conference attendees. All are welcome to join!



Independent Brokerage Group (IBG) Party

7:30 – 9:30 p.m.

Join fellow IBG members for a heavy reception at Portland City Grill, featuring new American dishes with an Asian touch, served alongside a 30th-floor view of Portland. Be sure to register early as this event will sell out!

Sponsored by Brennan Investment Group, Kessinger Hunter, and Kidder Mathews



Legacy Dinner

7:30 – 10 p.m.

Join fellow Legacy members (those with 30 years of membership or more) for a networking dinner at Urban Farmer at The Nines Hotel, a modern farm to table steakhouse in a country-chic setting paying tribute to the quaintness of a restored farmhouse. Advanced registration is recommended as this event has limited space.

Sponsored by the SIOR Foundation

THURSDAY

**Opening General Session
Featuring Ben Stein**

10:45 a.m. – 12:15 p.m.

Ben Stein offers laughter, insight and tears as he explores society's most quirky conundrums. Armed with a curmudgeonly persona and offbeat style, he dissects the economy and helps audiences balance life's priorities, even as he offers an eye-opening tour of its greatest absurdities. An exceptionally gifted economist whose market analysis is sought by companies and organizations across the country, Stein is author of *Yes, You Can Supercharge Your Portfolio!*; *Yes, You Can get a Financial Life*; and *How to Ruin the United States of America*. The nation's self-styled "hope for the new millennium" Stein's career achievements range from speechwriter for President Nixon to the pop icon who starred as Ferris Bueller's teacher. He is, above all, an expert on bringing meaning to both life and work.

Sponsored by the SIOR Foundation



FRIDAY

**Friday General Session:
Prologis Speaker Series**

10:15 a.m. – 11:45 a.m.

Sure to inform, inspire, surprise, and delight, the Friday General Session: Prologis Speaker Series will be unveiled in the coming weeks. With a focus on late-breaking, thought-provoking content, SIOR and Prologis have partnered to bring you a session that will keep you thinking well after the conference ends. Who will it be? We're tight-lipped for now, but keep an eye on your email and SIOR social media (@SIORGlobal) to find out soon!

Sponsored by Prologis



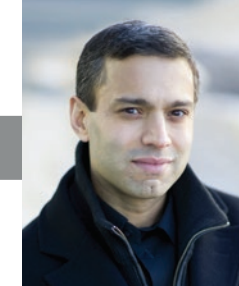
SATURDAY

**Spotting Bubbles Before
They Burst: Featuring
Dr. Vikram Mansharamani**

10:30 a.m. – 12 noon

In a globally dynamic environment, boom and bust cycles are more frequent than in the past. It seems there's always something that has reached unsustainable levels. In direct contrast to the views espoused by most academics, Vikram Mansharamani makes a persuasive case that it is possible to identify financial (and other) bubbles before they burst. He draws on entertaining and engaging examples from art markets, architecture, and popular culture – as well as economics and politics – and powerfully demonstrates that you do not need to be an expert to effectively anticipate the future.

Dr. Vikram Mansharamani is a global trend-watcher who shows people how to anticipate the future, manage risk, and spot opportunities. He first gained widespread attention with the release of his first book, *Boombustology*, which provided a framework for spotting bubbles BEFORE they burst. He is currently a lecturer at Harvard University.



THURSDAY 2 p.m. – 3 p.m.



Industrial Occupiers: A View from the Inside

This panel will feature occupiers of warehouse, distribution, and production space where users will discuss their own front line view of the challenges, trends, and opportunities they are facing in current market conditions. Learn how labor, transportation, technology, tariffs, e-commerce, and more are affecting current operations and future plans and how SIORs can be best prepared to be a valued partner in helping clients navigate these challenges.

Presented by the Industrial Member Group
Sponsored by Rockefeller Group



Smart Building Platforms

Attend this session and dive into a Smart Building Platform that integrates all systems, captures tenant patterns, and takes building environmental data and outside data to learn and grow smart. The results will amaze you: cost savings, cyber security, added revenue streams and optimized building performance. This session will discuss how this platform is useful to a broker and your clients.

Presented by the Office Member Group

4 – 5 p.m.



Global Cities – Challenges & Opportunities: Impact on Real Estate

Global cities are at the forefront in community enhancement towards productivity and connectivity in the world. This session will discuss key challenges and opportunities in London, New York, Shanghai, and Sao Paulo. Attendees will also learn trends that will impact the commercial real estate market, now and in the future.

**Presented by the International
Member Group**



Top Tactics for the Top Team

It's about more than just real estate these days. In today's world, real estate decisions involve the C-Suite, Finance, Accounting, HR, IT and others. What is it that they are looking for from their real estate providers? How can we help better assist their decision-making process? What factors are driving these real estate decisions, and how can we, as SIORs, be more equipped to assist? Attend this session and understand the corporate decision-making process and where you can provide value by helping your client navigate these decision-making channels and align your service offerings to win more business.

**Presented by the Tenant Rep &
Corporate Services Member Group**



FRIDAY 1:45 – 2:45 p.m.

CE

Underwriting & Due Diligence of Investment CRE Deals

Attend this session and learn about established underwriting models and due diligence disciplines for investment CRE deals as well as newer underwriting/ due diligence trends and practices that you can incorporate into deals. Because there are many different underwriting models, each panelist will bring different experiences and information on how they are underwriting deals that will provide attendees various ideas and different perspectives.

Presented by the Investment Member Group

Sponsored by Black Creek Group

CE

Run Your Brokerage Like a CEO

The commercial technology landscape is constantly changing and evolving, and so with it, is the role of the commercial real estate broker. How will access to data, sharing models, automation, and other technology advances impact broker disintermediation? This session will discuss what SIORs do today to prepare. We will discuss the skills, education, networking, relationships, that it will take to survive in this tech-driven landscape.

Presented by the Independent Broker Group

Sponsored by Brennan Investment Group, Kessinger Hunter, and Kidder Mathews

3 – 4 p.m.

CE

Valuing Your CRE Services Company and Succession Planning

The commercial real estate services sector is going through major systemic and demographic shifts. The result is that CRE service organizations have a critical need to address succession planning and valuation. Attend this session to understand why you should have a succession plan and the risks of not having a plan, how to maximize the value of your company, and what you can expect to position your firm for the future.

CE

AR: Real Estate's New Reality

Augmented Reality is adding a new dimension to our industry, by allowing us to customize, view and experience space in ways that are both digital and holographic. It uses technology to superimpose information—sounds, images, senses or text—on the world we see through our mobile device or smart glasses. Think “Minority Report” or “Iron Man”, or even the heads-up display in your car. In this session we’ll explore the technology—its application, implementation, and benefits—and hear from some of the innovators who are building the tools.

Presented by the SIOR Technology Committee

Sponsored by Core5 Industrial Partners

SATURDAY 9:15 – 10:15 a.m.

Investment Property Market

This session will prepare you for today's and tomorrow's investment opportunities. Bring your property brochures and “haves” and “wants” to this interactive and fast-paced session.

Industrial Networking Forum

Attendees will be divided into discussion tables based on practice area for an hour of best practices sharing and networking.

Office Networking Forum

Attendees will be divided into discussion tables based on practice area for an hour of best practices sharing and networking.



REGISTER BY SEPTEMBER 12 AND SAVE \$200

Hotel Reservation Deadline: September, 23, 5 p.m. PDT

Register online at www.sior.com/portland.

HOTEL INFORMATION

All Fall World Conference activities will take place at the Hilton Portland Downtown and The Duniway, unless otherwise noted. Located in Portland's business and entertainment district and one block from the MAX Light Rail System, this hotel offers easy access to top attractions including Portland Saturday Market, Oregon Museum of Science and Industry, Portland Art Museum, and many shopping and dining options.

Rooms have been blocked for attendees at the Hilton Portland Downtown and its boutique sister-property, The Duniway Portland, a Hilton Hotel, conveniently located across the street. From both locations, you can walk to music and theater venues, tax-free shopping, Providence Park, craft breweries, and more.

The SIOR room rate is \$249 per night at the Hilton Portland and \$269 per night at The Duniway (plus applicable taxes and fees). **The SIOR room rate is available until 5:00 p.m. PDT on Monday, September 23 or until the SIOR block sells out, whichever comes first.** After September 23, reservations will be taken by the hotel based on availability and at the prevailing rate at the time of reservation. You must register for the conference prior to making your hotel reservations. A link to reserve your room will be provided in your confirmation email.

Interested in staying late or arriving early? The SIOR room rate is available three days prior and three days following the SIOR conference dates **based on hotel availability.**



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and Save \$200**