



# SWC19

**THE EVENT WHERE  
DEALS GET DONE.**

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2019 SIOR Spring World Conference

**Washington, D.C.** | April 10-13, 2019



## THIS IS THE EVENT WHERE DEALS GET DONE.

Come network with CRE experts, socialize with SIORs, and learn from industry leaders in our nation's capital. Long considered the most important events for SIORs, these conferences are designed to build strong relationships, facilitate business and increase deal generation.



## OVERVIEW

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### **Committee Meetings:**

Wednesday, April 10

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### **Official Program:**

Thursday-Saturday, April 11-13

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### **Optional Events:**

Friday, April 12

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### **Exhibit Hall:**

Thursday-Friday, April 11-1



APRIL 10-13, 2019  
**WASHINGTON D.C.**

Register online at  
[www.sior.com/washdc](http://www.sior.com/washdc).

Hotel Reservation Deadline:  
March 19th at 5 P.M.

**REGISTER BY MARCH 8TH AND SAVE \$200**

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# NETWORKING EVENTS

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



Additional Cost



Continuing Education



WEDNESDAY

## Bank of America Leadership Reception

6 – 8 p.m.

By invite 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 mid-March, 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 your fellow SIOR Young Professionals for an evening out at Southern Hospitality located in walking distance to the Omni, an inviting venue providing southern welcoming and comfort in a city bursting with northern influence. This signature YP event includes heavy hors d'oeuvres and full open bar. This event has limited space so be sure to sign up early and reserve your spot before the event sells out!

**Sponsored by Panattoni Development Co.**



THURSDAY

## Exhibit Hall Crawl

5:15 – 6:15 p.m.

Enjoy the relaxed open house nature of the Exhibit Hall Crawl. Join fellow attendees on the exhibit hall floor to enjoy drinks and appetizers while learning about all of the products and services provided by SIOR exhibitors and sponsors.

## New Member & Young Professionals Reception

6:15 – 7:15 p.m.

New members, young professionals and their spouses or significant others are invited to join fellow young professionals and new members for cocktails and networking.



## SIOR President's VIP Reception

6:15 – 7:15 p.m.

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

**Sponsored by FCL Builders**





THURSDAY



**Independent Brokerage Group (IBG) Reception**

7:30 – 9:30 p.m.

Join fellow IBG members for a networking reception at SIOR HQ and catered by Bobby Van's. Registration includes a cocktail reception, dinner and an open bar. Be sure to register early as this popular event will sell out!

**Sponsored by Kessinger Hunter and Kidder Mathews**



FRIDAY



**Office Broker Dinner**

8:30 – 10:30 p.m.

Join SIOR office brokers on the recently renovated rooftop at the apex of the SIOR HQ building for this not-to-be-missed networking event. Registration includes heavy hors d'oeuvres and open bar. Be sure to register early as this event has limited space.

**Bull 'n' Beer Reception & Exhibitor Raffle**

11:00 a.m. – 12:00 noon

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!



**The Panattoni Party: Vintage Carnival**

7:30 – 9:30 p.m.

Join your fellow SIOR's and Panattoni Development as we take a trip to Alice in Wonderland meets Circque du Soleil at the signature networking event of the conference. Beloved carnival favorites will take on a weird glow as everything seems the same but just not quite right... This event includes heavy hors d'oeuvres, open bar, and entertainment.

**Sponsored by Panattoni Development Co.**



SATURDAY

**Breakfast with the Capitol Steps**

8:45 – 10 a.m.

Grab breakfast with your fellow attendees and enjoy a performance by the Capitol Steps! Over 30 years ago, the Capitol Steps began as a group of Senate staffers who set out to satirize the very people and places that employed them. In the years that followed, many of the Steps ignored the conventional wisdom ("Don't quit your day job!"), and although not all of the current members of the Steps are former Capitol Hill staffers, taken together the performers have worked in a total of eighteen Congressional offices and represent 62 years of collective House and Senate staff experience. No matter who or what is in the headlines, you can bet the Capitol Steps will tackle both sides of the political spectrum and all things equally foolish. What more would you expect from the group that puts the "MOCK" in Democracy?!



# OPTIONAL EVENTS

With vibrant entertainment and culture, inspiring cuisine and stunning monuments, exploring D.C. lets you make your own history. Pre-registration for all optional events is required. Pricing and inclusions can be found on the conference website.



Additional Cost



Continuing Education



THURSDAY

## Spouse/Significant Other Breakfast & Tour: Hillwood Estate & Gardens

8 a.m. – 12:30 p.m.

Join other SIOR spouses and significant others for breakfast and a tour of Hillwood Estate & Gardens, the estate purchased in 1955 by Marjorie Merriweather Post, heiress to the Post cereal fortune. It has since become a premier art collector's museum in the United States with the most comprehensive collection of Russian imperial art outside of Russia and a world-renowned collection of eighteenth-century French decorative art and furnishings.



FRIDAY

## Mount Vernon Estate

12 noon – 5:30 p.m.

As George Washington's Estate, Mount Vernon is the most popular historic estate in America. At Mount Vernon, guests will enjoy lunch, followed by a guided tour of the Mansion, gardens, and grounds. Guests will view the original building filled with 18th-century treasures, many of them owned by Washington. You will have opportunities to take in the panoramic views of the Potomac River and explore the Ford Orientation Center and the Donald W. Reynolds Museum, which include 25 galleries and theaters.



## U.S. Capitol & Library of Congress

12:30 – 4:30 p.m.

Attendees will enjoy a guided tour of the nation's most recognized location – the Capitol Building. Explore the new 580,000 square foot Visitor Center and exhibitions, including rare documents from the National Archives and Library of Congress. Unlike public tours, this VIP tour includes a welcome by a former member of Congress and takes guests into the parts of the Capitol that are only accessed by members of Congress, their staff, and the US Capitol Historical Society.



## Georgetown Food Tour

12:30 – 4:30 p.m.

This Georgetown Food Tour will take place in the heart of historic Georgetown and will combine its history, architecture, and culture with cuisine from some of the area's best restaurants. The results is a multiple hour dining experience that will expand and challenge the palette with an array of flavors, tastes, and textures.



## Architectural Beauty of DC

1 – 5 p.m.

This tour will highlight one of the most beautiful areas of Washington, DC – the National Cathedral and Embassy Row! The National Cathedral, which hosts presidential funerals and other state ceremonies, sets atop a hill, its tower the highest point in the city. Embassy Row, a place of stately grace and history, is home to many diplomatic delegations, some in homes built by turn-of-the-last-century tycoons. A combination bus and walking tour will reveal the intrigue behind these historic buildings and the countries that they now house.





FRIDAY

## GENERAL SESSIONS

Ⓢ Additional Cost

Ⓢ CE Continuing Education



### Private Brewery Tour

1 p.m. – 5 p.m.

Indulge in Washington DC's brewery scene with tours that include visits to 2-3 local craft breweries. Passionate beer guides take guests on journey through the exciting history of this extraordinary beverage. Guides will school guests on the mechanics of brewing beer and point out the differences between each unique brewery set up. Along the way, you will dive into the newest generation of brew masters' creations with your eyes, nose, and of course, taste buds!

THURSDAY

### Opening General Session: If Demography Is Destiny, What Is the Future of Real Estate?

10 – 11:30 a.m.

*Joseph Coughlin, Director of the Massachusetts Institute of Technology AgeLab*

Demography is destiny. Unlike economic and technology forecasting that are most often based upon selected and changeable assumptions, demographics are based upon the people that are already here. Demographic transition, evolving lifestyles as well as related technology trends are rapidly changing. These trends are likely to have a transformative impact on real estate touching residential and commercial property as well as fuel the growth of specialized emerging

developments. Among these factors are the aging of the population, high divorce rates, smaller household composition, a three- or even four-generation workplace and the drastic reduction of fertility rates across the nation. This new demographic reality combined with the emergence of the sharing economy—a world where you can have it all but own none of it—is changing our ideas about the future of community, home, retail and work. This engaging and entertaining presentation will explore the disruptive demographics of tomorrow and weave a story of how demography, along with next-gen technologies, will shape the future of communities, where we choose to live and housing.

Joseph Coughlin will examine how the disruptive demographics of an aging society, social trends, and technology will shape future innovations.

FRIDAY

### Friday General Session: The Future of Transportation

9:30 – 11 a.m.

*Robin Chase, Founder and former CEO of Zipcar*

Robin Chase, the founder and former CEO of Zipcar, unpacks the underlying principles that enabled a startup to transform an industry. She is one of the pioneers of the sharing economy. Since their inception, Zipcar, GoLoco and Buzzcar have been seen as disruptive and innovative: they used technology and marketing to change the way people own and use cars; they changed the ways cities are lived in and built; they changed prejudices about the incompatibility of environmentalism and capitalism. Innovator Robin Chase helps individuals, companies and government understand where to look for inno-

vation and how to enable it. She explores how rethinking "excess capacity" can be combined with technology and platforms for participation to unlock innovation, new profit centers and ultimately lead us to a sustainable planet. Technology is transforming the ease and convenience of accessing a car instead of owning it, and cities are getting fed up with valuable city streets being clogged with idle parked cars and vehicles in motion holding just one person. Zipcar, Uber and Lyft, transit apps, and autonomous vehicle pilots are all signs of the incredible disruption that is upon us.

Join Robin Chase as she discusses how the future is going to be multi-modal, shared, and ultimately automated. What will this future look like? How soon is it coming? What are the implications for cities and the 20% of the economy that is driven by the automotive sector?

SATURDAY

**Saturday General Session: Big, Smart, & Green—How Cities Shape Our Future**

10:15 – 11:45 a.m.

*Greg Lindsay, Senior Fellow of the New Cities Foundation*

Humans are an urban species—more than half of us now live in cities and it will double by 2050 to more than 7 billion people, equal to the number alive right now. Lindsay outlines the affects on society and business dynamics and offers insight on how challenges will, by definition, become urban-related, whether it's solving poverty, adapting to climate change, creating jobs and growth, or simply how to get around.

**Sponsored by the SIOR Foundation**



**BREAKOUT SESSIONS**

On Thursday, April 11, seven concurrent sessions have been planned to provide you with the latest trends and updates in industrial and office real estate.

Ⓢ Additional Cost

Ⓢ Continuing Education



THURSDAY 1:45 – 2:45 P.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 always popular, interactive, and fast-paced session.

Ⓢ

**State of the Industrial Market**

Top players in the industrial market will discuss trends, opportunities, and concerns in today's industrial market landscape. Panelists will include brokers and developers who will share what SIORs should be doing to equip themselves and prepare their clients to continue to thrive in today's market.

**Sponsored by Delaware Prosperity Partnership**





THURSDAY 1:45 – 2:45 P.M.

CE

### **Unleashing the Power of Emotional Intelligence: Exceptional Leadership & Company Culture**

What causes the difference in your personal performance during the best and worst moments of your life? More importantly, what outcomes were achieved as a result of both? Decades of clinical research suggest that these moments are a result of managing your emotional response, which have the greatest impact on your outcomes and relationships. In this highly engaging session, you will learn the science behind exceptionally good (and bad) performance, the impact on personal and professional relationships, and you will walk away with the knowledge and tools to be at your best more often.

**Sponsored by Kessinger Hunter and Kidder Mathews**

### **Federal Real Estate Opportunities**

This panel to get an overview of what the U.S. Government General Services Administration and the Department of Veterans Affairs are doing with their real estate including acquisition and disposition as well as what federal government-leased building investors are buying. Ultimately, this session will provide you with information on how you can do business with the U.S. Government, the largest space occupier in the United States.

**Presented by the Office Member Group**



THURSDAY 4 – 5 P.M.

CE

### **Using Tax Deferral Strategies for Real Estate Sales to Close More Deals**

This panel discussion will discuss strategies to defer, reduce, or eliminate income taxes when selling commercial real estate. Topics will include 1031 exchanges, UpREIT transactions, DSTs (Delaware Statutory Trust) and TICs (Tenant-In-Common), Exchanges, Opportunity Zones for capital gains tax deferral and owning real estate within a retirement account.

**Presented by the Investment Member Group**



CE

### **Broker Disintermediation: What We Can Do**

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 SIOR Technology Committee**

CE

### **Quicker, Slicker, Faster: Secret Weapons for Broker Efficiency**

This session will discuss ways for real estate professionals to get more efficient and put time back into their day by using outsourcing and tools to win more business and better manage projects and time.

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





OMNI SHOREHAM HOTEL

# HOTEL INFORMATION

Join SIOR at the Omni Shoreham, an historic Washington, DC hotel that has hosted presidents, world leaders and inaugural balls since 1930, making it a true landmark in our nation's capital. Located in one of the area's premier neighborhoods, this urban retreat boasts a resort atmosphere and a personal taste of politics, culture, art, and music.

The SIOR room rate is \$299 per night (plus applicable taxes and fees). **The SIOR room rate is available until 5 p.m. EDT, Monday, March 18, or until the SIOR block sells out, whichever comes first.** After March 18, reservations will be taken by the hotel based on availability and at the prevailing rate at the time of reservation.

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.

Register by March 7 and save \$200!

Hotel Reservation Deadline: March 18

Register online at [www.sior.com/washdc](http://www.sior.com/washdc).





# THANK YOU TO OUR SPONSORS

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