



**TELL YOUR
STORY AT
BOMA**

**EXHIBITOR
PROSPECTUS**

BOMA 2017

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and *BUILDINGS*

MUSIC CITY CENTER | NASHVILLE, TN

JUNE 24 - 27, 2017

www.BOMAConference.org

WHERE INTRODUCTIONS HAPPEN

The journey of a successful business relationship begins with a single step: participating in the **BOMA International Annual Conference & Expo**, the commercial real estate industry's most important event of the year. The ultimate gathering of property professionals brings your best sales prospects all under one roof for a not-to-be-missed opportunity for your company.

MAKE A POWERFUL IMPRESSION by putting your products and services in front of more than 1,800 key prospects.

SPEND THREE DAYS CONNECTING with influential industry representatives, buyers and decision makers.

LEARN FROM INFORMATIVE EDUCATION SESSIONS that will give exhibitors insight into the trending topics and concerns facing commercial real estate professionals.

ENSURE YOU'RE A KEY PLAYER in the next phase of your clients' plans.



Exhibiting at BOMA is a great way to show your presence within the commercial real estate industry. There are a lot of key players in attendance, so if you want to be seen, BOMA is the show to attend.

—Helena Race, Yardi, Goleta, CA



Your story is part of our story.
Let us help you tell it.

FOR MORE INFORMATION AND TO RESERVE YOUR BOOTH

Contact Vicki Cummins at
vcummins@showmngmt.com
or 888-777-6956 / 856-429-0100.

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SETTING THE STAGE FOR COMMERCIAL REAL ESTATE SUCCESS

WHAT IS THE BOMA INTERNATIONAL ANNUAL CONFERENCE & EXPO?

It's where the commercial real estate industry converges to advance their career through education, networking and relationship building with manufacturers, suppliers and service providers. It's where exhibitors like you tell your story to an audience seeking new solutions to maximize their property's potential. BOMA is where you need to be.



WHEN IS THE EXPO?

Sunday, June 25	3:00 pm – 6:00 pm
Monday, June 26	10:30 am – 2:00 pm
Tuesday, June 27	10:30 am – 2:00 pm

WHAT'S THE COST?

Fees listed below are per 10'x10' booth space (100 sq. ft.)

Non-Member Price:	\$3,500
BOMA Member Discounted Price:	\$3,350
BOMA National Associate Member Discounted Price*:	\$3,000

Premium Charge: \$100 per 100 sq. ft. for an island, a corner or a booth facing the end of an aisle.

Note: There is a \$250 premium per 100 sq. ft. for booths in the Green and Technology Pavilions.

Terms: 50% deposit required at time of application. Payment is due in full by January 29, 2017. Prices are subject to increase on January 1, 2017.

*For 2017, all Nashville, Knoxville, Chattanooga and Memphis BOMA members qualify for the National Associate Member Discount.

WHAT'S INCLUDED?

- A standard booth includes 8' high back drape and 3' high side drape
- Sign indicating company name and booth number. Carpet is not provided (except for booths in the green pavilion and the technology pavilion) and is required
- Two full BOMA International Conference & Expo registrations per 100 sq. ft. of booth space
- Unlimited exhibitor badges for booth staff
- Pre-registered attendee mailing list before the show
- Final attendee mailing list after the show

TELL YOUR STORY IN A SPECIALTY PAVILION



The **TECHNOLOGY PAVILION** highlights the best new technologies, software, systems, data management platforms and CRE business tools. Exhibit here to target the property managers looking for tech innovations that reduce costs and/or boost operational performance.



The **GREEN PAVILION** showcases all of the new eco-friendly and energy-efficient products, services and technologies on the market. Many commercial real estate professionals need to meet sustainability goals while lowering operating costs—if your focus is green, then an exhibit here will ensure they find you.

PAVILION EXHIBIT SPACE IS LIMITED. CALL TODAY TO RESERVE YOUR SPOT.

YOUR AUDIENCE AWAITS

It's your perfect opportunity to make key introductions and build new relationships. Backed by two highly respected organizations in the CRE industry—BOMA International and *BUILDINGS*—BOMA International's Annual Conference & Expo is commercial real estate's most highly anticipated event of the year.



The main goal of Building Owners and Managers Association (BOMA) International is to advance and support the vibrant commercial real estate industry through knowledge, influence and advocacy. It represents a federation of 91 U.S. associations and 18 international affiliates with membership including more than 16,500 commercial property owners and managers.

BUILDINGS

The *BUILDINGS* media group disseminates information about commercial building development, management and operations, as well as the necessary products and services needed to support commercial and public properties. Through its 14 media channels, it reaches more than 102,000 building owners and professional facilities managers.

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I've been attending BOMA for 20 years now. I come back for the networking opportunities, the trade show and the education sessions—it's all worth it.

—Gordon W. Hester
Partner/Vice President, Kiemle & Hagood Company, Spokane, WA



CONNECT WITH US FOR THE LATEST FROM NASHVILLE, TN



@VickiCummins
@BOMA2017



BOMAConference



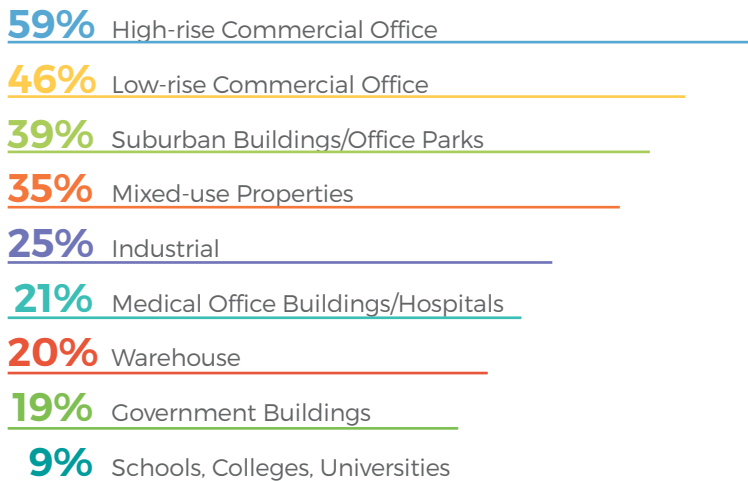
Your next step starts here.
Invest in your future today.

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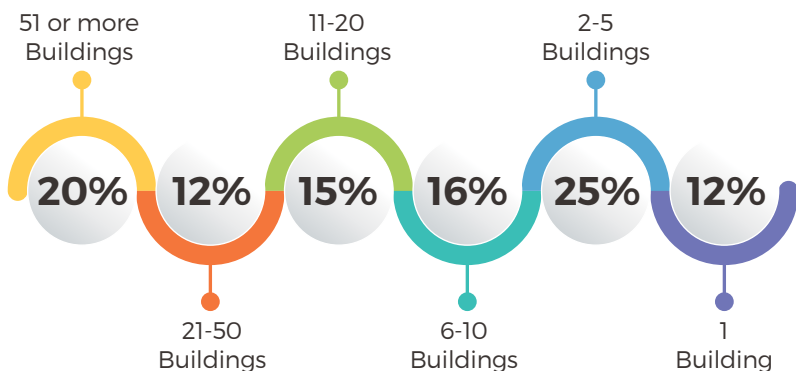
SHARE YOUR STORY, BE PART OF THEIRS

TYPES OF BUILDINGS MANAGED



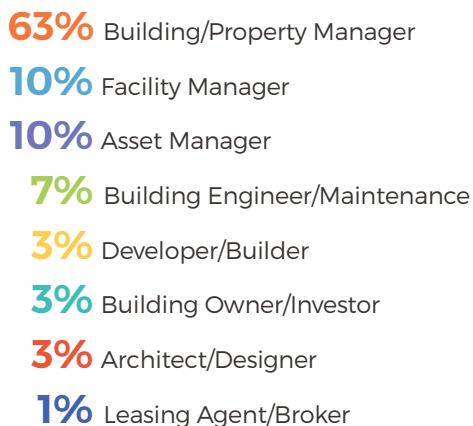
The world of commercial real estate encompasses everything from major national players to small regional firms and everything in between. You will reach all these markets effectively at the BOMA International Expo.

NUMBER OF BUILDINGS MANAGED



88% of attendees manage multiple buildings—and of that total 35% manage more than 20 buildings each.

ATTENDEE OCCUPATIONS



The BOMA International Expo attracts property professionals from all segments of the industry who need new ideas, cost-effective solutions and practical innovations to help them maximize Net Operating Income (NOI) and Return on Investment (ROI).

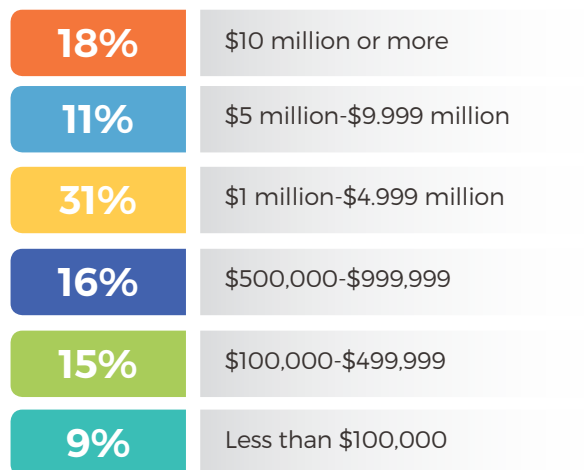
60%

of these high-level decision makers in attendance at BOMA spend over

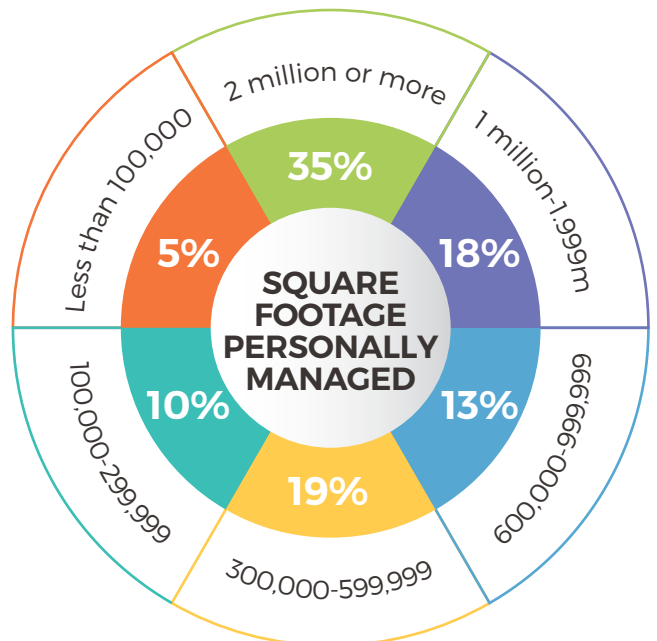
\$1 million

annually on building products and services—make sure you become part of their success story

ANNUAL SPENDING ON BUILDING PRODUCTS & SERVICES



As the marketplace for the \$40.8 billion commercial real estate industry, the BOMA International Expo delivers huge purchasing power and undisputed selling potential.



95% of attendees are responsible for more than 100,000 square feet of commercial space—53% are responsible for more than one million square feet. Of that 53%, 66% are actually responsible for at least twice that amount.

BOOST YOUR VISIBILITY: BECOME A SPONSOR

Your story makes an even more powerful impression with an event sponsorship, which boosts your visibility, strengthens brand recognition and generates powerful results that last long after the event.

ENJOY EXCLUSIVE SPONSOR BENEFITS

Sponsorship opportunities include exclusive perks that maximize your reach, your impact and your ROI:

Year-round visibility with BOMA's influential membership in directories, pre-conference promotions and on the popular BOMA conference website.

Elevated recognition at the BOMA International Annual Conference & Expo, including sponsor recognition, sponsor booth signage, ribbons for staff badges, access to an invitation-only networking event and more.

Additional booth discounts and considerations for sponsors, including priority points for earlier booth selection and waivers on premium booth charges for 2018.

TAILOR YOUR SPONSORSHIP TO YOUR TARGET AUDIENCE

With sponsorship opportunities, starting as low as \$2,500 and including Platinum, Gold, Silver and Bronze levels, it's easy to tailor your package to increase visibility with your target audience.

Choose the option that's right for you, or customize your own:



NETWORKING EVENTS

Sponsoring the Expo's networking events reinforces your image and places you top-of-mind through branded signage, tickets, napkins and more.



EDUCATION EVENTS

Sponsor a top-quality education program to align your company with a specific topic and position your company as an expert resource for the industry.



CONFERENCE SERVICES

High-visibility branding opportunities include: registration bags, attendee badges, the Conference Directory, Internet kiosks, the conference app, hotel key cards, show signage and more.

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You can start your next chapter.

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MAKE SUCCESS YOUR STORY

Maximize your Expo experience with the assistance of our aggressive marketing and promotional program – ensuring you get the best possible return from your show investment.



BOMA is well-known as the best place to go to see what new products and services are available.

—Joan Wiacek, Property Manager,
The Wanamaker Building,
Philadelphia, PA



REAP MORE REWARDS WITH THESE MARKETING TOOLS:

PERSONAL PROFILE PAGE

Upload product information, show specials, direct links to your website.

DEDICATED EXHIBITOR WORKSHOP

Receive sales strategies and tips to maximize your exhibiting effectiveness to the BOMA audience.

GAIN ACCESS TO ATTENDEE MAILING LISTS

to market your company's Expo presence before, during and after the show.

ACCESS TO INDUSTRY PRESS CONTACTS

and an onsite press room to distribute your press kits.

COMPLIMENTARY TRADESHOW PASSES

for your key customers and top prospects.

CUSTOMIZABLE EMAIL TEMPLATES

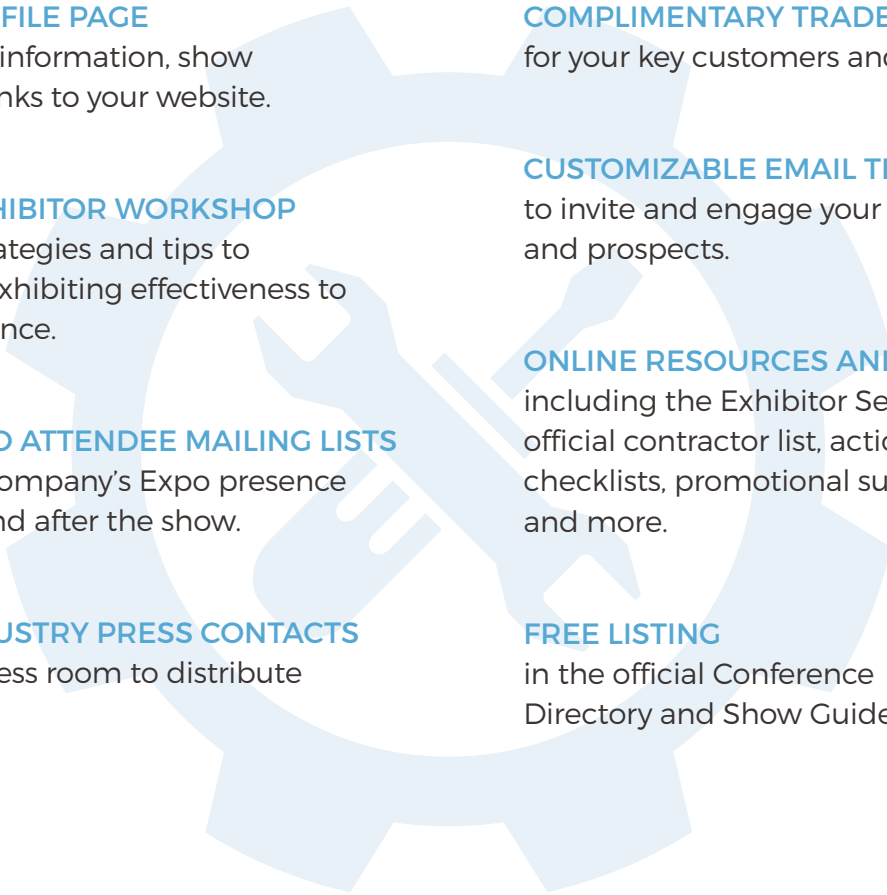
to invite and engage your customers and prospects.

ONLINE RESOURCES AND INFORMATION

including the Exhibitor Service Manual, official contractor list, action bulletins, checklists, promotional suggestions and more.

FREE LISTING

in the official Conference Directory and Show Guide.



YOUR STORY IS WORTH TELLING

The commercial real estate climate is hotter than ever, making now the perfect time for you to capitalize on new growth opportunities. Gain exposure, expand your brand and make crucial business connections to boost sales and set yourself up for success.

SIZZLING IN MUSIC CITY, NASHVILLE, TENNESSEE

In 2017, the BOMA International Annual Conference & Expo will be held at the new Music City Center in lively downtown Nashville, Tennessee. Recognized as one of the Top 10 Emerging Markets, commercial real estate is sizzling in Nashville, making it the perfect setting for this year's event. A hotbed of healthcare and technology, the momentum in "Music City" is strong and sure to carry over into the Expo, making 2017 more enticing than ever.



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FROM FIRST IMPRESSION TO LONG-TERM CONNECTION

Whether you're looking to get your new product or service in front of key buyers, establish connections with influential new clients or simply reaffirm long-term business relationships, exhibiting at BOMA puts you in the optimal position to meet, network and make a powerful impression with all the key players from top commercial real estate firms.

2016 attending companies include:

Avison Young	Liberty Property Trust
BioMed Realty	Lillibridge Healthcare Services
Boeing Company	Lincoln Harris
Boston Properties	Lincoln Property Company
Brandywine Realty Trust	New Boston Fund
Brookfield Properties Inc.	Newmark Grubb Knight Frank
CBRE	Oracle America, Inc.
City of Kansas City, MO	Paramount Group Inc.
City of San Diego	Parmenter Realty Partners
Colliers International	Peloton Commercial Real Estate
Columbia Property Trust	Pennsylvania State University
Commonwealth Partners, LLC	Piedmont Office Realty Trust
Cousins Properties, Inc.	PM Realty Group
Cushman & Wakefield	Prologis
DCT Industrial	Rosemont Realty
Duke Realty	Ryan Companies US, Inc.
EastGroup Properties	Shorenstein Realty Services, L.P.
Equity Office Properties	Stream Realty
Gaedeke Group, Inc.	Tishman Speyer Properties
Gemini Rosemont Commercial Real Estate	Transwestern
Gensler	U.S General Services Administration (GSA)
Harbor Group Management Company	University at Buffalo
Healthcare Realty	University of California
Hillwood Properties	US AIR FORCE
Hines	USAA Real Estate Company
JLL	Verizon
Kennedy Wilson Properties, Ltd.	Vornado Realty Trust
Landmark Healthcare Facilities LLC	Winthrop Management
LBA Realty	Zeller Realty Group
	...and hundreds more.

The 2017 BOMA
International Expo is
managed by:



12510 Prosperity Drive, Suite 304
Silver Spring, MD 20904
p: 888-777-6956 / 856-429-0100
f: 856-494-1660