

Exhibitor Benefits

As an exhibitor in the BOMA International Expo you receive an extensive package of benefits. Please be sure to take note of submission instructions and deadlines so you can take advantage of the year-round benefits of your participation. Visit www.BOMAConference.org/ExhibitorResourceCenter often for more valuable information to assist you as you prepare for the Expo.

- ❑ **Update and Maintain the Information in your Online Booth Profile – ASAP**
Provide buyers with 24-7 access to your company. Your profile includes a complete description with contact information, company website and the ability to upload press releases, product information and show specials. Link your profile to your Facebook, Twitter and LinkedIn pages. To manage your profile visit www.BOMAConference.org, hover over "Exhibit" and select "Exhibitor Login". Please email support@showmngmt.com to obtain your password.
- ❑ **Utilize Web Banners, Graphics – February 12**
Highlight your presence at the BOMA International Expo by using any of the web banners and graphics available to you at www.BOMAConference.org/ExhibitorResourceCenter. Add them to your website, e-newsletters, and email signatures. *Approval from BOMA International is required before the logos or graphics are used.*
- ❑ **Drive Traffic to Your Online Booth AND your Company's website – February 12**
The attendee acquisition widget allows you to easily highlight your participation at the BOMA International Expo. Simply log in to your online profile using your company password, grab the widget code and embed it in your website. The widget helps drive traffic to your profile on the website and the online floorplan. You can even measure your ROI.
- ❑ **Get Coverage in BOMA Magazine – March 18**
Tell us about new products you'll be featuring at the Expo, and you could get coverage in *BOMA Magazine*. Send us information on new products via email at mkutner@showmngmt.com. **March 18** is the deadline for the May/June issue.
- ❑ **Request Complimentary Tradeshow Passes for Your Customers – April 14**
Receive complimentary printed Tradeshow Passes to the BOMA International Expo to send to your top customers and prospects. If you would like to request Tradeshow Passes, email mkutner@showmngmt.com.
- ❑ **Finalize your Company's Print Profile for the 2016 Directory and Show Guide – May 6**
Exhibitors receive a complimentary listing in the *2016 Directory and Show Guide*. This essential guide is distributed to all attendees at the conference. Be sure to update your information no later than **May 6** to be included in the directory.
- ❑ **Access the Pre-registered Attendee list before the Expo – May**
The pre-registered attendee list will be available in May. The primary contact(s) for your company will receive an email notification when it is available. Once the list is posted, it will be updated every Friday until the Expo. You will need to log in to access the list using your assigned company password. Go to www.BOMAConference.org, hover over "Exhibit" and then select "Exhibitor Login."
- ❑ **Leverage Industry Press Contacts – May 27**
Exhibitors have access to BOMA's list of industry press, plus access to the onsite Press Room to distribute company press kits. Request the list of invited press (**available May 27**) from mkutner@showmngmt.com. We recommend bringing 20 press kits with you onsite to place in the press room. Take advantage of media presence to hold a press conference on breaking news from your company.
- ❑ **Feature Your Product or Service in the General Session Slideshow – Deadline extended to June 20**
Make sure your product or service is front and center during the General Sessions at the BOMA Conference. You can access the PowerPoint template at www.BOMAConference.org/ExhibitorResourceCenter. Include your company name, logo and booth number as well as the name, brief description and image of the product or service. Send your slide to sharr@boma.org no later than **May 27**. This opportunity is limited to one slide per exhibitor.
- ❑ **Distribute Complimentary Tradeshow Passes – May 30**
Mail your requested Tradeshow passes to your list of customers and prospects **as soon as you receive them** and no later than **May 30**. We also provide customizable email invitations to cost-effectively promote your presence at the show which will be available in May on www.BOMAConference.org/ExhibitorResourceCenter
- ❑ **Take Advantage of your Complimentary Registrations – June 15**
Exhibitors receive two complimentary full conference registrations per 100 square feet of booth space to attend the BOMA International Conference & Expo (up to 6 will include lunch tickets) as well as unlimited exhibitor badges for booth staff. To register, go to www.BOMAConference.org/ExhibitorResourceCenter and click on "Register Your Exhibitor Booth Personnel." Your USERNAME is the first 7 letters of your company name with no spaces. Your password is the same one used to access your online booth profile. Please email support@showmngmt.com with questions. Deadline to pre-register your personnel is **June 15**.
- ❑ **Attend the Exhibitor Orientation: Everything You Need to Know to Have a Successful Show – Onsite**
This session is not just for new exhibitors! Exhibitor Orientation will feature sales strategies, ideas and tips so you can make the most of your time at the BOMA International Conference & Expo. Make plans to attend this event on **Sunday, June 26 at 11 am**.
- ❑ **Attend the Exhibitor Education Program – Onsite**
Plan to attend this invaluable session put on by BOMA International's National Associate Member (NAM) committee. The session will be held on **Monday, June 27 at 2:30 pm**
- ❑ **Follow up on Leads using the complete Final Attendee list after the Expo – July**
You will have access to the final list of attendees through your online profile approximately 2 weeks after the Expo. Use this to follow up your presence after the show.