

SPONSORSHIP BROCHURE

Make the Important
Connections Through
Sponsorship



BOMA2025
INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS.com
JUNE 28 - JULY 1 | BOSTON

Refresh with New Opportunities

As a highly visible sponsor, you'll raise your company profile, drive more traffic to your booth and promote your position as an industry leader. Which sponsorship will meet your goals and budget? Find one that aligns with your objectives.

Increase booth traffic, make more connections and multiply your sales. Starting as low as \$3,000, sponsorships are tailored to meet your goals, increase your return on investment and maximize your presence at the Expo.



Enjoy Exclusive Sponsorship Benefits



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

Year-round publicity with BOMA's influential membership

- Recognized in the Conference Mobile App and pre-conference promotion
- Special sponsor symbol & prominent placement in the exhibitor list on the BOMA Conference website
- Company logo on the sponsor page of the BOMA Conference website

Special benefits and discounts for the Expo

- Additional priority point to choose your 2026 exhibit space sooner
- Waiver of corner premium charges on your 2026 exhibit space

Special recognition throughout the Conference & Expo

- Sponsor sign for your booth and sponsor ribbons for your booth staff
- Inclusion on the sponsor signage placed in a high traffic area of the Boston Convention & Exhibition Center acknowledging all 2025 sponsors

Platinum and Gold Sponsors Receive Additional Benefits:

- Logo included in rotation of Premium Sponsors on the BOMA Conference website
- Inclusion in the Monday Prize Drawing—delivering the BOMA audience right to your booth! Attendees stop by your booth to qualify for a chance to win a prize given at the Prize Stage
- Individual Sponsor Signage at the Boston Convention & Exhibition Center which includes your company name and booth number

BENEFITS BY LEVEL

Sponsorship Benefits	Platinum \$20,000 & up	Gold \$10,001-19,999	Bronze & Silver \$3,000-10,000
Company logo on the conference website on the rotating “Premium Sponsors” list	Included	Included	
Company logo on an individual sponsor sign	Included	Included	
Inclusion in the BOMA Prize Drawings on Monday	Included	Included	
Company listed as sponsor in pre-conference promotion & the Conference Mobile App	Included	Included	Included
Sponsor symbol & elevated exhibitor listing on the BOMA Conference website	Included	Included	Included
Company logo on sponsor page of the BOMA Conference website	Included	Included	Included
Sponsor sign for your booth & sponsor ribbons for your staff	Included	Included	Included
Company name on sponsor banner at the Boston Convention & Exhibition Center	Included	Included	Included
Additional priority point for 2026 space selection	Included	Included	Included
Waiver of corner premium charges for 2026 exhibit space	Included	Included	Included

PLATINUM (\$20,000+) SPONSORSHIPS & BENEFITS

Networking and Education Event Sponsorships

Benefits of Event Sponsorships Include:

- Opportunity for a company representative to make brief remarks from the stage during the event
- Company logo on event signage
- Company logo prominently displayed on the stage during the event
- Company logo featured on the event page of the Conference website and in the Conference Mobile App
- Company representatives can greet attendees at the event
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App

TOBY Awards Program and Gala - **SOLD**

\$75,000

Sunday Opening Keynote Session - **SOLD**

\$25,000

Monday Keynote Session

\$25,000



Conference Services

\$25,000

WiFi at the Boston Convention & Exhibition Center

- Recognition as the sponsor on the Conference website
- Company logo on signage with instructions on how to access the WiFi service
- Your company name as the WiFi password (up to 10 letters)

Escalator Wrap

\$25,000

Escalators are the only way on and off the Expo Hall which will be highly trafficked by the attendees. Get your company's message in front of the attendees by sponsoring one of the sets of escalators with this unique advertising vehicle.



GOLD (\$10,001–19,999+)

SPONSORSHIPS & BENEFITS

Conference Lanyards – **SOLD**

Your company logo is printed on the attendees' badges and both sides of the lanyards.

\$15,000

“Fun Zone” Retreat

Be part of the interactive games right on the exhibit floor. Giant Jenga, cornhole, and more! And you logo can be front and center in this fun area. Ask Vicki Cummins for additional details.

\$15,000

Lunches in the Exhibit Hall

Sunday, June 29 or Monday, June 30

- Recognition as the sponsor in the lunch description online
- Company name printed on the lunch tickets for day sponsored and company logo on signage at the restaurant area
- Opportunity to provide table tents for tables in the restaurant area (subject to BOMA approval)
- Company logo by the restaurant area on the online floorplan

\$15,000/per day

Networking Zone & Grand Opening Drink Ticket – **SOLD**

Ask Vicki Cummins for details.

\$15,000

Puppy Park – “Paws and Relax” – **SOLD**

For two hours Sunday and Monday, puppies will be available to pet, nurture and soothe attendees while on the tradeshow floor. Next to the “Fun Zone,” this will be a popular place to be! Ask Vicki Cummins for sponsorship benefits.

\$15,000

Registration Bags – **SOLD**

\$18,000

TOBY Awards Reception

Tuesday, July 1

- Recognition as the sponsor on the TOBY page of the Conference website and in the Conference Mobile App
- Company logo on napkins at the bars and company logo on signage at the reception
- Company name on the drink ticket (1 per attendee) for use during the reception
- Two complimentary tickets for your company representatives to attend the TOBY Awards Program & Gala

\$15,000

Tuesday One BOMA Recognition Luncheon & General Session

Ask Vicki Cummins for details.

\$15,000



SILVER (\$4,000–10,000) SPONSORSHIPS & BENEFITS

Aisle Carpet Clings

Your logo appears on floor clings in every aisle, giving your company prominent visibility to all attendees as they walk the Expo.

\$7,500

Coffee Breaks

Your company logo is on signage at the coffee break stations & printed on napkins distributed at the coffee break stations.

**\$5,000/per
day**

Conference Mobile App – **SOLD**

The App allows registrants to schedule & manage exhibit appointments, browse the exhibitor list, view & manage their schedule, & more. Your company logo is on the home page & your company can provide an ad for the homepage that links to your website.

\$10,000

Conference Notepad

Your company logo is on each sheet of lined paper of a notepad placed in registration bags that each attendee receives.

\$7,500

Conference Pens

Your company logo is on pens placed in the registration bags that each attendee receives.

\$5,000

Conference Amenities Kit

Your company logo is on kits that are placed in the registration bags that each attendee receives.

\$10,000

Daniel W. Chancey Leadership Academy

The Saturday Leadership Academy is a mentorship program connecting BOMA Fellows with rising leaders interested in becoming more involved with BOMA International. Benefits include:

- Opportunity for conference registered representative to make welcome remarks at the academy
- Company logo on event signage and featured on the academy description on Conference website

\$5,000

Exhibit Hall Locator Board

A locator board, including a full exhibitor list with booth numbers & the Expo floorplan, with your company logo and booth highlighted.

\$5,000

Exhibitor Lounge

This lounge is a meeting place in the Expo Hall where exhibitors can relax or hold private business meetings. Your company logo is on signage at the lounge entrance & on beverage napkins.

\$5,000

Hand Sanitizing Stations *(Exhibit Hall or Conference Area)*

Supplying your company's hand-sanitizing stations lets attendees know who the company is for keeping their offices germ-free.

\$5,000/area

Hotel Key Cards *(For hotel(s) in the official BOMA Housing block)* – **SOLD**

Friday, June 27 – Tuesday, July 1

You will have the opportunity to design custom art including your logo & booth number featured on the hotel key cards.

\$12,000

SILVER (\$4,000–10,000)

SPONSORSHIPS & BENEFITS

Hotel Room Delivery

Drive traffic to your booth by having a special item delivered to all BOMA attendee guest rooms in the official BOMA Housing block Saturday or Sunday early evening (items supplied by sponsor and subject to BOMA approval).

\$10,000/night

Prize Stage

During the expo hours, the BOMA Prize Stage is a popular destination and the perfect place to display your company's brand.

- Company logo on signage at the Stage
- Opportunity for your staff member give brief welcome remarks from the stage at the start of the prize drawings
- Opportunity to have a staff member on stage for the announcement of the winners & for photographs with the winners

\$10,000

Refreshment Retreat – **SOLD**

Conveniently located in the Expo Hall during expo hours, attendees enjoy refreshments & have your company to thank.

\$10,000

Regional Lunches

BOMA's eight regional lunches feature discussions specific to each region. If you have an active presence in local markets—or you'd like to build one—this Sunday grassroots sponsorship has the reach & impact you need.

- Company logo on lunch signage & in the lunch description on the Conference website
- Company credited as the sponsor in the script at each lunch
- Opportunity for conference registered representative to attend each lunch

\$12,000

Relaxation Retreat

A soothing 5–10 minute seated massage is sure to attract attendees to your booth...where they must come to get their voucher in order to get their massage at the Relaxation Retreat. The Retreat is conveniently located in the Expo Hall during expo hours.

- Company name on the voucher inserted in the registration bags with instructions to visit your booth for validation
- Customized stamper with your company logo for validating attendee vouchers at your booth

\$10,000

Restroom Clings – **SOLD**

Place your message on clings placed on the mirrors of the bathrooms in the Expo Hall for Sunday and Monday. Sponsorship includes a total of 12 one-square-foot clings. Send us your artwork & we will take care of the rest.

\$7,500

Wellness Retreat

Work with BOMA to create an area where attendees can find items to improve their safety & health. Your company name will be on giveaways at the retreat (items selected with BOMA staff & supplied by BOMA). In addition, your company logo will be included on signage at the Wellness Retreat. The Retreat is conveniently located in the Expo Hall during expo hours.

\$10,000

EDUCATION SPONSORSHIPS & BENEFITS

\$4,000/track

Education Categories

Sunday, June 29 – Tuesday, July 1

By sponsoring an education category, you align your company with levels of understanding and experience.

These are the overarching categories for the sessions. The sessions themselves will cover multiple topics (i.e., creating asset value, building operations, sustainability, health and wellness, industrial real estate, occupant engagement, technology and more).

- **Essentials** – These sessions cover the fundamentals of operating and managing commercial properties. Topics may include leasing, administration, building systems, sustainability, creating asset value, budgeting and accounting, tenant relations and more. Ideal for both new property professionals and seasoned professionals seeking the latest trends and evolving best practices.
- **Experienced (SOLD)** – Ideal for experienced property professionals, these sessions focus on the expertise and market knowledge required to optimize asset performance, property management, workforce development and emerging technologies.
- **Leadership** – The Leadership sessions concentrate on professional development and maximizing career potential, as well as sharpening the leadership skills of others and attracting and retaining new talent in commercial real estate.
- **Executive Leadership** – These sessions, exclusively for senior commercial real estate professionals, focus on the most critical issues impacting real estate ownership and management today in the setting of an intense business networking forum of C-Suite executives and senior leaders.

Benefits Include:

- Company logo on signage for the sponsored track
- Sponsor recognized in track description on Conference website
- Company credited as the sponsor in the script for each session
- Opportunity for conference registered representative to attend each session (if individuals are already registered for the conference outside of sponsorship)
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App

Women in CRE Breakfast & Networking Session – **SOLD**

\$15,000

Monday, June 30

This unique education program will focus on issues affecting women in the industry.

Benefits Include:

- Opportunity for conference registered representative to make brief remarks & introduce the session
- Company name & logo on signage for breakfast & session
- Recognition as the sponsor in the event description on the Conference website & in the Conference Mobile App
- Company credited as the sponsor in the script during session
- Opportunity for conference registered representative to attend the networking breakfast & session
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App



WELCOME PARTY SPONSORSHIPS & BENEFITS

The most anticipated event of the conference, the Saturday Night Welcome Party kicks off the conference & provides an opportunity for attendees & exhibitors to network. With live entertainment, food & drinks, it's the talk of the conference!

Your company can be a part of the fun! Become a sponsor & increase your presence through exclusive Welcome Party benefits, as well as the general conference sponsor benefits listed on page 4.



Bronze-Level Co-Sponsorship

\$3,000

- Logo included on special Welcome Party sponsor thank you signage at the Welcome Party
- Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website

Silver-Level Co-Sponsorship

\$10,000

- Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- Elevated prominence on Welcome Party sponsor signage
- **Welcome Party tickets (valued at \$150 each) for all company booth personnel**
- Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website



Platinum-Level Co-Sponsorship

\$20,000

- Top prominence on Welcome Party sponsor signage
- Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- Inclusion in the **Monday Prize Drawing** at the close of the Expo at the Prize Stage
- **Welcome Party tickets (valued at \$150 each) for all company booth personnel**
- Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website

Choose one of the following:

- **Bar Sponsor** - Company logo printed on napkins & signage at bars during the party
- **Food Sponsor** - Company logo printed on napkins & signage at food stations during the party



INTERNATIONAL ACTIVITIES SPONSORSHIPS & BENEFITS



International Activities – Includes all activities listed below

Sponsor all the activities below and receive all the benefits of each sponsorship PLUS the opportunities to provide a giveaway item to the international delegates as well as the opportunity to have one representative attend all the of events listed below.

\$10,000

International Dinner – Monday, June 30

Sponsor the dinner attended by 40–50 international delegates. Benefits include verbal recognition of the sponsor at the dinner as well as logo on event signage.

\$2,500

International Program – Monday, June 30 – 3:00–5:00 PM

This two-hour program will include information from BOMA International President Mary Lue Peck as well as other speakers. Company logo will be on the screen before the start of the session as well as verbal recognition of the sponsorship at the start of the program and logo on event signage.

\$2,500

Building Tour – Monday, June 30 – morning building tour (approximately 2–3 hours)

International delegates will have a private tour of a local building. Details coming soon.

\$2,500

Wordly App (Translation App)

BOMA International will provide translation services for various preselected sessions. The app will translate the session moderator's English words into 50+ languages. Attendees will select their language and be able to see and hear the session in their native language. Sponsor will be recognized in the app, wherever the QR code is listed and posted for the conference, and on the Conference website.

\$5,000

All International Sponsors will be included in a Quarterly Newsletter after the conference sent to over 250 International Delegates thanking the sponsor(s) and on the Conference website.

ADVERTISING OPPORTUNITIES

Registration Bag Insert

Supply BOMA with an insert from your company (insert must be approved by BOMA prior to sending), & it will be placed in the registration bags for attendees.

\$3,000

Online Booth/Online Advertising

There are opportunities to increase your visibility on the Conference website by adding banner ads & logos to the floorplan page. Banner ads are \$2,500 for an exclusive space or \$750 for a rotating ad. Logos are \$500 & \$750 depending on placement.

\$500-\$2,500

Mobile App Push Notification

Send your message right to the BOMA attendees' smart devices during the expo. Text (plain) can be up to 300 characters. Limit of one notification per company, per day and a total of four (4) purchased push notifications per day.

**\$1,000 per
notification**

Conference Emails

Place your ad in one of BOMA International Conference & Expo's emails. For \$2,500, you can have your 300x250 banner ad placed in one of these emails. Limit of two advertisers per email. You can also purchase three (3) placements for \$5,000.

\$2,500-\$5,000

TOBY® Awards Reception & Gala Program Advertising

The Outstanding Building of the Year® (TOBY) Awards are the most prestigious & comprehensive awards of their kind in the commercial real estate industry, recognizing quality in commercial buildings and rewarding excellence in building management in hundreds of communities around the country. The official TOBY® Awards Reception & Gala Program is distributed to all attendees at the event. Your ad will be seen by over 850 attendees. PLUS, you will receive a banner ad with your weblink in the BOMA Show Daily eNews after the gala which announces the winners.

Starting at \$2,000

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