EXHIBITOR AND SPONSORSHIP PROSPECTUS

JUST RELEASED: BOMA 2.0

BOMA 2020
INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS

JUNE 27-30 | PHILADELPHIA, PA
EXPO DATES: JUNE 28-29

bomaconference.org
GET READY FOR THE NEXT GENERATION OF SALES

It’s the next big thing for commercial real estate. The upgraded version of the BOMA International Expo provides you with more opportunities to promote your company, highlight your solutions and make sales. For 2020, we’ve added vibrant interactive spaces and a new Industrial Pavilion, creating a stimulating environment for your prospective customers to explore. Connect here to increase your annual sales.

A booth at the 2020 event checks all the boxes. It allows you to …

- access more than 1,800 customers to showcase your products and services.
- meet senior executives and decision makers who have buying power.
- feature your strengths in interactive new areas on the expo floor.
- hear about current trends and issues affecting your customers.
- gain ground by making sure customers and prospects know you can outdo the competition.

I think it’s really impressive that BOMA is taking the lead in implementing industrial into their offerings—I can’t wait for the new Industrial Pavilion.”

— Dennis Skelly, VP Real Estate Operations, Liberty Property Trust, Houston, TX

UPGRADE YOUR SALES STRATEGY TODAY

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

2020 BOMA INTERNATIONAL CONFERENCE & EXPO

JUNE 27-30 | PHILADELPHIA, PA
EXPO DATES: JUNE 28-29
What’s your best? Show it off here.

BOMA 2.0 provides several brand-new opportunities for accelerating your sales, including educational Innovation Zones, the BOMA Networking Bar and an Industrial Pavilion to appeal to professionals in this fast-growing sector.

2020 SPECIALTY ZONES

NEW! The INDUSTRIAL PAVILION focuses on one of the hottest, in-demand areas of CRE. If you’re involved in any aspect of servicing industrial properties—roofing, loading dock equipment, entryways, environment control, safety, security, coatings and more—then this is your ideal spot to exhibit.

The TECHNOLOGY PAVILION highlights the latest game-changers in CRE—software, systems, data management platforms, business tools and more. This is the place to exhibit if you offer tech products and services.

The GREEN PAVILION spotlights eco-friendly and energy-efficient products, services and technologies. With a booth here, you’ll reach property managers who want to reduce operating costs, meet sustainability goals and appeal to tenants.

Pavilion spaces are limited. Call today to reserve your spot.

NEW PREMIUM FEATURE

This year’s interactive Innovation Zones are an immersive education experience integrated into the expo floor to increase traffic and give you maximum exposure.

Learn more at BOMAConference.org.

SHOW OFF YOUR LATEST SOLUTIONS

The Solutions Showcase allows you to connect directly with prospective buyers and explain exactly how your products and services will help their properties. Learn more at BOMAConference.org.

THE RIGHT TIME, THE RIGHT PLACE

Concentrated hours and new expo features drive traffic to the show floor, building energy and encouraging buyers to fully explore new solutions.

Sunday, June 28 12:30–5:30 pm
Monday, June 29 10:30 am–2:30 pm
BOMA International and BUILDINGS have reengineered the BOMA International Conference & Expo to deliver a high-energy, captivating experience for attendees and a productive, profitable two days for exhibitors. When two of the most highly respected organizations in CRE join forces, everything is possible.

Building Owners and Managers Association (BOMA) International aims to advance and support the vibrant commercial real estate industry through knowledge, influence and advocacy.

The BUILDINGS media group is the industry’s trusted resource for information about commercial building development, management and operations as well as products and services needed to support commercial and public properties.

At the Expo we were able to learn about many products and services, including ones we currently use that have additional offerings. I felt like you could just walk up to the exhibit booths and learn a lot from what they had to say and show.”

— Emily Burke, Colliers International, Little Rock, AR

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UPGRADE YOUR SALES STRATEGY TODAY
MEET YOUR NEXT CUSTOMERS

Every year exhibitors report that BOMA brings the right people—those who make the decisions and are ready to close deals. It is the central marketplace for the $40.8 billion commercial real estate industry.

TYPES OF BUILDINGS MANAGED
Reach every sector of commercial real estate, including the fast-growing industrial market.

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-rise Commercial Office</td>
<td>59%</td>
</tr>
<tr>
<td>Low-rise Commercial Office</td>
<td>53%</td>
</tr>
<tr>
<td>Mixed-Use Properties</td>
<td>46%</td>
</tr>
<tr>
<td>Suburban Buildings/Office Parks</td>
<td>34%</td>
</tr>
<tr>
<td>Industrial</td>
<td>32%</td>
</tr>
<tr>
<td>Warehouses</td>
<td>25%</td>
</tr>
<tr>
<td>Medical Office Buildings/Hospitals</td>
<td>24%</td>
</tr>
<tr>
<td>Corporate Facilities</td>
<td>22%</td>
</tr>
<tr>
<td>Government Buildings</td>
<td>17%</td>
</tr>
<tr>
<td>Schools, Colleges, Universities</td>
<td>11%</td>
</tr>
</tbody>
</table>

NUMBER OF BUILDINGS MANAGED
Do business with attendees representing companies of all sizes, from national corporations to specialized organizations—an impressive 87% manage multiple buildings.

<table>
<thead>
<tr>
<th>Number</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>51 or more</td>
<td>13%</td>
</tr>
<tr>
<td>21 to 50</td>
<td>26%</td>
</tr>
<tr>
<td>11 to 20</td>
<td>15%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>15%</td>
</tr>
<tr>
<td>2 to 5</td>
<td>18%</td>
</tr>
<tr>
<td>1</td>
<td>18%</td>
</tr>
</tbody>
</table>

ATTENDEE JOB ROLES
Find property professionals from across the industry and country—they’re here looking for new solution providers like you.

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building/Property Manager</td>
<td>63%</td>
</tr>
<tr>
<td>Facility Manager</td>
<td>11%</td>
</tr>
<tr>
<td>Asset Manager</td>
<td>9%</td>
</tr>
<tr>
<td>Building Engineer/Maintenance</td>
<td>5%</td>
</tr>
<tr>
<td>Building Owner/Investor</td>
<td>5%</td>
</tr>
<tr>
<td>Developer/Builder</td>
<td>3%</td>
</tr>
<tr>
<td>Architect/Designer</td>
<td>2%</td>
</tr>
<tr>
<td>Leasing Agent/Broker</td>
<td>2%</td>
</tr>
</tbody>
</table>

ANNUAL SPENDING—BUILDING PRODUCTS AND SERVICES
Connect with decision makers who have purchasing power and control significant budgets—63% decide on over $1 million for building products and services.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100,000</td>
<td>18%</td>
</tr>
<tr>
<td>$100,000 - $499,999</td>
<td>32%</td>
</tr>
<tr>
<td>$5 million - $9,999 million</td>
<td>18%</td>
</tr>
<tr>
<td>$1 million - $4.999 million</td>
<td>11%</td>
</tr>
<tr>
<td>$10 million or more</td>
<td>20%</td>
</tr>
<tr>
<td>$500,000 - $999,999</td>
<td>11%</td>
</tr>
</tbody>
</table>

SQUARE FOOTAGE MANAGED
Expand across a huge territory—95% of attendees manage more than 100,000 square feet of commercial space, and 48% are responsible for more than 1 million square feet.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 100,000</td>
<td>12%</td>
</tr>
<tr>
<td>100,000 - 299,999</td>
<td>5%</td>
</tr>
<tr>
<td>2 million or more</td>
<td>19%</td>
</tr>
<tr>
<td>300,000 - 599,999</td>
<td>29%</td>
</tr>
<tr>
<td>600,000 - 999,999</td>
<td>19%</td>
</tr>
<tr>
<td>1,999 million</td>
<td>19%</td>
</tr>
</tbody>
</table>

"The people that are here are from the right kinds of companies and the right level in that company. Our goal was around 50 to 75 leads a day, and we get that here."

— Laurie Conner, The Detection Group, Sunnyvale, CA
SPONSORSHIP 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? Pick one for best results.

NETWORKING EVENTS
Make a memorable impression through branded signage, tickets, napkins and more.

EDUCATION PRESENTATIONS
Sponsor an education program to address a specific topic and show that you’re an industry resource.

CONFERENCE SERVICES
Make an impact throughout the event—branding opportunities include registration bags, attendee badges, conference wi-fi, the conference mobile app, hotel key cards, show signage and more.

EXCLUSIVE SPONSOR BENEFITS

YEAR-ROUND VISIBILITY through BOMA directories, pre-conference promotions and on the often-visited BOMA conference website.

ONSITE RECOGNITION, including sponsor recognition, sponsor booth signage, ribbons for staff badges and more.

EXHIBIT BOOTH DISCOUNTS AND FIRST PREFERENCE—earn priority points to get earlier booth selection and waivers on premium booth charges.

Platinum, Gold, Silver and Bronze sponsorships are available, starting as low as $2,500. Customized packages are available—design your own!

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WHAT WE DO FOR YOU

We help you promote your booth with our aggressive marketing and promotional program. Take advantage of these ready-made tools to maximize your results.

- **Complimentary attendee mailing lists** to help you market your company to BOMA participants before, during and after the show.
- **Access industry press contacts** and an onsite press room to distribute your press kits.
- **Exhibitor workshop** where you’ll learn tips and strategies for effectively connecting with the BOMA audience.
- **Customizable email templates** to invite your customers and prospects to visit your BOMA exhibit booth.
- **Online resources and information** including sample social media posts, email signatures, banner ads, action bulletins, checklists and more.
- **Free event listing** in the official Conference Mobile App.

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**BOOTH FEES**

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<tr>
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<tbody>
<tr>
<td><strong>Non-Member Price</strong></td>
<td>$3,800</td>
</tr>
<tr>
<td><strong>BOMA Member Price</strong></td>
<td>$3,650</td>
</tr>
<tr>
<td><strong>BOMA National Associate Member Price</strong></td>
<td>$3,300</td>
</tr>
</tbody>
</table>

Fees are per 10’x10’ booth space (100 sq. ft.).

**Premium Location:** $100 per 100 sq. ft. for an island, a corner or a booth facing the end of an aisle; $250 per 100 sq. ft. for space in the Green, Industrial and Technology Pavilions.

50% deposit required at time of application. Payment is due in full by January 31, 2020.

*Regional Discount: BOMA Philadelphia, BOMA Pittsburgh and BOMA New Jersey qualify for the National Associate Member Price.

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**YOUR STANDARD BOOTH INCLUDES:**

- 8’ tall back drape and 3’ tall side drape
- Sign indicating company name and booth number. Carpet is not provided (except for booths in the Green, Industrial and Technology Pavilions) and is required.
- Two full BOMA International Conference & Expo registrations per 100 sq. ft. of booth space
- Unlimited exhibitor badges for booth staff
- Complimentary pre-registered attendee mailing list before the show
- Complimentary final attendee mailing list after the show
YOUR NEXT STEPS

Get a booth at BOMA 2.0. It puts you in touch with commercial real estate professionals from across the country and the industry, all in one place. There’s nothing more streamlined and compact than the selling opportunities you’ll experience here.

INSPIRING THE FUTURE IN PHILADELPHIA

The fifth largest metropolitan area in the U.S., Philadelphia is enjoying an exciting resurgence, with a growing population and an influx of new development, making it the ideal setting for commercial real estate’s most important annual event, newly revamped for 2020. Philadelphia is easily accessible to a huge CRE industry population by car, rail and air, connecting you with a myriad of decision-makers in a reimagined environment that encourages sales and relationship-building.

2019 ATTENDING COMPANIES

Advance Realty Investors
Avison Young
B.F. Saul Property Company
Boston Properties
Brandywine Realty Trust
Brigham Young University
Brookfield Properties
CBRE
Colliers International
Columbia Property Trust
CommonWealth Partners, LLC
COPT, Corporate Office Properties Trust
Cousins Properties, Inc.
Crescent Real Estate
Cushman & Wakefield
Duke Realty
EastGroup Properties
First Industrial Realty Trust
Gaebeke Group, Inc.
Gensler
GlenStar Properties
Healthcare Realty
Henderson Group, Inc.
Hillwood, A Perot Company
Hines
Howard Hughes Corporation
J Street Companies
JBG SMITH
JLL
Kennedy Wilson Properties
Kidder Mathews
LBA Realty
Liberty Property Trust
Lillibridge Healthcare Services
Lincoln Harris
Lincoln Property Company
Newmark Knight Frank
Oracle Corporation
Physicians Realty Trust
Piedmont Office Realty Trust
Prologis
REALTERM
Ryan Companies US, Inc.
Shorenstein Realty Services, L.P.
SL Green Realty Corp.
STAG Industrial
Stream Realty Partners
Target Corporation
Taurus Management Services, LLC
The RMR Group, LLC
The Tower Companies
Tishman Speyer Properties
Transwestern
Unico Properties
University of Pennsylvania
U.S. General Services Administration (GSA)
USAA Real Estate Company
Zeller Realty Group
…and hundreds more.

MANAGED BY:
Show Management Solutions, Inc.
230 Kings Highway East, Suite 335
Haddonfield, NJ 08033
p: 888.777.6956  f: 856.494.1660

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