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.

- High-rise Commercial Office: 59%
- Low-rise Commercial Office: 53%
- Mixed-Use Properties: 46%
- Suburban Buildings/Office Parks: 34%
- Industrial: 32%
- Warehouses: 25%
- Medical Office Buildings/Hospitals: 24%
- Corporate Facilities: 22%
- Government Buildings: 17%
- Schools, Colleges, Universities: 11%

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

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.

- 51 or more: 18%
- 21 to 50: 13%
- 11 to 20: 15%
- 6 to 10: 15%
- 2 to 5: 26%
- 1: 13%

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

- 63% Building/Property Manager
- 11% Facility Manager
- 9% Asset Manager
- 5% Building Engineer/Maintenance
- 5% Building Owner/Investor
- 3% Developer/Builder
- 2% Architect/Designer
- 2% Leasing Agent/Broker

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.

- $5 million - $9.999 million: 32%
- $1 million - $4.999 million: 18%
- $10 million or more: 11%
- Less than $100,000: 8%
- $500,000 - $999,999: 11%
- $100,000 - $499,999: 20%

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.

- Less than 100,000: 29%
- 100,000 - 299,999: 19%
- 300,000 - 999,999: 16%
- 600,000 - 999,999: 19%
- 1 - 2 million or more: 29%
- 2 million or more: 5%

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