

BOMA 2020

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS

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

Exhibitor Benefits Checklist

BOMA exhibitors receive an extensive package of benefits. Please be sure to note submission instructions and deadlines so you can take advantage of ALL of the benefits of your participation in the BOMA Expo. Log in to the [Exhibitor Console](#) for valuable information to assist you as you prepare for the Expo. You will need your company password to log in. Please contact mkutner@showmngmt.com for assistance.

- Update and Maintain the information in your company's Online Profile – ASAP**
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. Your online exhibitor description will also be included in the Conference Mobile App. To manage your profile, [log in](#) using your company password.
- Maximize your ROI and get a \$250 rebate. – ASAP and no later than June 5**
You can easily get money back by using the free resources we provide to promote your booth and drive more traffic to the Expo. With a few simple steps, you can greatly maximize your investment. Go to www.BOMAConference.org/Rebate for all of the details.
 1. **Take part in the [Exhibitor Master Class Webinar](#) on demand.**
 2. **Send one invitation (email or direct mail) to your customers and prospects inviting them to visit your booth.** You can easily customize BOMA's sample [Email invitation](#). *Invitations must be sent to at least 200 contacts to qualify for the rebate program.*
 3. **Post 10 promotions for BOMA 2020 on your social media channels.** Copy and paste sample [Social Media Posts](#) into your social media channel, customizing items such as your booth number and your company's specific products, services and show specials.
 4. **Submit the [Rebate Application Form](#) no later than June 5.**
- Add BOMA graphics to your website, e-newsletters, and email signatures. – Available Jan 31**
Log in to the [Exhibitor Console](#) using your company password. *Approval from BOMA International is required before the logos or graphics are used.* Email mkutner@showmngmt.com for approval.
- Take Advantage of your Complimentary Registrations – ASAP and no later than June 12**
Exhibitors receive two complimentary full conference registrations per each 10x10 booth (100 square feet of booth space) to attend the BOMA Conference & Expo, as well as unlimited exhibitor badges for booth staff. Exhibitors also receive up to 6 lunch tickets per day based on booth size. To register, log in to the [Exhibitor Console](#) using your company password. Once logged in, click on "Register Your Booth Personnel." The deadline to pre-register your personnel is June 12.
 - **Exhibitors are highly encouraged to participate in Conference events, not just the Expo!**
Your personnel may attend all business meetings (except closed meetings - indicated in the Mobile App), education sessions Sunday through Tuesday as well as the General Sessions on Sunday and Tuesday (space permitting). Plan your schedule early and make the most of your time!
- Launch a NEW Product at the BOMA Expo & you could get coverage in *BOMA Magazine* – April 3**
Send information about your NEW product or service to mkutner@showmngmt.com. April 3 is the deadline for the July/August issue.
- Access the MAILING list of Pre-Registered Conference Attendees – Available mid-May**
The pre-registered attendee mailing 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 Conference. [Log in](#) to access the list using your company password.

(See back for more benefits →)

- Leverage Industry Press Contacts – [May 22](#)**
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 22) from mkutner@showmgmt.com. We recommend bringing 20 press kits with you onsite to place in the press room.
- Feature Your Product or Service in the General Session Slideshow – [May 22](#)**
Make sure your product or service is front and center during the General Sessions at the BOMA Conference. Access the PowerPoint template by logging into the [Exhibitor Console](#). 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 lkowaki@boma.org no later than May 22. This opportunity is limited to one slide per exhibitor.
- Attend 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 28 at 8:45 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 29 at 9:15 am.**
- 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.