

# 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](http://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.

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“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](mailto:vcummins@showmgmt.com)  
or 888-777-6956 / 856-429-0100



# 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.



**Jeff Sack**  
Facilities Manager  
Cannon Management

**Myrna Santos**  
Associate Real Estate Manager  
CBRE

## 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](https://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](https://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**

# THE DEVELOPERS BEHIND BOMA 2.0

**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.



**88**  
U.S.  
associations



**16,500+**  
members—commercial  
property owners  
and managers from  
across the U.S.



**18**  
international  
affiliates

## BUILDINGS

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.



**14**  
media channels



**93,000+**  
building owners and professional  
facilities managers reached



*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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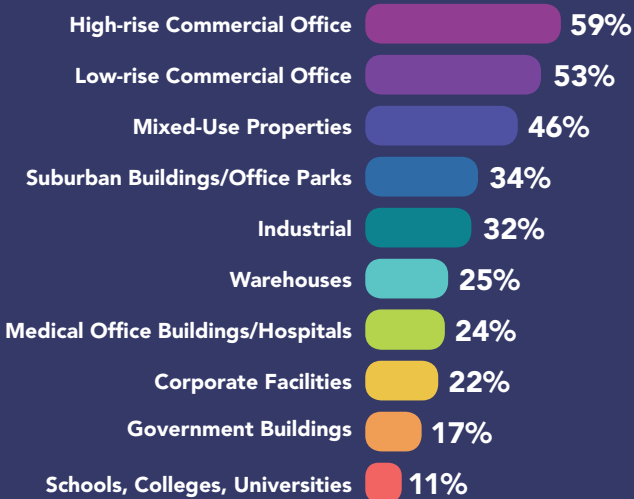
Contact **Vicki Cummins** at [vcummins@showmngmt.com](mailto:vcummins@showmngmt.com)  
or 888-777-6956 / 856-429-0100

# 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.



“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

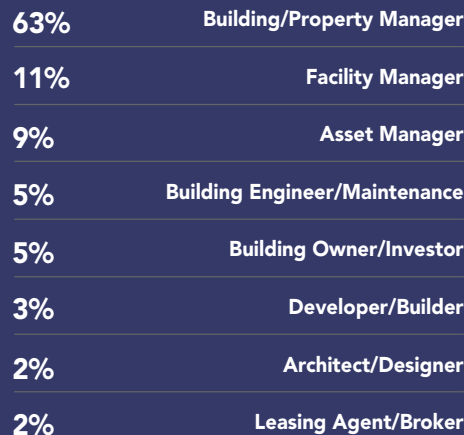
## NUMBER OF BUILDINGS MANAGED

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



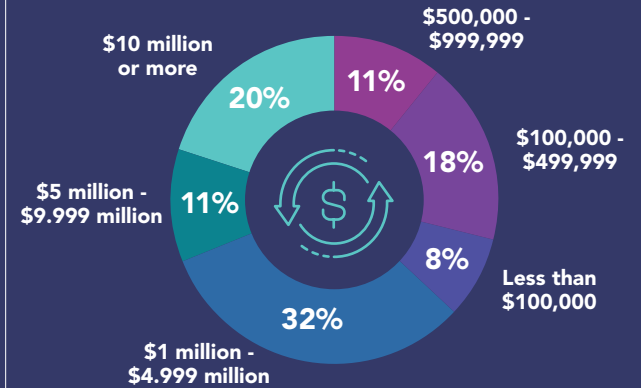
## ATTENDEE JOB ROLES

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



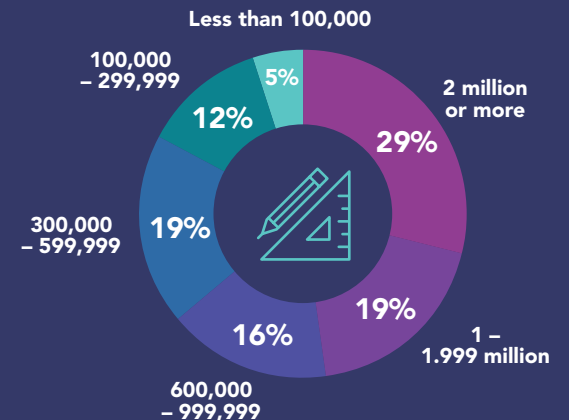
## ANNUAL SPENDING—BUILDING PRODUCTS AND SERVICES

Connect with decision makers who have purchasing power and control significant budgets—**63%** decide on over \$1 million for building products and services.



## 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.





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



# 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, the conference directory, 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.

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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 Directory and Show Guide, and in the conference mobile app.

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## BOOTH FEES

<b>Non-Member Price</b>	<b>\$3,700</b>
<b>BOMA Member Price</b>	<b>\$3,550</b>
<b>BOMA National Associate Member Price*</b>	<b>\$3,200</b>

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. Prices are subject to increase on January 1, 2020.

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

## 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.



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**MANAGED BY:**

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



## 2019 ATTENDING COMPANIES

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

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