

# BOMA 2021

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

OCTOBER 6-9 | BOSTON, MA  
EXPO DATES: OCTOBER 7-8

## EXHIBITOR PROSPECTUS

### TRANSFORM CHALLENGES INTO OPPORTUNITIES

Right now, everything is different for commercial real estate professionals, and they are looking to you for solutions and ideas for how to adapt to the changing marketplace. BOMA 2021 is your best opportunity to guide the CRE industry towards a stronger position by showcasing your products and services to the professionals who need them most.

### A BOOTH AT BOMA 2021 ALLOWS YOU TO:

- **reconnect with your customers** to showcase your products and services.
- **discuss industry issues** affecting your customers and prospects.
- **meet senior executives and other decision makers** who have buying power.
- **showcase your solutions** in interactive new areas in the Expo.
- **show your support while elevating your brand** through sponsorship.

### ENGAGING NEW EXPERIENCES IN THE EXHIBIT HALL

- ✔ Sponsor our brand new **SPEAKER HUBS** where there will be small-group conversations with CRE professionals and industry experts.
- ✔ Meet with your current and future customers at the **BOMA NETWORKING BAR**. This relaxed atmosphere fosters networking opportunities and the chance to share ideas and build relationships.
- ✔ Present a **SOLUTIONS SHOWCASE** and highlight your own products and services by presenting real-life case studies to demonstrate how CRE professionals can save money, improve operational performance, boost asset value, and improve occupant satisfaction when they partner with you.

# STAND OUT IN SPECIALTY ZONES

Highlight your specialized offerings by securing a spot in a premium Specialty Zone that will position you in front of your top buyers and educate them about which solutions will help them achieve their goals.



The **TECHNOLOGY PAVILION** 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.



If you're involved in any aspect of servicing industrial properties—roofing, loading dock equipment, entryways, environment control, safety, security, coatings and more—then **INDUSTRIAL ROW** is the ideal spot for your products to stand out!

# YOU CAN COUNT ON BOMA

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.*

# THE RIGHT TIME, THE RIGHT PLACE

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

**Thursday, October 7** 12:30–5:30 pm

**Friday, October 8** 10:30 am–2:30 pm

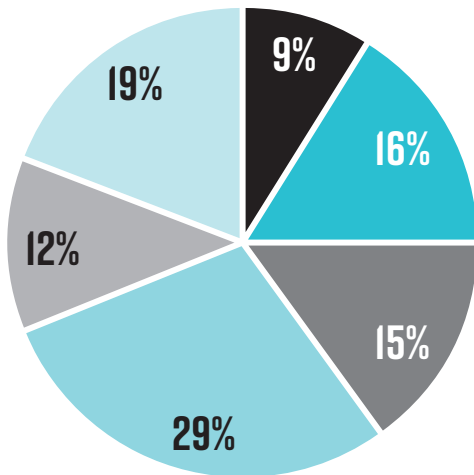
## UPGRADE YOUR SALES STRATEGY TODAY

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

# BUILD RELATIONSHIPS WITH TOP DECISION MAKERS

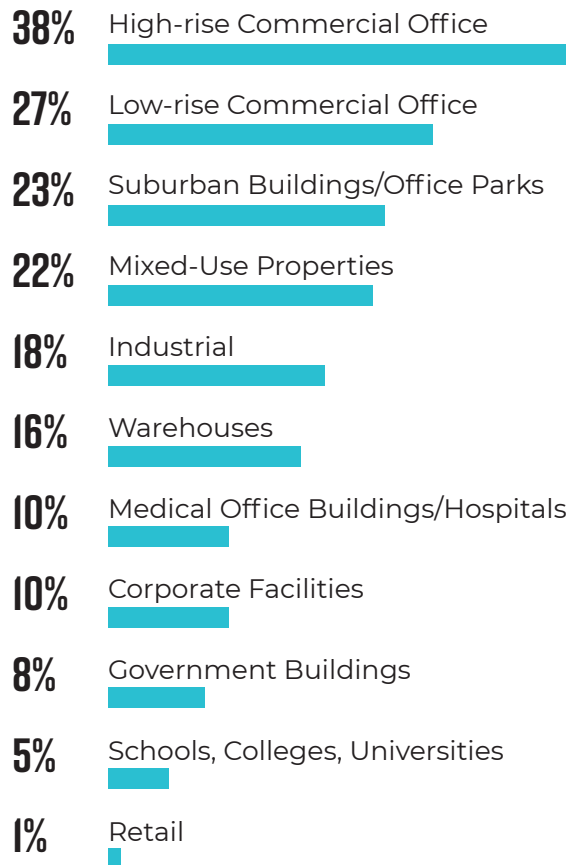
Every year, exhibitors report that BOMA draws leaders from every sector of commercial real estate. This year you'll meet top decision makers looking for new solutions for their buildings and new ideas for the future of the CRE industry.

## ANNUAL SPENDING ON BUILDING PRODUCTS & SERVICES



- Less than \$100,000
- \$100,000 - \$499,999
- \$500,000 - \$999,999
- \$1 million - \$4.999 million
- \$5 million - \$9.999 million
- \$10 million or more

## TYPES OF BUILDINGS MANAGED



**74%** of Attendees are Property, Building or Facility Managers

**75% of attendees manage multiple buildings**—and of that total 51% manage more than 10 buildings each

# SPONSORSHIPS THAT MAKE A DIFFERENCE

## 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 WiFi, the conference mobile app, hotel key cards, show signage and more.

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

## EXCLUSIVE SPONSOR BENEFITS

**Year-Round Visibility** through BOMA directories, pre-conference promotions and on the often-visited BOMA conference website.

**Onsite Recognition**, including sponsor banners, sponsor booth signage, ribbons for staff badges and more.

**Exhibit Booth Discounts and Higher Preference**—earn priority points to get earlier booth selection and waivers on future premium booth charges.

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# WE'RE HERE FOR YOU

We help you promote your booth with our aggressive marketing and promotional program.



**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.



**Pre-show and on-site Exhibitor Workshops** 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 Exhibitor Listing** on the Conference website and in the Conference Mobile App.

## BOOTH FEES

**Non-Member Price:** \$3,850

**BOMA Member Price:** \$3,700

**BOMA National Associate Member Price\*:** \$3,350

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 and Technology Pavilions.

50% deposit required at time of application.

*\*Regional Discount: all local members of BOMA Local Associations in Boston, Connecticut and New York qualify for the National Associate Member Price. Member Price.*

## YOUR STANDARD BOOTH INCLUDES:

- 8' tall back drape and at least 3' tall side drape
- Sign indicating company name and booth number. Carpet is not provided (except for booths in the Green 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

# LET'S EMBRACE WHAT'S NEXT

Your booth at the BOMA Expo puts you in touch with commercial real estate professionals from across the country and the industry, all in one place. There's nothing more meaningful than leading the industry forward through change.

Advance Realty Investors

Avison Young

Boston Properties

Brandywine Realty Trust

Bridge Commercial Real Estate

Brookfield Properties

Bulfinch

CBRE

Colliers International

Columbia Property Trust

Commonwealth Partners, LLC

Cousins Properties Inc.

Cushman & Wakefield

Duke Realty

EQ Office

First Industrial Realty Trust

Gaedeke Group, Inc.

Gensler

Healthcare Realty

Hillwood, A Perot Company

Hines

JLL

LBA Realty

Liberty Property Trust

Lillibridge Healthcare Services Inc.

Lincoln Harris

Lincoln Property Company

Link Industrial Properties

MBRE Healthcare

Newmark Knight Frank

Oracle Corporation

Oxford Properties

Paramount Group, Inc.

Parmenter Realty Partners

Physicians Realty Trust

Piedmont Office Realty Trust

Prologis

REALTERM

REDICO

RiverRock Real Estate Group

Ryan Companies US Inc.

Shorenstein Realty Services

Silverstein Properties Inc.

SL Green Realty Corp.

STAG Industrial

Sterling Bay Property Management

Stream Realty Partners

Synergy Investments

Target Corporation

The RMR Group

Tishman Speyer Properties

Transwestern

Unico Properties

University of Pennsylvania

US General Services Administration

USAA Real Estate

Vornado Realty Trust

Zeller Realty Group

**...and hundreds more.**

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### COVID-19 STATEMENT

BOMA International is continually monitoring the information and guidance provided by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and state and local public health officials. Our primary concern is the health and safety of our members and conference attendees. The BOMA Conference & Expo will incorporate and adhere to safety precautions put in place by the Boston Convention & Exhibition Center (BCEC), as well as local, state and federal regulations.