

# BOMA 2021

INTERNATIONAL CONFERENCE & EXPO  
Presented by BOMA International and BUILDINGS

JULY 18-21 | BOSTON, MA  
EXPO DATES: JULY 19-20

# BOMA International Conference & Expo

Presented by BOMA International and BUILDINGS

## Cost\*

Booth Fee  
**\$3,800**

BOMA Member  
Discounted Price  
**\$3,650**

BOMA National Associate  
Member Discounted Price\*\*  
**\$3,300**

Fees listed above are 10' x 10'  
or 100 sq. ft. booth space.  
**Premium Charge:**  
\$100 per 100 sq. ft. for an  
island, a corner or a booth  
facing the end of an aisle.

\*Prices are subject to increase  
starting January 1, 2021

\*\*For 2021, all local members of BOMA  
Local Associations in Boston,  
Connecticut and New York qualify  
for the NAM discount.

## Information

This information is  
intended to help you plan your  
marketing and tradeshow  
budget for 2021. If you need more  
information, or would like to  
reserve your booth space,  
please contact **Vicki Cummins**  
at **888-777-6956/856-429-0100**  
or **vcummins@showmgmt.com** or  
visit **www.BOMAConference.org**.

**Ask about our special  
pavilion package pricing  
for the Technology and  
Green Pavilions.**

## Exhibitor Fact Sheet and Budget Planner

The commercial real estate industry's premier education and networking event and most comprehensive tradeshow, providing innovative solutions for property managers who work in every type of building. It's all here at BOMA International's Conference & Expo.

### Exhibit Hours

Monday, July 19 ..... **12:30 - 5:30 pm**

Tuesday, July 20 ..... **10:30 am - 2:30 pm**

Boston Convention & Exhibition Center - Boston, MA

The commercial real estate professionals who attend BOMA International's Annual Conference & Expo have tremendous authority and buying power.

- 75% of attendees manage multiple buildings—and of that total 51% manage more than 10 buildings each.
- 60% of attendees spend more than \$1 million annually on building products & services.
- 94% of attendees are responsible for more than 100,000 square feet of commercial space—48% are responsible for more than one million square feet. Of that 48%, 58% are actually responsible for at least twice that amount.

Statistics based on attendee demographics from the 2020 BOMA International Conference & Expo

Produced by BOMA International and BUILDINGS, BOMA International's Conference & Expo is your one ticket to two powerful audiences—BOMA members and BUILDINGS subscribers.



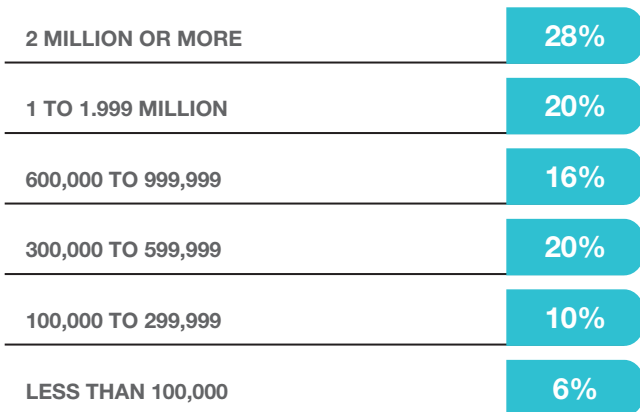
- BOMA International serves more than 16,500 members.
- BOMA members own or manage more than 10.5 billion square feet of commercial space, including medical, industrial, mixed-use, and more than 80% of the prime office space in the U.S.



- BUILDINGS serves an audience of more than 188,700.
- BUILDINGS recipients own and/or manage 18 million buildings.

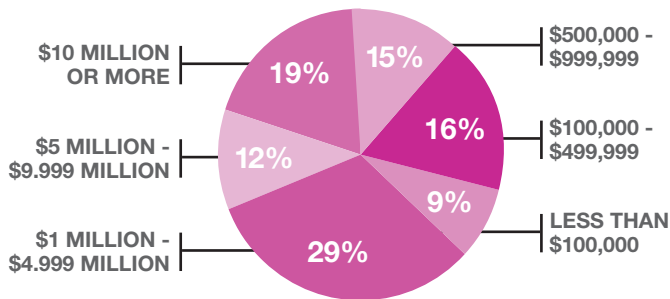
# 2020 Attendee Demographics

## SQUARE FOOTAGE PERSONALLY MANAGED



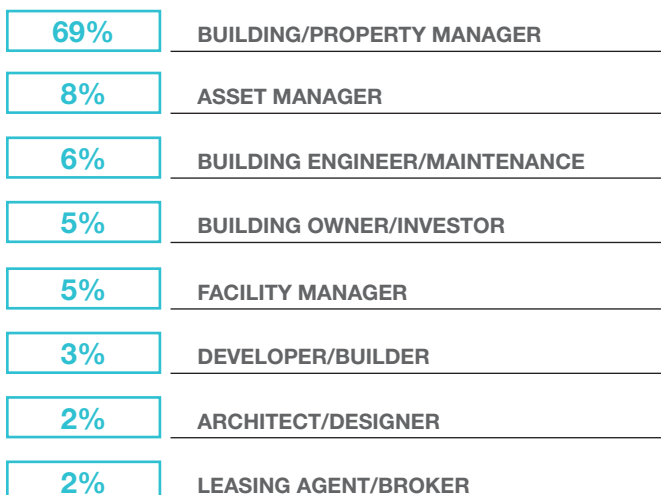
94% of attendees are responsible for more than 100,000 square feet of commercial space - 48% are responsible for more than one million square feet. Of that 48%, 58% are actually responsible for at least twice that amount.

## ANNUAL SPENDING ON BUILDING PRODUCTS & SERVICES

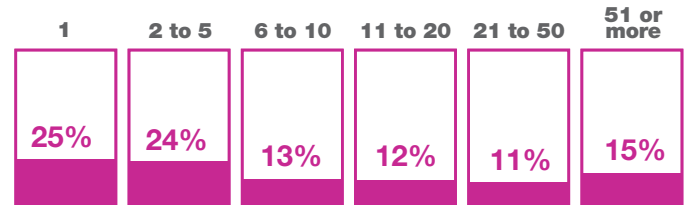


60% of attendees spend more than \$1 million annually on building products & services

## ATTENDEE OCCUPATIONS



## NUMBER OF BUILDINGS MANAGED



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

## TYPES OF BUILDINGS MANAGED

