

# **BOMA International** Annual Conference & Expo

Presented by BOMA International and BUILDINGS

### Cost

Booth Fee \$3,850

BOMA Member Discounted Price \$3,700

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

> 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.

\*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. This is the tradeshow that provides innovative solutions for property managers who work in every type of building. It's all here at BOMA International's Annual Conference & Expo.

#### **Exhibit Hours**

Thursday, October 7	12:30 - 5:30 pm
Friday, October 8	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.
- 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 Annual 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

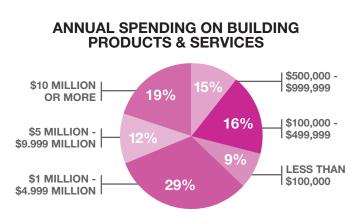
- BUILDINGS serves an audience of more than 188,700.
- BUILDINGS recipients own and/or manage 18 million buildings.

# **2020 Attendee Demographics**

#### SQUARE FOOTAGE PERSONALLY MANAGED

2 MILLION OR MORE	28%
1 TO 1.999 MILLION	20%
600,000 TO 999,999	16%
300,000 TO 599,999	20%
100,000 TO 299,999	10%
LESS THAN 100,000	6%

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.



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

### **ATTENDEE OCCUPATIONS**

<b>69%</b>	BUILDING/PROPERTY MANAGER
8%	ASSET MANAGER
6%	BUILDING ENGINEER/MAINTENANCE
5%	BUILDING OWNER/INVESTOR
5%	FACILITY MANAGER
3%	DEVELOPER/BUILDER
2%	ARCHITECT/DESIGNER
2%	LEASING AGENT/BROKER

2020 BOMA International Conference & Expo demographic data is based on information provided by respondents at time of registration. © 2021 Office Building Show, LLC

### 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

38%	HIGH-RISE COMMERCIAL OFFICE
27%	LOW-RISE COMMERCIAL OFFICE
<b>23</b> %	SUBURBAN BUILDINGS/OFFICE PARKS
22%	MIXED-USE PROPERTIES
18%	INDUSTRIAL
16%	WAREHOUSES
10%	MEDICAL OFFICE BUILDINGS/HOSPITALS
10%	CORPORATE FACILITIES
8%	GOVERNMENT BUILDINGS
5%	SCHOOLS, COLLEGES, UNIVERSITIES
1%	RETAIL

