



# SPONSORSHIP BROCHURE

STAND OUT WITH SPONSORSHIP

## **BOMA**2023

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

**JUNE 24-27** | KANSAS CITY  
EXPO DATES: JUNE 25-26

# GET IN FRONT OF THE PACK

Maximize your ROI with sponsorship options proven to enhance brand visibility and awareness

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? Find one that aligns with your objectives.



## BOOST YOUR VISIBILITY

Increase booth traffic, make more connections and multiply your sales. Starting as low as \$3,000, sponsorships are tailored to meet your goals, increase your return on investment and maximize your presence at the Expo.

Choose the type of sponsorship that's right for you:

### NETWORKING EVENTS



Make a memorable impression through branded signage, your company name on drink and event tickets, napkins featuring your logo, and more.

### EDUCATION EVENTS



Sponsor education addressing 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.

## ENJOY EXCLUSIVE SPONSORSHIP BENEFITS

Sponsorship opportunities include exclusive perks that maximize your reach, impact and ROI.

### Year-round publicity with BOMA's influential membership

- Your sponsorship recognized in the Conference Mobile App, BOMA's Membership Directory, and in pre-conference promotion
- A special sponsor symbol and your company logo included with your exhibitor listing on the BOMA Conference website
- Inclusion on the sponsor page of the BOMA Conference website

### Special benefits and discounts for the Expo

- Additional priority point to choose your 2024 exhibit space sooner
- Waiver of corner premium charges on your 2024 exhibit space

### Special recognition throughout the Conference & Expo

- Sponsor sign for your booth and sponsor ribbons for your booth staff
- Inclusion on the sponsor signage placed in a high traffic area of the Kansas City Convention Center acknowledging all 2023 sponsors

### Platinum and Gold Sponsors Receive Additional Benefits:

- Logo included in rotation of Premium Sponsors on the BOMA Conference website
- Inclusion in the Monday Prize Drawing—delivering the BOMA audience right to your booth! Attendees stop by your booth to qualify for a chance to win a prize given at the Prize Stage
- Individual Sponsor Signage at the Kansas City Convention Center which includes your company name and booth number



## BENEFITS BY LEVEL

SPONSORSHIP BENEFITS	PLATINUM \$20,000 and up	GOLD \$10,001- \$19,999	BRONZE AND SILVER \$3,000- \$10,000
Company logo on the conference website on the rotating "Premium Sponsors" list	✓	✓	
Company logo on an individual sponsor sign	✓	✓	
Inclusion in the BOMA Prize Drawings on Monday	✓	✓	
Company listed as a sponsor in BOMA's Membership Directory, in pre-conference promotion and in the Conference Mobile App	✓	✓	✓
Sponsor symbol & company logo in exhibitor listing on the BOMA Conference website	✓	✓	✓
Company name listed on sponsor page of the BOMA Conference website	✓	✓	✓
Sponsor sign for your booth	✓	✓	✓
Sponsor ribbons for your booth staff	✓	✓	✓
Company name on sponsor banner at the Kansas City Convention Center	✓	✓	✓
Additional priority point for 2024 space selection	✓	✓	✓
Waiver of corner premium charges for 2024 exhibit space	✓	✓	✓

## MAKE PLANS NOW!

For more information on sponsorship availability or to become a sponsor, contact Vicki Cummins at 888-777-6956 or [vcummins@boma.org](mailto:vcummins@boma.org).

# CATALOG OF SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP OPPORTUNITIES (See the general sponsor benefits outlined on previous page)

### NETWORKING AND EDUCATION EVENT SPONSORSHIPS

#### Benefits of Event Sponsorships Include:

- Opportunity for a company representative to make brief remarks from the stage during the event
- Company logo on event signage
- Company logo prominently displayed on the stage during the event
- Company logo featured on the event page of the Conference website and in the Conference Mobile App
- Company representatives can greet attendees at the event
- Opportunity to distribute a small giveaway item at the event (item supplied by sponsor and subject to BOMA approval)

 **TOBY Awards Program and Banquet - SOLD** **\$75,000**  
**Tuesday, June 27**

Get year-round, unparalleled exposure as the sponsor of the 2022-2023 TOBY Awards Program and Banquet. Ask Vicki Cummins for a full list of year-round benefits.

 **Sunday Opening Keynote Sponsorship** **\$25,000**  
**Sunday, June 25**

Be part of the highly anticipated Opening Keynote with a prominent speaker.

 **Tuesday Keynote Session** **\$25,000**  
**Tuesday, June 27**

Get noticed at this session with either a prominent speaker or timely panel discussion. Plus, BOMA's highly anticipated *State of the Industry Address*.

### CONFERENCE SERVICES

 **Lunches in the Exhibit Hall** **\$20,000 per day**  
**Sunday, June 25 OR**  
**Monday, June 26**

Lunches keep attendees in the hall to do business. Sponsorship provides terrific exposure for your company. Benefits include:

- Recognition as the sponsor in the lunch description online
- Company name printed on the lunch tickets for day sponsored
- Company logo on signage at the restaurant area
- Opportunity to provide table tents with a marketing message for tables in the restaurant area during lunch on Sunday and/or Monday (subject to BOMA approval)
- Company logo by the restaurant area on the online floorplan

 **Conference Website** **\$25,000**  
**Through July 2022**


BOMA's Conference website is the ideal place for you to make your mark before, during and after the expo. Benefits include:

- Company logo in the footer of each page of the conference website
- A special "Website Sponsor" page of the website where your company can have videos, press releases and other resources
- Opportunity to place a tile ad on the BOMA Conference website floorplan page

 **WiFi at the Kansas City Convention Center** **\$25,000**  
**Saturday, June 24 - Tuesday, June 27**

Help your prospects and customers stay connected while at the conference. Benefits include:

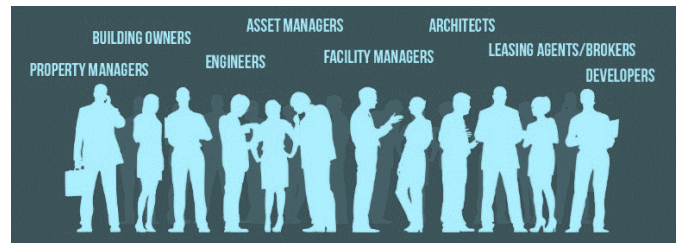
- Recognition as the sponsor on the Conference website
- Company logo on signage at the Kansas City Convention Center with instructions on how to access the WiFi service
- Your company name as the WiFi password (up to 10 letters)

 **Escalator Wrap** **\$25,000/set**

Escalators are in main egress areas where attendees travel between sessions, registration and the expo hall. Get your company's message in front of the attendees by sponsoring one of the sets of escalators with this unique advertising vehicle.



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## GOLD SPONSORSHIP OPPORTUNITIES

(See the general sponsor benefits outlined on the previous page)

-  **Conference Badge Holders - SOLD** **\$15,000**  
Your company logo is printed on the attendees' badge holders.
-  **Networking Zone & Grand Opening Drink Ticket - SOLD** **\$15,000**  
Ask Vicki Cummins for details.
-  **Power Bank Charger** **\$15,000**  
A power bank charger with your company logo will be placed in the registration bag which each attendee receives.
-  **Registration Bags** **\$18,000**  
Your logo and message are carried by everyone throughout the event.

-  **TOBY Awards Reception** **\$15,000**  
**Tuesday, June 27**  
Align your company with this prestigious reception which precedes the TOBY Awards Program & Banquet. Benefits include:
  - Recognition as the sponsor on the Conference website and in the Conference Mobile App
  - Company logo on napkins at the bars during the reception
  - Company name on the drink ticket (1 per attendee) for use during the reception
  - Two complimentary tickets for your company representatives to attend the TOBY Awards Program & Banquet
  - Company logo on signage at the reception

## SILVER SPONSORSHIP OPPORTUNITIES

(See the general sponsor benefits outlined on page 3)

- Aisle Signs** **\$7,500**  
Attendees use the aisle signs to guide them through the Expo Hall. Your logo appears on every aisle sign, giving your company constant exposure to all attendees as they walk the Expo.

- Coffee Breaks** **\$5,000 per day**  
**Saturday, June 24 OR Tuesday, June 27**  
Your generosity is an eye-opening experience...and the coffee is truly appreciated by attendees. Your company logo is on signage at the coffee break stations and printed on napkins distributed at the coffee break stations.

- Conference Mobile App - SOLD** **\$10,000**  
Technology is right at everyone's fingertips...so let your brand gain multiple impressions. The BOMA Conference Mobile App lets registrants schedule and manage exhibitor appointments, browse the exhibitor list, view and manage their schedule, view a map of the Expo Hall and more. *With the elimination of the printed directory*, the app is an even more valuable resource. Your company logo is on this tool that attendees use before, during and after the conference.

- Conference Notepad** **\$7,500**  
A notepad with your company logo on each sheet of lined paper will be placed in the registration bag that each attendee receives.

- Conference Pens - SOLD** **\$5,000**  
A pen with your company logo will be placed in the registration bag that each attendee receives.

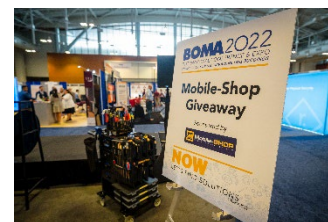
- Conference Survival Kit** **\$10,000**  
Band aids, mints and other amenities are appreciated by the attendees. Your company logo is on the kits that hold the amenities and is placed in the registration bag that each attendee receives.

- Daniel W. Chancey Leadership Academy & Reception** **\$7,500**  
The Daniel W. Chancey Leadership Academy is a mentorship program connecting BOMA Fellows with rising leaders interested in becoming more involved with BOMA International. There is a reception for those that attended the academy. Benefits include:
  - Opportunity for a representative to make welcome remarks at the academy reception
  - Company logo on event signage
  - Company logo featured on the academy descriptions on Conference website
  - Opportunity to distribute a small giveaway item at the reception (item supplied by sponsor and subject to BOMA approval)

- Exhibit Hall Locator Board** **\$5,000**  
**Sunday, June 25 and Monday, June 26**  
A locator board, including a full exhibitor list with booth numbers and the Expo floorplan, is prominently placed at the entrance to the Expo Hall. Your company logo on exhibitor locator board and your company's booth is highlighted on the locator board

- Exhibitor Lounge** **\$5,000**  
**Sunday, June 25 and Monday, June 26**  
This lounge is a meeting place in the Expo Hall where exhibitors can relax or hold private business meetings. Your company logo is on signage at the lounge entrance and on beverage napkins.

- Hand-Sanitizing Stations** **\$5,000 each**  
**Expo Hall or Conference Areas**  
Attendees need to be able to quickly sanitize their hands in the Expo Hall and in between education sessions. Supplying your own branded hand-sanitizing stations lets attendees know who the go-to company is for keeping their own offices germ-free.



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# CATALOG OF SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORSHIP OPPORTUNITIES

(See the general sponsor benefits outlined on page 3)

### Hotel Key Cards - **SOLD** \$10,000 Friday, June 24 - Tuesday, June 27

Make your brand visible every time a BOMA attendee uses his or her hotel key. You will have the opportunity to design custom art including your logo and booth number to be featured on the hotel key cards. (For hotels in the official BOMA Housing block.)

### Hotel Room Delivery \$10,000 per night Saturday, June 24 OR Sunday, June 25

Drive traffic to your booth by having a special item delivered to all BOMA attendee guest rooms in the official BOMA Housing block (items supplied by sponsor and subject to BOMA approval).

### Prize Stage \$10,000 Sunday, June 25 and Monday, June 26

The BOMA Prize Stage, a popular destination, is the perfect place to display your company's brand. Benefits include:

- Company logo on signage at the Stage
- Opportunity to have your staff member give brief welcome remarks from the stage at the start of the prize drawings
- Opportunity to have a staff member on stage for the announcement of the winners and for photographs with the winners (not including the Grand Prize or Mobile-Shop giveaways)



### Regional Breakfasts \$10,000 Sunday, June 25

BOMA's eight regional breakfasts feature discussions specific to each region. If you have an active presence in local markets—or you'd like to build one—this terrific grassroots sponsorship has the reach and impact you need. Benefits include:

- Company logo on breakfast signage and in the breakfast description on the Conference website
- Company credited as the sponsor in the script at each breakfast
- Opportunity for representative to attend each breakfast
- Opportunity to provide handouts to be placed on chairs at each breakfast (supplied by sponsor and subject to BOMA approval)

### Refreshment Retreat \$10,000 Sunday, June 25 and Monday, June 26

Attendees enjoy refreshments and have your company to thank. The retreat is conveniently located in the Expo Hall. Benefits include:

- Company logo on signage at the Refreshment Retreat
- Opportunity to distribute a small giveaway item at the Refreshment Retreat (item supplied by sponsor and subject to BOMA approval)

### Relaxation Retreat \$10,000 Sunday, June 25 and Monday, June 26

A soothing 5-10 minute seated massage is sure to attract attendees to your booth...where they must come to get their voucher in order to get their massage at the Relaxation Retreat. The Retreat is conveniently located in the Expo Hall. Benefits include:

- Company name on the voucher inserted in the registration bags with instructions to visit your booth for validation
- Customized stamper with your company logo for validating attendee vouchers at your booth
- Opportunity to distribute a small giveaway item at the Relaxation Retreat (item supplied by sponsor and subject to BOMA approval)



### Restroom Clings \$7,500

Place your message on clings placed on the mirrors of the bathrooms in the Expo Hall. Sponsorship includes a total of 12 one-square-foot clings. Send us your artwork and we will take care of the rest.

### Touchless Key Tag \$10,000

A touchless key tag with your company logo will be placed in the bag that each attendee receives. Attendees can use this to push elevator buttons, select items on ATM machines, open cabinet doors and more.

### Wellness Retreat \$10,000 Sunday, June 25 and Monday, June 26

Work with BOMA to create an area where attendees can find items to improve their safety and health. Your company name will be on giveaways at the retreat (items selected with BOMA staff and supplied by BOMA). In addition, your company logo will be included on signage at the Wellness Retreat. The Retreat is conveniently located in the Expo Hall.

## Advertising Opportunities

### Registration Bag Insert \$3,000

Supply BOMA with an insert from your company (insert must be approved by BOMA prior to sending), and it will be placed in the registration bags for attendees.

### Online Booth/Online Advertising \$500-\$2,500

There are opportunities to increase your visibility on the Conference website by adding banner ads, logos and videos. Contact Vicki Cummins at 888-777-6956 or [vcummins@boma.org](mailto:vcummins@boma.org) for additional information.

### Push Notification \$1,000 per notification

Sent your message right to the BOMA attendees' smart devices during the expo. Text (plain) can be up to 300 characters. Limit of one notification per company, per day.

### Conference Emails

For advertising rates and to reserve advertising space in BOMA International Conference & Expo emails, contact Paul Hagen at 866-965-4205 or e-mail [paul.hagen@stamats.com](mailto:paul.hagen@stamats.com).

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# CATALOG OF SPONSORSHIP OPPORTUNITIES

## EDUCATION SPONSORSHIPS

### Education Tracks **\$4,000 per track** Sunday, June 25 - Tuesday, June 27

By sponsoring an education track, you align your company with that subject matter. The education tracks are:

- ◆ *Creating Asset Value*
- ◆ *Energy Efficiency & Environmental Responsibility (SOLD)*
- ◆ *Health & Wellness*
- ◆ *Industrial Real Estate Management (SOLD)*
- ◆ *Leadership, Career & Talent Development*
- ◆ *Occupant Engagement*
- ◆ *Technology & Innovation*

Benefits include:

- Company logo on signage for the sponsored track
- Sponsor recognition in track description on the Conference website
- Your company credited as the sponsor in the script for each session
- Opportunity to have a representative attend each session
- Opportunity to provide handouts to be placed on the chairs in the room (handouts supplied by sponsor and subject to BOMA approval)



### Women in CRE Breakfast & Networking Session **\$10,000** Monday, June 26

This unique education program will focus on issues affecting women in the industry. Benefits include:

- Opportunity for a company representative to make brief remarks and introduce the session
- Company name and logo on signage for the breakfast and session
- Recognition as the sponsor in the event description on the Conference website and in the Conference Mobile App
- Company credited as the sponsor in the script during the session
- Opportunity to have a representative attend the networking breakfast and session
- Opportunity to provide handouts to be placed on the chairs in the room (handouts supplied by sponsor and subject to BOMA approval)

**Looking for something different?**

Contact Vicki Cummins to create a customized sponsorship!

## WELCOME PARTY SPONSORSHIPS

The most anticipated event of the conference, the Welcome Party kicks off the conference and provides an opportunity for attendees and exhibitors to network. With live entertainment and fun food and drinks, it's the talk of the conference!

**YOUR COMPANY CAN BE A PART OF THE FUN!** Become a sponsor and increase your presence through exclusive Welcome Party benefits, as well as the general conference sponsor benefits listed on page 2. All Welcome Party sponsors are included on signage at the Welcome Party.

### BRONZE-LEVEL CO-SPONSORSHIP **(\$3,000)**

Bronze-Level Sponsors receive the following benefits:

- ◆ Logo included on special Welcome Party sponsor thank you signage at the Welcome Party
- ◆ Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- ◆ Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website

### SILVER-LEVEL CO-SPONSORSHIP **(\$10,000)**

Silver-Level Sponsors receive the following benefits:

- ◆ Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- ◆ Elevated prominence on Welcome Party sponsor signage
- ◆ **Welcome Party tickets (valued at \$150 each) for all company booth personnel**
- ◆ Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website

### PLATINUM-LEVEL CO-SPONSORSHIP **(\$20,000)**

Platinum-Level Sponsors receive the following benefits:

- ◆ Top prominence on Welcome Party sponsor signage
- ◆ Inclusion in special **Welcome Party Prize Drawing** on Sunday at the close of the Expo at the Prize Stage
- ◆ Inclusion in the **Monday Prize Drawing**
- ◆ **Welcome Party tickets (valued at \$150 each) for all company booth personnel**
- ◆ Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website

**Choose one of the following:**

#### Bar Sponsor (maximum of two sponsors)

- ◆ Company logo printed on napkins and signage at bars during the party (with one other company logo)

#### Food Sponsor (maximum of two sponsors)

- ◆ Company logo printed on napkins and signage at stations during the party (with one other company logo)

#### Drink Ticket Sponsor (maximum of two sponsors)

- ◆ Company name printed on two drink tickets for each conference registrant valid for the party (with one other company name)



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