

# SPONSORSHIP BROCHURE

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



**BOMA2024**  
INTERNATIONAL CONFERENCE & EXPO  
Presented by BOMA International and BUILDINGS.com  
**JULY 13-16** | PHILADELPHIA  
EXPO DATES: JULY 14-15

## EXPLORE NEW 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? Find one that aligns with your objectives.

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.





# ENJOY EXCLUSIVE SPONSORSHIP BENEFITS

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

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

- Recognized in the Conference Mobile App and pre-conference promotion
- Special sponsor symbol & prominent placement at the top of the exhibitor list on the BOMA Conference website
- Company logo on the sponsor page of the BOMA Conference website

## **Special benefits and discounts for the Expo**

- Additional priority point to choose your 2025 exhibit space sooner
- Waiver of corner premium charges on your 2025 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 Pennsylvania Convention Center acknowledging all 2024 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 Pennsylvania Convention Center which includes your company name and booth number



BENEFITS  
BY LEVEL

Sponsorship Benefits	Platinum \$20,000 & up	Gold \$10,001-19,999	Bronze & Silver \$3,000-10,000
Company logo on the conference website on the rotating “Premium Sponsors” list	Included	Included	
Company logo on an individual sponsor sign	Included	Included	
Inclusion in the BOMA Prize Drawings on Monday	Included	Included	
Company listed as sponsor in pre-conference promotion & the Conference Mobile App	Included	Included	Included
Sponsor symbol & elevated exhibitor listing on the BOMA Conference website	Included	Included	Included
Company name listed on sponsor page of the BOMA Conference website	Included	Included	Included
Sponsor sign for your booth & sponsor ribbons for your staff	Included	Included	Included
Company name on sponsor banner at the Pennsylvania Convention Center	Included	Included	Included
Additional priority point for 2025 space selection	Included	Included	Included
Waiver of corner premium charges for 2025 exhibit space	Included	Included	Included

# PLATINUM (\$20,000+)

## SPONSORSHIPS & BENEFITS

### 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 submit an electronic handout for inclusion in the Mobile App

**TOBY Awards Program and Gala – SOLD** **\$75,000**

**Sunday Opening Keynote Sponsorship – SOLD** **\$25,000**

**Tuesday Keynote Session – SOLD** **\$25,000**

**Conference Services** **\$25,000**

#### WiFi at the Pennsylvania Convention Center

- Recognition as the sponsor on the Conference website
- Company logo on signage 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**





# GOLD (\$10,001-19,999)

## SPONSORSHIPS & BENEFITS

### Conference Badge Holders - **SOLD**

Your company logo is printed on the attendees' badge holders.

**\$15,000**

### Lunches in the Exhibit Hall

*Sunday, July 14 or Monday, July 15*

- 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 for tables in the restaurant area (subject to BOMA approval)
- Company logo by the restaurant area on the online floorplan

**\$15,000/per day**

### Networking Zone & Grand Opening Drink Ticket

Ask Vicki Cummins for details.

**\$15,000**

### Power Bank Chargers

**\$15,000**

### Registration Bags

**\$18,000**

### TOBY Awards Reception

*Tuesday, July 16*

- Recognition as the sponsor on the TOBY page of 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

**\$15,000**

For more information, contact Vicki Cummins@ 888-777-6956/856-429-0100 or [vcummins@boma.org](mailto:vcummins@boma.org)

# SILVER (\$4,000–10,000)

## SPONSORSHIPS & BENEFITS

### Aisle Signs - **SOLD**

**\$7,500**

Your logo appears on every aisle sign, giving your company prominent visibility to all attendees as they walk the Expo.

### Coffee Breaks

**\$5,000/per day**

*Saturday, July 13 or Tuesday, July 16*

Your company logo is on signage at the coffee break stations & printed on napkins distributed at the coffee break stations.

### Conference Mobile App - **SOLD**

**\$10,000**

The App allows registrants to schedule & manage exhibit appointments, browse the exhibitor list, view & manage their schedule, & more. Your company logo is on the home page & your company can provide an ad for the homepage that links to your website.

### Conference Notepad - **SOLD**

**\$7,500**

Your company logo is on each sheet of lined paper of a notepad placed in registration bags that each attendee receives.

### Conference Pens

**\$5,000**

Your company logo is on pens placed in the registration bags that each attendee receives.

### Conference Amenities Kit

**\$10,000**

Your company logo in on kits that are placed in the registration bags that each attendee receives.

### Daniel W. Chancey Leadership Academy & Reception

**\$7,500**

*Saturday, July 13*

The Leadership Academy (which includes a reception for participants) is a mentorship program connecting BOMA Fellows with rising leaders interested in becoming more involved with BOMA International. 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 description on Conference website
- Opportunity to distribute a small giveaway item at the reception (item supplied by sponsor & subject to BOMA approval)

For more information, contact Vicki Cummins@ 888-777-6956/856-429-0100 or vcummins@boma.org

# SILVER (\$4,000–10,000) SPONSORSHIPS & BENEFITS

## Exhibit Hall Locator Board

**\$5,000**

*Sunday, July 14 and Monday, July 15*

A locator board, including a full exhibitor list with booth numbers & the Expo floorplan, is prominently placed at the entrance to the Expo Hall. Your company logo will be featured on the exhibitor locator board & your company's booth is highlighted.

## Exhibitor Lounge

**\$5,000**

*Sunday, July 14 and Monday, July 15*

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 & on beverage napkins.

## Hand Sanitizing Stations

**\$5,000/area**

*Exhibit Hall or Conference Area*

Attendees need to be able to quickly sanitize their hands in the Expo Hall & 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.

## Hotel Key Cards (For hotel(s) in the official BOMA Housing block)

**\$10,000**

*Friday, July 12 – Tuesday, July 16*

You will have the opportunity to design custom art including your logo & booth number featured on the hotel key cards.

## Hotel Room Delivery

**\$10,000/night**

*Saturday, July 13 OR Sunday, July 14*

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).

For more information, contact Vicki Cummins@ 888-777-6956/856-429-0100 or [vcummins@boma.org](mailto:vcummins@boma.org)



# SILVER (\$4,000–10,000)

## SPONSORSHIPS & BENEFITS

### Prize Stage

*Sunday, July 14 and Monday, July 15*

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

- Company logo on signage at the Stage
- Opportunity for 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 & for photographs with the winners (not including the Mobile-Shop giveaways)

\$10,000

### Refreshment Retreat

*Sunday, July 14 and Monday, July 15*

Conveniently located in the Expo Hall, attendees enjoy refreshments & have your company to thank.

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

\$10,000

### Regional Breakfasts – **SOLD**

*Sunday, July 14*

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 & impact you need.

- Company logo on breakfast signage & 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 submit an electronic handout for inclusion in the Conference Mobile App

\$10,000

# SILVER (\$4,000–10,000)

## SPONSORSHIPS & BENEFITS

### Relaxation Retreat – **SOLD**

*Sunday, July 14 and Monday, July 15*

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.

- 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 Retreat (item supplied by sponsor & subject to BOMA approval)

**\$10,000**



### Restroom Clings

*Sunday, July 14 and Monday, July 15*

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 & we will take care of the rest.

**\$7,500**

### Wellness Retreat

*Sunday, July 14 and Monday, July 15*

Work with BOMA to create an area where attendees can find items to improve their safety & health. Your company name will be on giveaways at the retreat (items selected with BOMA staff & 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.

**\$10,000**



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# EDUCATION

## SPONSORSHIPS & BENEFITS

### Education Tracks

Sunday, July 14 – Tuesday, July 16

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 – **SOLD**

\$4,000/track

### Benefits Include:

- Company logo on signage for the sponsored track
- Sponsor recognized in track description on Conference website
- Company credited as the sponsor in the script for each session
- Opportunity for representative to attend each session (if individuals are already registered for the conference outside of sponsorship)
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App

### Women in CRE Breakfast & Networking Session – **SOLD**

\$10,000

Monday, July 15

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

- Opportunity for representative to make brief remarks & introduce the session
- Company name & logo on signage for the breakfast & session
- Recognition as the sponsor in the event description on the Conference website & in the Conference Mobile App
- Company credited as the sponsor in the script during the session
- Opportunity for representative to attend the networking breakfast & session
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App

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# WELCOME PARTY

## SPONSORSHIPS & BENEFITS

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

**Your company can be a part of the fun!** Become a sponsor & increase your presence through exclusive Welcome Party benefits, as well as the general conference sponsor benefits listed on page 4.

<b>Bronze-Level Co-Sponsorship</b>	<b>\$3,000</b>
<ul style="list-style-type: none"><li>• Logo included on special Welcome Party sponsor thank you signage at the Welcome Party</li><li>• Inclusion in special <b>Welcome Party Prize Drawing</b> on Sunday at the close of the Expo at the Prize Stage</li><li>• Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website</li></ul>	
<b>Silver-Level Co-Sponsorship</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Inclusion in special <b>Welcome Party Prize Drawing</b> on Sunday at the close of the Expo at the Prize Stage</li><li>• Elevated prominence on Welcome Party sponsor signage</li><li>• <b>Welcome Party tickets (valued at \$150 each) for all company booth personnel</b></li><li>• Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website</li></ul>	
<b>Platinum-Level Co-Sponsorship</b>	<b>\$20,000</b>
<ul style="list-style-type: none"><li>• Top prominence on Welcome Party sponsor signage</li><li>• Inclusion in special <b>Welcome Party Prize Drawing</b> on Sunday at the close of the Expo at the Prize Stage</li><li>• Inclusion in the <b>Monday Prize Drawing</b> at the close of the Expo at the Prize Stage</li><li>• <b>Welcome Party tickets (valued at \$150 each) for all company booth personnel</b></li><li>• Inclusion on a dedicated "Welcome Party Page" on the BOMA Conference Website</li></ul>	
<b>Choose one of the following:</b>	
<ul style="list-style-type: none"><li>• <b>Bar Sponsor</b> - Company logo printed on napkins &amp; signage at bars during the party</li><li>• <b>Food Sponsor</b> - Company logo printed on napkins &amp; signage at food stations during the party</li></ul>	

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# INTERNATIONAL ACTIVITIES

## SPONSORSHIPS & BENEFITS

<b>International Activities – Includes all activities listed below</b>	<b>\$10,000</b>
Sponsor all the activities below and receive all the benefits of each sponsorship PLUS the opportunities to provide a giveaway item to the international delegates as well as the opportunity to have one representative attend all the of events listed below.	
<b>International Dinner – Monday, July 15</b>	<b>\$2,500</b>
Sponsor the dinner attended by 40–50 international delegates. Benefits include verbal recognition of the sponsor at the dinner as well as logo on event signage.	
<b>International Program – Monday, July 15 – 3:00–5:00 PM</b>	<b>\$2,500</b>
This two-hour program will include information from BOMA International President Henry Chamberlain as well as other speakers. Company logo will be on the screen before the start of the session as well as verbal recognition of the sponsorship at the start of the program and logo on event signage.	
<b>Building Tour – Monday, July 15 – begins at 9:00 AM (approximately 2 hours)</b>	<b>\$2,500</b>
International delegates will have a private tour of the Comcast Technology Center. Sponsor logo will be on the signage at the bus at pickup at the Convention Center and the Comcast Technology Center.	
<b>Wordly App (Translation App)</b>	<b>\$5,000</b>
For the first time, BOMA International will provide translation services for various preselected sessions. The app will translate the session moderator’s English words into 50+ languages. Attendees will select their language and be able to see and hear the session in their native language. Sponsor will be recognized in the app, wherever the QR code is listed and posted for the conference, and on the Conference website.	

**All International Sponsors will be included in a Quarterly Newsletter to International Delegates thanking the sponsor(s) and on the Conference website**

For more information, contact Vicki Cummins@ 888-777-6956/856-429-0100 or vcummins@boma.org

# ADVERTISING OPPORTUNITIES

## Registration Bag Insert

**\$3,000**

Supply BOMA with an insert from your company (insert must be approved by BOMA prior to sending), & 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 to the floorplan page. Banner ads are \$2,500 for an exclusive space or \$750 for a rotating ad. Logos are \$500 & \$750 depending on placement.

## Mobile App Push Notification

**\$1,000 per notification**

Send 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 and a total of four (4) purchased push notifications per day.

## Conference Emails

Place your ad in one of BOMA International Conference & Expo's emails. For \$2,500, you can have your 300x250 banner ad placed in one of these emails. Limit of two advertisers per email. You can also purchase three (3) placements for \$5,000.

## TOBY® Awards Reception & Gala Program Advertising

**Starting at \$2,000**

The Outstanding Building of the Year® (TOBY) Awards are the most prestigious & comprehensive awards of their kind in the commercial real estate industry, recognizing quality in commercial buildings and rewarding excellence in building management in hundreds of communities around the country. The official TOBY® Awards Reception & Gala Program is distributed to all attendees at the event. Your ad will be seen by over 850 attendees. PLUS, you will receive a banner ad with your weblink in the BOMA Show Daily eNews after the gala which announces the winners.



For more information, contact Vicki Cummins@ 888-777-6956/856-429-0100 or vcummins@boma.org





# QUESTIONS?

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

