

# EXHIBITOR PROSPECTUS

# REIMAGINE

## COMMERCIAL REAL ESTATE

Let's create something new.

It's time to redefine the workplace experience. To reinvent spaces for today's occupants. To revolutionize commercial real estate with groundbreaking products, services and technologies like yours. Property professionals are coming to the 2024 BOMA International Expo to find solutions that transform their operations, and these are the people you'll want to meet – 89% of attendees manage multiple buildings, and of that group, 55% manage more than 10 buildings each. Seize the opportunities that you'll only find at the most trusted event in commercial real estate.

## EXPAND

### YOUR POTENTIAL

Meet decision-makers and discover new possibilities.

The leaders in commercial real estate. Your current partners. A wealth of prospective clients. They're all here, at the event spearheaded by BOMA International and BUILDINGS.com. The 2024 BOMA International Conference & Expo is unmatched for connecting – and making deals – with your target audience.

Get in front of your key decision-makers by contacting Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com)  
or at 888-777-6956 / 856-429-0100 for more details on exhibiting at BOMA 2024.

**Who attends BOMA**, how many buildings do they manage, and how much do they spend on products and services?

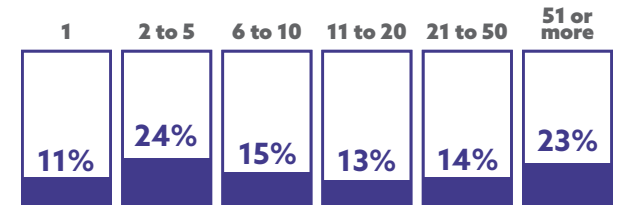
### ATTENDEE OCCUPATIONS

66%	BUILDING/PROPERTY MANAGER
9%	ASSET MANAGER
8%	FACILITY MANAGER
6%	BUILDING ENGINEER/MAINTENANCE
5%	BUILDING OWNER/INVESTOR
4%	DEVELOPER/BUILDER
1%	ARCHITECT/DESIGNER
1%	LEASING AGENT/BROKER

### TYPES OF BUILDINGS MANAGED

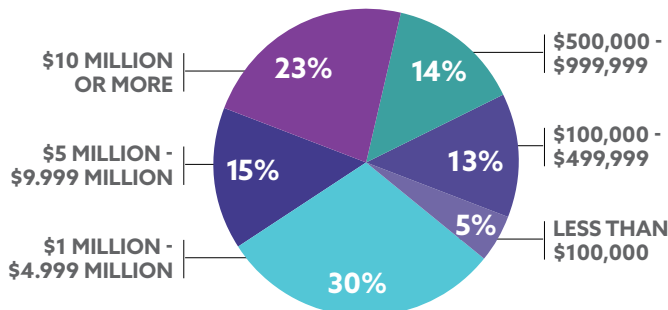
55%	HIGH-RISE COMMERCIAL OFFICE
50%	LOW-RISE COMMERCIAL OFFICE
44%	MIXED-USE PROPERTIES
39%	INDUSTRIAL
35%	SUBURBAN BUILDINGS/OFFICE PARKS
35%	CORPORATE FACILITIES
28%	MEDICAL OFFICE BUILDINGS/HOSPITALS
26%	WAREHOUSES
21%	GOVERNMENT BUILDINGS
12%	SCHOOLS, COLLEGES, UNIVERSITIES

### NUMBER OF BUILDINGS MANAGED



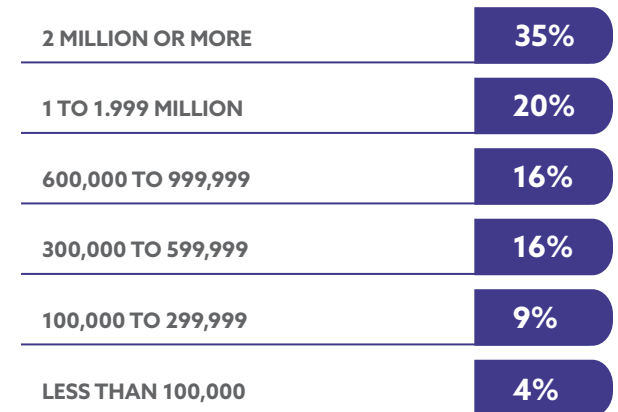
89% of attendees manage multiple buildings—and of that total 56% manage more than 10 buildings each

### ANNUAL SPENDING ON BUILDING PRODUCTS & SERVICES



68% of attendees spend more than \$1 million annually on building products & services

### SQUARE FOOTAGE PERSONALLY MANAGED



Almost all attendees (96%) are responsible for more than 100,000 square feet of commercial space, and 55% are responsible for more than 1 million square feet.

Of that 55%, 64% are actually responsible for at least twice that amount.

# REALIZE

## YOUR GOALS

### Exhibiting at BOMA 2024 places you directly in front of an audience ready to buy.

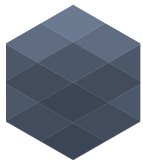
The BOMA Conference & Expo is THE place where relationships are formed and deals are closed. As an exhibitor, you'll meet leaders and key decision-makers from every sector of commercial real estate.

#### Just how much are they ready to buy?

The large majority of conference attendees *spend more than \$1 million annually* on building products and services.

### REVOLUTIONIZE COMMERCIAL REAL ESTATE TECHNOLOGY

Property professionals are relying on emerging technologies to stay current in the evolving workplace landscape. By exhibiting in the Technology Pavilion, you position your company as a leader in your space — and reach attendees who are actively searching for your solutions.



Is cutting-edge building tech your bread and butter?  
Then the **Technology Pavilion** is the place for you.

### BOMA EXPO HOURS

With an exhibit hall schedule optimized for results, you'll spend your time on-site getting business done during exclusive, non-conflicting exhibit hours.

**Sunday, July 14** 12:30 p.m. – 5:30 p.m.

**Monday, July 15** 10:30 a.m. – 2:30 p.m.

### EXHIBITOR BENEFITS INCLUDE:

- Two full conference registrations per 100 square feet of booth space, which includes the Welcome Party and lunch in the Expo Hall
- Unlimited exhibitor badges for booth staff
- Complimentary pre-registered attendee mailing list updated weekly before the conference, starting in mid-June
- Complimentary final attendee mailing list after the conference
- Permission to host hospitality events during designated hospitality hours
- 8' tall back drape and 3' tall side drape
- Sign indicating company name and booth number.  
(Carpet is not provided except for booths in the Technology Pavilion. Carpet is required in all booths.)

# EXHIBITOR SUPPORT THAT MAKES AN IMPACT

Our comprehensive marketing and promotional program provides assistance every step of the way – and ensures you get the most value out of being a BOMA 2024 exhibitor.

## OUR SUPPORT INCLUDES



### Complimentary Attendee Mailing Lists

to help you promote your presence to participants before, during and after the conference.



### Connections to Industry Press Contacts

to help you get your newest information into the right hands.



### Customizable Email Templates

to quickly and easily invite your customers and prospects to visit your booth.



**Free Company Listing**  
 on the conference website and in the mobile app.



**Online Resources and Tools**  
 including sample social media posts, banner ads, action bulletins, checklists and more.

Plus, personalized support from experienced show management professionals.

## BOOTH FEES

	Before Jan. 1, 2024	Jan. 1, 2024- Feb. 28, 2024	On or After March 1, 2024
Non-Member Price	\$4,050	\$4,100	\$4,150
BOMA Member Price	\$3,900	\$3,950	\$4,000
BOMA National Associate Member Price*	\$3,550	\$3,600	\$3,650

*\*For 2024 all Philadelphia, Pittsburgh and New Jersey BOMA members qualify for the National Associate Member Price*

## EXPERIENCES

### That Create Opportunities for Leads



Meet with clients and prospects in a relaxed atmosphere at the **BOMA NETWORKING ZONE**. This is the place to build relationships and share ideas in an impromptu, casual way.



Put your products and services in context for the BOMA audience by presenting a **SOLUTIONS SHOWCASE**. Feature a real-life case study, and you'll help your potential customers understand how you can help them save money, improve operational performance, boost asset value and increase occupant satisfaction. Timeslots are limited and only exhibitors may apply.

Make sure to use your lunch tickets so you can capitalize on lunch in the Expo Hall during exhibit hours. It's an excellent opportunity to chat with, mingle and get to know real estate professionals. With 1,800+ attendees at the conference, you're sure to make meaningful connections, learn something new, and meet new prospects.

# WELCOME

## TO TOMORROW'S COMMERCIAL REAL ESTATE

Being part of the 2024 BOMA Expo puts you at the center of the commercial real estate community during a critical moment for the industry. Meet with companies like these who attended in 2023 and get in front of professionals as they seek out industry suppliers to help them adapt to the new world of work, delight their occupants and make sure their properties are ready for the future.

### 2023 ATTENDING COMPANIES INCLUDED:

Accesso Services  
Alexandria Real Estate Equities, Inc.  
Avison Young  
Banyan Street Capital  
Bergman Real Estate Group  
BioMed Realty  
Brandywine Realty Trust  
Bridge Commercial Real Estate  
Bridge Industrial  
Brookfield Properties  
Bulfinch  
CBRE  
City and County of Denver  
Colliers International  
CommonWealth Partners, LLC

COPT Property Management Services, LLC  
Cousins Properties Inc.  
Crescent Real Estate  
Cushman & Wakefield  
EastGroup Properties  
First Industrial Realty Trust  
GlenStar Asset Management, LLC  
Healthcare Realty  
Hillwood, A Perot Company  
Hines  
Howard Hughes Corporation  
JBG SMITH  
JLL  
Kennedy Wilson Properties  
LBA Realty

Lillibridge Healthcare Services Inc.  
Lincoln Harris CSG  
Lincoln Property Company  
Link Logistics Real Estate  
Newmark  
Oxford Properties Group  
Parkway Properties  
Parmenter Realty Partners  
Physicians Realty Trust  
Piedmont Office Realty Trust  
Port of San Antonio  
Prologis  
Realterm  
Rockhill Management  
Shorenstein Realty Services

SL Green Realty Corp.  
SSH Real Estate  
Stream Realty Partners  
Target Corporation  
The Durst Organization  
The RMR Group  
Tishman Speyer Properties  
Transwestern  
U.S. General Services Administration (GSA)  
Unico  
University of Colorado  
University of Oklahoma  
Zeller Realty Group

*...and hundreds more*

# EXPLORE

## NEW OPPORTUNITIES

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

Sponsorships open doors to major rewards including year-round visibility, increased recognition and priority booth selection.

Choose from platinum, gold, silver and bronze packages to find an option that fits your budget and goals. Drive traffic to your booth and promote your company as an industry leader by sponsoring:

- networking events
- education presentations
- keynote sessions
- conference services

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# DISCOVER PHILADELPHIA

You'll fall for The City of Brotherly Love. With vibrant cultural venues, breweries, outdoor spaces and restaurants, there's excitement around every corner. It's easy to explore what's been called the most walkable city in America, whether you're admiring the famous outdoor murals or hunting for the best Philly cheesesteak. And summer is the ideal time to visit: take in a Phillies game, stop by a pop-up beer garden or enjoy the Independence Blue Cross RiverRink Summerfest, the annual carnival-style party along the Delaware River waterfront. And after the BOMA Expo, celebrate your success with a victory lap up the "Rocky steps" at the Philadelphia Museum of Art.