Seeing Stars: This A-List Cast Won’t Disappoint

BOMA attendees are high-level decision makers—61% control annual budgets of over $1 million for building products and services. Here’s a preview of who you’ll meet.

**TYPES OF BUILDINGS MANAGED**

BOMA brings together every sector of commercial real estate, including the fast-growing industrial market. Your exhibit booth reaches them all, from major national companies to small, specialized organizations.

- **63%** HIGH-RISE COMMERCIAL OFFICE
- **54%** LOW-RISE COMMERCIAL OFFICE
- **43%** MIXED-USE PROPERTIES
- **35%** SUBURBAN BUILDINGS/OFFICE PARKS
- **32%** INDUSTRIAL
- **24%** MEDICAL OFFICE BUILDINGS/HOSPITALS
- **20%** WAREHOUSES
- **18%** GOVERNMENT BUILDINGS
- **9%** SCHOOLS, COLLEGES, UNIVERSITIES

**SQUARE FOOTAGE MANAGED**

94% of attendees manage more than 100,000 square feet of commercial space, and 45% are responsible for more than 1 million square feet.

- **2 MILLION OR MORE** 27%
- **1 TO 1.999 MILLION** 18%
- **600,000 TO 999,999** 16%
- **300,000 TO 599,999** 21%
- **100,000 TO 299,999** 12%
- **LESS THAN 100,000** 6%

**ATTENDEE JOB ROLES**

BOMA attracts property professionals from across the industry who are looking for new solution providers.

- **66%** BUILDING/PROPERTY MANAGER
- **11%** ASSET MANAGER
- **7%** FACILITY MANAGER
- **6%** BUILDING ENGINEER/MAINTENANCE
- **5%** BUILDING OWNER/INVESTOR
- **2%** DEVELOPER/Builders
- **2%** ARCHITECT/DESIGNER
- **1%** LEASING AGENT/BROKER

**ANNUAL SPENDING ON BUILDING PRODUCTS & SERVICES**

This is the central marketplace for the $40.8 billion commercial real estate industry, attracting decision makers with significant budgets and purchasing power.

- **$5 MILLION OR MORE** 16%
- **$1 MILLION - $4.999 MILLION** 29%
- **LESS THAN $100,000** 9%
- **$500,000 - $999,999** 14%
- **$100,000 - $499,999** 12%
- **$10 MILLION OR MORE** 20%

**NUMBER OF BUILDINGS MANAGED**

BOMA attendees are looking for new solutions to implement across large portfolios—an impressive 85% manage multiple buildings.

- **1** 15%
- **2 to 5** 26%
- **6 to 10** 16%
- **11 to 20** 14%
- **21 to 50** 12%
- **51 or more** 17%