

BOMA 2025

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS.com

JUNE 28 - JULY 1 | BOSTON
EXPO DATES: JUNE 29 - JUNE 30, 2025

Exhibitor Prospectus



2025

**RESET.
REFRESH.
REINVENT.**

BOMA2025
INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS.com

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 2025 BOMA International Expo to find solutions that transform their operations, and these are the people you'll want to meet — 86% 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.

**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 2025 BOMA International Conference & Expo is unmatched for connecting — and making deals — with your target audience.

WHO ATTENDS?

How many buildings do they manage, and how much do they spend on products and services?

ATTENDEE OCCUPATIONS

66%	BUILDING/PROPERTY MANAGER
9%	FACILITY MANAGER
8%	BUILDING ENGINEER/MAINTENANCE
6%	ASSET MANAGER
5%	BUILDING OWNER/INVESTOR
3%	DEVELOPER/BUILDER
2%	ARCHITECT/DESIGNER
1%	LEASING AGENT/BROKER

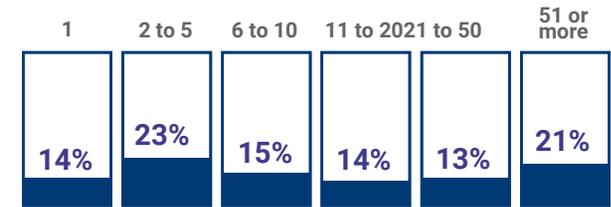
TYPES OF BUILDINGS MANAGED

55%	HIGH-RISE COMMERCIAL OFFICE
44%	LOW-RISE COMMERCIAL OFFICE
42%	MIXED-USE PROPERTIES
38%	INDUSTRIAL
36%	CORPORATE FACILITIES
34%	SUBURBAN BUILDINGS/OFFICE PARKS
25%	MEDICAL OFFICE BUILDINGS/HOSPITALS
22%	WAREHOUSES
17%	GOVERNMENT BUILDINGS
10%	SCHOOLS, COLLEGES, UNIVERSITIES

BOMA 2025

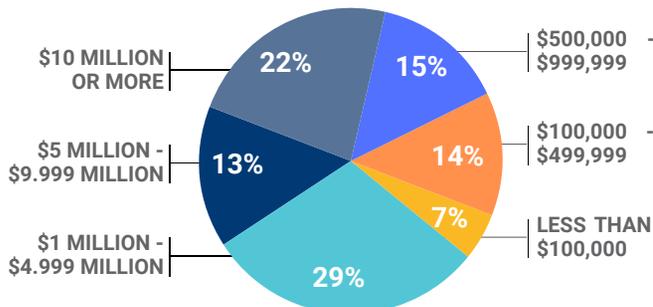
INTERNATIONAL CONFERENCE & EXPO
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NUMBER OF BUILDINGS MANAGED



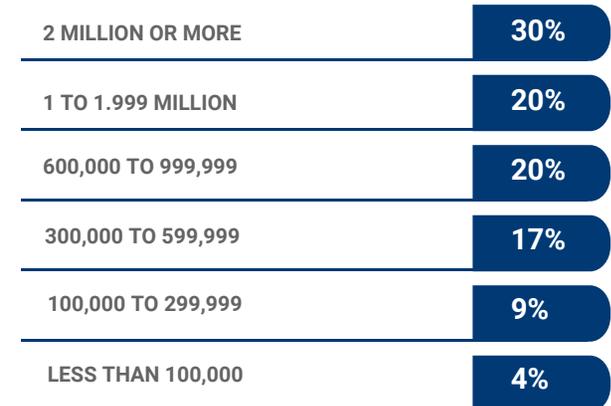
86% of attendees manage multiple buildings—and of that total 55% manage more than 10 buildings each

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 50% are responsible for more than 1 million square feet.

Of that 50%, 60% are actually responsible for at least twice that amount.

REALIZE YOUR GOALS

Exhibiting at BOMA 2025 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, June 29

Monday, June 30



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-May
- 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 2025 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, 2025	Jan. 1, 2025- Feb 28, 2025	On or after March 1, 2025
Non-Member Price	\$4,200	\$4,250	\$4,300
BOMA Member Price	\$4,050	\$4,100	\$4,150
BOMA National Associate Member Price*	\$3,700	\$3,750	\$3,800

**For 2025 all members of BOMA Local Associations in Boston, Connecticut and New York qualify for the NAM discount*

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.

REFRESH WITH 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

DISCOVER BOSTON

Known as a hub of innovation with a revolutionary spirit, Boston offers the perfect mix of history and invention. BOMA 2025 will be held at the Boston Convention & Exhibition Center (BCEC) in the exciting Seaport district, a 21st century neighborhood and commercial real estate marvel.

The Seaport is a beacon of all things new and unexpected, designed for the way people live today. It's a home for technology, innovation, art and doing things a little differently. BOMA's conference hotels are located in the Seaport just steps from the BCEC.



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

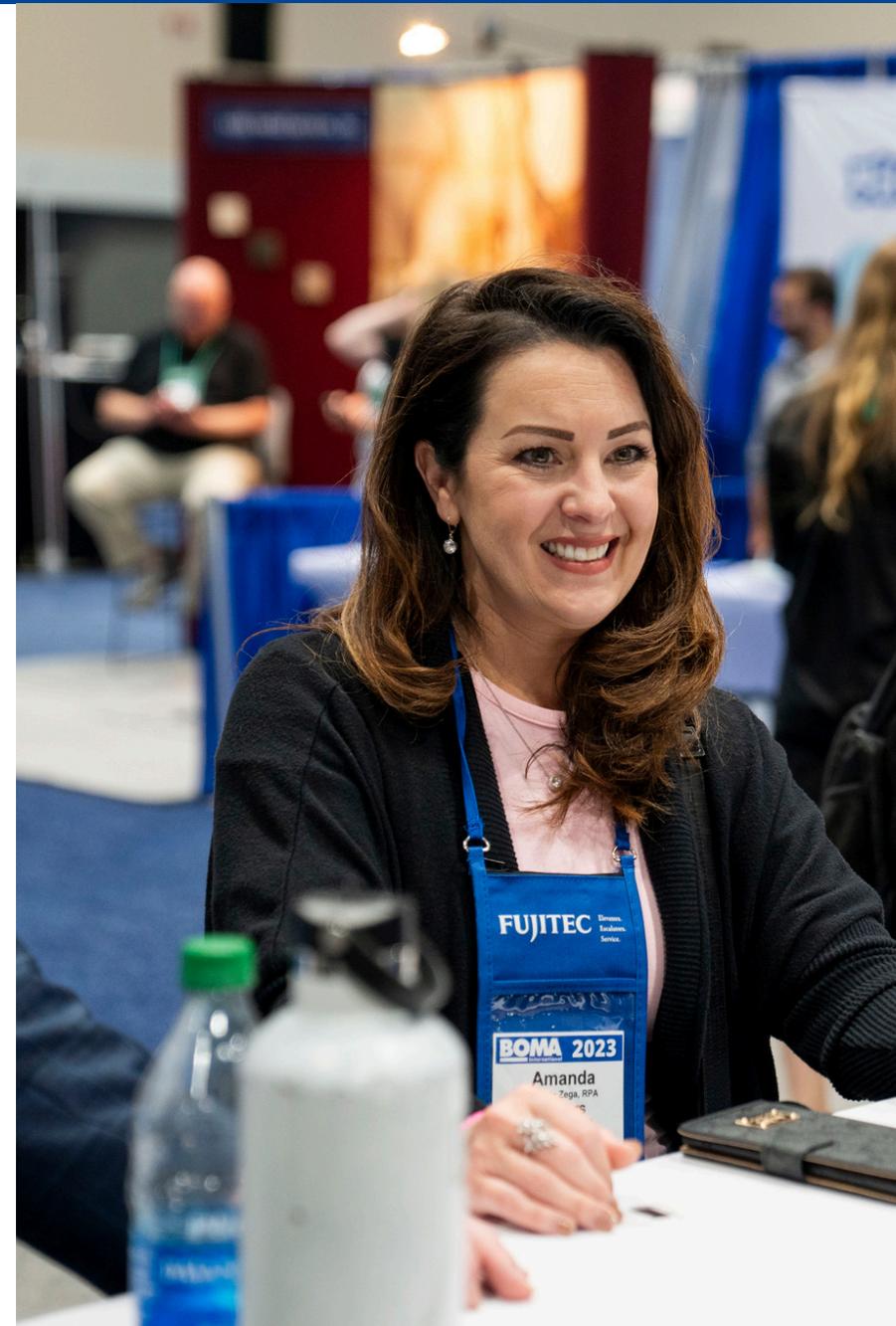
- Additional priority point to choose your 2025 exhibit space sooner
- Waiver of corner premium charges on your 2025 exhibit space

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 2025 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

Sponsorship Opportunities

PLATINUM (\$20,000+)

BOMA 2025
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Networking and Education Event Sponsorships

TOBY Awards Program and Gala - \$75,000

Sunday Opening Keynote Sponsorship - \$25,000

Tuesday Keynote Session - \$25,000

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

Conference Services

Wi-Fi at the Boston Convention Center - \$25,000

Recognition as the sponsor on the Conference website
Company logo on signage with instructions on how to access the Wi-Fi service.
Your company name as the Wi-Fi password (up to 10 letters)

Escalator Wrap - \$25,000/set



Sponsorship Opportunities

GOLD (\$15,000-18,000)



Conference Badge Holders - \$15,000

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

Lunches in the Exhibit Hall - \$15,000/day

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

Networking Zone & Grand Opening Drink Ticket - \$15,000

Ask Vicki Cummins for details.

Power Bank Chargers - \$15,000

Registration Bags - \$18,000

TOBY Awards Reception - \$15,000

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

Sponsorship Opportunities

SILVER (\$5,000-10,000)

Aisle Signs - \$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/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 - \$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 - \$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 is 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)

Sponsorship Opportunities

SILVER (\$5,000-10,000)

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).

Continued on next page →

Sponsorship Opportunities

SILVER (\$5,000-10,000)

Prize Stage - \$10,000

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)

Refreshment Retreat - \$10,000

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)

Regional Breakfasts - \$10,000

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

Continued on next page →

Sponsorship Opportunities

SILVER (\$5,000-10,000)

Relaxation Retreat - \$10,000

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 and subject to BOMA approval)

Restroom Clings - \$7,500

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.

Wellness Retreat - \$10,000

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.

SPONSORSHIP OPPORTUNITIES

EDUCATION

Education Tracks - \$4,000/track

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
- Health & Wellness
- Industrial Real Estate Management
- Leadership, Career & Talent Development
- Occupant Engagement
- Technology & Innovation

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
- Opportunity to submit an electronic handout for inclusion in the Conference Mobile App

Women in CRE Breakfast & Networking Session - \$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



SPONSORSHIP OPPORTUNITIES

WELCOME PARTY

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.

Bronze-Level Co-Sponsorship - \$3,000

- 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

- 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

- 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** at the close of the Expo at the Prize Stage
- **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** - Company logo printed on napkins & signage at bars during the party
- **Food Sponsor** - Company logo printed on napkins & signage at food stations during the party



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

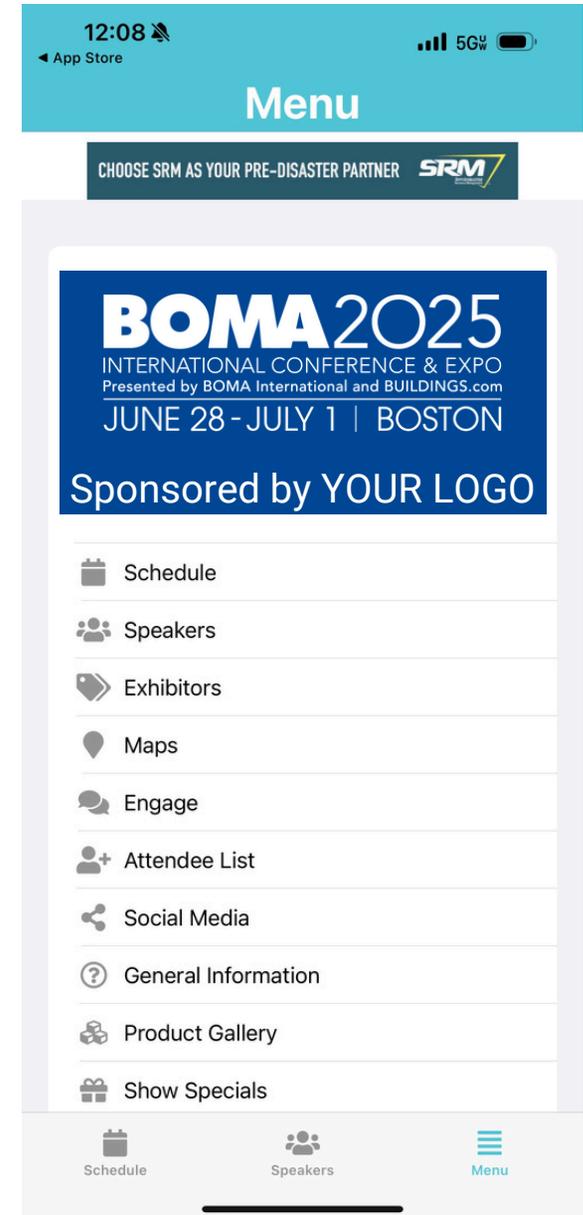
There are opportunities to increase your visibility on the Conference website by adding banner ads & logos to the floorplan page. Banner ads are \$2,500 for an exclusive space or \$750 for a rotating ad. Logos are \$500 & \$750 depending on placement.

Mobile App Push Notification - \$1,000/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 - \$2,500-\$5,000

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.



WELCOME TO TOMORROW'S COMMERCIAL REAL ESTATE

BOMA 2025
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Being part of the 2025 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 2024 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.

2024 ATTENDING COMPANIES INCLUDED:

Alexandria Real Estate Equities, Inc.

Anchor Health Properties

Avison Young

BioMed Realty

Brandywine Realty Trust

Bridge Industrial

Brookfield Properties

Bulfinch

Capital Group Properties

CBRE

City of Cincinnati

Clarion Partners

Colliers International

Comcast Corporation

CommonWealth Partners, LLC

Cousins Properties Inc.

Cushman & Wakefield

DivcoWest

EastGroup Properties

Gensler

Glenstar

Healthcare Realty

Healthpeak Properties

Hines

JLL

Kilroy Realty Corporation

LBA Realty

Lillibridge Healthcare Services Inc.

Lincoln Property Company

Link Logistics

Lockheed Martin

Newmark

Oxford Properties

Parmenter Realty Partners

Piedmont Office Realty Trust

Princeton University

Prologis

REALTERM

REDICO

Rockhill Management

Shorenstein Realty Services

Silverstein Properties Inc.

SL Green Realty Corp.

Sterling Bay Property Management

Stream Realty Partners

Taurus Management Services

The Durst Organization

The Muller Company

The RMR Group

Tishman Speyer Properties

Transwestern

Trinity Partners

Unico Properties

University of Oklahoma

University of Richmond

US General Services Administration

...and hundreds more.

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