

The Office Building Show

Held in conjunction with the
BOMA International 2009 Conference

BOMA
International

BUILDINGS

The Office Building Show is produced by
BOMA International and *Buildings* magazine

Philadelphia, PA | June 28-30, 2009

> Exhibitor Fact Sheet & Budget Planner

What?

The commercial real estate industry's premier education and networking event and most comprehensive building management exhibition.

When?

June 28-30, 2009

Where?

Pennsylvania Convention Center, Philadelphia

Who?

Produced by BOMA International and *Buildings* magazine, The Office Building Show is your one ticket to two powerful audiences—BOMA members and *Buildings* subscribers.



- BOMA International serves more than 17,500 members.
- BOMA members own or manage more than 9 billion square feet of commercial space, including medical, industrial, mixed-use, and more than 80% of prime office space in North America.
- BOMA members leverage \$104 billion in annual purchasing power.

BUILDINGS

- *Buildings* magazine serves more than 72,000 subscribers.
- *Buildings* subscribers own and/or manage 4.5 million separate buildings.
- *Buildings* subscribers budgeted an average of \$9.4 million on maintenance, repair and operations in 2008.

The commercial real estate professionals who attend The Office Building Show* have tremendous authority and buying power...

- 87% of attendees manage multiple buildings—35% manage more than 20 buildings.
- 27% of attendees spend more than \$5 million annually on building products and services.
- 92% of attendees are responsible for more than 100,000 square feet of commercial space—49% are responsible for more than 1 million square feet.
- Of the 49% of attendees managing more than one million square feet, 57% are actually responsible for at least twice that amount.

*Based on attendee demographics from the 2008 BOMA International Conference and The Office Building Show.

Cost?

Booth Fee:	\$3,300
BOMA Member Discounted Price:	\$3,150
BOMA National Associate Member Discounted Price:	\$2,800

Fees listed above are per 10' x 10' or 100 sq. ft. booth space. Premium Charge: \$100 per 100 sq. ft. for an island, a corner or a booth facing the end of an aisle.

Ask about special package pricing for the Green Pavilion and ENERGY STAR® Showcase!



Why Exhibit?

- **Get access to high-level managers and executives who make purchasing decisions for their company.**

BOMA attracts decision-makers at the highest levels of commercial real estate companies—many BOMA International Conference attendees make their buying decisions for the year based on the exhibits they see at The Office Building Show.

- **Reinforce your company's brand message and build trust and esteem with industry insiders.**

BOMA International Conference attendees are more likely to buy brands they recognize and trust. The Office Building Show gives exhibitors a high-profile, targeted platform for building brand awareness with the right audience.

- **Gain direct market feedback—connect with customers and prospects and get insights on their needs and attitudes about your company and its products and services.**

The Office Building Show is designed to encourage meaningful face-to-face interactions between exhibitors and their customers and prospects. Exhibitors have the chance to seek input, address concerns, introduce new innovations and share best practices directly with their market.

- **Spotlight your green and energy-efficient products in the Green Pavilion and ENERGY STAR® Showcase.**

The industry's focus on greening and energy-efficiency is no longer a trend—it's a revolution. The Office Building Show attendees are shouldering the responsibility of purchasing and implementing green solutions for their buildings. The Green Pavilion is the first stop for attendees committed to buying green.

"The best vendor relationships aren't just built through sales calls and marketing, but a more comprehensive approach that includes face-to-face contact like you get at The Office Building Show. The personal engagement streamlines the process for us...The Office Building Show is the place to ask questions, find answers and get things done."

Dan Chancey, RPA
General Manager
Grubb & Ellis Management Services
Memphis, TN

The Office Building Show gives you face-to-face access to more than 2,000 building owners and managers, property managers, facility managers, leasing agents, developers and asset managers from hundreds of companies, including...

Advance Realty Group	Lillibridge Health Trust
Akridge	Lincoln Property Company
Boston Properties	Lockheed Martin
Brandywine Realty Trust	Merritt Properties
Brookfield Properties Inc	Opus Corporation
Corporate Office Properties Trust	PM Realty Group
CB Richard Ellis	RREEF
Colliers International	Thomas Properties Group
Cushman & Wakefield	TIAA-CREF Asset Management
Duke Realty	Transwestern
Equity Office Properties	U.S. General Services Administration
General Growth Properties Inc.	USAA Real Estate Company
Grubb & Ellis	Vornado Realty Trust
Hines	Winthrop Management
Jones Lang LaSalle Inc.	...and hundreds more.
Kennedy-Wilson Properties	
Landmark Healthcare Facilities	
Liberty Property Trust	

This information is intended to help you plan your marketing and tradeshow budget for 2009. If you need more information, or would like to reserve your booth space, please contact Vicki Cummins at 888-777-6956 or vcummins@showmgmt.com or visit...

www.bomaconvention.org