

Join the...

BOMA SHOW

enhanced exposure experience

Space is
Limited!

Reserve your spot by
August 5, 2020!

With new opportunities to network, showcase and enhance your company's exposure from
August 2020 through April 2021!

enhanced by six

For 2020 only! BOMA Show Exhibitors are invited to continue their support of BOMA Georgia and the real estate industry by participating in the enhanced exposure experience. Exhibitors who elect to do so will receive....

1. Building Operations, Management and Finance in the New Normal

Your company listing with company name, phone number and website in the new digital *Guide to Building Operations, Management, and Finance in the New Normal*. The guide, to be released in August, will feature must-read articles on budget considerations, resources for building operation and management in response to the pandemic and beyond, and some of the latest CRE trends. **Blue booth companies will receive a highlighted listing in the guide**

2. Virtual Networking Experience Session 1

BOMA Show companies will participate in a 1.5-hour virtual networking session targeted for August and featuring one-on-one time with up to 15 property management and building engineering professionals, including decision makers.

3. Virtual Networking Experience Session 2

BOMA Show companies will participate in a 1.5-hour virtual networking session targeted for October and featuring one-on-one time with up to 15 property management and building engineering professionals, including decision makers.

4. CRE Insight Marketplace

Premier listing for six months on the all-new CRE Insight Marketplace, which is scheduled to launch in October. The marketplace is a new national platform giving your company enhanced exposure on the local, state, regional and national level with premium features such as company contact listings, company logo and company and product descriptions and more. **Blue booth exhibitors will receive top-tier recognition in the marketplace, providing expanded opportunities for company promotion.**

5. 2021 BOMA Show Early Reservation

Exclusive opportunity to reserve your same trade show booth location or another available booth location for the 2021 BOMA Show with a discounted 25% deposit. Two dates are being held for the 2021 BOMA Show: May 5 and Sept. 22, 2021, with the date subject to change.

6. Support BOMA and the Industry!

Showcase your support for the real estate industry and demonstrate your support for BOMA Georgia as the association continues to serve and respond to members' needs during this challenging time. **Blue booth exhibitors will be recognized as the sponsor of prizes given to property management and building engineering professionals who participate in the virtual networking experiences.**

* Sponsors, Star Booths and Double Booth Exhibitors

Exhibitors who purchased trade show sponsorships and star booths may either request a refund for those payments or apply them as a credit to their 2021 BOMA Show booth or 2021 sponsorship. Exhibitors who purchased a double booth may either request a refund for their second booth or apply that payment as a credit for their 2021 BOMA Show booth.

ACT NOW! ON PAGE 2

the **BOMA**
SHOW'20


BOMA Georgia

BOMA SHOW

enhanced exposure experience

what our participants are saying

"This has certainly been the year to adapt and try new things. I love that BOMA is not afraid to try something new to keep the networking momentum going in our industry. Mayberry Electric looks forward to participating with BOMA Georgia and the real estate industry in this new experience."

~Carrah Golightly, Mayberry Electric

"I need to hear what's the latest and greatest products and services they (service partners) can bring to my property. That's why this new BOMA Show enhanced exposure experience is so important for property managers and building engineers."

~Russell Copeland, Cushman & Wakefield

"Like everyone else, Russell Landscape Group has had to embrace new ways of connecting and communicating. We plan to use this new opportunity to educate and update BOMA members on how our local company has responded to the pandemic, and what we can offer to enhance their property operations."

~John Wetherald, Russell Landscape Group

"I am interested in how our service partners are responding to COVID-19. The new BOMA Show experience will help property professionals like me in so many ways."

~Lori Cohan, Pope & Land

"I love how BOMA keeps finding new ways to help real estate professionals and service partners connect during these unprecedented times. I will 100% be participating in the enhanced exposure experience!"

~Dusty Muck, Rubbermaid Commercial Products

We need your decision by Wednesday, Aug. 5, 2020. Please return this form to BOMA Georgia. Email this form to mtomlinson@bomageorgia.org.



I'M IN!

By checking this option, my company agrees to participate in the BOMA Show Enhanced Exposure Experience as outlined in this document. I agree that all dates outlined are subject to change. My company will be notified one week in advance of the virtual networking experience sessions with an assigned, non-transferrable date and time to participate. Failure to participate in the assigned date and time will forfeit the opportunity to participate in that session without discount, while my company will continue to receive all other BOMA Show Enhanced Exposure Experience benefits. Exhibiting companies may include up to two representatives in each virtual networking session, with both representatives defined as one person for the one-on-one networking time. **No refunds will be provided after August 5, 2020.**



Thanks, but I'm out

By checking this option, my company declines to participate in the BOMA Show Enhanced Exposure Experience, releases our trade show booth location, declines the opportunity to participate in the 2021 BOMA Show pre-sale, and requests a refund. **No refunds will be provided after August 5, 2020.**

COMPANY NAME _____ **COMPANY CONTACT** _____

SIGNATURE _____ **DATE** _____

2021 BOMA show presale rules

The 2021 BOMA Show Presale is an exclusive opportunity only available to 2020 BOMA Show Enhanced Exposure Experience participants from Aug. 12 to Sept. 23 that allows them to reserve their 2021 booth at 2020 prices.

1. Online presale registration for your same booth may be completed from Aug. 12, 2020 through Sept. 2, 2020. You cannot reserve a different booth during this period.
2. Online presale registration for a different booth may be completed from Sept. 2, 2020 through midnight on Sept. 23, 2020. The presale registration site will be temporarily shut down for an indefinite amount of time to adjust registration criteria on Sept. 2, 2020. Those who reserved their same booth during the first two weeks of the presale and would like to secure an open booth may email Marty Tomlinson with their request at mtomlinson@bomageorgia.org.
3. Exhibitor presale registration will end on or after Sept. 23, 2020.
4. A 25% non-refundable deposit must be submitted at the time the booth reservation is made. Presale deposit is typically 50%, however it has been reduced to 25% for 2021. The online presale registration site takes Visa, Discover, MasterCard or American Express.
5. To qualify for the member rate, the booth balance will be due no later than Jan. 31, 2021, along with your 2021 BOMA Georgia membership dues. Non-payment of either the booth balance or membership dues will result in the forfeiture of the deposit and the booth location.
6. Non-members must pay the balance of the non-member booth fee by Jan. 31, 2021. Non-payment of the booth balance will result in the forfeiture of the deposit and the booth location.

The additional sponsorship cost for star booths and other sponsorships is considered part of the booth price in determining the 25% deposit requirement.

Changes in booth size and location by presale participants is subject to a \$250 administrative fee. No changes to booth size or location are permitted after January 31, 2021.

BOMA Show Enhanced Exposure Experience participants will receive emailed instructions by Aug. 12 on how to participate in the presale for the 2021 BOMA Show that is expected to be held either May 5 or Sept. 21, 2021 at the Cobb Galleria Centre. 2021 BOMA Show date is subject to change, and refunds will not be provided due to date and/or location change.