“I’ve been to hundreds of tradeshows during my career and I have to say, World Workplace was the best. Every person who visited our booth was a decision maker. My staff and I were blown away. We couldn’t stop talking about how good the show was.”

- Tori Smiley, Vice President, Sales, Evaporcool

SEPT. 30 - OCT. 2, 2020
MCCORMICK PLACE | CHICAGO, ILLINOIS

worldworkplace.ifma.org
Be in it to win it.

As the FM game becomes more challenging, industry players are actively pursuing resources and experiences that will help them compete. In any game, there are choices to make. FM decision makers and influencers choose World Workplace to advance their skills, add to their team, and expand their inventory with game-changing products and services. Ready to play?

“We’ve been doing this successfully for 40 years.”

World Workplace 2019 welcomed a near-record-breaking global audience of facility management professionals. We know what our attendees are looking for on the expo floor. We know what our exhibitors expect from a worthwhile tradeshow experience.

We get them on the show floor with:

- dedicated expo hours,
- expo-only activities,
- exclusive informational sessions and product demonstrations,
- and consistent expo marketing.

“IFMA’s World Workplace attracts the best-of-the-best in FM. Attendees are decision makers anxious to discover what’s new and effective in the FM marketplace. We always walk away with good quality leads, and we get to catch up with our current clients in this great social environment.”  

Tracey McDonough, National Account Manager, BELFOR Property Restoration

4,500+ attendees  From 40+ countries and every state in the U.S.  Representing 2,000+ of the world’s most recognizable company names  Managing facility budgets of up to US$50 million  Specifying/purchasing products in more than 30 categories

All quoted figures and pricing are in U.S. dollars.
Familiar and first-time faces.

From operations and maintenance, health and safety, and disaster mitigation, to workplace strategy, smart building technology, PropTech, the Internet of Things and workforce development, facility management has grown to encompass a range of fields.

FM professionals hold the keys to unlock the workplaces of the future. They come to World Workplace to find the forward-thinking ideas, tools and partners to help them open those doors.

World Workplace attendees represent:

- Administrative Services Management
- Asset Management
- Business Continuity
- Chief Operating Officer
- Commercial Facilities Owner
- Construction Management
- Corporate Real Estate
- Corporate Support Operations
- Engineering
- Facility Management
- Human Resources
- Occupancy Planning
- Operations & Maintenance
- Outsourcing
- Plant Management
- Project Management
- Property Management
- Safety and Health Management
- Security
- Space Analyst
- Space Planner
- Technical Operations Management
- Workplace Services

Which of the following best describes the facilities you manage?

- Multiple buildings in multiple locations
- Multiple buildings in one location
- A single building
- Space within a building

Decision making roles of World Workplace attendees

- I am primarily responsible for these decisions
- I share responsibility for these decisions
- I am not responsible for these decisions but advise on them
- I neither make nor advise on these decisions

“Great experience. We received qualified leads, and attendees spent quality time in our booth, allowing us to showcase our amazing technology.”

- Barbara Suggs, Manager, Corporate Events, Ricoh USA Inc.

worldworkplace.ifma.org | +1-713-623-4362 | expoadv@ifma.org
Your brand is your most valuable asset. Make sure it’s remembered by those who can make a difference to your business.

Types of facilities our attendees manage:

- Airports
- Branch/Regional Office
- Call Center
- Casino
- Community/Recreational Center
- Convention Center
- Correctional Institution
- Courthouse
- Country Club
- Data Center
- Education
- Headquarters Office
- Health Care
- Library
- Lodging/Hospitality
- Mixed Use with Office
- Manufacturing
- Military
- Research Center
- Residential/Dormitory
- Religious
- Retail
- Senior Housing/Assisted Living
- Stadium/Arena/Auditorium
- Transportation
- Warehouse

Industries our attendees work in:

- Manufacturing (e.g., computer, electronics, pharmaceutical, consumer goods)
- Services (e.g., financial, professional, retail, utilities, health care, trade)
- Non-Profit (e.g., education, government, religious)

Specific manufacturing industries our attendees work in:

- Chemical/Pharmaceutical (Chemical, Pharmaceutical, Biotech)
- Consumer Products (Food, Paper)
- Computer (Hardware, Software)
- Energy (Energy related, Mining, Distribution)
- Furnishings (Furniture, Floor covering)
- Medical Equipment
- Motor Vehicles
- Other Manufacturing

Our attendees want access to top vendors.

Holding top positions in more than 2,000 of the world’s most recognizable company names, our attendees manage budgets of up to $50 million and specify/purchase products in more than 30 categories.
Products and services our attendees are responsible for specifying/purchasing:

<table>
<thead>
<tr>
<th>Access Control</th>
<th>Education/Professional Development</th>
<th>Food/Beverage Services</th>
<th>Real Estate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acoustics</td>
<td>Electrical/Wire Management</td>
<td>Furniture</td>
<td>Recycling</td>
</tr>
<tr>
<td>Asset Management</td>
<td>Elevator/Escalator Maintenance</td>
<td>HVAC/IAQ</td>
<td>Relocations</td>
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<tr>
<td>Audio/Visual</td>
<td>Energy Management</td>
<td>Interior Maintenance</td>
<td>Roofing</td>
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<tr>
<td>Building Automation</td>
<td>Engineering</td>
<td>Janitorial</td>
<td>Security</td>
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<tr>
<td>Building Components</td>
<td>Ergonomic Products</td>
<td>Landscaping</td>
<td>Signage</td>
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<tr>
<td>Building Envelope</td>
<td>Environmental Consultants</td>
<td>Lighting/Controls</td>
<td>Software Solutions</td>
</tr>
<tr>
<td>Building Maintenance</td>
<td>Exterior Products/Services: Furniture, Parking</td>
<td>Mail/Shipping/Reprographics</td>
<td>Storage/Shelving/Filing</td>
</tr>
<tr>
<td>Carpet/Flooring</td>
<td>Facility Consultants</td>
<td>Office Products/Accessories</td>
<td>Uninterrupted Power</td>
</tr>
<tr>
<td>Ceilings</td>
<td>Facility Management Service Providers</td>
<td>Pest Control</td>
<td>Vehicles</td>
</tr>
<tr>
<td>Disaster Recovery/Emergency Response</td>
<td></td>
<td></td>
<td>Waste Management</td>
</tr>
<tr>
<td>Doors</td>
<td></td>
<td></td>
<td>Water Technology</td>
</tr>
</tbody>
</table>

Specific industries our attendees work in:

- Financial Services (Retail bank and credit union, insurance (health, auto, mutual, casualty, flood), security and investment services)
- Healthcare
- Hospitality (Hotel, Restaurant, Hospitality-related)
- Information Services (Data processing, Information services, e-Commerce)
- Media (Entertainment, Media, Broadcasting, Publishing)
- Professional Services (Accounting, Architecture, Consulting, Engineering, Legal)
- Telecommunications (Telecommunications, Internet Services)
- Trade (Retail, Wholesale)
- Transportation (Transportation, Freight)
- Utilities (Water, Gas, Electricity)
- Other Services

Specific non-profit industries our attendees work in:

- Association (Charitable, Federation, Professional/Society)
- Cultural
- Education
- Federal Government
- State/Provincial Government
- City/County Government
- Special District/Quasi-Government (special districts, transportation authorities, school boards)
- Military
- Religious (worship, charitable)
- Research (research, laboratory)
- Other Institution

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Benefit from the most personalized customer service in the tradeshows business, year-round marketing and global event coverage.

We do our job so that you can focus on:

- Bringing your company’s story to life;
- Making your product or service unforgettable;
- Better understanding your customers’ wants and needs;
- Generating leads and building your customer base.

Booth space fees

US$3,800 per 10’ x 10’. Aisle corners are US$150 each, if applicable. A 50% deposit is required to reserve your booth; full payment is required by March 31, 2020.

2020 Exhibitor schedule

**Move-in:**
Monday, Sept. 28, 8 a.m. – 5 p.m.
Tuesday, Sept. 29, 8 a.m. – 5 p.m.

**Exhibitor Meeting:**
Tuesday, Sept. 29, 5 p.m. – 6 p.m.

**Show hours:**
Wednesday, Sept. 30, 11:30 a.m. – 5 p.m.
Thursday, Oct. 1, 9:30 a.m. – 1:30 p.m.

**Move-out:**
Thursday, Oct. 1, 1:30 – 10 p.m.

What our exhibitors are saying...

“Last year was our first year attending, and it was great. This year was even better!”
“Each conversation was meaningful.”
“We collected 200+ business cards and scanned 400+ attendee badges. Many requested a meeting with our local reps.”

“They show hours were perfect.”
“Great conversations with many new and old customers.”
“The experience was fantastic. We look forward to increasing our presence at the next event.”

See who’s exhibiting:
https://events.ifma.org/worldworkplace/2020/exhibitor_list.cfm

View the online floor plan:
https://events.ifma.org/worldworkplace/2020/exhibit_hall.cfm
Sponsorships:

Your individuality and value as a company can get lost in the digital noise. Use a high-profile sponsorship to deliver your unique message directly to those you want to hear it.

General session sponsors have the opportunity to address our largest gatherings of conference attendees and introduce the featured speaker:

- Opening Keynote, Wed., Oct. 16 - US$25,000
- Plenary Speaker, Thur., Oct. 17 - US$23,000
- Closing Keynote, Fri., Oct. 18 - US$20,000

Demonstrate your support of your customers’ professional development with these exclusive sponsorships:

- Educational Program - US$27,000
- Credential Recognition Reception - US$8,000
- First-time Attendee Orientation Breakfast - US$10,000
- Deeper Dive Sessions - US$5,000

Be a hero to conference attendees by sponsoring one of these highly rated amenities:

- Tranquility Park - US$12,000
- Mobile App - US$10,000
- Professional Headshots - US$8,500
- Charging Lounge - US$7,500
- Expo Lunch - US$8,000

On a budget?

- Product Showcase - US$1,000
- Expo Aisle Signs - US$1,500
- Prize Card - US$1,800
- Information Booth - US$2,000
- Expo Breakfast - US$5,000

Education Arena Presentations:

Deliver a 30- or 60-minute informational session or product demonstration. US$2,600-US$3,600

Advertising and marketing:

The more your target market sees your logo, the stronger that image becomes in their minds.

- Attendee bag inserts - US$1,200
- Company logo on exhibitor profile - US$400
- Expo floor decals - US$600-US$800
- Pre-registered attendee mail list - US$500
- Pre- and post-show attendee broadcast emails - US$2,000
- Show Directory advertising - US$1,200-US$3,600

Find even more sponsorships at worldworkplace.ifma.org.

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