“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
The event of choice for forward-thinking FMs.

As FM professionals face greater demands for smarter, safer, more efficient, more resilient and more engaging built environments, they’ll choose to attend the single learning and networking event that has guided the industry through 40 years of change and progress. When the stakes are this high, you can’t settle for anything but the best.

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

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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?

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.

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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:

- Access Control
- Acoustics
- Asset Management
- Audio/Visual
- Building Automation
- Building Components
- Building Envelope
- Building Maintenance
- Carpet/Flooring
- Ceilings
- Construction/Design
- Disaster Recovery/Emergency Response
- Doors
- Education/Professional Development
- Electrical/Wire Management
- Elevator/Escalator Maintenance
- Emergency Preparedness
- Energy Management
- Engineering
- Ergonomic Products
- Environmental Consultants
- Exterior Products/Services: Furniture, Parking
- Facility Consultants
- Facility Management Service Providers
- Fire Safety
- Food/Beverage Services
- Furniture
- Health & Safety
- HVAC/IAQ
- Interior Maintenance
- Janitorial
- Landscaping
- Lighting/Controls
- Locks
- Mail/Shipping/Reprographics
- Office Products/Accessories
- Pest Control
- Property Maintenance: Painting, Pavement
- Real Estate
- Recycling
- Relocations
- Restroom Products
- Roofing
- Security
- Signage
- Software Solutions
- Storage/Shelving/Filing
- Uninterrupted Power
- Vehicles
- Wall Systems
- Waste Management
- Water Technology

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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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.

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

**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.”

“The 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., Sept. 30 - US$25,000
- Plenary Speaker, Thur., Oct. 1 - US$23,000
- Closing Keynote, Fri. Oct. 2 - 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

Find even more sponsorships at worldworkplace.ifma.org.

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

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