



SPONSORSHIPS/MARKETING OPPORTUNITIES

PREMIER SPONSORSHIPS

Welcome Reception Sponsorship US\$30,000 – Exclusive & Premier! After the expo closes on Wednesday, attendees are invited to attend the annual Welcome Reception. Generally held in a special venue representative of our host city, this fun event is geared toward networking – meeting new people and reuniting with old friends and colleagues. **SOLD OUT!**

Opening General Session US\$25,000 – Exclusive & Premier! The Opening General Session marks the official start of IFMA's World Workplace. The sponsor will be able to make a brief speech and onstage introductions. Prominent recognition on signage and event screens. **SOLD OUT!**

Attendee Bags Sponsorship US\$25,000 – Exclusive & Premier! One of the most highly visible advertising vehicles, complimentary tote-bags are given to registered attendees at check in. Your company name, logo and message carried by attendees throughout the event. **SOLD OUT!**

Educational Program Sponsor US\$25,000 – Exclusive & Premier! IFMA's World Workplace has built its stellar reputation on the quality of our attendees' learning experience. As the exclusive sponsor of this year's educational program, you not only have a seat on the program review committee; you're also guaranteed one session slot under the Facility Solutions track (after completing the program review process). Other sponsor benefits include: a half-page ad in the show directory; sponsor logo on specific session marketing emails; sponsor logo on the educational session grid; recognition at the opening keynote session; recognition by moderators during educational sessions; pre- and post-show attendee mailing list usage; and one insert in the attendee bags. **SOLD OUT!**



Closing Keynote Speaker US\$20,000 – Exclusive & Premier! Immediately following the Awards of Excellence Luncheon on Friday afternoon, Theresa Payton will deliver the Closing Keynote speech on Facility Management & Cybersecurity - The weakest link in your building might not be on your checklist - cybersecurity. We know how important it is to maintain and optimize your physical facilities and workspace, but what about your digital office space? In any business that uses technology, there exists the risk of a cyber-attack hitting your servers. A lot of executives believe that they won't encounter a digital breach, but 2017 was a watershed year for cybercrime.

The traditional view of facility management previously included tasks, which were more physical in nature in terms of the responsibility of the building, but the ever evolving landscape of facilities upfitted with the "internet of things" devices from smart locks to smart bulbs and more mixed with the dynamic pace of threats via cybercrime means facility management strategy now includes maintaining critical operations through the use of information technology (IT), cyber security and automated controls. This is a conundrum that speaker, Theresa Payton, had to face on the front lines of protecting the White House and faces today working with

facility managers across the globe to protect what matters most. Theresa will address what the specific concerns might be for facility managers regarding potential threats and address the role of key stakeholders with regards to the mitigation of those concerns. She will share real world strategies to help you create a security plan for your facility. The first female to serve as White House chief information officer, Theresa Payton is one of America's most respected authorities on Internet security, data breaches and fraud mitigation whose real-world strategies and solutions help public and private sector organizations protect their most valuable resources.

As Head of Intelligence on the CBS TV series, "Hunted," Theresa and her elite team of command center investigators expose the perils and opportunities of our digital world. The founder and CEO of cybersecurity consulting firm, Fortalice Solutions, LLC, Theresa is sought out by a wide range of organizations for her expertise in improving security systems against emerging threats.

World Workplace After-Party US\$15,000 – Exclusive & Premier! Help us wrap up the FM Event of the year by being the exclusive sponsor of the first ever World Workplace After Party on Friday Evening!

Chairman's Reception US\$15,000 – Exclusive & Premier! This intimate, invitation-only event hosts more than 100 leading industry professionals from around the world. The sponsor receives an invitation to attend, special recognition, a thank you during the reception and their company name listed on printed materials.

Hotel Keycard Sponsorship US\$12,000 – Exclusive & Premier! Your company logo greets attendees when they check in to their hotels. Keycards will be imprinted with your company logo and message.

Relaxation Station Sponsorship US\$12,000 – Exclusive & Premier! Free massage – the ultimate traffic builder! A multi-therapist/massage chair station will be located on the expo floor. In order for an attendee to enter the relaxation station, they must first obtain a ticket by visiting your booth. One complimentary pre-registered attendee mailing list is included.

Attendee Lanyards US\$10,000 – Exclusive & Premier! Your logo on lanyards worn by conference attendees throughout the event. **SOLD OUT!**

Mobile App Sponsor **US\$10,000** – Exclusive & Premier! Grab this exclusive opportunity, and your company logo will be at attendees' fingertips for months! The World Workplace mobile app will launch in September and stay open for two months after the conclusion of the event. Each time the app is opened, your logo is displayed.

STANDARD SPONSORSHIPS

Professional Headshots US\$8,500 – Exclusive! Support the FM community by providing free headshots for attendees to use on social media, in their email signatures and more! The Headshot Lounge will be located on the expo floor. Sponsorship recognition included on the photographer's website where attendees will be able to download their photos! **SOLD OUT!**

Credential Recognition Reception Sponsorship US\$8,000 – Exclusive! On Wednesday evening, Certified Facility Managers® (CFM®), Sustainable Facility Professionals™ (SFP™) and Facility Management Professionals (FMP®) from around the world will gather to celebrate their accomplishments. Show your support of the

credentials that set the industry standard for ensuring the knowledge and abilities of practicing facility managers.

Cell Phone Charging Lounge US\$7,500- Exclusive! The Cell Phone Charging Lounge will feature soft seating, electrical outlets for phone/electronics charging, and a structure in the middle with your company logo.

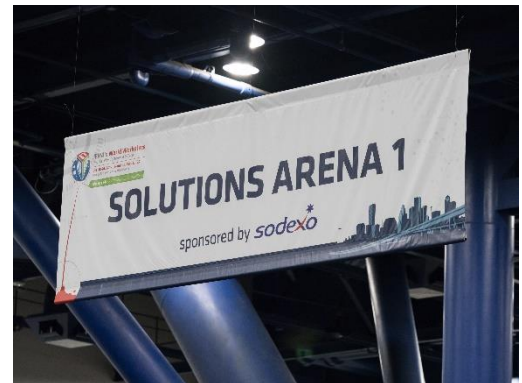
First-time Attendee Orientation Breakfast US\$7,500 – Exclusive! Held Wednesday morning, this annual event attracts over 300 first-time World Workplace attendees, giving them an overview of the event from conference “veterans” and IFMA staff, plus tips on how to maximize their experience. **SOLD OUT!**



Conference Notepad Sponsorship US\$6,000 – Exclusive! Get the attention of attendees when they take notes during the conference! Included in every attendee bag and placed at the registration desk, these pads will feature your company logo.

Conference Pens Sponsorship US\$6,000 – Exclusive! Put your company logo in the hands of every attendee! These pens provided by IFMA will be placed in all attendee bags and at the registration desk.

Solutions Arena Sponsorship US\$6,000 - Your company name and logo will be posted on signage suspended over the Solutions Arena that you sponsor. In addition, you receive recognition in the on-site show directory, the FMJ and on the World Workplace website. Sponsorship includes a free 30-minute Solutions Arena presentation.



Deeper Dive Session: The Disaster Experience Sponsorship US\$5,000 – Exclusive! This Deeper Dive session (held Tuesday, Oct. 2nd from 1 pm - 5 pm) has been designed to put attendees in the throes of a real-life disaster situation, as it unfolds. Attendees will make the critical decisions any facility manager will have to make - and deal with the consequences of those decisions! At the end of the session, attendees will understand the importance of planning in advance for a disaster or other business disruption. The sponsor has the opportunity to address attendees with welcoming remarks (approx. 3 minutes) at the beginning of the session as well as the ability to place literature in the session room. Sponsor will also be provided an attendee registration list for this session (no emails or phone numbers).

Deeper Dive Session: Tech Rich, Time Poor-Managing Your Workload & Technology Sponsorship US\$5,000 – Exclusive! Without a successful workload management process and a supporting tool to manage both the increased complexity of the modern workload and the influx of digital data that accompanies it, high potential organizations can't turn high priority innovations and strategies into realities. In fact, without the skills to manage our workflow and the work day effectively, many facilities managers waste time just trying to keep up with all the complexity.

This exciting, interactive presentation will cover prioritization on the fly, freeing your brain of “mind traffic” and breaking the “fire fighting” habit and techniques to help you structure a productive day.

This Deeper Dive session (held Tuesday, Oct. 2nd from 1 pm - 5 pm) will help attendees:

- Organize their technology into a unified productivity system
- Create a customized checklist for organizing their day
- Control mind clutter and prevent things from falling through the cracks
- Allow for interruptions when planning
- Develop a planning process and creating daily work and call plans that are valid and can be executed
- Establish an end-of-day routine to review accomplishments, track follow-up, and pre-plan your next work session

The sponsor has the opportunity to address attendees with welcoming remarks (approx. 3 minutes) at the beginning of the session as well as the ability to place literature in the session room. Sponsor will also be provided an attendee registration list for this session (no emails or phone numbers).

IFMA’s Pre-Conference Courses Sponsorship US\$5,000 – Exclusive! Held before World Workplace, IFMA offers IFMA instructor-led educational courses, ideal for those pursuing one of three IFMA credentials: CFM, FMP and SFP. The sponsor has the opportunity to address attendees (approx. 3 minutes) at the cocktail reception. Sponsorship includes one complimentary pre-conference course, plus recognition on site, online, in the FMJ and other event collateral. **SOLD OUT!**

IFMA Credentials Lounge Sponsorship US\$5,000 – Exclusive! The IFMA Credential Lounge provides IFMA credential holders (CFM, FMP, SFP) with a VIP experience at World Workplace while also exposing them to additional professional development opportunities with IFMA and its collaborative partner, RICS. The Credentials Lounge offers credential holders a place to relax, enjoy a refreshing beverage, recharge devices, briefly check on email and other communications or meet up with colleague. Room will be hosted by IFMA staff who are available to discuss professional development opportunities, answer IFMA questions and provide concierge-type guidance to the World Workplace event. Sponsor Recognition via conference website, show directory, onsite signage, as well as invitations specifically set out to IFMA credential holders. Sponsor also has the opportunity to have representative present in the lounge and is encouraged to provide branded giveaways/gifts to people who visit the lounge.



Mobile Charging Lockers US\$4,000 –

The [Mobile Charging Locker](#) will have a fully branded LCD touchscreen and will be custom-wrapped in your company's branding.

A great way to extend your presence outside of your booth space!



Solutions Arena Presentation (60 minute) US\$3,500 - If you have a presentation geared toward elevating the knowledge, skills or professional competencies of our attendees, consider becoming a session presenter at the expo.

Expo Grand Opening Band Sponsorship US\$3,000 – Exclusive! No other FM exposition opens with such fanfare! Attendees look forward to following a local group of musicians from the morning keynote on

Wednesday to the official opening of the expo hall. Sponsorship includes a sign with your company name and logo, plus a reserved space for a representative from your company in the parade.

Information Booth Sponsorship US\$3,000 – Exclusive! Attendees and guests need to know the who, what, when, where and how of the conference. Your company can sponsor the helpful representative who will assist them with their World Workplace needs. In addition to your company literature placed at the Information Booth, receive recognition on the World Workplace website, on-site signage, in the show directory, the FMJ and other event collateral.

Solutions Arena Presentation (30 minute) US\$2,500 - Showcase your product(s) in a 30-minute demonstration on the expo floor! All attendees are invited to extend their learning experience to the expo floor, gaining helpful how-to information from industry leaders.

Attendee Email Update Sponsor US\$2,500 - Sponsor a conference update email sent to all registered attendees prior to the event. Includes your company name, logo and banner ad that links directly to your website.

Prize Card Sponsorship US\$1750 - Registered attendees receive a game card featuring your name and logo. As part of the game, they must stop by your booth to receive a stamp; once the game card is complete, it's placed in a drawing each day for prizes.



Expo Aisle Signs US\$1,500 Obtain maximum exposure by owning the aisle where your booth is located! Your company logo will be suspended above your selected aisle.

Prize Donations - Donate a prize for a drawing held at the end of the expo (minimum value = \$200). Use this opportunity to showcase your company. Ideas range from US\$200 cash to an iPad 2 or laptop - let's discuss your ideas! (Separate from the Prize Card Sponsorship)

ADVERTISING

Show Directory Advertising: Full Page Ad-Premium Position US\$3,500 - Great exposure in the directory that attendees carry with them during the conference and reference well after the show.

Show Directory Advertising: Full Page Ad US\$2,000 - Great exposure in the directory that attendees carry with them during the conference and reference well after the show.

Show Directory Advertising: 1/2 Page Ad US\$1,000 - Great exposure in the directory that attendees carry with them during the conference and reference well after the show.

Mobile App Banner Ad US\$2,000 – Your banner will be displayed in the rotation on the Home Screen of the World Workplace Mobile App.

Pre-Show Attendee Broadcast E-mails US\$1900 - Send an email to pre-registered attendees prior to World Workplace. You create the e-mail, IFMA sends it out on your behalf. IFMA does not release e-mail addresses.

Post Show Attendee Broadcast E-mails US\$1900 - Send a follow-up email to all registered attendees after World Workplace. You create the e-mail, IFMA sends it out on your behalf. IFMA does not release e-mail addresses.

Attendee Bag Inserts US\$1,100 - Insert a promotional item or a piece of literature in the attendee bags. Attendees use their bags throughout the conference—it's a great way to reach your target audience.

Expo Floor Decal – Premium US\$750 - Have a 3' x 3' ad on the **main aisle** of the expo floor, directing attendees to your booth!

Expo Floor Decal US\$500 - Have a 3' x 3' ad on the expo floor, directing attendees to your booth!

Product Showcase US\$600 - Display your solution via the online Product Showcase which can include the following information on your product:

- Product Title/Description
- Product Sales Contact Information
- Photo
- Video Link
- Additional Documentation: specs sheet, media kit, etc...

Featured Exhibitor Listing/Email US\$700 - Just prior to World Workplace, IFMA will send an email to pre-registered attendees, which will contain an alphabetical listing of 20 Featured Exhibitors. Each feature will include your booth number, a link to your online profile, and a brief, one-sentence description of your product/service.

Pre-Registered Attendee Mail List US\$500 - Send a promotional piece to all registered attendees prior to World Workplace. (Mailing addresses only; no phone/fax/email information included. IFMA reserves the right to approve collateral prior to sending.)

Include Your Company Logo: Exhibitor Profile US\$400 - All World Workplace exhibitors receive a complimentary standard online exhibitor profile, which includes: Booth number, company name, contact information and company description. Upgrade your exhibitor profile to include your company logo in the printed show directory and on your online profile.

