



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 Keynote Speaker US\$25,000 – Exclusive & Premier!

Robyn Benincasa - Founder of World Class Teams, and World Champion Adventure Racer
Robyn Benincasa is the founder of World Class Teams, a world champion adventure racer, a CNN Hero, former corporate sales expert and a full-time firefighter who advises organizations on building World Class Teams of their own. One of the highest rated female speakers who regularly shares the stage with world leaders and business icons, her customers include many Fortune companies like Starbucks, Deloitte, Aflac, Fast Company, Boeing, Lockheed Martin, ARAMARK, Siemens, 3M, Coldwell Banker, Ameriprise, Microsoft, AT&T. With a background in marketing, she was previously in corporate sales with Baxter and Allergan and is currently a full-time firefighter. World Champion Eco-Challenge Adventure Racer, CNN Hero, Founder of the Project Athena Foundation (Survivors to Athletes!), 3x Guinness World Record Distance Paddler and proud owner

of 2 metal 'bionic hips', Robyn definitely knows a thing or two about creating Human Synergy - "that magic that allows groups of ordinary people to accomplish extraordinary things together." Her New York Times best-selling book, *How Winning Works*, published by Harlequin has been reviewed as "an excellent resource for all business owners on approaching challenges with a team mentality." **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\$27,000 – Exclusive & Premier! IFMA's World Workplace has built its stellar reputation on the quality of our attendees' learning experience. 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.

Plenary General Session US\$23,000 – Exclusive & Premier!

The Plenary General Session will take place Thursday morning: "Connecting the Dots to an Effective Wellness Strategy: HR, Facilities and Finance"

Organizations face a growing health cost crisis that threatens to swallow profits and drain the vitality of their workforce unless we adopt a radically different approach to workplace health and well-being. The Cleveland Clinic projects that unless we change soon, health costs and taxes will double by 2025! These costs are just the tip of the iceberg. Absenteeism, disengagement, and turnover cost businesses an estimated \$1.2 trillion a year. If you are a leader or employee, you need to understand how work has become the 5th leading cause of death and what you can do to avoid becoming a tragic statistic. The good news! The strategies we share significantly improve health and well-being with

little or no cost to your company. They do so by using workplace nudges, healthy design and reducing friction points in the workplace.



Presented by Rex Miller, Author and Futurist, Principal for Mindshift and Mim Senft, CWWS, BA, AAI, RYT, President and CEO of Motivity Partners, Co-founder and CEO for Global Women 4 Wellbeing



Awards Luncheon Keynote Speaker US\$20,000 – Exclusive & Premier

Immediately following the Awards of Excellence Luncheon on Friday afternoon, Peter Hinssen, co-founder & Partner at nexxworks, will deliver the Closing Keynote speech: “The Day After Tomorrow”

Peter Hinssen is a serial entrepreneur, advisor, author of four bestselling business books, and keynote speaker on the topics of radical innovation, leadership and the impact of all things digital on society and business.

In this session: Henry Kissinger described a recipe for strategic disaster in his book 'World Order': "You cannot remain relevant by simply projecting the familiar forward". Yet, that is what companies do almost every day. They look at tomorrow by what they know today, the extrapolate their comfort zone into the future, and hope for the best.

We spend most of our lives thinking about ‘Today’. We'd like to spend more time on ‘Tomorrow’. And then there is the ‘Day After Tomorrow’, the place where new ideas, business models, radically new technologies or concepts could change our business canvas forever. The Day After Tomorrow used to be far, far away. Until now. Technology has accelerated the pace of change in society. Digital has gone from being ‘nice’ to being ‘nasty’ where all of a sudden, we talk about ‘disruption’ and ‘radical change’. Business models change overnight, and the Day After Tomorrow comes faster than ever before.

IFMA TV US\$18,000 – Exclusive & Premier! IFMA TV will debut at World Workplace 2019!

This 6' wide x 10' tall LED screen will be placed along the main aisle of the expo hall. The TV will run IFMA content, rotating with sponsored ads.

Premier sponsorship of IFMA TV includes:

- 30-sec video
- Pre-registered attendee mail list (no emails or phone numbers)
- Onsite signage
- Premier Sponsor recognition on event website, printed show directory, and IFMA's FMJ Magazine



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 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.

Tranquility Park 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. Bonus exposure – provide shirts with your company logo for the massage therapists to wear, have some literature available in Tranquility Park, have a company representative serve as a “host”.

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. Additionally, you will receive a banner ad placement on the app. **SOLD OUT!**



SPONSORSHIPS

Social Media Photo Backdrop US\$7,000 Exclusive! The Social Media Photo Backdrop will be set-up near registration. Attendees will take fun photos to post on social media against a themed backdrop branded with the sponsors logo. **SOLD OUT!**

Registration DJ US\$4,000.00 Exclusive! Sponsor the DJ that will be spinning tunes welcoming attendees at registration on conference Day 1 - Wednesday, Oct. 16th!

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!

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.

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

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.

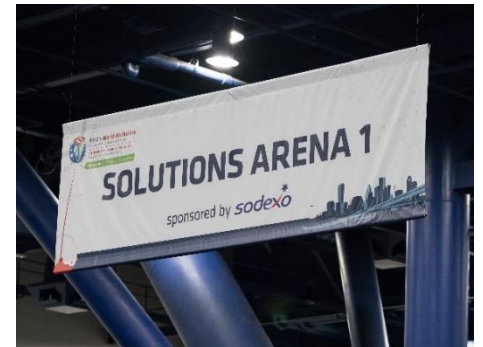
Expo Breakfast Sponsorship US\$5,000.00 – Exclusive! Breakfast will be served on the expo floor on Thursday morning. Sponsorship recognition includes onsite signage.

Expo Lunch Sponsorship US\$8,000.00 – Exclusive! Lunch will be served on the expo floor on Wednesday and Thursday. Sponsorship recognition includes onsite signage and your company logo printed on the lunch vouchers.

Private Meeting Space - 10x10 US\$3,000.00 – Exclusive! The 10x10 private meeting space will be located on the perimeter of expo floor and will only be accessible during expo open hours. It will have walls, a door, carpet, and a sign. You would cover any additional costs that you may have: furniture, electrical, Internet, F&B, etc...

Private Meeting Space - 10x20 US\$6,000.00 – Exclusive! The 10x20 private meeting space will be located on the perimeter of expo floor and will only be accessible during expo open hours. It will have walls, a door, carpet, and a sign. You would cover any additional costs that you may have: furniture, electrical, Internet, F&B, etc...

Education Arena Sponsorship US\$6,200 - Your company name and logo will be posted on signage suspended over the Education 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. **SOLD OUT!**



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). **SOLD OUT!**

IFMA's Pre-Conference Courses Sponsorship US\$6,000 – Exclusive! Held before World Workplace, IFMA's Pre-Conference courses offer IFMA instructor-led educational courses. Sponsor recognition via pre-conference course-specific collateral - digital and onsite signage.

Mobile Charging Lockers US\$5,000 –

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!



Information Booth Sponsorship US\$2,000 – 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. **SOLD OUT!**

Education Arena Presentation (60 minute) US\$3,600 - 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.

Education Arena Presentation (30 minute) US\$2,600 - 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.

Prize Card Sponsorship US\$1,800 - 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.

Prize Donations - Donate a prize for a drawing held at the end of the expo (minimum value = \$250). Use this opportunity to showcase your company. Ideas range from US\$250 cash to an iPad or laptop - let's discuss your ideas! (Separate from the Prize Card Sponsorship)



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.

ADVERTISEMENTS

IFMA TV – Video Ad US\$4,000 IFMA TV will debut at World Workplace 2019!

This 6' wide x 10' tall LED screen will be placed along the main aisle of the expo hall. The TV will run IFMA content, rotating with sponsored ads.

Each Video Ad will run for 30 seconds each time it pops up on the rotating loop

IFMA TV – Static Ad US\$2,000 IFMA TV will debut at World Workplace 2019!

This 6' wide x 10' tall LED screen will be placed along the main aisle of the expo hall. The TV will run IFMA content, rotating with sponsored ads.

Each Static Ad will display for 15 seconds each time it pops up on the rotating loop

Attendee Bag Inserts US\$1,200 - 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\$800 - Have a 3' x 3' ad on the **main aisle** of the expo floor, directing attendees to your booth!

Expo Floor Decal US\$600 - Have a 3' x 3' ad on the expo floor, directing attendees to your booth!

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.

Pre-Show Attendee Broadcast E-mails US\$2,000 - 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\$2,000 - 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.

Show Directory Advertising: Full Page Ad-Premium Position US\$3,600 - 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\$2,400 - 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\$1,200 - Great exposure in the directory that attendees carry with them during the conference and reference well after the show.

Product Showcase US\$1,000 - Highlight your featured FM solution on the Product Showcase - available as both an online feature and onsite signage:

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

Attendee Badge Preview Email Sponsor US\$3,500 – Exclusive! A few weeks before the show, a customized email will be sent to all attendees with instructions to review their badge information. As the sponsor, your banner ad will appear at the top of the email. **SOLD OUT!**

