



**IFMA's WORLD WORKPLACE 2012**  
The Facility Conference & Expo

# San Antonio

Oct. 31 - Nov. 2 | San Antonio, Texas, USA

Smart facility management drives smart business.  
Come, **Learn—Get Connected.**

## EXHIBITOR PROSPECTUS 2012



**“You are to be commended for a first-class event in Phoenix (IFMA’s World Workplace 2011). In a year that produced many disappointing trade events across the country, IFMA was one of the shining stars that met and exceeded expectations.**

**Every detail was handled in a polished and professional manner; the attendees were of the highest quality; and IFMA staff was available and eager to assist. Kudos for a great effort and congratulations on a successful event.**

**We’ll be in San Antonio in 2012!”**

**- Rob Worthington, CSI, CGP,  
Architectural Services Group,  
JELD-WEN Inc., 2011 Exhibitor**



## The World Workplace expo is the most trusted exposition among qualified buyers of facility management products and services.

IFMA's World Workplace is managed by the **International Facility Management Association**, the largest, strongest, most well-connected and well-respected professional association for facility management.

IFMA has represented, supported and defined facility management for more than three decades. The association speaks on behalf of the profession, leads change affecting the profession, and supports current and future needs of the profession.

IFMA's World Workplace is the association's flagship event. It's the single most important educational, networking and buying event for facility management and related professions.

IFMA promotes World Workplace year-round to more than 20,000 members worldwide. IFMA partners with other prominent associations, organizations and publications, reaching out to an estimated 200,000 additional industry professionals.



### To sign up or for more information:

- Email [tj.mendieta@ifma.org](mailto:tj.mendieta@ifma.org)
- Call +1-713-623-4362
- [www.worldworkplace.org](http://www.worldworkplace.org)

"IFMA's World Workplace was a wonderful experience for Executive Management Services, as it has been for many years. We are so happy to be part of such a great organization, benefitting from the opportunities IFMA provides."

- Julie Marchus, Business Development Manager,  
Executive Management Services, 2011 Exhibitor



# WHY EXHIBIT AT WORLD WORKPLACE?

- 1** It's the **most trusted exposition for facility management buyers** to source solutions for their immediate and long-term needs.
- 2** It's where facility professionals expect to discover **the latest and greatest, and the best and brightest** in facility support solutions.
- 3** It's the **most highly respected exposition** for facility product and service providers.
- 4** It's **THE international platform** for facility management discussion, attended by an estimated **5,000 attendees** from 40 countries, representing **2,000 companies** and 20 workplace-related industries.
- 5** It's where **relationships are forged**—96% of surveyed attendees come to World Workplace to gain knowledge from exhibitors.

- 6** It's where **business gets done**—attendees are responsible for specifying or purchasing products and services for their facilities in more than 30 product categories.
- 7** It's where **brands come to life**—exhibitors benefit from ongoing marketing and advertising efforts before, during and after the show.
- 8** It's a primary component of IFMA's three-prong formula for an **all-inclusive and successful** professional development event—forward-thinking education, global networking and smart solutions.
- 9** It's **focused on your precise business needs**—IFMA's expo team works with each exhibitor to design exposure packages tailored to budget requirements and marketing expectations.
- 10** It's the only facility-focused expo **backed by more than 30 years of experience**, knowledge and a commitment to quality.

# QUICK FACTS

## EXPO

### WHEN & WHERE

Oct. 31 - Nov. 1, 2012  
Henry B. Gonzalez Convention Center  
San Antonio, Texas, USA

### EXPO HOURS

Wednesday, Oct. 31: 11:30 a.m. – 4:30 p.m.  
Thursday, Nov. 1: 10:30 a.m. – 2:30 p.m.


### BOOTH FEES

Build your booth in increments of 10x10 (3mx3m):

- 10x10: US\$3,350
- 10x20: US\$6,700
- 10x30: US\$10,050
- 20x20: US\$13,400

### OTHER FEES | DISCOUNTS

Corner booths are an additional US\$150 per corner.

 IFMA Corporate Sustaining Partners receive a 10% discount.

### OPTIONAL PRE-SHOW MARKETING ITEMS

- Upgraded Exhibitor Profile: US\$400
- Pre-registered Attendee Mailing List: US\$500
- Attendee Bag Insert: US\$750
- Pre-registered Attendee Broadcast Email: US\$1,750

### To sign up or for more information:

- Email [tj.mendieta@ifma.org](mailto:tj.mendieta@ifma.org)
- Call +1-713-623-4362
- [www.worldworkplace.org](http://www.worldworkplace.org)





**\*Compiled from IFMA's World Workplace 2011 post event attendee survey**

# ATTENDEE PROFILE

## World Workplace Attendees Are...

### Diverse:

Of the World Workplace 2011 surveyed attendees:

- 34%** were first-timers;
- 47%** had attended from 2 to 7 World Workplaces;
- 19%** had attended **8** or more World Workplaces.

### Loyal:

**60%** of surveyed attendees did not attend any other conference in 2011 other than IFMA's World Workplace

### Satisfied:

**95%** of surveyed attendees rated their overall World Workplace 2011 experience Excellent/Good.

### Returning This Year:

**60%** of surveyed attendees plan to attend IFMA's World Workplace in San Antonio, Texas, Oct. 31 – Nov. 2, 2012.

### Qualified Buyers:

#### Square Footage/Buildings Managed:

On average, World Workplace attendees manage more than 6 million sq. ft.

- 65%** manage between 1 and 13 buildings.
- 24%** manage between 14 and 100 buildings.
- 11%** manage more than 100 buildings.

#### Total annual facilities budget

#### managed by surveyed attendees:

- Less than \$1 million: **12.0%**
- \$1 million - \$2 million: **12.5%**
- \$2,000,001 - \$5 million: **18.7%**
- \$5,000,001 - \$10 million: **13.7%**
- \$10,000,001 - \$20 million: **16.6%**
- \$20,000,001 - \$50 million: **14.0%**
- More than \$50 million: **12.5%**

### Products and services attendees are responsible for specifying or purchasing:

- Access Control: **52.0%**
- Acoustics: **50.3%**
- Building Automation: **53.7%**
- Carpeting/Flooring: **75.6%**
- Door Hardware: **66.8%**
- Elevator/Escalator Maintenance: **50.9%**
- Emergency Systems: **54.0%**
- Energy Management: **59.7%**
- Ergonomic Products: **58.2%**
- Exterior Maintenance Products/Services: **53.1%**
- Fire Safety: **62.2%**
- Food/Beverage Services: **40.1%**
- Furniture: **70.5%**
- FM Software: **48.9%**

- Green Products/Services: **65.6%**
- IAQ Products/Services: **39.2%**
- Interior Maintenance: **70.7%**
- Janitorial Products/Services: **62.2%**
- Landscaping Services: **53.4%**
- Lighting/Controls: **73.0%**
- Mail/Shipping/Reprographic Services: **38.1%**
- Pest Control: **61.4%**
- Real Estate: **33.5%**
- Restroom Equipment/Plumbing: **62.8%**
- Roofing: **51.4%**
- Security Systems: **52.8%**
- Signage: **71.3%**
- Window/Film: **55.4%**

**"Kudos to the IFMA staff on a great conference! I've been to a number of different conventions over the course of my career, and this was one of the best! Excellent work!"**

*- George R. Hoppen, P.E., Manager,  
Facilities and Operations, Fox Valley Technical College,  
2011 Attendee*



# ATTENDEE PROFILE

## World Workplace Attendees Are...

### Experienced Professionals:

Certification:   
**40%** of surveyed attendees have earned their Certified Facility Manager® (CFM®) credential—the most respected global credential in facility management, designed for highly experienced FM professionals.

### Industries represented by attendees:

Services (e.g., financial, professional, utilities, health care, trade): **55%**  
Manufacturing (e.g., computer, electronics, pharmaceutical, consumer goods): **15%**  
Non-profit (e.g., education, government, religious): **30%**

### Types of facilities managed by attendees:

Headquarters Office: **55.7%**  
Branch/Regional Office: **22.0%**  
Medical Office: **3.4%**  
Call Center: **10.4%**  
Casino: **0.3%**  
Community/Rec Center: **2.8%**  
Convention Center/Exhibit Hall: **1.3%**  
Correctional: **2.3%**  
Courthouse: **3.4%**  
Country Club: **1.3%**  
Data Center: **12.2%**  
Education: **12.4%**  
Embassy: **0.5%**  
Health Care: **7.0%**  
Library: **3.4%**

Lodging/Hospitality: **2.8%**  
Mixed Use With Office: **17.9%**  
Manufacturing: **9.6%**  
Military: **1.8%**  
Research Center: **9.6%**  
Residential/Dormitory: **1.0%**  
Residential/Multi-family: **1.8%**  
Religious: **1.0%**  
Retail/Mall: **2.3%**  
Retail/Branches: **6.0%**  
Retail/Big Box: **1.6%**  
Senior Housing (assisted living/skilled nursing): **1.3%**  
Stadium/Arena/Auditorium: **2.3%**  
Transportation (airport/rail/bus): **3.4%**  
Warehouse: **11.7%**

### Specifically requesting these products/services at the 2012 World Workplace Expo:

New trends in furniture  
More green cleaning products  
More HVAC; Electrical; Plumbing  
A/V; Video Conferencing  
New FM Software; Technology-driven Products/Services  
Interior/Exterior Landscapers  
Food Service Suppliers

Solar Power Solutions; Green Roofs;  
Rain/Water Retention Systems  
More International Companies  
The Next Evolution in Office Furniture  
Creating Open Space for Collaborative Groups  
Employee Wellness Services;  
H.R./Job Counseling Services  
More Security Systems

**"In 25 years of doing tradeshow, the World Workplace expo is the best I've ever been to! People came to our booth carrying the pre-registered attendee mailer we sent, and were waiting in line for information. Your attendees really do come to learn and buy!"**

*- Lisa Powell, Art Rental, Sales & Leasing Gallery,  
Minneapolis, Minn., 2011 Exhibitor*



# WHY BECOME A WORLD WORKPLACE SPONSOR OR ADVERTISER?

1

High-profile sponsorships and low-cost advertising can help **drive additional traffic** to your booth and **increase visibility** on site.

2

Advertisers have the ability to keep their company name in front of **thousands of qualified buyers**—from FMJ and show directory advertising to Web ads and attendee e-mails.

3

Premier sponsor **logos rotate on the event's home page**, with a direct link to your company website.

4

All sponsors are **consistently acknowledged** in marketing collateral and in the *Facility Management Journal*, received by 20,000 IFMA members.

5

Sponsors are recognized for their generous support of the event, underlining their **direct contribution to the quality** of the attendees' learning and networking experience.

6

Several exclusive sponsorships include **speaking opportunities**—personally introduce your company to thousands of attendees at our most well-attended special events.

7

All sponsors are **recognized on the "big screens"** at special events—another opportunity for attendees to associate your company name with the quality of their experience.

8

Solutions Arena sponsors have the opportunity to present **informational sessions and product demo's** to attendees.

9

You have the ability to **customize your exposure package**—choose the sponsorship and advertising opportunities that best meet your budget and marketing needs.

10

By signing on as a World Workplace exhibitor, sponsor or advertiser, **you're partnering** with the largest, strongest, most reputable association for facility management.

# QUICK FACTS

## ADVERTISING & SPONSORSHIPS

### ADVERTISE

Heighten brand awareness with year-round coverage in print and online. Ask about:

#### FMJ advertising

(ad rates for various sizes range from US\$460 to US\$2,875);

#### Show Directory advertising

(ad rates range from US\$500 to US\$3,500);

#### Attendee broadcast emails

(US\$1,750/limited availability);

#### Attendee email updates

(US\$2,500);

#### Attendee mail lists

(US\$500).

### SPONSOR

Select from a variety of exposure options— from exclusive sponsorship of special events, to on-site services and attendee take-away's such as bags, notepads, pens, etc.

### To sign up or for more information:

- Email [tj.mendieta@ifma.org](mailto:tj.mendieta@ifma.org)
- Call +1-713-623-4362
- [www.worldworkplace.org](http://www.worldworkplace.org)

