Reach facility management decision-makers with IFMA, the world’s largest and most widely recognized international association for FM professionals.
How can your company stand out in a trillion-dollar industry practiced by 25-million professionals worldwide?

Connect with IFMA – the only facility management association with four decades of experience supporting FM professionals in more than 100 countries.

Section 1
IFMA Audiences/Membership

Section 2
Reasons to believe – Testimonials/FM Profiles

Section 3
CSP Program

Section 4
FMJ Advertising

Section 5
Digital Advertising

Section 6
Sponsorship & Exhibit Opportunities

Section 7
IFMA Membership (Corp)

Section 8
IFMA Benefits to Support Success

Section 9
Other Sponsorship opportunities: PD, RBI, Webinars

Section 10
Ad specs resource/reference

Section 11
Forty Under 40 Sponsorship

Contact: IFMA’s Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
Why FM and Why IFMA?

Facility management is a rapidly growing industry. It is becoming increasingly challenging for FM professionals to identify best-in-class solutions. IFMA is the association FMs depend on to keep pace in the changing market. By partnering with IFMA, you’re seen as a reliable resource among 24,000 members across the globe.

Target your audience by:

- **Region** – 136 chapters
- **Industry** – 16 councils
- **FM topic area** – 6 communities

IFMA members:

- Manage 78+ billion square feet
- Purchase US$526 billion in products/services

Most common roles/job titles:

- Facility Director 53.3%
- Consultant 6%
- General Manager 5.1%
- C-Suite Level 4.6%
- Real Estate Manager 2.9%
- Health & Safety or Environment 1.6%
- Owner/Principal 1.3%
- Energy/Sustainability 1.3%
- Buyer/Procurement 0.9%
- Security Manager 0.3%

Top FM industry sectors represented:

- Manufacturing/Industrial 25.5%
- Nonprofit 19.3%
- Banking/Finance 18.8%
- Academic 9.6%
- Health care 9%
- IT 5.4%
- Retail 5%
- Transport 3.6%
- Hospitality 3.8%

Annual FM Purchasing Budget (in USD):

- Less than $500k 21.4%
- $500k to $1M 16.7%
- $1M to $5M 33.3%
- $5M + 28.6%

Decision-making for FM Solutions:

- Yes, exclusively 42.1%
- Yes, sometimes 50.4%
- No 7.5%
- Sometimes 7.5%

Top professional challenges:

- Cost management
- Staffing/personnel
- Occupant relations/customer service

When you partner with IFMA, you’re not only investing in your product – you’re also investing in the FM community.

FM influence and purchasing power is growing.

- The FM market worth is estimated at US$43.69 billion as of 2019 and continues to grow.
- The FM industry embraces a vast spectrum of steadfast traditional solutions and cutting-edge, technological innovations. There’s something for everyone.
- Facility management touches every aspect of people’s lives at work, at home, through travel and entertainment. It also encompasses many industries including medical, security, transportation, construction and more.

FM influence and purchasing power is growing.

- Facility managers in the U.S. are experienced professionals – more than half have more than 10 years in the field.
IFMA Members Are the Best Target for Your Message.

Number of Facilities Managed

<table>
<thead>
<tr>
<th>Number of Facilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>3 to 5</td>
<td>16%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>14%</td>
</tr>
<tr>
<td>11 to 20</td>
<td>13%</td>
</tr>
<tr>
<td>&gt; 20</td>
<td>39%</td>
</tr>
</tbody>
</table>

Job Function

- Management of Multiple Functions: 43%
- Operations & Maintenance/Energy Management: 32%

Purchasing Power

- 64% Outside Facility Services Operating Supplies (Operations & Maintenance)
- 62% Building Materials and Maintenance Equipment
- 58% Furnishings and Building Systems Equipment
- 56% Utilities
- 33% Process Equipment

Management Level

- Level 1 - Professional specialist (Manage no employees): 13%
- Level 2 - Manage employees, but do not manage supervisors: 21%
- Level 3 - Manage supervisor(s) who manage others: 11%
- Level 4 - Manage two or more levels of supervisors: 26%
- Level 5 - Senior executive: 29%

Industry Sector Management Level

- Services: 50.9%
- Manufacturing: 16.4%
- Institutional: 32.6%

Contact: IFMA's Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
Reasons to believe

Facility management is a broad industry, presenting multiple opportunities for connection, innovation and partnership.

IFMA is a Recognized International Symbol for FM

I have worked in facility management in various countries, spoken at a number of international FM conferences, and regardless of where I have been, the banner of IFMA is widely recognized and respected. It brings a common language to a global platform of FM professionals. IFMA will also make a way for members who want to engage it’s mission to advance the professional discipline of facility management worldwide.

- John Ringness, SFP, MRICS, IFMA Member and FM Thought Leader since the early 1990’s

IFMA is My First Stop when Hunting for Solutions

IFMA supports collaboration and partnership and those are two keys in being successful at almost anything you do. The people you meet through IFMA can share ideas and solutions to the everyday issues we experience in our profession. Whether it is a site parking issue, introducing a new work order tool or identifying a key vendor to perform work, there is always someone you can network with to identify a best practice or lead vendor instead of having to start from ground zero.

- Marcella Garwood, CFM, IFMA Member and FM Leader since 2002

IFMA is A True Asset for FM’s Worldwide

I find value of IFMA in the networking and plethora of resources that help me find solutions to the FM challenges I face. It’s comforting to know that the FM professionals I meet through IFMA are international peers and help me find solutions, improve processes, decrease operational expenses, improve health and safety and overall maximize your facilities’ potentials. I find IFMA to be a “must” for any FM out there.

- Carlos Rodríguez, Santo Domingo, Dominican Republic, IFMA Member since 2016

Contact: IFMA’s Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
IFMA Opens Doors for Sharing Information and Ideas

Joining IFMA is of enormous benefit for me and my FM career. I participate in industry networking, learning through facility visiting, conferences and seminars, & encounter new FM products and innovative solutions sharing. Usually FMs are “shy” and have fewer chances to meet others in the industry but IFMA allows me to gain lots of exposure to connect with limitless FM professionals all over the world. By attending the prestigious World Workplace Asia, I opened doors to greater knowledge after hearing the speakers and meeting peers.

- Kuan Hwee James NG, Singapore, China

Newer IFMA Members See the Value of Belonging Right Away

When I joined IFMA, it turned out to be a great decision! During my first few months, I attended a conference where I met several terrific new vendors, as well as a number of other FMs and IFMA members. I know all of these contacts can help me in my career goals and FM projects. In fact, I know that being an IFMA member has already helped my career and my business and I’m looking forward continuing to gaining the benefit of other members valuable industry experience to add to my own.

- Jeffrey Mishkin, IFMA Member since 2017

IFMA Allows Me to Engage with the Best of What the FM Industry has to Offer

Membership in IFMA has granted me access to valuable industry information through industry publications, case studies and thought provoking new concepts or approaches. IFMA Conference participation, whether as a presenter, moderator or attendee, has put me in the path of inspiring keynote speakers, education sessions & facility tours with vendor expo access to top vendors. Developing long lasting FM peer to peer relationships worldwide affords camaraderie and information exchange. IFMA provides the vehicle for me to influence our industry and profession by sharing my personal FM experiences and volunteering for IFMA sponsored initiatives.

- Peter Stroup, IFMA Member and Thought Leader since 2006, Director of Facilities at Harvard Medical School, Principal at SAGE International FM

FM Turns Entrepreneur By Leveraging IFMA Membership Benefits

Since I first joined IFMA, I experienced a dramatic growth in my personal and professional life as I expanded my network of people who have guided me in deepening my insights about the industry. Attending chapter meetings, World Workplace and Facility Fusion conferences afforded me fresh and relevant perspectives about the built environment which I found helpful and useful in delivering better solutions to the people whom we serve. I founded Clean Innovation, later rebranded into Impec Group, noting that the knowledge and relationships built over the years with our active involvement with IFMA helped fuel our growth, for which we are forever grateful. Impec Group continues to grow through acquisition of other firms looks forward to expanding its offering not only in California, but in other states as well.

- Raffy Espiritu, IFMA Member since 2000

Contact: IFMA’s Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
Corporate Sustaining Partners (CSPs)

IFMA’s Corporate Sustaining Partner program links your organization with 24,000 members through content-sharing and promotional opportunities that go beyond advertising to highlight your organization as an industry leader. Your annual partnership provides year-round benefits with concierge-style service aimed at providing meaningful opportunities to accentuate your position as an industry thought leader, a strong advocate for the advancement of facility management and an active professional partner in shaping the future of FM. For a breakdown of the benefits available, visit our Comparison Chart or contact corporateconnections@ifma.org for more program details.

The exclusive benefits associated with each level of Corporate Sustaining Partnership are designed to:
- Align with your marketing strategies
- Consistently connect you to your targeted demographic
- Positively position your brand among a global community of FM decision-makers

Exclusive Perks
- Exclusive use of the IFMA CSP logo for company’s website and collateral
- Recognition of CSP status at IFMA events
- Dedicated concierge service to assist in accessing exclusive and tailored benefits

View a list of exclusive CSP benefits at each level at www.bitly.com/ifmacsp.

Learn more about IFMA’s CSP program at www.bitly.com/ifmacsp or contact IFMA at corporateconnections@ifma.org for more program details.
New Pig Corp. has been an IFMA CSP for 3 years and we have enjoyed working with IFMA to lead the FM industry in workplace safety. The IFMA team is almost like an extension of the New Pig team because they are always on the look-out for opportunities to present our brand to the FM industry. In addition to promoting our PIG Safe Floors Spotlight Program through contracted marketing channels, our IFMA account manager, Kim, took it a step further and personally posted to social media to make sure our message reached our target audience in a personal way.

Carl DeCaspers
PR & Media Director at New Pig Corp.

Contact IFMA at corporateconnections@ifma.org for more program details.
FMJ Magazine

FMJ, IFMA’s official magazine, is written by and for professionals who develop and maintain productive workplaces. It is the only industry publication that draws on the collective knowledge of IFMA’s highly connected global network of FM thought leaders to deliver insights on current and upcoming facility management trends. FMJ subscribers include experienced facility leaders and decision-makers from multinational organizations at the top of their respective fields, such as 3M Company, General Electric, Ikea, Nike and more.

Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme &amp; Content</th>
<th>Advertising Deadline (Reservation &amp; Materials)</th>
</tr>
</thead>
</table>
| January/February 2020      | **FM Technology Round Up**  
AI and IoT in the built environment  
Technology trends in 2020 and beyond  
Cybersecurity & tech safety | November 15, 2019 |
| March/April 2020           | **Security, Disaster Recovery & Business Continuity**  
How we did it: Coming back from a disaster  
Building/Renovating with risks in mind  
Environmental health & safety | January 17, 2020 |
| May/June 2020              | **Planning & Project Management**  
Risk mitigation  
Benchmarking in today’s data driven world  
Best practices for planning & project management | March 13, 2020 |
| July/August 2020           | **Real Estate & Property Management + Space Occupancy**  
Building a better outside  
Managing & optimizing your real estate portfolio  
Capital planning | May 15, 2020 |
| September/October 2020     | **People and Leadership**  
The Stadium/Arena story  
Bringing FM to the forefront  
Leadership & innovation  
Challenges for the next gen FM | July 17, 2020 |
| November/December 2020     | **Sustainability**  
What’s next in green technology?  
Managing pests in the green environment  
Meeting mandated sustainability benchmarks | September 18, 2020 |
| January/February 2021      | **The guts of your facility**  
Turning the workplace into your best work tool  
Health, Safety & Wellbeing  
Tricks of the Trade: tech, biophilic, privacy vs social  
Ergonomics and occupant comfort  
Managing the occupant space  
Managing the operations space | November 13, 2020 |
About FMJ

- Only industry publication that draws on collective knowledge of IFMA’s highly connected global network of FM thought leaders
- Internationally recognized and industry-trusted for over 30 years, FMJ sets the bar for FM publications
- Articles offer practical takeaways and global best practices to help FMs optimize facilities
- Distributed six (6) times a year in print and online, with bonus distribution at industry conferences
- Digital version includes extra articles, videos, podcasts and more
- New issues are emailed to all 24K IFMA members each January, March, May, July, September and November.
- Articles are featured weekly on www.ifma.org homepage, IFMA Insider news briefs and shared via social media

50% of FMJ readers have been in the FM industry more than 20 years
42% of FMJ readers are exclusive decision-makers for FM purchases

Submitting Articles to FMJ

All facility management professionals are encouraged to share their knowledge and expertise with the worldwide FM community by writing an article for IFMA’s FMJ magazine. Learn more about submitting an article to FMJ.

Connect With FMJ

Tweet - www.twitter.com/TheFMJ
Like - www.facebook.com/IFMAFMJ

Contact: IFMA’s Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
2020
FMJ Magazine
Standard Ad Rates*


Rates include:
- Ad placement in both print and digital magazine
- One complimentary listing by business category in ad index in both print and digital magazine
- Live hyperlinks to your website (both on your ad and in ad index) in digital magazine
- Complimentary 500-character profile in special section of digital magazine
- Complimentary competitive separation (as requested)

Special Advertising Opportunities

Belly Band - $6,500
(EXCLUSIVE – only one per issue)
Wrap your message around FMJ in print and online. Your ad will be displayed on a special wrapper around FMJ – yours is the first ad readers see! Rate includes a full-page ad within magazine.

Premium Positions - $3,750
Stand out from fellow advertisers by securing prime placement! Premium positions ensure high visibility and include back cover, inside back cover, opposite inside back cover, inside front cover, opposite inside front cover, opposite table of contents, opposite industry news, opposite editor’s column, opposite chair’s column and opposite president’s column.

Email Announcement Sponsor - $2,500
(EXCLUSIVE – only one per issue)
Leverage exclusivity by sponsoring the FMJ announcement email! Each new edition is emailed to IFMA’s full membership, providing issue highlights, article summaries, magazine tool tips and more. Sponsorship includes a 468 x 60-pixel banner ad.

Digital Sponsor - $1,250
Exclusive opportunity!
When you sponsor the FMJ digital edition, your company will be one of the first ads readers see when they open their digital copy. Your message will be prominently displayed directly across from the cover of the magazine. Digital ad is the same specifications as a print ½-page ad.
IFMA Website Advertising

Drive traffic from our site to yours

Grab the attention of the largest community of facility professionals on the web. IFMA’s website is frequently updated with new products, services, educational offerings and events that attract thousands of FM professionals looking for the latest facility management news and information.

- On average, advertisers receive 40,000+ impressions per month.
- Only two high-exposure positions are available (three banners rotate per position).
- Ads receive prime placement on the home page and are reinforced throughout every page of the site.

With more than three-million hits per month, the IFMA website is the ultimate global resource for all things FM. To learn more, contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362.

Everything an FM needs is on IFMA.org, including your solutions.

Reach the strongest visitor pool of decision-making facility management professionals. Prime placement ensures your ad will be noticed by the people who matter most to your business.

Article Box is $2,150

Advertising positions are limited and available on a first-come, first-served basis. Banner ads are purchased at a flat net rate. Banner ad size is 300 x 250. To learn more, contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362.
IFMA Website Advertising

IFMA.org by the Numbers:

- **942,970** sessions annually
- **473,820** users annually
- **3,244,738** page views annually
- **3.44** pages/session

Avg. session duration: **2:55 (industry benchmark: 2:33)**
Bounce rate: **42.69% (industry benchmark: 56%)**

Other Digital Opportunities

**FM Buyer’s Guide on IFMA.org**
The FM Buyer’s Guide is an online tool that allows facility professionals to search for products and services by keyword or category. A basic company listing is available to IFMA members at no cost, but you also have the option to upgrade to an enhanced listing and/or premium placement. To learn more, contact IFMA’s partner, MultiView at ifma@multiview.com or +1-800-816-6710.

**IFMA Insider**
Emailed every Friday to thousands of industry professionals worldwide, the IFMA Insider e-newsbrief consists of the week’s top FM-related news stories. A variety of ad options are available to help you get your product or service in front of highly qualified buyers. To learn more, contact IFMA’s partner, MultiView at ifma@multiview.com or +1-800-816-6710.

**IFMA Contact List (email, social, direct mail)**
Deliver your message directly to your target audience! IFMA does not offer its member contact information for email, social media, direct mail or other marketing communication, but Corporate Sustaining Partners have access to the list at no cost. The higher your level of CSP participation, the more frequently you have access to the list. To learn more about IFMA’s CSP program, visit www.bitly.com/ifmacsp or contact IFMA at corporateconnections@ifma.org for program details.
Looking for an opportunity to directly connect with FM leaders in a focused, dedicated setting?

IFMA hosts and co-hosts several major events throughout the year, all geared toward the learning and networking needs of facility managers and other workplace professionals. Deliver your message to an engaged FM audience. See a list of upcoming events at [www.ifma.org/events](http://www.ifma.org/events) or contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362
IFMA's Facility Fusion
Conference and Expo (U.S.)

[facilityfusion.ifma.org](http://facilityfusion.ifma.org)

April 20-22, 2021
Westin Boston Waterfront
Boston, Massachusetts, USA

Contact IFMA's Expo and Advertising Team
at expoadv@ifma.org or +1-713-623-4362

Booth fees start at $2,400 per 10' x 10'
Sponsorships range from $500 to $10,000.

IFMA's Facility Fusion provides a strong platform for
attendees actively seeking FM solutions and products.
Choose from a variety of sponsorships, marketing
opportunities and booth spaces.

Attendee Profile (U.S.)
IFMA's Facility Fusion is attended by an estimated 1,000+ attendees from more than 46 U.S.
states and 10 countries. Attendees represent more than 600 companies with annual facility budgets
totaling more than US$23 million.

Annual facility budget:  Mean = US$23,735,480  Median = US$4,000,000

Square feet managed  Type of facility managed  Industry of work in FM

Contact: IFMA's Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
Exhibit, sponsor or advertise at the most highly anticipated annual FM event!

IFMA’s World Workplace®
Conference and Expo (U.S.)
worldworkplace.ifma.org

Sept. 30- Oct. 2, 2020
McCormick Place
Chicago, Illinois

Contact IFMA’s Expo and Advertising Team
expoadv@ifma.org | +1-713-623-4362

Booth fees start at $3,800 per 10’ x 10’
Sponsorships start at $1,000; advertising and marketing add-on’s start at just $400. Options to suit every business objective, every budget and every level of participation at the largest annual gathering of the facility management community.

Crowned the “must-attend” conference and expo, IFMA’s World Workplace is the premier educational, networking and buying event for the facility management profession, drawing more than 4,500 attendees from more than 2,000+ companies representing 40+ countries and billions of dollars’ worth of purchasing power.

“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
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

Types of facilities our attendees manage:

- 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

World Workplace attendees represent:

- Administrative Services
- Facility Management
- Operations & Maintenance
- Management
- Outsourcing
- Plant Management
- Project Management
- Property Management
- Safety and Health Management
- Security
- Space Analyst
- Space Planner
- Technical Operations
- Management
- Workplace Services

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)

Contact: IFMA’s Expo and Advertising Team | expoadv@ifma.org | +1-713-623-4362
IFMA hosts and co-hosts facility management conferences in several key world regions that not only bring the educational value associated with an IFMA event, but also present tailored FM topics to address the trends and challenges of the local area. Bring your product or service solution to growing FM markets across the globe. See a list of upcoming events at www.ifma.org/events or contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362

IFMA Global Canada

[ifmaglobalcanada.ifma.org](http://ifmaglobalcanada.ifma.org)

June 10 -11, 2020
Toronto, Canada

IFMA’s World Workplace Europe Conference and Expo

[worldworkplaceeurope.org](http://worldworkplaceeurope.org)

17-19 March 2021
Amsterdam, Netherlands

IFMA’s World Workplace Asia FM Conference and Expo

[worldworkplace.ifma.org/asia](http://worldworkplace.ifma.org/asia)

April 6 – 8, 2021
Singapore
IFMA Membership Opportunities for FM Solution Providers

IFMA offers a variety of membership types, some of which are exclusively designed for FM solution providers. These IFMA membership types offer benefits to support you and your organization as you support facility managers.

Associate Member (Individual Company Representatives or Solution Providers)
Open to individuals whose primary responsibilities include: business development; sales and/or marketing as a consultant; representation of a manufacturer, vendor, dealer or distributor; and/or provider of facility-related products and services.
Join today at membershipinfo.ifma.org. Prices starting at just $219.

Corporate Sustaining Partner (Company)
The Corporate Sustaining Partner (CSP) program is designed to suit the needs of national and international companies that provide product and service solutions, as well as thought leadership, to facility management professionals. IFMA matches CSPs with opportunities to share their message with the world’s largest FM audience, while also receiving exclusive content, marketing and promotional benefits.
Learn more about IFMA’s CSP program at www.bitly.com/ifmacsp or contact IFMA at corporateconnections@ifma.org for more program details.

Bulk Membership (Group of 10+ Individual Members)
If your company or organization has 10 or more employees who support the FM industry, consider the benefits of a bulk membership plan. In addition to a discounted rate for base membership, IFMA's bulk membership plan offers the convenience of a single annual billing statement. “Bulk” is defined as 10 or more employees from the same company and is the only IFMA membership type that is applied to a company or organization and accommodates staff changes with easy swapping of employee names on the membership roster.
Contact IFMA at IFMA@ifma.org or +1-713-623-4362 to learn how your team can participate in IFMA's bulk membership plan.

Unsure which IFMA membership option is right for you? We can help. Contact IFMA at IFMA@ifma.org or +1-713-623-4362.
Training Tools

IFMA’s Essentials of Facility Management is a self-study, online training course designed to introduce the facility management (FM) profession’s terminology and provide an overview of the facility professional’s role. It is recommended as an on-boarding tool for solution-provider teams in the FM arena because they will potentially gain insight into their FM clientele, increase their credibility and successfully position their product or service. Learn more at www.fm.training/essentials-facility-management or call +1-713-623-4362.

IFMA’s Facility Management Professional (FMP) designation is a knowledge-based credential for FM industry professionals looking to increase their depth-of-knowledge in the core FM topics and highlight their professionalism. This course is recommended to solution-providers who will benefit from recognition and additional industry knowledge. Learn more at www.fm.training/essentials-facility-management or call +1-713-623-4362.
IFMA's Knowledge Library is your gateway to over 1,000 valuable articles, benchmarking, case studies, research, videos, webinars and more FM content, all conveniently located in a single location. Also, partners can explore opportunities to submit content. Learn more at www.ifma.org/know-base/knowledge-library or contact IFMA at IFMA@ifma.org or +1-713-623-4362.

IFMA's FM Research Benchmark Institute (RBI) focuses on high-impact research on FM topics and issues. All research is based on grounded theory, applied techniques and yields core industry data at economical prices. Browse published research documents at www.ifma.org/marketplace/bookstore or learn how to partner with RBI to conduct research important to you at research.ifma.org. You can also contact IFMA RBI at IFMA@ifma.org or +1-713-623-4362.

IFMA offers the resources you need to find the perfect facility management candidate to help your organization grow. IFMA's JOBNet is the most active FM job board on the web. Post your job and choose from the most qualified FM candidates in the industry! Learn more at jobnet.ifma.org or contact IFMA at IFMA@ifma.org or +1-713-623-4362.
Through the generous support of our sponsors, IFMA has the ability to deliver high-quality experiences and cutting-edge information to the facility management community.

IFMA Project and Product Sponsorship is the ultimate “WIN-WIN.”

- Raise the profile of your brand in the marketplace
- Bring a new idea or resource to the industry
- Highlight your brand as a thought leader and champion of FM
- Help shape the future of the industry

What Matches Your Mission?

Professional Development

Professional development sponsorship opportunities may include partnerships around creating and updating IFMA training programs or course materials related to credentials and other FM educational products. Contact IFMA at corporateconnections@ifma.org to learn more.

FM Research and Benchmarking

IFMA’s FM Research & Benchmarking Institute (RBI) focuses on critical areas of interest to IFMA members supported by implementing applied and academic research techniques. The goal is to provide FMs with game-changing information on the latest data and trends. RBI offers a collection of sponsorship opportunities covering various FM research topics. Learn more at research.ifma.org/support-rbi.

Events, Conferences and Expos

IFMA hosts several major educational and networking events each year, allowing you to customize sponsorship packages that meet your budget requirements and business objectives. Benefit from consistent and prominent recognition in print collateral, online and on site. See a list of upcoming events at www.ifma.org/events or contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362.

Do you have a special area of interest in FM and seek a partner to help bring your idea to life? Contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or call +1-713-623-4362.
**Print Ad Specifications**

**Minimum print resolution: 300 dpi**
Convert all colors to CMYK or grayscale. Do not use RGB or indexed color.

**File saving and formatting requirements**

IFMA uses the Microsoft Windows platform. Do not send files with Mac previews. Only high-resolution digital art submissions are accepted. IFMA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only .pdf, .eps or .tiff files.

- **Adobe Acrobat:** Save files in high-resolution press-optimized composite .pdf format.
- **Adobe Illustrator:** Save files in .eps format. Convert all fonts to outlines. Use CMYK colors. Don’t use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK .eps or .tiff. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

**Digital Ad Specifications**

**File Saving and Formatting Requirements.** All box ads for ifma.org need to be 300 pixels wide by 250 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg, or .png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 40K.

**File Naming & File Transport.** Documents should be named by the advertiser’s name and month advertising. Please email compressed files using WINZIP or Stuffit to diana.maldonado@ifma.org. For large files, please use www.mailbigfile.com. Third-party tags are accepted for web banner ads.
IFMA is celebrating its Fortieth Anniversary in 2020 and is looking forward to a brilliant future as part of the Facility Management industry. Part of that vision lies in recognizing the talent and achievements of young FMs as they rise through the ranks of the profession. Throughout the year, IFMA will be gathering and celebrating the stories of newer generations of built environment influencers who are under the age of 40 with the IFMA Forty Under 40 Campaign.

By sponsoring the Forty Under 40 program, your organization will be branded a committed supporter of the FM profession and the rising stars elevating the global community of those supporting the built environment.

Sponsor Benefits

Nomination Process Launching in February
- Sponsor recognition on online nomination form
- Sponsor recognition in email communications to nominees

Selection Process Launching in March/April
- Seat on Nominee Review Committee
- Sponsor recognition on Finalist Features published in IFMA’s FMJ Magazine
- Sponsor recognition on letters of appreciation emailed to those who were not finalists

Finalist Announcement & Publication Launching in September
- Sponsor recognition on general session slides at World Workplace 2020 in Chicago.
- Sponsor recognition in Forty Under 40 feature in FMJ
- Sponsor recognition on digital pieces linking back to the profiles on digital FMJ
- Sponsor recognition on Forty Under 40 highlights throughout IFMA marketing campaign: social media, video, newsletter communications, an IFMA advertising pieces, as appropriate

Other
- Full page ads in the following 2020 issues of the FMJ: May/June, July/August, September/October, November/December
- Full page ad in World Workplace Show Directory
- Static ad on IFMA-TV at World Workplace North America 2020
- Banner ad on World Workplace North America 2020 Mobile App

Contact IFMA’s Expo and Advertising Team at expoadv@ifma.org or +1-713-623-4362 to learn how you can take part in this unique opportunity!
Media Planner 2020

WWW.IFMA.ORG

Contact:
IFMA’s Expo and Advertising Team
expoadv@ifma.org
+1-713-623-4362