

# MEDIA PLANNER 2021



Reach facility management decision-makers with IFMA, the 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.

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## 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. FMs look to IFMA to keep pace in the changing market. By partnering with IFMA, you're seen as a reliable resource among 23,000 members across the globe.

Connect directly with the professionals who use your products and services every day. IFMA members' shopping lists include solutions in:

Access control	Food/beverage services	Relocation management
Acoustics	Furniture	Roofing
Asset management	Health/safety	Security solutions
Building automation	HVAC/IAQ	Signage
Building maintenance	Janitorial	Software
Carpet/flooring	Landscaping	Storage
Construction/design	Lighting	Vehicles
Disaster recovery	Locks	Wall systems
Elevator/escalator maintenance	Mail/shipping	Waste management
Emergency response	Property maintenance	Water technology
Fire safety	Recycling	

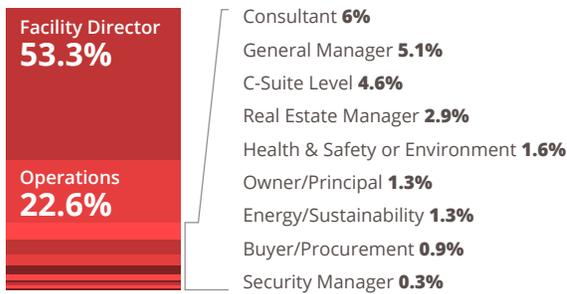
### Target your audience by:

- Region** ▶ 140+ chapters
- Industry** ▶ 16 industry-specific councils

### IFMA members:

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

### Most common roles/job titles:



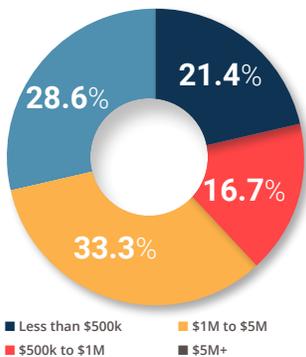
### Top professional challenges

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

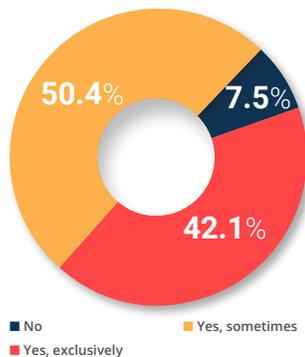
### Top FM industry sectors represented:



### Annual FM Purchasing Budget (in USD)



### Decision-making for FM Solutions



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.

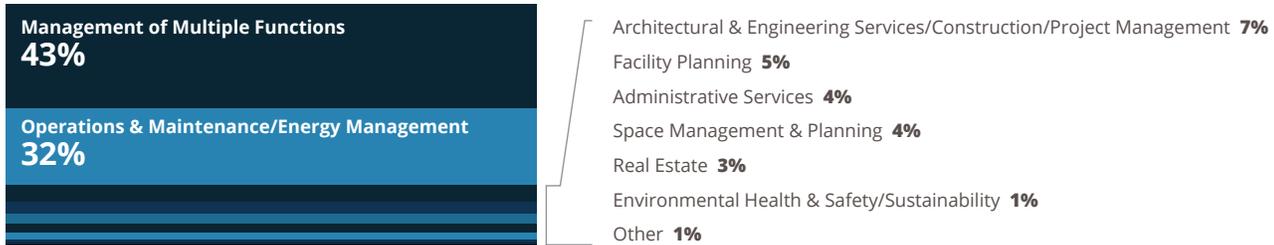
- ▶ The FM market worth is estimated at US\$43.69 billion and continues to grow.
  - ▶ The FM industry embraces a vast spectrum of steadfast traditional solutions and cutting-edge, technological innovations. There's something for everyone.
  - ▶ Facility management touches every aspect of people's lives at work, at home, through travel and entertainment. It also encompasses many industries including medical, security, transportation, construction and more.
- FMs have a wealth of knowledge and actively seek out products and solutions:
- ▶ 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.

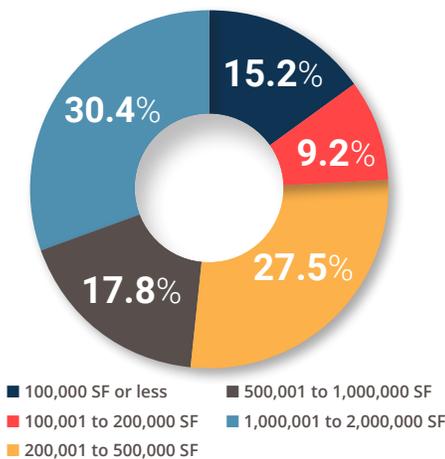
## Number of Facilities Managed



## Job Function



## Amount of Space Managed



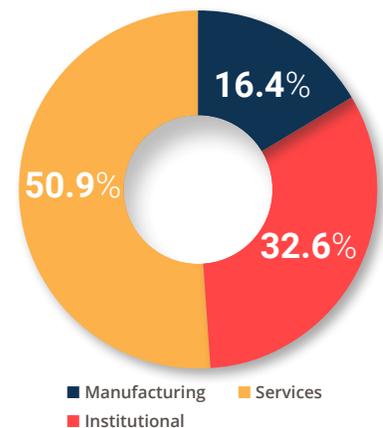
## Purchasing Power



## Management Level

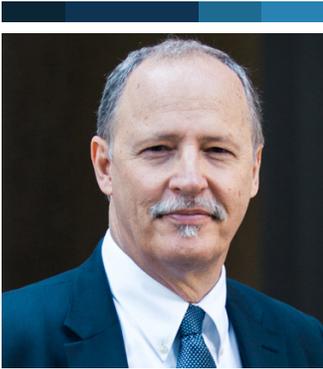


## Industry Sector Management Level



# Reasons to believe

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



## 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 1990s**



## 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 FMs 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**



## 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, and 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, IFMA thought leader**



## 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 and facility tours with 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.

► **Raffy Espiritu, IFMA member since 2000**



## Corporate Sustaining Partners (CSPs)

IFMA's Corporate Sustaining Partner program links your organization with 23,000 members through content-sharing and promotional opportunities that go beyond advertising to highlight your organization as an industry leader. IFMA 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 csp@ifma.org](mailto:csp@ifma.org) for more program details.

### The exclusive benefits associated with each CSP level 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

- ▶ Advance notification of all exposure opportunities through IFMA
- ▶ 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](http://www.bitly.com/ifmacsp).

Learn more about IFMA's CSP program at [www.bitly.com/ifmacsp](http://www.bitly.com/ifmacsp) or contact IFMA at [csp@ifma.org](mailto:csp@ifma.org) for more program details.

“ New Pig Corp. has been an IFMA CSP for three 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.**

**CSP**



**IFMA™**

**CORPORATE  
SUSTAINING  
PARTNER**



*By workplace professionals,  
for workplace professionals*

# 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

Issue	Reservation & Art Materials Deadline	Article Submission Deadline	Theme/Features
January/February 2021	Friday, Nov. 13, 2020	Friday, Nov. 6, 2020	<b>The Guts of Your Facility</b> <ul style="list-style-type: none"> <li>▶ Turning the workplace into your best work tool</li> <li>▶ Tricks of the trade: tech, biophilic, privacy vs. social</li> <li>▶ Managing occupant space</li> <li>▶ Managing operations space</li> <li>▶ Using workspace post COVID-19</li> <li>▶ Building a better inside</li> </ul>
March/April 2021	Friday, Jan. 15, 2021	Friday, Jan. 8, 2021	<b>Risk Management + Health Safety</b> <ul style="list-style-type: none"> <li>▶ Coronavirus — One year later: What we learned/If we had a do-over</li> <li>▶ Common problems in crowded spaces</li> <li>▶ Strategic preparedness and risk management: What's working and why?</li> <li>▶ Hygiene in the workspace</li> <li>▶ Teaming with government agencies to provide a safe space (case studies/best practices)</li> <li>▶ HVAC and your IAQ</li> </ul>
May/June 2021	Friday, March 12, 2021	Friday, March 5, 2021	<b>O&amp;M/Planning and Project Management</b> <ul style="list-style-type: none"> <li>▶ O&amp;M where you are — local vs. global</li> <li>▶ Standardizing standards/global benchmarking</li> <li>▶ Creating the best experience for your tenants</li> <li>▶ Budgeting</li> <li>▶ Everyday O&amp;M</li> <li>▶ Managing an emergency project</li> </ul>



# Editorial Calendar,

CONTINUED

Issue	Reservation & Art Materials Deadline	Article Submission Deadline	Theme/Features
July/August 2021	Friday, May 14, 2021	Friday, April 30, 2021	<b>Technology</b> <ul style="list-style-type: none"> <li>▶ PropTech</li> <li>▶ What's next in FM tech?</li> <li>▶ Down the road...rebuilding the built environment</li> <li>▶ Using AR and virtual assistance to build the workspace</li> <li>▶ Human factors in tomorrow's technology</li> <li>▶ Workspace automation</li> <li>▶ Choosing the right time to upgrade</li> </ul>
September/October 2021	Friday, July 16, 2021	Friday, July 2, 2021	<b>Your FM Career</b> <ul style="list-style-type: none"> <li>▶ Creating the FM roadmap to success</li> <li>▶ Building your FM championship team</li> <li>▶ IFMA credentialing</li> <li>▶ Using your membership to get into leadership</li> <li>▶ Building and maintaining your FM utility belt</li> <li>▶ Climbing the FM ladder</li> <li>▶ What is FM and why you're important</li> </ul>
November/December 2021	Friday, Sept. 17, 2021	Friday, Sept. 3, 2021	<b>Sustainability</b> <ul style="list-style-type: none"> <li>▶ Reuse vs. recycle</li> <li>▶ Corporate social responsibility + environmental stewardship/sustainability</li> <li>▶ Sustainability &amp; the workplace experience</li> <li>▶ Sustainability &amp; energy efficiency</li> <li>▶ Sustainability &amp; technology</li> <li>▶ Sustainability in decision-making and planning</li> </ul>
January/February 2022	Friday, Nov. 12, 2021	Friday, Nov. 5, 2021	<b>Superior Interiors</b> <ul style="list-style-type: none"> <li>▶ The future of the workspace — what comes after open concept?</li> <li>▶ Revolutionizing the mobile workforce/gig workforce</li> <li>▶ Form and function of the work environment</li> <li>▶ The good old days — blasts from the past that still work today</li> <li>▶ Built environment — a holistic endeavor</li> </ul>



## 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.
- ▶ Digital version includes extra articles, videos, podcasts and more
- ▶ New issues are emailed to all 23,000 IFMA members each January, March, May, July, September and November.
- ▶ Articles are featured weekly on IFMA.org homepage, in 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

## FMJ by the Numbers

**60,000**

average unique page views per issue

**7.3 session (average)**

per online reader

**10 minutes (average)**

per online issue

**23,000**

digital circulation

**6,700**

Twitter (@TheFMJ) followers and growing

**FMJ Circulation:**

**23,000** (74% U.S., 26% global)

## Submitting Articles to FMJ

FM professionals are encouraged to share their knowledge and expertise with the worldwide FM community by writing an article for IFMA's FMJ magazine. Article submissions are accepted year-round — simply choose a topic from the editorial calendar (<https://www.ifma.org/publications/fmj-magazine/editorial-calendar>) and follow our article submission guidelines, available at <http://bit.ly/FMJsubmitguidelines>. **For more information, contact the FMJ editor at [FMJ@ifma.org](mailto:FMJ@ifma.org).**

**ADDITIONAL EXPOSURE** | Each issue of FMJ is highlighted in IFMA's other communications channels to maximize exposure.

### Social media exposure on IFMA & FMJ channels:

FMJ Twitter: **7,696** followers  
 IFMA Twitter: **22,200** followers  
 IFMA Facebook: **14,117** followers  
 IFMA LinkedIn: **31,279** followers

### 2 email blasts to IFMA members per issue

Average Open Rate = **26.31%**  
 Average Click Through Rate = **14.81%**

### Articles featured in IFMA Insider

**16,400+** subscribers  
 Represents a cross section of the FM industry  
 Click rate and open rates are double the industry average

**Connect With FMJ** | **Tweet** - [www.twitter.com/TheFMJ](https://www.twitter.com/TheFMJ) | **Like** - [www.facebook.com/IFMAFMJ](https://www.facebook.com/IFMAFMJ)

## Contact

IFMA's Expo and Advertising team for details and custom packages at [expoadv@ifma.org](mailto:expoadv@ifma.org) or +1-713-623-4362.

## 2021 FMJ Magazine Standard Ad Rates\*

\* Net rates, effective Jan. 1, 2021.  
All listed rates in U.S. dollars.

SIZE	1x	3x	6x
<b>2-Page Spread</b>	\$6,300.00	\$5,700.00	\$5,000.00
<b>Full Page</b>	\$3,150.00	\$2,850.00	\$2,500.00
<b>1/2 Page</b>	\$2,250.00	\$2,000.00	\$1,850.00
<b>1/3 Page</b>	\$2,000.00	\$1,850.00	\$1,650.00
<b>1/4 Page</b>	\$1,850.00	\$1,650.00	\$1,500.00

**Note:** These prices are for promotional content that contain 60% or more graphic display and 40% or less text. Advertorial content and similar product, service or brand-oriented articles are available by special arrangement only. Please contact IFMA's Expo and Advertising Team at [expoadv@ifma.org](mailto:expoadv@ifma.org) or by calling +1-713-623-4362.

### Added Value:

- ▶ Ad placement in the digital magazine at no additional cost.
- ▶ One complimentary listing by business category in ad index in both print and digital magazine, which includes your company website and one social media handle.
- ▶ Live hyperlinks to your website (both on your ad and in ad index) in digital magazine.
- ▶ Complimentary 500-character profile with company logo and social media handle in special section of digital magazine.
- ▶ Recognition on FMJ section of IFMA website and via IFMA's robust social media channels.
- ▶ Complimentary competitive separation (as requested).



## Special Advertising Opportunities All listed rates in U.S. dollars.

### 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.

### "My Facility" Feature Article Sponsorship | \$5,000 (EXCLUSIVE — only one per issue)

Each "My Facility" article features a unique or notable facility, highlighting what makes it different from an FM standpoint. Sponsorship includes your company logo on the first page of the article, a full-page ad within the article and your company tagged in at least two social media posts highlighting the "My Facility" article. If a virtual video tour is included as added content for the article, your company logo will be included in the opening of the video.

### Email Announcement Sponsor | \$3,500 (EXCLUSIVE — only one per issue)

Leverage exclusivity by sponsoring the FMJ announcement emails! Each new edition is emailed to IFMA's full membership twice, providing issue highlights, article summaries, magazine tool tips and more. Sponsorship includes a 550x125-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 1/2-page ad.

# IFMA Website Advertising

Share your message on the online hub of the FM community.

For 40 years, IFMA has been the largest and most-trusted global organization for facility management. IFMA.org is where FMs go to learn, network, keep pace with industry trends and gain field-tested strategies for facility performance. 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 30,000+ impressions per month.
- ▶ Only two high-exposure positions are available (three banners rotate per position).

With more than 3 million hits per month, IFMA is the ultimate global resource for all things FM.

The screenshot shows the IFMA website interface. At the top, there's a navigation bar with 'About IFMA', 'News', and 'Contact Us'. Below that is a main banner with the text 'Make My IFMA, Your IFMA' and 'WORK IN FACILITY MANAGEMENT?'. The main content area features an article titled 'Empowering Facility Professionals Worldwide' with a sub-headline 'Facility Management FM trillion dollar industry'. To the right, there are two 'ADVERTISE HERE' boxes, each labeled 'PAID ADVERTISEMENT'.

## 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](mailto:expoadv@ifma.org) or +1-713-623-4362.

## IFMA.org by the Numbers:

**942,970** sessions annually

**3.44** pages/session

**473,820** users annually

Avg. session duration: **2:55** (industry benchmark: 2:33)

**3,244,738** page views annually

Bounce rate: **42.69%** (industry benchmark: 56%)

# IFMA Digital Advertising

## “The Wire,” IFMA’s Weekly Member eNewsletter

The IFMA WIRE is distributed every Tuesday to 23,000 global IFMA members (excluding those members who opt-out). The average open rate for the WIRE email is 24.4%.

There are two exclusive advertising positions within the email. Your ad will display in each issue of the WIRE within the month purchased. Check out a sample of the WIRE [here](#).

### Featured banner

- ▶ Size: 600x150
- ▶ Banner positioned in the middle of content
- ▶ US\$3,500, net per month | US\$2,500, net per month, when you purchase a three-month package

### Middle Banner

- ▶ Size: 600x150
- ▶ Banner positioned in the middle of content
- ▶ US\$3,500, net per month | US\$2,500, net per month, when you purchase a three-month package
- ▶ Available Inventory: July 2021, Sept. 2021 to Dec. 2021

### Footer banner

- ▶ Size: 600x300
- ▶ Banner positioned at the footer of email

- ▶ US\$3,000, net per month | US\$2,000, net per month, when you purchase a three-month package

To learn more, contact IFMA’s Expo and Advertising Team at [expoadv@ifma.org](mailto:expoadv@ifma.org) or +1-713-623-4362.



## 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](mailto:ifma@multiview.com) or +1-800-816-6710.

### IFMA Insider, Global Edition

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](mailto:ifma@multiview.com) or +1-800-816-6710.

### IFMA Mailing List

Deliver your message directly to your target audience! IFMA does not sell its member address list, 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](http://www.bitly.com/ifmacsp) or contact IFMA at [corporateconnections@ifma.org](mailto: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](mailto:expoadv@ifma.org) or +1-713-623-4362.



## Exhibit, sponsor or advertise at the most highly anticipated annual FM event!

IFMA's World Workplace<sup>®</sup>  
Conference and Expo (U.S.)  
[worldworkplace.ifma.org](http://worldworkplace.ifma.org)

October 26-28, 2021  
Gaylord Palms Resort  
Kissimmee, Florida, USA

**Booth fees start at \$3,800 per 10'x10'**

**Sponsorships start at \$1,000;** advertising and marketing starts at just \$400. Suit every business objective, every budget and every level of participation at the largest annual gathering of the facility management community.

**Contact IFMA's Expo and Advertising Team at**  
[expoadv@ifma.org](mailto:expoadv@ifma.org) | +1-713-623-4362

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



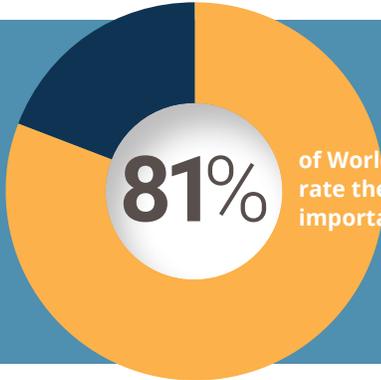
4,500+ attendees

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

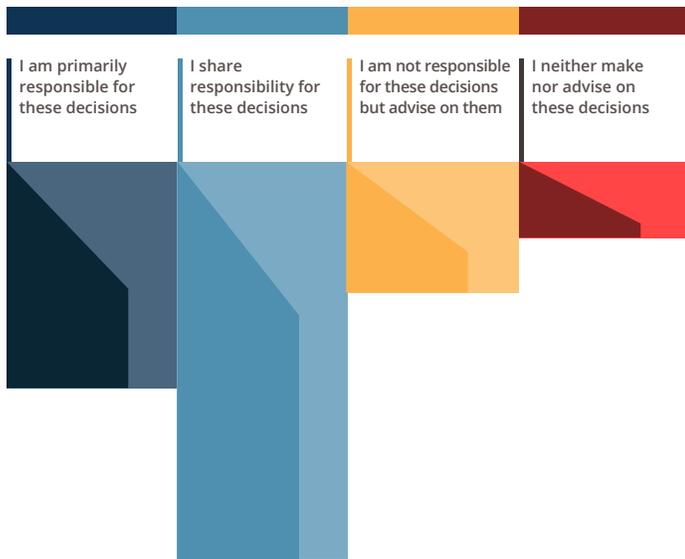
Specifying/purchasing products in more than 30 categories



We get them on the show floor with:

- ▶ dedicated expo hours,
- ▶ expo-only activities,
- ▶ exclusive informational sessions and product demonstrations,
- ▶ and consistent expo marketing.

Decision making roles of World Workplace attendees



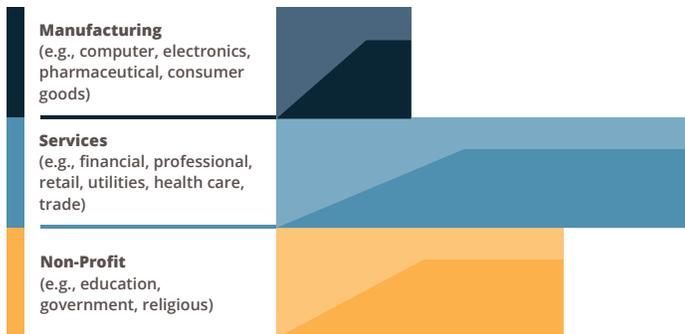
Types of facilities our attendees manage:

- ▶ 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

Attendees represent:

- ▶ Facility Management
- ▶ Property Owners
- ▶ Engineering
- ▶ Architecture
- ▶ Construction
- ▶ Design
- ▶ Security
- ▶ Sustainability
- ▶ Consultants
- ▶ IT
- ▶ HR

Industries our attendees work in:



Working in these industries:

- ▶ Academics
- ▶ Health Care/R&D
- ▶ Retail
- ▶ Transportation/Airports
- ▶ Public Sector
- ▶ Manufacturing
- ▶ Financial Institutions
- ▶ Corporate Facilities
- ▶ Food Service & Hospitality
- ▶ Museums/Cultural Institutions
- ▶ Utilities
- ▶ Legal
- ▶ Nonprofit Organizations





## IFMA's Facility Fusion Conference and Expo (U.S.)

facilityfusion.ifma.org

April 26-28, 2022  
Austin, Texas, USA

Contact IFMA's Expo and Advertising Team at [expoadv@ifma.org](mailto:expoadv@ifma.org) or +1-713-623-4362.

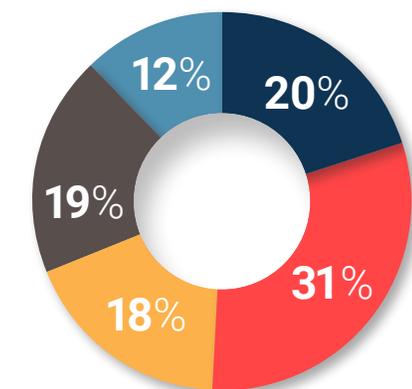
Booth fees: US\$2,000

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.)

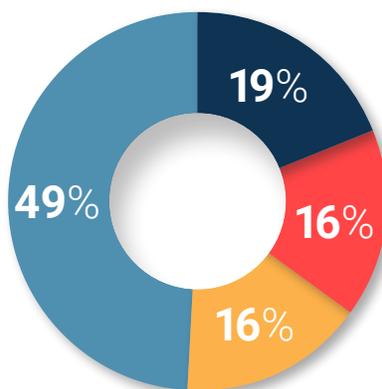
IFMA's Facility Fusion is attended by an estimated 1,000+ attendees from more than 46 U.S. states and 10 countries. Attendees represent more than 600 companies with annual facility budgets totaling more than US\$23 million.

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



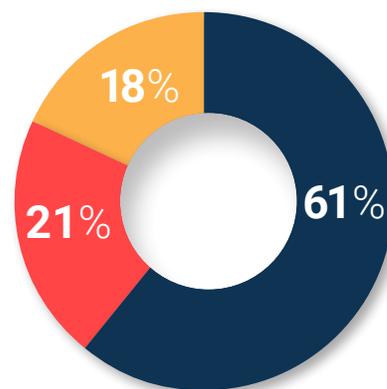
■ 100,000 or less SF    ■ 500,001 - 1M SF  
■ 100,001 - 200,000 SF    ■ More than 1M SF  
■ 200,001 - 500,000 SF

Square feet managed



■ Space within a building  
■ A single building  
■ Multiple buildings in one location  
■ Multiple buildings in multiple locations

Type of facility managed



■ Services    ■ Manufacturing  
■ Non-Profit

Industry of work in FM

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](http://www.ifma.org/events) or **contact IFMA's Expo and Advertising Team at [expoadv@ifma.org](mailto:expoadv@ifma.org) or +1-713-623-4362.**



IFMA's Global India  
[ifma.org.in/latest-news/events/](http://ifma.org.in/latest-news/events/)  
November 25-26, 2021  
Mumbai, India



IFMA's World Workplace Europe  
Conference and Expo  
[worldworkplaceeurope.org](http://worldworkplaceeurope.org)  
23-24 March 2022



IFMA Global Canada  
[ifmaglobalcanada.ifma.org](http://ifmaglobalcanada.ifma.org)  
June 16-17, 2021  
Virtual Event



IFMA's World Workplace Asia FM  
Conference and Expo  
[worldworkplaceasia.ifma.org](http://worldworkplaceasia.ifma.org)  
Fall 2021  
Virtual Event

## 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

(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](https://membershipinfo.ifma.org). Prices starting at just \$219.**

### Corporate Sustaining Partner

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](https://www.bitly.com/ifmacsp) or contact IFMA at [corporateconnections@ifma.org](mailto:corporateconnections@ifma.org) for more program details.**

### Bulk Membership

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. All other IFMA membership types are applied to the individual member.

**Contact IFMA at [IFMA@ifma.org](mailto: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](mailto: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 help newcomers to the field understand the language and basic concepts of FM, as well as the facility manager's role in the tactical planning, scheduling and accomplishment of daily FM tasks. This course is recommended to solution-provider teams as an effective inroad to industry know-how to help teams relate to FM clientele.

**Learn more at [www.ifma.org/professional-development/essentials-of-facility-management](http://www.ifma.org/professional-development/essentials-of-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, highlight their professionalism and advance their careers. The FMP program is recommended to solution providers who work closely with FM clientele and wish to bring an elevated level of industry expertise to business discussions.

**Learn more at [www.ifma.org/professional-development/facility-management-professional-\(fmp\)](http://www.ifma.org/professional-development/facility-management-professional-(fmp)) or call +1-713-623-4362.**

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Learn more about IFMA's education and training at [www.ifma.org/professional-development/overview](http://www.ifma.org/professional-development/overview).

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# Knowledge Resources



IFMA's Knowledge Library is your gateway to more than 1,000 valuable articles, benchmarking, case studies, research, videos, webinars and other FM content, all conveniently located in a single, searchable site. Conduct research, discover solutions and best practices, and keep up with industry trends with just a few clicks. Also, partners can explore opportunities to submit content.

**Learn more at [www.ifma.org/know-base/knowledge-library](http://www.ifma.org/know-base/knowledge-library) or contact IFMA at [IFMA@ifma.org](mailto:IFMA@ifma.org) or +1-713-623-4362.**



IFMA's FM Research and Benchmarking Institute (RBI) focuses on high-impact research on topics and issues that carry the greatest urgency and importance to FMs. All research is based on grounded theory and applied techniques and yields core industry data and analysis at economical prices. Browse published research documents at [www.ifma.org/marketplace/bookstore](http://www.ifma.org/marketplace/bookstore) or learn how to partner with RBI to conduct research on topics important to you at [research.ifma.org](http://research.ifma.org).

**Learn more at [research.ifma.org](http://research.ifma.org) or contact IFMA RBI at [IFMA@ifma.org](mailto:IFMA@ifma.org) or +1-713-623-4362.**



Whether you're looking for an experienced facility manager, a skilled specialist or entry-level talent, 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](http://jobnet.ifma.org) or contact IFMA at [IFMA@ifma.org](mailto:IFMA@ifma.org) or +1-713-623-4362.**

Through the generous support of our sponsors, IFMA delivers high-quality experiences and cutting-edge information to the facility management community. Sponsors contribute to the advancement of the FM profession by funding research, forecasting, benchmarking, and supporting education and events.

## 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 opportunity matches your mission?

### Professional Development

Professional development sponsorship opportunities may include partnerships focused on creating or updating IFMA training programs or course materials related to FM credentials and educational programs.

Contact IFMA at [corporateconnections@ifma.org](mailto:corporateconnections@ifma.org) to learn more.

### FM Research and Benchmarking

IFMA's FM Research and 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 research that will sustain and drive the industry by equipping FMs with game-changing information on the latest data and trends. RBI maintains a collection of sponsorship opportunities covering various FM research topics at multiple investment levels.

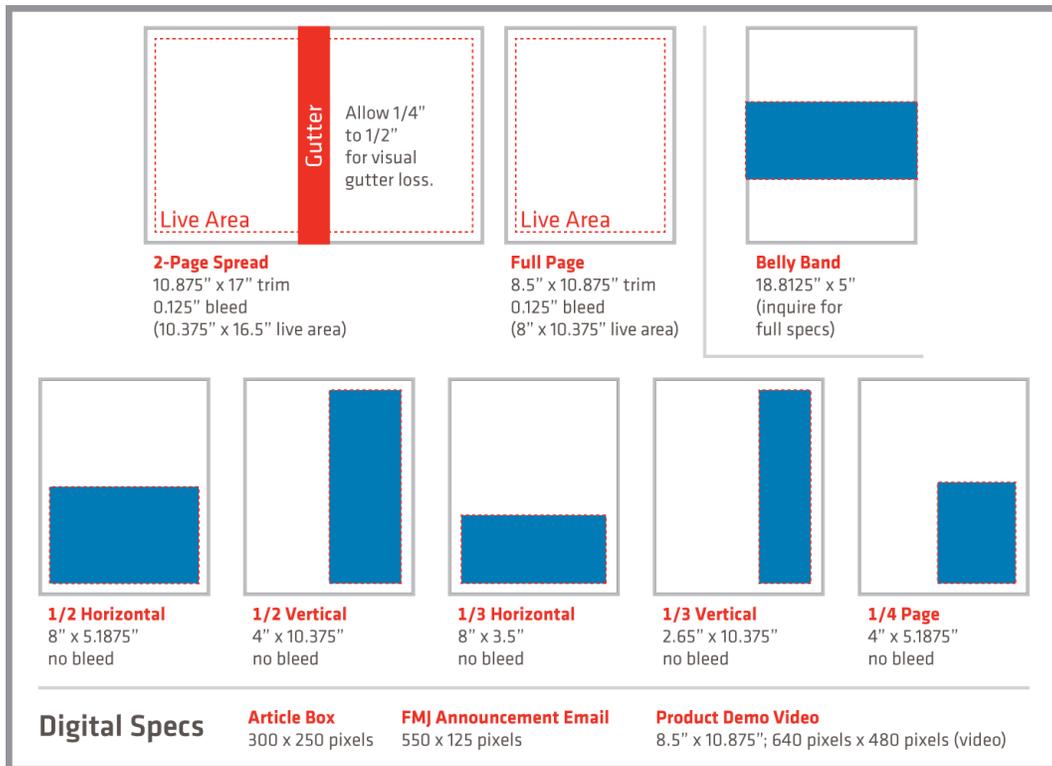
Learn more at [research.ifma.org/support-rbi](http://research.ifma.org/support-rbi).

### 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](http://www.ifma.org/events) or contact IFMA's Expo and Advertising Team at [expoadv@ifma.org](mailto: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](mailto: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).
- ▶ **Adobe Photoshop:** Save files in .eps or .tiff format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with .lzw or .jpeg compression. 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.

**IFMA.org.** All article 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.

**IFMA Wire.** Featured banner ad needs to be 600 pixels wide by 150 pixels high in dimension. Footer banner ad needs to be 600 pixels wide by 300 pixels high in dimension. 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or png format. No flash animation. The file size cannot exceed 20MB.

**FMJ Announcement Email.** Email banner needs to be 550 pixels wide by 125 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 20MB.

**File Naming & File Transport.** Documents should be named by the advertiser's name, product and month/issue advertising. Please email compressed files using WINZIP or Stuffit to diana.maldonado@ifma.org. For large files, please use [www.mailbigfile.com](http://www.mailbigfile.com). Third-party tags are accepted for web banner ads.

# MEDIA PLANNER 2021



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

**CONTACT:** Expo and Advertising Team  
[expoadv@ifma.org](mailto:expoadv@ifma.org) | +1-713-623-4362



International Facility Management Association  
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Houston, TX 77024-4257