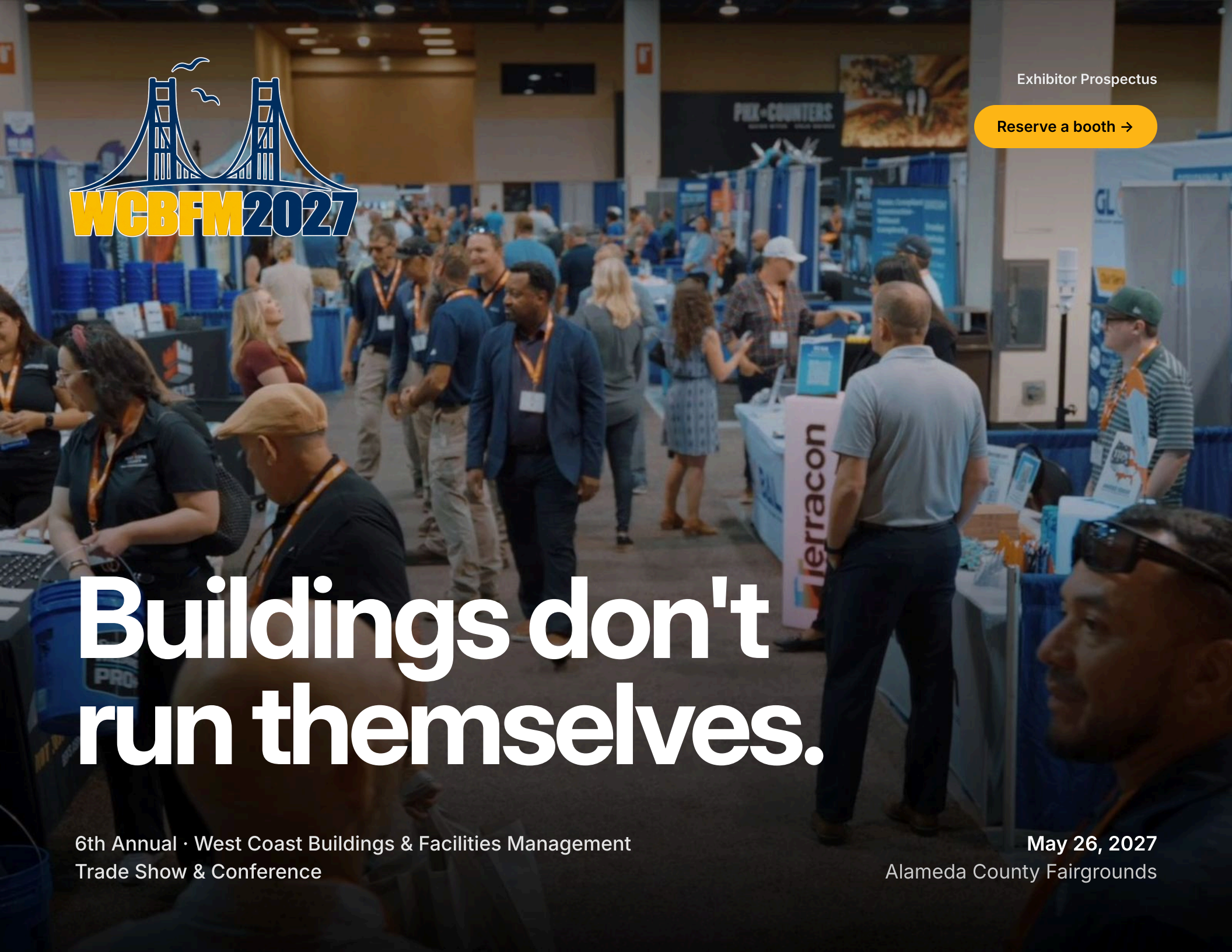

WCBFM2027
Exhibitor Prospectus
Reserve a booth →
Buildings don't run themselves.
6th Annual · West Coast Buildings & Facilities Management Trade Show & Conference
May 26, 2027
Alameda County Fairgrounds

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Reserve a booth | Call 510-888-1661



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The room

Since 2022, the people who run Northern California's buildings have come to WCBFM to decide what to buy next.

Facilities directors, chief engineers, property managers and owners from across Northern and Central California, on one exhibit floor, with projects already in motion. Exhibitors get face time with the regional buyers in their territory, the full attendee list after the show, and a team that personally invites their target accounts.



Twitch
Head of Global Facilities

Stanford Health Care
Director of Facilities

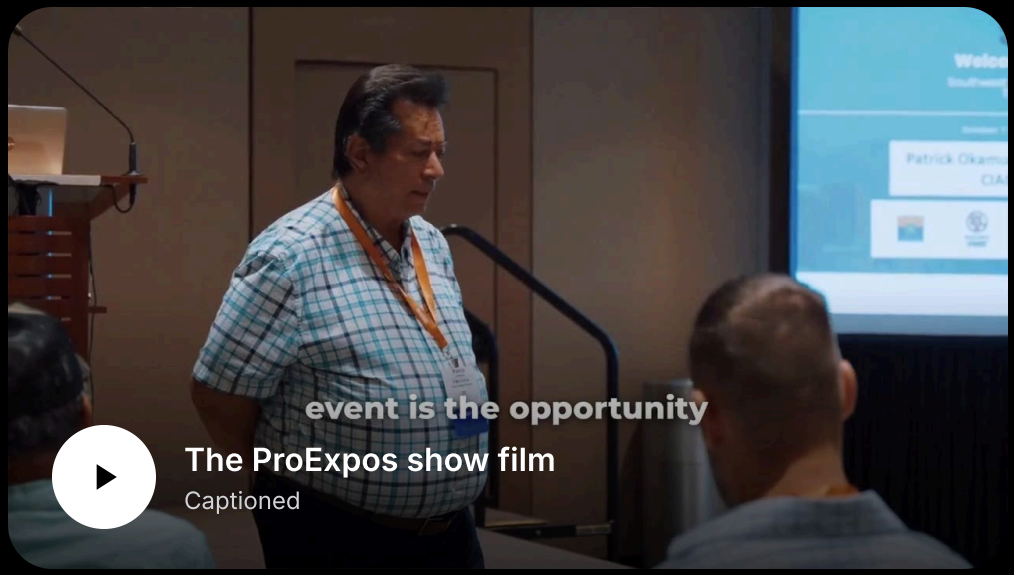
UC Berkeley
Facility Director

Williams-Sonoma
Director of Corporate Facilities & Security

The film

Hear it from the room.

Tap any frame to watch with sound on the WCBFM 2027 page. Every clip is captioned.

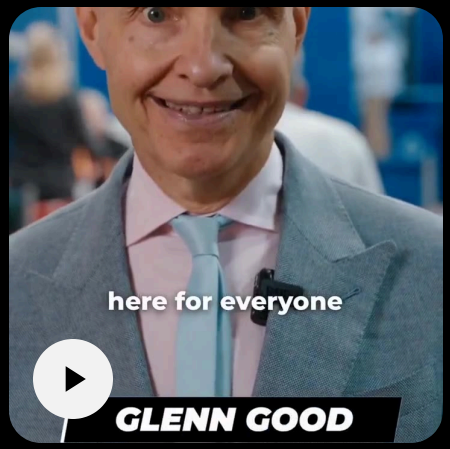


Exhibitors, facility managers and industry leaders on why face-to-face still wins.

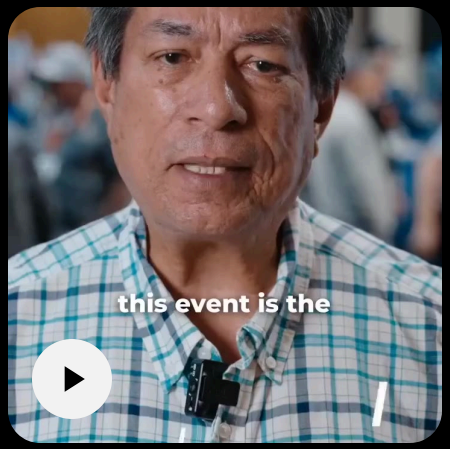
Filmed on the ProExpos show floor by Nick Pletcher. The full film and four interviews are on the WCBFM 2027 page.



Cameron Cowan
Moat Systems



Glenn Good
Chair-Elect, BOMA International



Patrick Okamura
IFMA Fellow · Facility Manager, CBRE



Marshall MacFarlane
IFMA Fellow · Farnsworth Group

Reserve a booth →

Who attends

The names on the badge list.

Organizations that sent attendees to WCBFM, from our registration records. Exhibitors receive the complete list after the show.

K-12 & Higher Education

UC Berkeley
Stanford University
San José State University
University of California Offi...
Dominican University of Cal...
San Francisco Bay University
Academy of Art University
College of Alameda
San José City College
Chabot-Las Positas Commu...
Campbell Union High Schoo...
Cupertino Union School Dist...
Hayward Unified School Dis...

Healthcare & Life Sciences

Stanford Health Care
Kaiser Permanente
John Muir Health
Partnership HealthPlan of C...
On Lok
La Clínica de La Raza
Spring Fertility
Gladstone Institutes
Buck Institute
Innovative Genomics Institute
Calico
Alector
Unity Biotechnology

Government & Defense

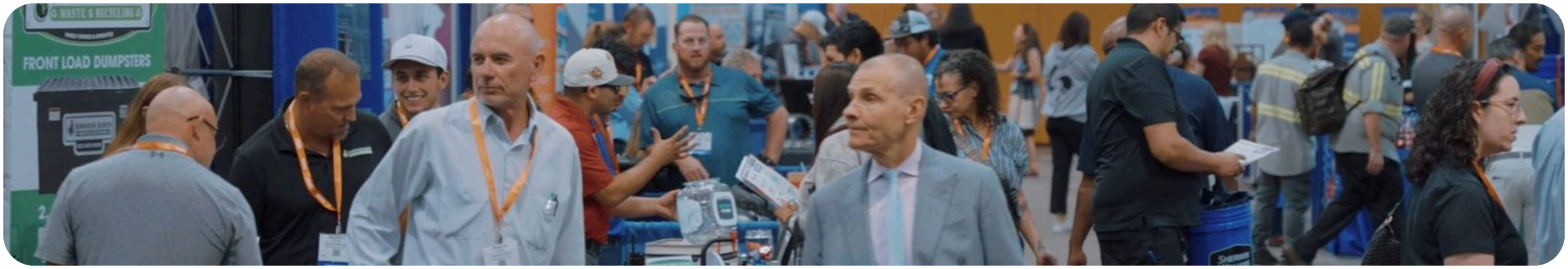
California Department of Ge...
Cal Fire
Defense Logistics Agency
U.S. Department of Defense
Lawrence Livermore Nation...
Lawrence Berkeley National...
Sandia National Laboratories
State Compensation Insura...
AC Transit
BART
City of San José
Alameda County General Se...
San Francisco Sheriff's Office

Real Estate & Corporate

Apple
PG&E
Williams-Sonoma
Twitch
Clorox
Lucid Motors
Blackhawk Network
Monolithic Power Systems
Rambus
Omron
CBRE
JLL
Cushman & Wakefield

Hospitality & Venues

Hilton
Hyatt Place San Francisco
Claremont Resort
Silverado Resort
Stanly Ranch
Bohemian Club
The Bay Club Company
Another Planet Entertainment
Chabot Space & Science Ce...
KQED
Markham Vineyards
JCC Palo Alto

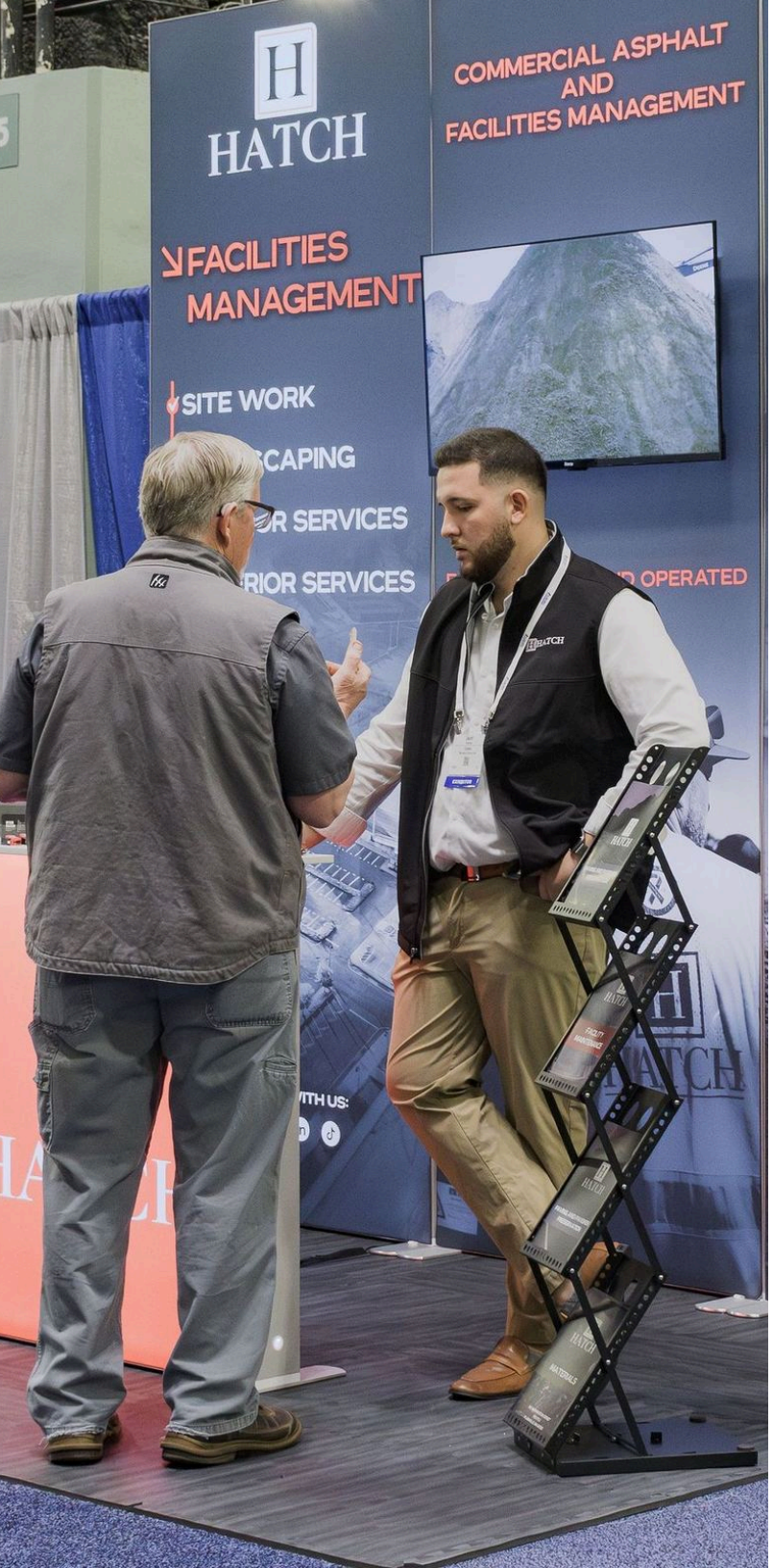


Decision makers

The titles that sign the purchase orders.

Job titles as registered for WCBFM, with the organization that sent them. Names and contact details go only to exhibitors.

Head of Global Facilities	Twitch
Head of Facilities	Figure AI
Director of Facilities	Stanford Health Care
Facility Director	UC Berkeley
Director, Facilities & Asset Management	University of California Office of the President
Director of Corporate Facilities & Security	Williams-Sonoma
Director, Workplace Operations	Blackhawk Network
VP, Construction & Engineering	Transwestern
VP, Group Manager	JLL
Chief of Plant Operations	Cal Fire
Director of Engineering	Claremont Resort
Director of Engineering	Silverado Resort
Director of Facilities	Partnership HealthPlan of California
Director of Property Management	Monolithic Power Systems
Director of Maintenance	Greystar
Director of Facilities	State Compensation Insurance Fund



Who walks the floor

Seniority you can sell to.

Seniority · 2026 registrations

Manager, supervisor or engineer	45%
VP or director	15%
Owner or C-level	12%
Other staff	28%

Home state · 2026 registrations

California	97%
Massachusetts	1%
Everywhere else	2%

Based on WCBFM 2026 attendee registrations, excluding exhibitor staff and speakers. Seniority is classified from self-reported job titles. Percentages are rounded.

The exhibitors

In good company.

A selection of companies that have exhibited at WCBFM, from national manufacturers to the regional specialists Northern California facilities teams rely on.

ACCO Engineered Systems	Ferguson	Samsung Electronics Ame...
ATI Restoration	Filterbuy	Schneider Electric
BMS CAT	First Onsite	ServiceMaster Restore
BrightView Landscape	GardaWorld Security	ServiceTitan
City Mechanical	HD Supply	SERVPRO
Collins Electrical Company	Honeywell	Sherwin-Williams
Convergint	Johnstone Supply	Siemens
The Davey Tree Expert Co...	Moat Systems	Simpson Strong-Tie
Duro-Last	Motorola Solutions	Southland Industries
Edgeworth Security	Pyro-Comm Systems	Sunbelt Controls
Ehret Plumbing & Heating	Restoration Management ...	Therma
EquipmentShare	Roto-Rooter	Westcoat



In their words

“We expected to meet potential clients but we never expected to book an appointment right there on the spot.”

Nor-Cal Overhead, WCBFM exhibitor

“Participating in the WCBFM event was a tremendous success for our team. The event drew an exceptional amount of foot traffic, allowing us to connect directly with a high volume of quality prospects.”

Pelco, a Motorola Solutions company, WCBFM exhibitor

10

Regional BFM shows on the ProExpos national circuit

“This was my first time exhibiting here and I have to say I was very impressed!! There was a lot of foot traffic and many conversations, which was exactly what I was looking for! The venue was perfect. Lunch was amazing and overall the vibe and energy was positive. Park West will definitely be back!”

Park West Landscaping and Trees, WCBFM exhibitor

Twitch

Head of Global Facilities, registered for WCBFM 2026

“We booked 6–7 walkthroughs, had a number of insightful conversations, and gained strong confirmation that the problem we are addressing is something attendees are actively seeking solutions for.”

Vericlean Critical Environmental Solutions, WCBFM exhibitor

Stanford Health Care

Director of Facilities, registered for WCBFM 2026

Reserve a booth →

A day on the floor

This is what the room looks like.









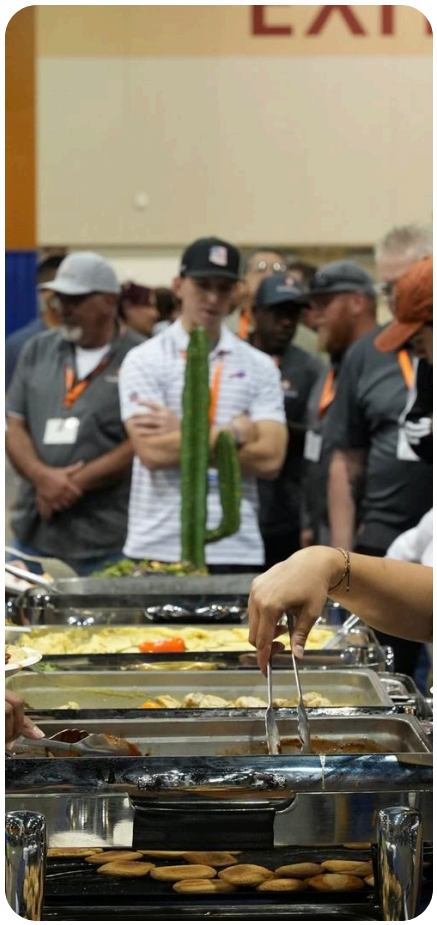


Reserve a booth →

The luncheon

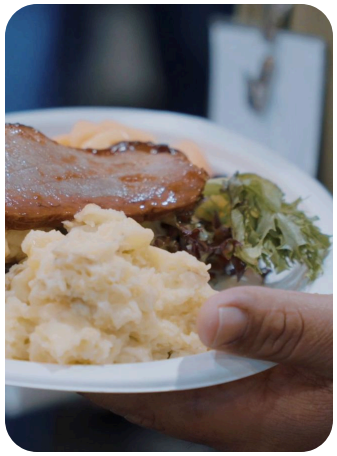
Lunch is on the floor. So are your buyers.

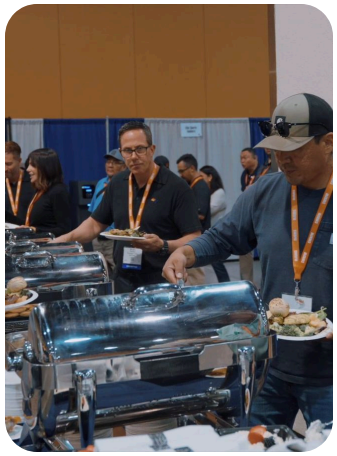
A complimentary networking luncheon is served right in the exhibit hall. Attendees eat, grab a drink and talk business steps from your booth, instead of leaving the building.





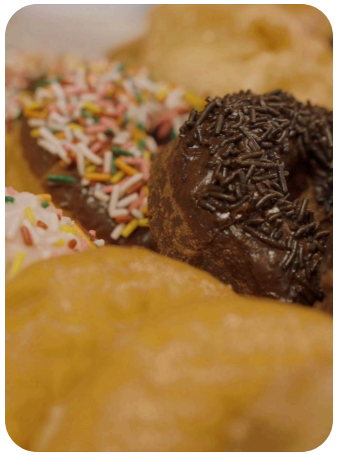












Reserve a booth →

Big equipment

Bring the whole fleet.

Refuse trucks, loaders, compressors, service trucks and vans roll right onto the exhibit floor, where buyers can climb in and talk specs.









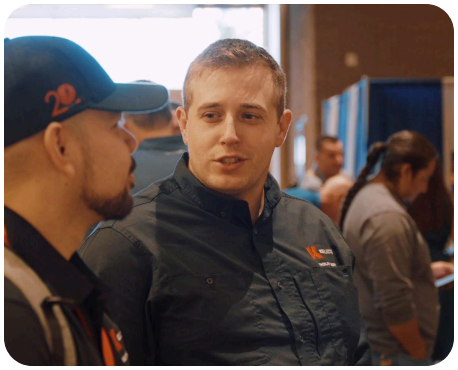


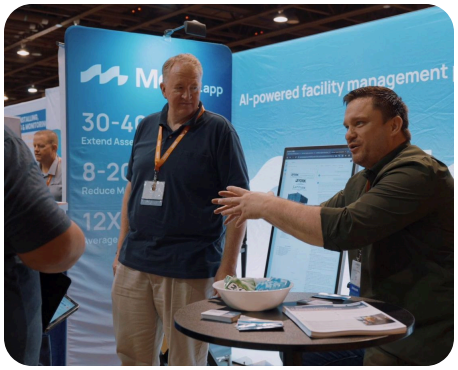
Reserve a booth →

The booths

Every booth, a conversation.

A full day of demos, handshakes and real projects, booth after booth.

















Reserve a booth →

The package

One booth. One day. A year of follow-up.

$2,550

Standard 10' × 10' inline booth

Apply to exhibit

The full attendee list

Every registered buyer, delivered after the show for follow-up.

Top 50 VIP Campaign

We personally invite the fifty accounts you most want to meet.

Program and web listing

Your company in the printed show program and on wcbfm.net.

Pre-show promotion

Exposure across attendee emails and social campaigns in Northern California.

Conference access

Education sessions on the schedule, with speaking proposals open to exhibitors.

Sponsorships and ads

Optional upgrades to stand out before and during the show.



Reserve a booth →

Top 50 VIP Campaign · Included with every booth

Name fifty accounts. We'll invite them to your booth.

Most trade shows sell you floor space and hope the right people walk by. At WCBFM, we pick up the phone.

1 **You send your list**

Up to fifty facilities you most want to win: campuses, hospitals, portfolios, municipalities.

2 **We reach out personally**

Our team contacts each one and invites them to WCBFM as your guest.

3 **They arrive expecting you**

Your prospects walk in knowing exactly whose booth to find.

4 **You follow up with the full list**

After the show, the complete attendee list keeps the conversation going.





Northern California

See you in Northern California.

One day, one floor, drawing facilities teams from across Northern and Central California: campuses, hospitals, public agencies, tech campuses and property portfolios. Booths are assigned in the order applications arrive, and corner and main-aisle space goes first.

Reserve a booth | Email us

Date **May 26, 2027**	Venue **Alameda County Fairgrounds**
Apply **wcbfm.net**	Call **510-888-1661**
Email **info@proexpos.com**	Produced by **ProExpos Group**

WCBFM2027

Figures from WCBFM registration records and exhibitor survey. Photography from ProExpos shows (NEBFM, MWBFM, SWBFM). Film from the ProExpos show series by Nick Pletcher.