

# November 29 – December 1, 2017\*

Metro Toronto Convention Centre

\*IIDEXCanada runs from November 29-30 only

# BOOST YOUR REACH @ THE BUILDINGS SHOW

Unique Opportunities to Amplify Your Brand, Showcase Your Latest Products and Share Your Expertise

Over 30,500 influential buyers and decision-makers of the design, construction and real estate industries will attend the Show to experience 1,600+ exhibits and 350+ seminars and demonstrations. Connect with this highly targeted audience, before, during and after the Show, through:

#### **IMPORTANT**

Sales Closing: Friday, October 6, 2017

Material Deadline: Friday, October 13, 2017

Distribution: November 29 - December 1, 2017

### SHOW GUIDE ADVERTISING

Increase your exposure and drive traffic to your booth. Attendees refer to the Show Guide throughout the year, making it a great industry resource.

<b>Expanded Company Listing</b>	\$500
Full Page Ad	\$2,950
1/2 Page Ad	\$2,100
1/3 Page Ad	\$1,650
Double Page Spread	\$6,950
Inside Cover Ad (North & South Available)	\$4,950
Show Divider Page Ad (North & South Available)	\$3,950





**Full, Inside Cover & Divider Ads** 

6" X 8.25" (Double Page Spread 12" X 8.25")

16 Keylelemeter		Muhaldepalea	sum Traffakting Brazism		
Anathers ES	Armost WI	Arinama Dane 202	Ansalten III	Arriand 900	Advana Dane 202
enamelloris on folioristico et incornal	warnedon Intelligentian series	was altered on on A fair interest detailer and	encondition on	meaning or Introduce and a	was allowed on on Allow through the ballons
americky Craciers, American structural formal levels solutions arment formal incidence and solution	store for communicated extended projects. Designers consoled from a communication for all states in reduced	mirate telly intain is using and unity doe to maintal, commit including antitional	promitiy if priors American structural learned scholares promot formal intelligence of schoolar	sizer for commercial and recidential projects. Designers care of each form a commerciant formal objects in regional	minuter belly deleated and saving slave for moles conversal, including and
contention town in the building energies.	mine.	aplates	contention trace in technicity market	nine.	spinster.
Areathern ETE	Armost NIII	Artisana Stone 202	Ansathern \$26	Annual 101	Advance Stone 202
www.emullionin.com	warholon	www.aritamariner.com	ementionis on	www.hodcon	www.els.ession.com
Relactive less and improve sell assembly Uniters Assemblem strategical formal level solutions	Arteral medicine protes store brusematical exiledat soints Delares protes boxa	A fully integrated literature and restriction facility destroted in solving and sensing sizes for residential.	Relate had been and improve and assembly if when American should all from Employment	Selected manufacture previous store for communical and mobile that protects. Designers, care which four a	A fully stepped blancations missales builty deduced and parties done for model
present formal lentaging and potential construction feature in the habiling reservings.	competencial for all older in related solitors.	samework included and included applications.	proced formal integrity and potential condensation forms in the lacking condision.	competitions for all eights in natural solvers.	serverial, initiations and applications.
Areathern EN	Arrayal NIII	Articana Stone 202			
emanufilm in our	waringlen	was at harvolven over			
Selective located improved	Arteral medicine protes	A fully integrated statuture and			
promisiry is unless densities strategical formal bends relations promosi formal bendging and potential	done for unemoduland estimital polysis. Designers secreted from a competimente fine of object in natural	minute leilly inhale in saling and unity doe for milestal, convenial, including and biomial			
contention tower in the building exercise.	miner.	apliation.			
Areathern ETE	Armost NIII	Artisana Stone 202			
www.emolillenin.com	warington	was at harviors on			
Selective located improved and asserted Control American	Articul rendeles protes der bronzenisted militali	A fully integrated labels and section and section for the following to collect a soliton.			
studed formal level solution ground formal behind and solvelial	projects. Designers use noted from a comprehensive firm of states in regional	and senting store for molecular,			
contraction bears in the building exercise.	nine.	apliation.			
Armathern EN	Armost WIII	Artnama Stone 202			
www.enoillenin.com	warholon	was at harmony and			
Selective located improved assembly Coders Amalien	Articul renderior protes store in commission material	A hily integrated declaration and reclaration leading declarated in surling			
shuled formal lend soldlers proped being beliebe and solvelal	projects. Designers successful from a comprehensive first of studys in reduced	and saving slow for militarial,			

1/2 Page Ad

5" X 4"



1/3 Page Ad

5" X 2.55"

# **Trim:** 6" x 8.25"

**Bleed:** 6.25" x 8.50" (For full page ads, please include a 0.125" bleed on all edges) **Type Safety Area:** 5" x 7.5" (For margins, please allow a 0.4" on all sides)

#### **Digital File Requirements**

We require all ads digitally, as high resolution, press quality, flattened CMYK artwork. The following are acceptable file formats, in order of preference:

- PDF
- Illustrator AI, or EPS file with fonts and strokes created to outline, and high-resolution images embedded (300 DPI+at 100% of size)
- Photoshop tiff file, minimum of 300 DPI, and sized to 100% with fonts rasterized and all layers flattened
- Photoshop jpg file, minimum of 300 DPI, and sized to 100% Adobe InDesign file with all supporting images and fonts

#### **Sending Artwork**

All files are to be posted on our FTP site:

URL: https://informa.brickftp.com/

Username: ICAUpdown Password: UpDownload!

Follow up with an email specifying the size of the ad you booked and the Show that you are exhibiting in. Include your company name and size of ad in the file name.















#### IN-BOOTH PRODUCT VIDEO

Showcase your latest products with a with a 2 to 5 minute video. Your video will be published on <u>BuildingsCanada.com</u> and promoted across our social media channels and e-communications.

Pre-Show Product Video (filmed at your office) \$3,500
In-Booth Product Video (filmed at the Show) \$1,500

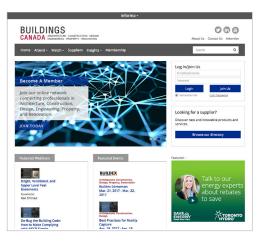


#### LIVE AND ON DEMAND WEBINAR

Host a live webinar presented by a speaker of your choice, on a topic of your choice. Your webinar will be published on <u>BuildingsCanada.com</u> and promoted across our social media channels and e-communications.

\$2,950

Live and Interactive Webinar



#### ONLINE DISPLAY BANNER ADS

Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page banner ad (300X250px) and/or a newsletter banner ad (728X90px).

Website Big Box Banner Ad (One Month) \$500
Website Big Box Banner Ad (Three Months) \$1,000

Newsletter Strip Banner Ad (One Month) \$500

Newsletter Strip Banner Ad (Three Months) \$1,000

# SPECIAL DISCOUNTED PACKAGES

Full Page Ad + Expanded Company Listing + Online Display Banner Ad (Three Months) \$3,850

Full Page Ad + In-Booth Product Video + Online Display Banner Ad (Three Months) \$4,850

Full Page Ad + Live Webinar + Online Display Banner Ad (Three Months) \$5,950

# For Construct Canada, HomeBuilder & Renovator Expo and World of Concrete Pavilion inquiries, please contact:

# Frank Scalisi

Telephone: (416) 512-3815 Email: frank.scalisi@informa.com

#### For PM Expo inquiries, please contact:

#### **Jeff Ingram**

Telephone: 416-512-3811 Email: jeff.ingram@informa.com