



Architecture • Construction • Design
Engineering • Property • Renovation

IIDEXCanada

Sponsorship Programs

November 29 - November 30, 2017
Metro Toronto Convention Centre, North Building

www.IIDEXCanada.com
#IIDEX17 #TheBuildingsShow

IIDEXCanada


2016 SHOW STATS

30,500

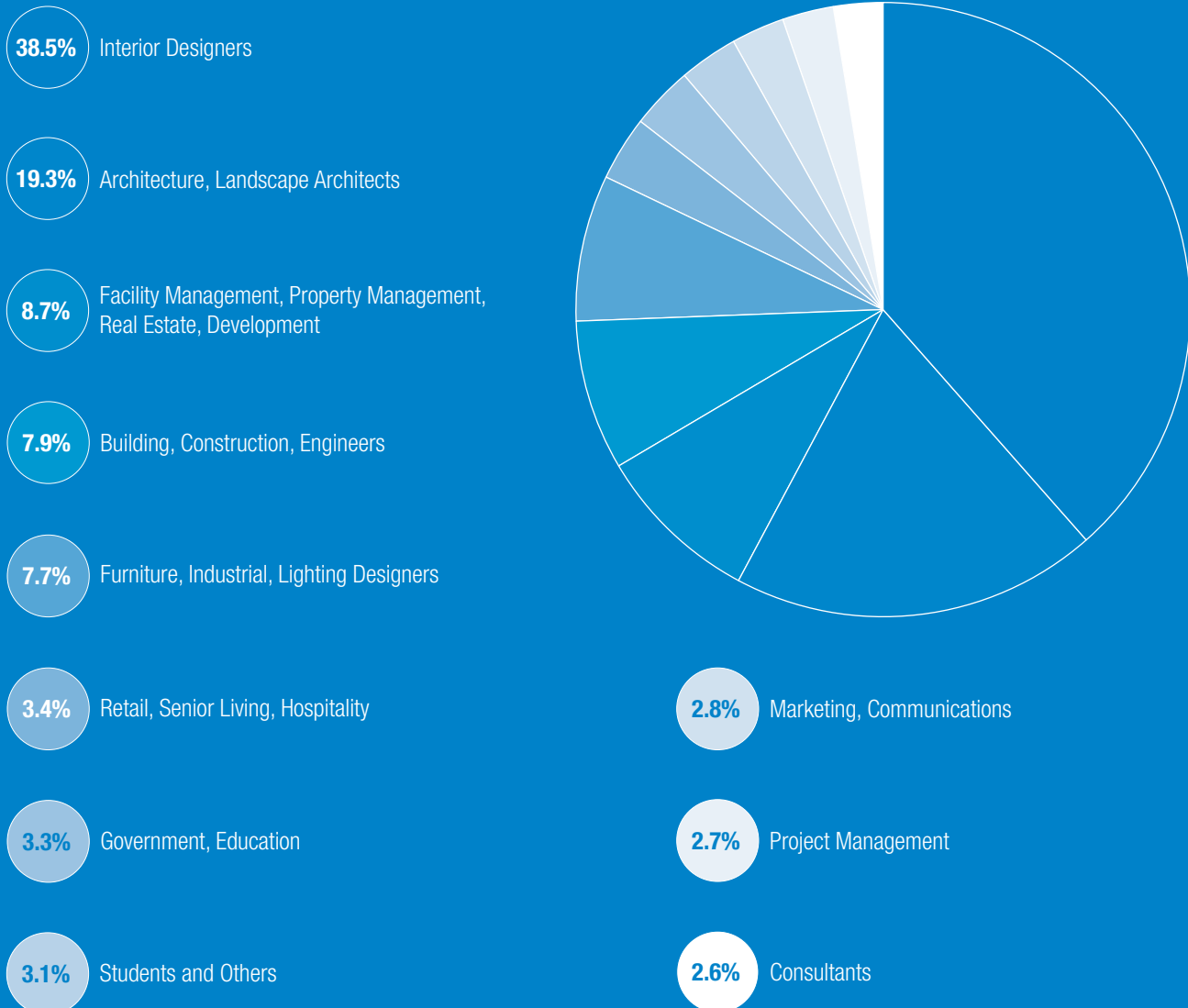
Attendees from all Sectors of the Built Environment

350 
Seminars



500 
Expert Speakers

Attendees: IIDEXCanada



1,000,000

Print & Online Impressions

90%

Visitors plan to return to the Show in 2017

85%

Visitors attend the Show to source new products

52



Countries were represented at the Show

Attendees: Construct Canada, PM Expo, Homebuilder & Renovator & World of Concrete Pavilion



Toronto Real Estate Forum 2,250 Attendees

Occupation:

- Director level real estate executives who own, finance, manage, lease or develop properties 50%
- Commercial real estate brokers/leasing agents 6%
- Financial - banks, lenders, financial services 19%
- Other - lawyers, accountants 15%

Demographics:

- 91% Men, 9% Women
- Average income: \$75,000 to \$199,999 10%
- Average income: \$200,000 or more 90%
- Age: 25 to 44, 41%
- Age: 45 to 64, 52%
- Age: 65%+, 7%

Keynotes

IIDEXCanada

Sponsorship Packages Include:

- Prominent logo placement on the IIDEXCanada website with link to your company.
- Prominent logo placement in IIDEXCanada preview brochure mailed to nearly 25,000 trade professionals.
- Onsite signage with logo placement.
- Company profile and prominent logo placement in the IIDEXCanada Show Guide distributed to all attendees in both North and South Buildings of the Metro Toronto Convention Centre.
- Dedicated blog posts in the six months leading up to the Show.
- Extensive social media promotions through Facebook, Twitter and LinkedIn, reaching more than 300,000 professionals world-wide.
- Newsletters and e-blasts sent to more than 75,000 professionals across Canada and internationally.
- Small booth space or product placement.

Keynote Theatre • \$20,000 (one available)

- Keynote Theatre is named after your brand.
- Opportunity to develop a keynote theatre lounge.
- Reserved front row seating for 10 VIPs.
- Opportunity to welcome or thank attendees at one of the keynote presentations.
- Sponsorship acknowledged in newsletters, press releases and promotions to domestic and international media.
- Prominent logo placement associated with online keynote promotion on signage throughout the show.
- Opportunity to present one seminar in conference program.
- 10 free + option for 20 additional passes at 1/2 price for your seminar presentation.
- Opportunity to distribute a single piece of literature in seminar room.



Keynote Speaker \$10,000 (five available)

- Reserved front row seating for 10 VIPs.
- Sole sponsorship per keynote.
- Opportunity to welcome attendees prior to each keynote presentation.
- Sponsorship acknowledged in newsletters, press releases and promotions to domestic and international media.
- Prominent logo placement associated with keynote promotion on website.
- Acknowledgment on keynote signage at show.
- Private "meet and greet" with keynote.

Co-Sponsor \$6,000 (two per keynote)

- Reserved front row seating for 10 VIPs.
- Opportunity to welcome or thank attendees at the keynote presentation.
- Sponsorship acknowledged in newsletters, press releases and promotions to domestic and international media.
- Prominent logo placement associated with online keynote promotion and signage throughout the show.



Parties & Activations

Sponsorship Packages Include:

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- Company profile and prominent logo placement in the IIDEXCanada Show Guide distributed to all attendees in both North and South Buildings of the Metro Toronto Convention Centre
- Dedicated blog posts in the six months leading up to the Show

IIDEXCanada

- Extensive social media promotions through Facebook, Twitter and LinkedIn, reaching more than 300,000 professionals world-wide
- Newsletters and e-blasts sent to more than 75,000 professionals across Canada and internationally
- 50 ft² booth space or product placement



Cafés, Bistros & Bars \$10,000 (one available)

Options vary and can include drink sponsorship and/or sponsorship of cafés or booths

- Opportunity to provide two members of your staff to greet and assist attendees as they enter the space
- Opportunity to show your products and services within the space

Registration Area \$20,000 (one available)

- Your logo at the registration area
- Opportunity to have on-floor activation and signage near registration area
- Opportunity to have members of your team onsite and able to greet attendees near main entrance to show



Showroom Party / Showroom CEU & Tour \$7,500 (10 available)

- Pre-Show distribution of specially prepared postcard locating your showroom
- Showroom party announcement sent to all IIDEXCanada subscribers via e-newsletters

Special Features

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- 50 ft² booth space or product placement.



Sole Sponsorship · \$10,000

Co-Sponsorship · \$6,000

- Custom curatorial services to include your products and services within the special feature space

THINK:Material



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- 50 ft² booth space or product placement.

Full Sponsorship · \$10,000

Co-Sponsorship · \$6,000

- Opportunity to designate members of your team to engage show attendees with product-related discussions relevant to your company.
- Opportunity to show your products within the THINK:Material space

Seminars

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One Seminar + One 50 ft² booth \$3,250

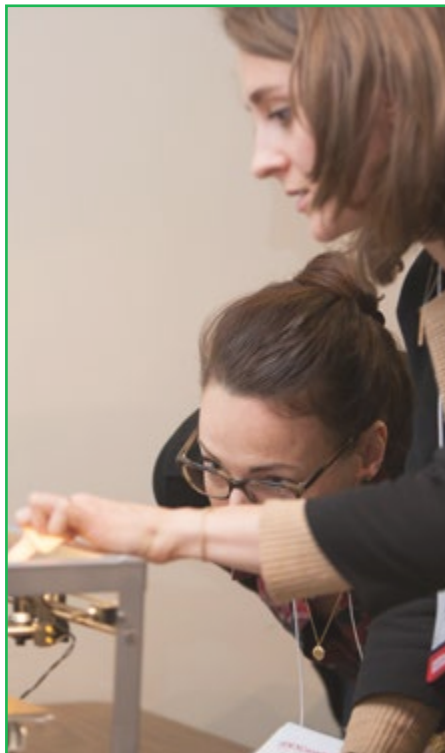
- Professionally related speaking opportunity to targeted attendees.
- 10 free seminar passes with the option for up to 20 additional passes at 50% off admission price.
- Opportunity to distribute approved printed material in the seminar room.



Summits

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Leadership

Expansive ideas. Thought-provoking keynotes.
Meet and network with experts and thought leaders.

Design

Over 30,500 attendees circulate amongst over
1,600 exhibitors, stunning exhibitions and
leading-edge installations.

Innovation

Stimulating keynotes, seminars, tours,
competitions and displays.

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Contact a Team Member

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