



Architecture • Construction • Design
Engineering • Property • Renovation

Nov 28 - 30, 2018
Metro Toronto Convention Centre

Sponsorship Opportunities

thebuildingsshow.com

30
YEARS



Get Ready for Some Big Changes in 2018

STONEX Canada joins World of Concrete Pavilion and HomeBuilder & Renovator Expo in the North building and Construct Canada and PM Expo expand in the South. All shows combined allows you to reach customers of the entire building, construction and real estate industry at one single event, The Buildings Show.

Amplify Your Brand

Through this new and exciting expansion, we are strengthening our offering and are providing an enhanced and targeted experience for our attendees, exhibitors and sponsors, before, during and after the Show. Connect with this expanded audience of multidisciplinary professionals and explore new opportunities to showcase your brand.

Offering You Unique Opportunities

The expansion will offer new opportunities to place your brand front and center in the changing industry:

- Grow your client base
- Increase your market share
- New networking spaces
- New meeting lounges
- New product showcases

Experience a new chapter for The Buildings Show from November 28 - 30, 2018.

1,600

Exhibits Showcasing the Latest Products

350

Seminars

500

Expert Speakers

75%

Visitors walk both the North and South Show Floors

375

New contacts acquired on average per exhibitor

35%

Visitors are senior management

30,000 Attendees

16%

Consultant, Engineering
HVAC/Building Engineer
Specification Writer
Urban Planner

15%

Architectural
Interior Design

14%

Construction Management
Contractor (non-residential)
Renovator (non-residential)

13%

Building Owner
Developer
Property Manager

11%

Contractor (residential)
Renovator (residential)
Homebuilder

10%

Industry Personnel

7%

Government
International Guest

6%

Building Operations
Facility Management
Plant Management

5%

Concrete Industry
Manufacturer
Distributor
Supplier
Retail

3%

Asset Manager
Real Estate Broker
Real Estate
Financing
Lawyer

90%

Visitors plan to return to the Show in 2018

30

Countries were represented at the Show

88%

Visitors attend the Show to source new products

"As participants for the past few years, we have found that this is the one show where we can connect with a diversity of customer types."

- Dulux



Transform. Build. Innovate.

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

Sponsorship Opportunities:

Title

SOLD \$25,000

Custom

New Custom
Networking Lounges \$15,000 - \$20,000

Platinum

Attendee Registration \$18,000
Parking & Shuttle Service \$18,000

Gold

Seminar Program - Lead \$15,000
Innovation Demo Centre - Lead \$11,000

Silver

New Product Demonstrations \$7,500
Seminar Presentation \$6,000
Afternoon Receptions \$6,000
Aisle Hanging Banner & Floor Decals \$6,000
Expert Interview Series \$6,000
International Architectural Roundtable \$6,000
Property Management Roundtable \$6,000

Bronze

Coffee Break \$5,000

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**The Buildings Show International Exhibits*

New Networking Lounges • \$15,000 - \$20,000

Explore new ways of connecting with your desired audience as they check their emails, conduct meetings and relax at one of our fully customized lounges on the Show Floor.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- Sponsor recognition in over 300,000 Seminar Previews and Attendee Planners

Online Advertising

- Corporate logo displayed throughout eMarketing campaigns
- Corporate logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up (to be provided by you) and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

75 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2018 database of attendees of your market sector by December 31, 2018 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

New Networking Lounges

- Enhanced brand placement with prominent signage throughout the lounge
- Dedicated networking lounge customized by you in a high-traffic area on the Show Floor

Banners/Signage

- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Networking lounge feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



* Photo for reference only. Full customization available
Photo: Yianni Tong

Custom

Attendee Registration • \$18,000

As the registration sponsor, your company will receive plenty of brand exposure including recognition on the online registration system and signage at registration in both the North & South buildings.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on the registration badge and online registration system
- Logo displayed throughout eMarketing campaigns including a dedicated email of the print at home badge sent to all pre-registered attendees
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

75 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2018 database of attendees of your market sector by December 31, 2018 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

High Profile Registration Kiosks

- Logo prominently displayed on high profile registration kiosks in both the North & South buildings

Banners/Signage

- Logo exposure on sponsor signage throughout show
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Platinum

Parking & Shuttle • \$18,000

One of the top branding opportunities, get your logo across a rolling billboard as attendees are shuttled back and forth over the three days.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on the Parking & Directions web page
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

75 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2018 database of attendees of your market sector by December 31, 2018 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Shuttle Bus

- Logo prominently displayed on the front and side of the shuttle buses used to move Show visitors from the various "Free Parking Lots" to the Metro Toronto Convention Centre

Parking Voucher & Counter

- Logo prominently displayed on 5,000 vouchers
- Logo prominently displayed in the registration area at the counter where Show visitors pick up their free parking voucher

Banners/Signage

- Logo exposure on sponsor signage throughout show
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Parking & shuttle feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Platinum

Seminar Program Lead • \$15,000

Position your company as an expert in your field by hosting a stream of educational seminars delivered to a live audience.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on your dedicated seminar pages
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

50 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Seminar Exposure

- Moderator of each seminar to acknowledge and thank your company for sponsoring up to four (4) seminars

Banners/Signage

- Exhibit space with signage as a sponsor
- Logo prominently displayed on the podium at each seminar

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and seminar schedule
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Gold

Innovative Product Demonstration Lead • \$11,000

Host one of our new demonstration areas on the Show Floor where the latest products, solutions and technologies will be showcased from leading suppliers.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on the dedicated Innovative Product Demonstrations web page
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

50 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

On-Site Exposure & Benefits

Innovative Product Demonstrations

- Verbal acknowledgement of your company as Lead Sponsor throughout the demonstrations
- Opportunity to present a 30-minute product demonstration on both Wed Nov 28 and Thurs Nov 29, 2018
- Your demonstration will be professionally recorded, edited, published and promoted on Buildings Canada for continuous exposure

Banners/Signage

- Your logo will be featured as the lead host on the large overhanging demo banner and directional signage
- Logo prominently displayed on the podium of your demonstration
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Innovative Product Demonstrations feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019
- Demonstrations will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter.

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review



Gold

New Product Demonstrations • \$7,500

Showcase your latest products, solutions and technologies to a captivated audience in one of our new demonstration areas.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on the dedicated Innovative Product Demonstrations pages
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

25 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor including Reserve a table for sponsors and sign

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019
- Demonstrations will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Innovative Product Demonstrations

- Opportunity to present a 30-minute product demonstration on both Wed Nov 28 and Thurs Nov 29, 2018

Banners/Signage

- Logo displayed on the large overhanging demo banner and directional signage
- Logo prominently displayed on the podium during your demonstration
- Your demonstration will be professionally recorded, edited, published and promoted on Buildings Canada for continuous exposure
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan



Silver

Seminar Presentation • \$6,000

Position your company as a thought leader by creating and delivering your own presentation at the Show.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, STONEX Canada and World of Concrete Pavilion
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed on your dedicated seminar page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

25 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019
- Seminars will be professionally recorded, edited, published and promoted on www.BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Seminar Participation

- Present a non-advertorial, pre-approved and professionally recorded topic to an audience of influential buyers and decision-makers of the design, construction and real estate industries
- Your seminar will be professionally recorded, edited, published and promoted on Buildings Canada for continuous exposure

Banners/Signage

- Logo displayed on the seminar room and podium
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Silver

Afternoon Receptions • \$6,000

Be the host of all attendees, speakers, exhibitors and guests at one of our two networking receptions on the Show Floor.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

25 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

On-Site Exposure & Benefits

Co-Sponsor Show Floor Reception

- Logo displayed on 500 refreshment tickets for your company to distribute onsite. Each ticket entitles attendees to a complimentary draft beer or soft drink
- Logo displayed (along with all Afternoon Reception Sponsors) on 10,000 refreshment tickets distributed by Show Management to seminar attendees to encourage them to visit the Show Floor

Banners/Signage

- Exhibit space with signage as a sponsor
- Logo prominently displayed on signage at designated refreshment stations

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Photo: Yianni Tong

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

Silver

Aisle Hanging Banner & Floor Decals • \$6,000

Prominently profile your brand above a highly sought-after targeted group.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

25 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Aisle Banners

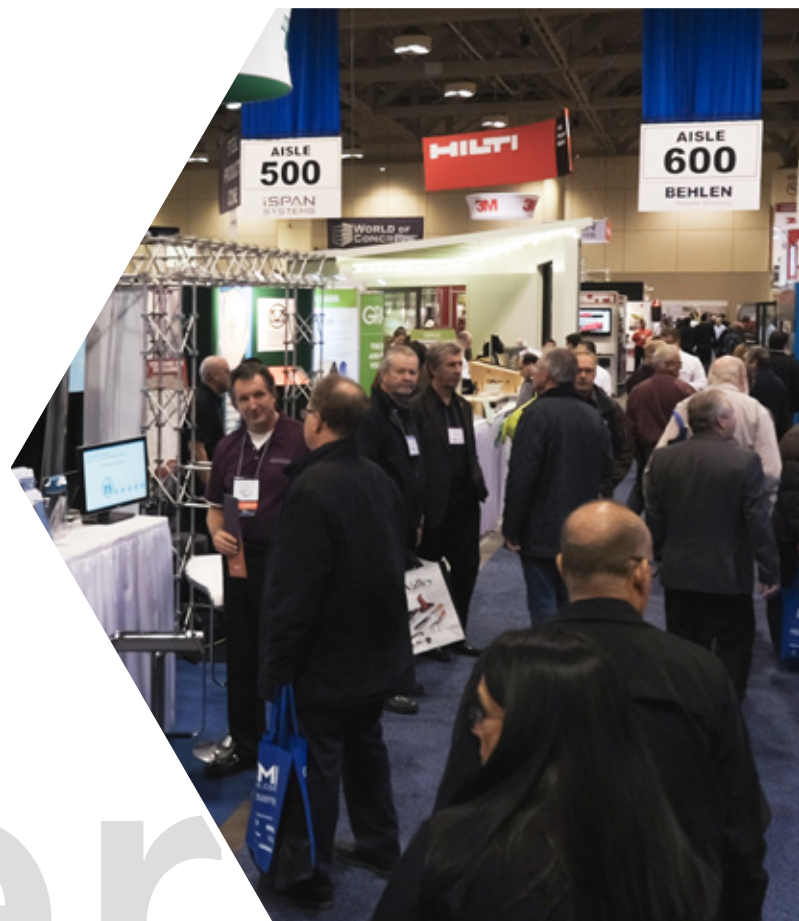
- Logo suspended from the bottom of two numbered aisle banners hanging from the ceiling of the exhibit hall above the Show floor that are visible to all show visitors
- Exhibit space with signage as a sponsor

Floor Decals

- Logo displayed on four 3'x3' floor decals placed in aisles of the Show floor
- Exhibit space identified with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Silver

Expert Interview Series • \$6,000

Support thought leaders as they give a rundown of the biggest trends and issues impacting the industry.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

25 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

On-Site Exposure & Benefits

Interview Host

- Host the live Expert Interview Series in collaboration with ConstructConnect. Experts from the Seminar Program will be invited to participate based on the popularity and importance of their topic

Banners/Signage

- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Logo promoted in the Expert Interview Series feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019
- Interviews will be professionally recorded, edited, published and promoted on www.BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

Silver

International Architectural Roundtable • \$6,000

Sold out each year, get your brand in front of a captivated audience of aspiring and established architects and design professionals.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators
- Logo visible on printed invitations to the International Architectural Roundtable, sent to all subscribers of Canadian Architect magazine and all members of the Ontario Association of Architects

Online Advertising

- Logo displayed on the International Architectural Roundtable web page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

10 Electronic VIP Passports & Invites

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor
- You'll also be provided with 10 complimentary invites to the Roundtable

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

International Architectural Roundtable

- Logo on the panelist Powerpoint presentation acknowledging your company sponsorship of the event
- Verbal acknowledgement of your company sponsorship
- Logo on tent cards placed on tables in the conference room

Banners/Signage

- Logo displayed on a large tension wall above the main stage, outside the seminar room
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Logo promoted in the Roundtable feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Silver

Property Management Roundtable • \$6,000

Get your brand in front of a captivated audience of established property management executives.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators
- Logo visible on printed invitations to the International Architectural Roundtable, sent to all subscribers of Canadian Architect magazine and all members of the Ontario Association of Architects

Online Advertising

- Logo displayed on the International Architectural Roundtable web page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

10 Electronic VIP Passports & Invites

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor.
- You'll also be provided with 10 complimentary invites to the Roundtable

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Property Management Roundtable

- Logo on the panelist Powerpoint presentation acknowledging your company sponsorship of the event
- Verbal acknowledgement of your company sponsorship
- Logo on tent cards placed on tables in the conference room

Banners/Signage

- Logo displayed on a large tension wall above the main stage, outside the seminar room
- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Logo promoted in the Roundtable feature
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Silver

Coffee Break • \$5,000

Get visible recognition while attendees of our super workshops enjoy a complimentary beverage thanks to you.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of architects, contractors, engineers, specifiers, building engineers, interior designers, developers, building owners, property managers, facility managers and renovators

Online Advertising

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website

10 Electronic VIP Passports

- Each pass will entitle the recipient, your client, to attend two full days of seminars of their choice and free admission to the Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on The Buildings Show and Buildings Canada websites until August 31, 2019

Post-Show Report

- A detailed report of all deliverables will be provided by January 31, 2019 for you to measure the value of the sponsorship and present to your marketing team for review

On-Site Exposure & Benefits

Coffee Break Exposure

- Logo prominently displayed on signage at designated coffee stations and on the coffee cups

Banners/Signage

- Exhibit space with signage as a sponsor

Show Guide Exposure

- 1 third page, 4-colour print ad
- Logo exposure on the sponsor dedication page
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration, information booths & entrance to the Show in both the north & south buildings



Bronze