



World of Concrete Pavilion
Exhibiting
Opportunities

Nov. 29 - Dec. 1, 2017

Metro Toronto Convention Centre, South Building

thebuildingsshow.com

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WHY YOUR COMPANY SHOULD EXHIBIT

World of Concrete Pavilion is your opportunity to:

- Make **face-to-face contact** with builders, developers, contractors, engineers, architects and specifiers.
- Generate highly-target leads with **qualified buyers** and **decision-makers** to help increase sales.
- Build a more established and qualified brand.
- Meet **new customers** and acquaint them with your full line of products and services.
- **Launch new products** and **unveil new marketing strategies**.
- **Renew personal contact** with existing and former clients.

STRONG ATTENDANCE PROMOTION

World of Concrete Pavilion's promotional campaign extends across Canada and includes:

- Distribution of more than 250,000 complimentary VIP and general admission passes to professional associations, sponsors, publications, and exhibitors.
- Pre-show advertising, editorial tie-ins and free pass insertions in leading magazines and trade publications serving the construction and real estate sectors.
- 25,000 attendee planning guides mailed directly to builders, developers, contractors, engineers, architects and specifiers across Canada.
- A personalized email program and social media campaigns to promote specific elements of the Show to a targeted audience.
- Active communications campaigns to personally remind pre-registered and previous attendees about the Show.
- Extensive use of the dynamic World of Concrete Pavilion website and Buildings Canada Portal to provide Show information, seminar registration, and special features to draw attendance.

REACH QUALIFIED BUYERS & DECISION MAKERS

World of Concrete Pavilion attendees make purchasing decisions for products and services required to manage, operate, and maintain properties and facilities in the following areas:

- Advanced Construction Technologies
- Associations & Government
- Building Automation Controls & Systems
- Building Exteriors, Thermal & Moisture Protection
- Communication Systems
- Concrete Products & Materials
- Construction, Property & Asset Management Services
- Decks, Decking, Landscaping & Parking
- Educational Services, Industry
- Energy Management & Power
- Environmental Services
- Flooring & Floorcoverings
- HVAC & Mechanical Systems
- IT Solutions for Asset, Facilities & Property Management
- Interior Design Products & Finishes
- Kitchen, Bath & Plumbing Systems
- Lighting
- Maintenance Services & Products
- Restoration Products & Services
- Roofing
- Security & Life Safety
- Specialties
- Steel & Metal Products
- Tools, Equipment & Hardware
- Waste Management
- Windows & Doors / Solariums & Skylights

INDUSTRY ASSOCIATION PARTNERSHIPS

Over 100 strong partnerships with industry associations including:



SHOW STATS

1,600

Exhibits Showcasing the Latest Products

350 
Seminars

&

500 
Expert Speakers

30,500 ATTENDEES

17.1% Consultant, Engineering, HVAC/Building Engineer, Specification Writer, Urban Planner

15.2% Architectural, Interior Design

14.3% Construction Management, Contractor (non-residential), Renovator (non-residential)

12.6% Building Owner/Developer, Property Manager

11.4% Contractor (residential), Renovator (residential), Homebuilder

10.2% Industry Personnel

6.1% Building Operations, Facility Management, Plant Management

5.4% Concrete Industry, Manufacturer, Distributor, Supplier, Retail

3.9% Government

3.4% International Guest

2.8% Asset Manager, Real Estate Broker, Real Estate Financing, Lawyer

350+

New contacts acquired
on average per exhibitor

90%

Visitors plan to return to
the Show in 2017

85%

Visitors attend the Show to
source new products

27

Countries were
represented at the Show

RENTAL FEE

- Exhibit space sold in increments of 100 square feet
- \$33.00 / sq. ft.
- 10% premium for corner locations
- \$200 promotional listing premium

INCLUDED IN YOUR BOOTH RENTAL:

- Detailed corporate listing on the Show website and Buildings Canada Portal with a hyperlink to your corporate website
- Corporate listing in the Official Show Guide
- Corporate listing on the Show App
- Unlimited free passes for your clients
- Unlimited exhibitor badges for your booth staff
- Information on How To Exhibit Successfully - available online
- Aisle carpet cleaning
- Online exhibitor information available 24/7
- 24 hour perimeter security
- Highly targeted social media campaign through Twitter, Facebook and LinkedIn.

MANDATORY EXHIBIT REQUIREMENTS

The following mandatory requirements are not included in your booth rental fee:

- Carpet or approved alternate floor covering is mandatory. Exhibitors are responsible for carpeting their full floor space. You may choose to bring your own carpet or rent one from the Official Show Decorator.
- Exhibitors must supply their own hardwall booth. Pop-up displays and retractable banners are acceptable as long as the full backwall portion of the space is covered. There will not be any draping provided behind or at the sides of your booth.
- Proof of general liability coverage is mandatory. In addition to ensuring that you have adequate insurance to cover your own personnel, exhibits and materials against hazards, Exhibitors need to show proof that they also carry \$5,000,000 in general liability coverage.
- Adherence to the Occupational Health & Safety Act.

ADDITIONAL COSTS IF REQUIRED (APPROX.)

- Tables - 4' skirted = \$104.50
- Counters = \$278.00
- Electrical - Basic Outlet - 1500W / 120V = \$170.00
- Lead Retrieval Scanners = from \$350.00
- Carpets - 10'x10' = \$254.00 10'x20' = \$433.00
- Booth Cleaning (one clean) = \$0.24 / sq. ft.
- Booth Package (10x10) = \$1,073.00
- Booth Package (10x20) = \$1,611.00

**Prices are approximate*

OPPORTUNITIES FOR ADDITIONAL EXPOSURE

World of Concrete Pavilion offers targeted promotional opportunities to help your company stand-out from the 1600+ exhibiting companies prior to, at the Show and for months following:

SPONSORSHIP OPPORTUNITIES

- Maximize your Company's exposure to top decision makers through our various marketing sponsorship programs and digital packages.

SHOW GUIDE ADVERTISING

- The Show Guide is a valuable tool used by attendees to source products, services and suppliers. Advertise to increase traffic to your booth and gain additional exposure throughout the year.

MOBILE APP

- Free to download, the mobile app provides attendees with an interactive way of planning their visit and networking at World of Concrete Pavilion. The app includes a full exhibitor directory and detailed floor plan.

CLIENT FREE PASS PROGRAM

- The Show has a comprehensive free pass program that provides exhibitors with several no-cost ways of inviting clients and prospects to the Show.

BUILDINGS CANADA PORTAL

- Connect with clients and prospects year round through educational webinars and videos; latest news and market trends; conferences, exhibitions and workshops; and innovative products and services showcases.

INTERNATIONAL BUSINESS PROGRAM

- Participate in the international business program for Canadian companies interested in exploring sales and marketing opportunities abroad. Learn about various international markets, speak to Canadian embassy representatives from the building sector, and meet international buyers from over 25 countries.

SOCIAL MEDIA

- Use our hashtag #TheBuildingsShow, which received more than two million impressions in 2016, to reach a highly targeted audience.

EDUCATION SUMMITS AND INNOVATIVE DEMOS

- Become a thought-leader by leading a featured product demonstration or seminar program on the Show Floor.