



Exhibiting  
Opportunities

**Nov 28 - 30, 2018**  
Metro Toronto Convention Centre



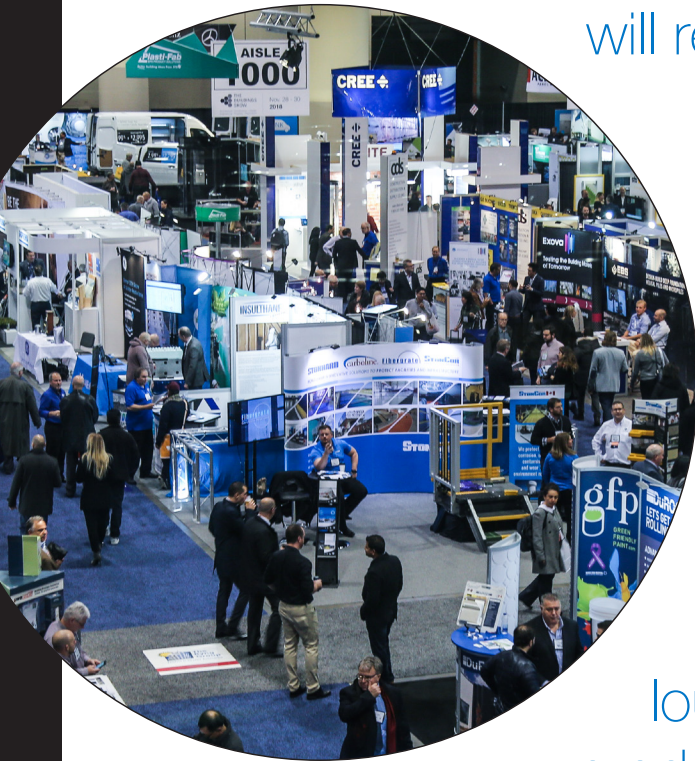
**30**

A N N I V E R S A R Y

[thebuildingsshow.com](http://thebuildingsshow.com)

# What's New for 2018?

We are constantly looking for ways to innovate to ensure we're providing our attendees, exhibitors, sponsors and suppliers the best possible experience. New this year, STONEX Canada will join World of Concrete Pavilion and HomeBuilder & Renovator Expo in the North building and Construct Canada and PM Expo will remain in the South building.



The expansion will offer lucrative opportunities for businesses to grow their client base through increased market share, engaging and interactive exhibits, new designated networking spaces and meeting lounges and new product showcases

including the Discovery District, Sustainable Space and demonstration areas.



1,600

Exhibits Showcasing the Latest Products

350

Seminars

500

Expert Speakers

90%

Visitors plan to return to the Show in 2018

75%

Visitors walk both the North and South Show Floors

375

New contacts acquired on average per exhibitor

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  
Supplier  
Financing  
Lawyer

35%

Visitors are senior management

30

Countries were represented at the Show

88%

Visitors attend the Show to source new products

# Exhibiting Opportunities

## Why Your Company Should Exhibit

- Make face-to-face contact with builders, developers, contractors, engineers, architects and specifiers.
- Generate highly-targeted leads with qualified buyers and decision-makers to help increase sales.
- Build a more established and qualified brand.
- Discover your next new partnership or business opportunities.
- Launch new products and unveil new marketing strategies through engaging exhibits, in-booth demonstrations and expert-led seminars.
- Renew personal contact with existing and former clients.
- Secure a prime location in the new energized floor plan.

## Reach Qualified Buyers & Decision Makers

Attendees make purchasing decisions for products and services:

- 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
- Equipment & Machinery
- 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
- Stone, Tile & Ceramic
- Tools, Equipment & Hardware
- Waste Management
- Windows & Doors / Solariums & Skylights

## Strong Attendance Promotion

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.
- Attendee planning guides and seminar previews mailed directly to builders, developers, contractors, engineers, architects and specifiers across Canada.
- Targeted Google search, email and social media campaigns to promote specific elements of the Show to a targeted audience.
- Extensive use of the dynamic Show website and Buildings Canada Portal to provide Show information, seminar registration, and special features to draw attendance.

## Industry Association Partnerships

Over 100 strong partnerships with industry associations including:



# Booth Fees & Information

exhibit spaces in increments of

100 sq.ft.

price per sq. ft.

\$35.50

premium for corners

10%

promotional listing

\$225

## 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
- Unlimited free passes for your clients
- Unlimited exhibitor badges for your booth staff
- Exhibitor Workshop
- Online exhibitor information available 24/7
- 24 hour perimeter security

## Mandatory Exhibit Requirements

The following 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
- Adherence to booth guidelines. Exhibitors must supply their own exhibit display that has a completely finished backwall as there is no draping provided
- \$5,000,000 liability coverage is required
- Adherence to the Occupational Health & Safety Act

## Additional Costs if Required

- Tables - 4' skirted = \$110
- Counters = \$290
- Electrical - Basic Outlet - 1500W / 120V = \$175
- Lead Retrieval Scanners = from \$360
- Carpets - 10'x10' = \$265  
- 10'x20' = \$450
- Booth Cleaning (one clean) = \$0.25 / sq. ft.
- Shell Scheme Exhibit Display (10X10) = \$1,525

*\*Prices are approximate and subject to change.*

# Additional Exposure

## Opportunities for Additional Exposure

Targeted promotional opportunities to help your company stand-out from the 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 including a number of new opportunities, VIP programs, meeting lounges, demonstration centers and more. Talk to us about your goals and budget and we'll customize a plan for great ROI.

### 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.

### Client Referral Program

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

### 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.

### Education Summits & Innovative Demos

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

### Online Display Banner Ads

- Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page and/or newsletter banner ad.

### Live & On Demand Webinars

- Host a live webinar presented by a speaker of your choice, on a topic of your choice.

### In-Booth Product Videos

- Showcase your latest products with a 2 to 5 minute video published on BuildingsCanada.com and promoted across our social media channels and e-communications.

### 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.

# Contact

**For Exhibit Sales and Sponsorship Opportunities, please contact:**

Frank Scalisi  
Director of Sales  
T: 416.512.3815  
E: frank.scalisi@informa.com