



Architecture • Construction • Design
Engineering • Property • Renovation

Nov 28 - 30, 2018

Metro Toronto Convention Centre

Exhibiting Opportunities

thebuildingsshow.com

30
YEARS



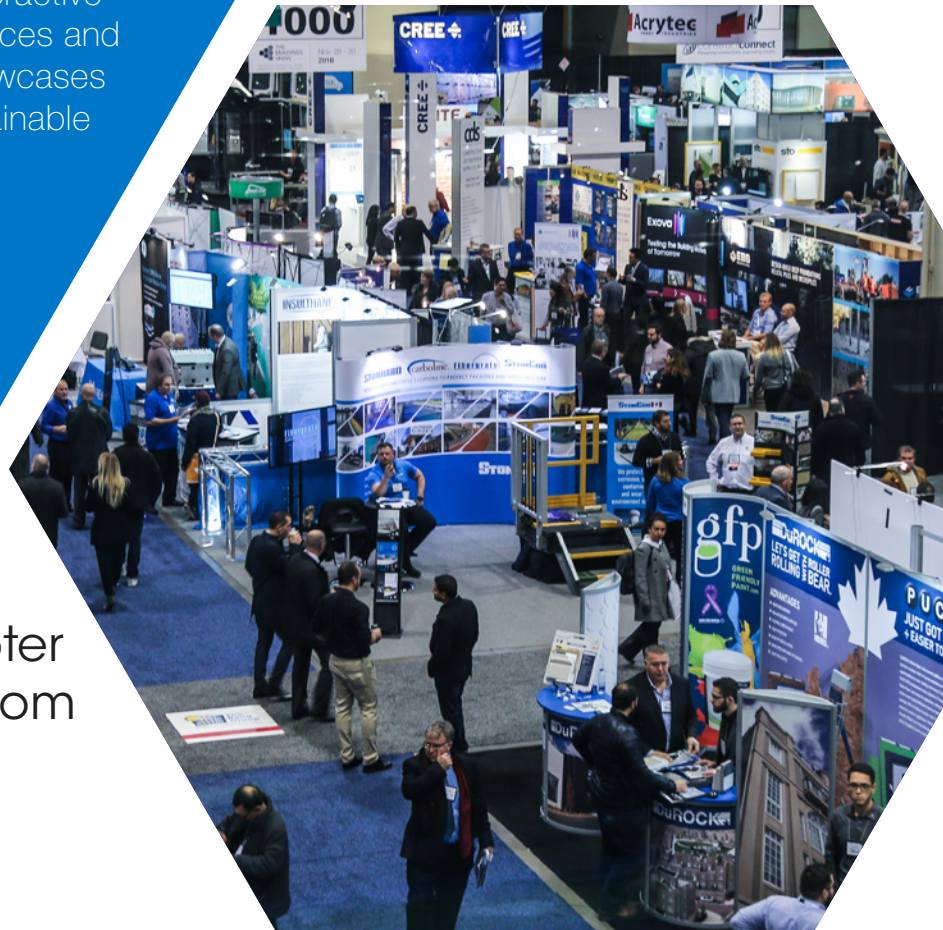
Get Ready for Some Big Changes in 2018

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.

Showcase Your Brand

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.

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

Exhibiting Opportunities

Why Your Company Should Exhibit

- Make face-to-face contact with builders, developers, contractors, engineers, architects, specifiers, building owners and property managers.
- Generate highly-target 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 opportunity.
- 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.

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 invitation 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, specifiers, building owners and property managers 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.

Reach Qualified Buyers & Decision Makers

Attendees make purchasing decisions for products and services:

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

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 invitations 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
- Exhibitor Insurance Fee - \$225 (refundable upon receipt of proof of insurance)
- 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 = \$0.25 / sq. ft.
- Shell Scheme Exhibit Display (10X10) = \$1,525

*Prices are approximate and subject to change.

Additional Exposure

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 areas 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.

*NEW Discovery District Product Display

- New this year, submit your new and innovative product for inclusion in our Discovery District. Selected products will be featured on the Show Floor in a prime location, across our communication channels and in our online Product Showcase until September 2019.

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.

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