



# Sponsorship Programs

**Nov. 29 - Dec. 1, 2017**

Metro Toronto Convention Centre, South Building

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

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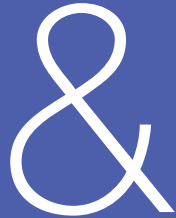


# SHOW STATS

# 30,500

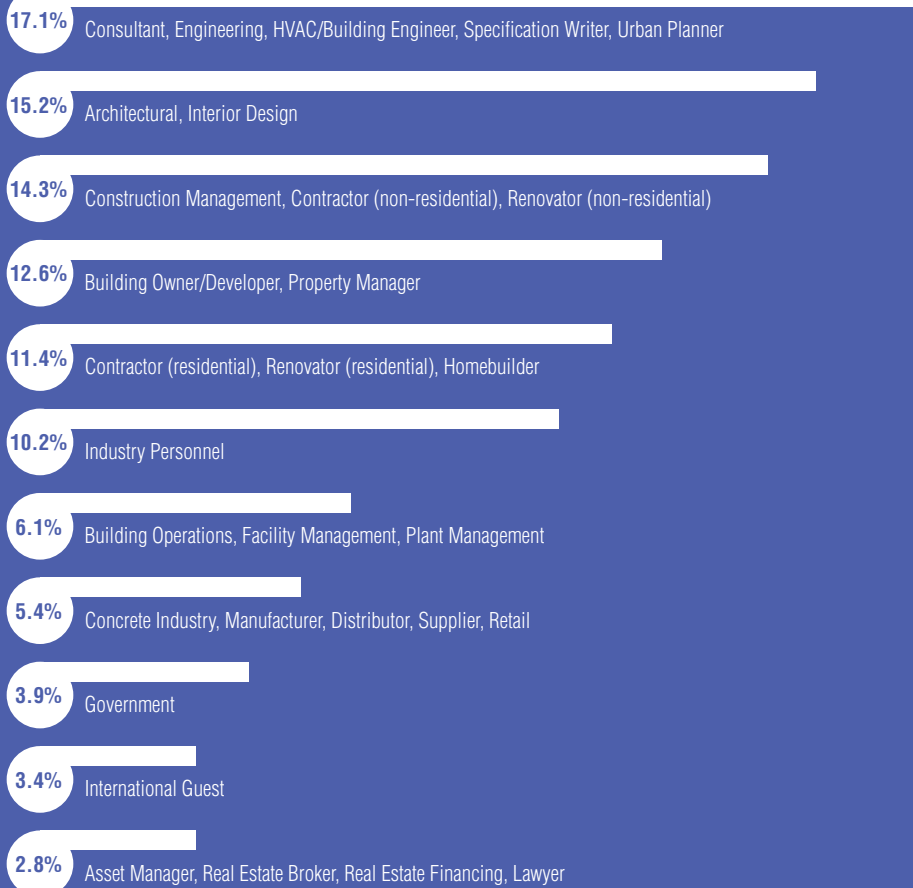
Attendees from all Sectors of the Built Environment

350   
Seminars



500   
Expert Speakers

## ATTENDEES



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



## Expand Your Brand • Increase Your Sales & Marketing Efforts Generate Additional Exposure

LEVEL	COMMITMENT
Title – SOLD	\$25,000
<b>PLATINUM</b>	
Social Media Lounge **	\$20,000
Attendee Registration **	\$18,000
Parking & Shuttle Service **	\$18,000
<b>GOLD</b>	
Show Floor Education Lab	\$15,000
Seminar Program	\$12,000
Innovation Demo Centre - Lead **	\$10,000
<b>SILVER</b>	
Afternoon Reception	\$6,000
Floor Decal	\$6,000
Expert Interview Series	\$6,000
International Architectural Roundtable	\$6,000
Product Demonstration	\$6,000
Seminar Presentation	\$6,000
<b>BRONZE</b>	
Mobile App	\$5,000
State-of-the-Market Report	\$5,000
Coffee Break	\$4,000

### POSITION YOUR COMPANY AS A LEADER IN THE INDUSTRY:

- **Review** sponsorship opportunities.
- **Identify** a sponsorship that fits your current marketing plan.
- **Enjoy** sponsorship benefits to a targeted audience of builders, developers, contractors, engineers, architects and specifiers - **exposure starts immediately.**

### \*\*Exposure generated across 4 shows:

Construct Canada  
PM Expo  
HomeBuilder & Renovator Expo  
World of Concrete Pavilion

### To discuss which Sponsorship fits with your current marketing strategy, contact:

Frank Scalisi, Director of Sales  
T: 416-512-3815  
E: frank.scalisi@informa.com  
W: WorldofConcretePavilion.com

World of Concrete Pavilion is part of The Buildings Show, North America's largest exposition, networking and educational event for design, construction and real estate.

# PLATINUM - SOCIAL MEDIA LOUNGE

## \$20,000



### 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- Social media lounge 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
- Social media lounge sponsor recognition, multiple times leading up to the event across Twitter and LinkedIn

#### 75 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



#### SOCIAL MEDIA LOUNGE

- Logo exposure on the social media wall, a 4'x6' LCD screen in the lounge
- Dedicated lounge for networking in a high-traffic area on Level 700
- Attendees will be able to view live social media conversations throughout the event

#### BANNERS/SIGNAGE

- Logo displayed on 14 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

#### SHOW MOBILE APP

- Sponsor section: Corporate logo, profile, booth number, website and social media details
- Exhibitor section: Corporate logo

#### 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
- Social media lounge feature
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

### POST-SHOW EXPOSURE & BENEFITS

#### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

#### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

#### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# PLATINUM - ATTENDEE REGISTRATION \$18,000



## 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### 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
- Logo, profile, booth number, website and social media details listed in the sponsor and exhibitor section of the mobile app
- 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 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



### HIGH PROFILE REGISTRATION KIOSKS

- Logo prominently displayed on six of the high profile registration kiosks on Level 600

### BANNERS/SIGNAGE

- Logo displayed on 14 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# PLATINUM - PARKING & SHUTTLE

\$18,000



## 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### 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
- Logo, profile, booth number, website and social media details listed in the sponsor and exhibitor section of the mobile app
- 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 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



### 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 (Level 600) at the counter where show visitors pick up their free parking voucher

### BANNERS / SIGNAGE

- Logo displayed on 14 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review



# GOLD - SHOW FLOOR EDUCATION LAB \$15,000



## 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### ONLINE ADVERTISING

- Logo displayed on a dedicated Education Lab page
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website, social media profiles, seminar details displayed in the mobile app
- 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 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



### EDUCATION EXPOSURE

- Host an educational program of 4 X 30 minute professionally recorded sessions in a branded Show Floor environment, with a capacity of 50/session

### BANNERS / SIGNAGE

- Logo displayed on 9 banners throughout the Convention Centre
- Logo prominently displayed on the large overhead head banner and podium at each session
- Exhibit space identified with sponsor signage

### SHOW GUIDE ADVERTISEMENT

- 1 Full-page, 4-colour print ad
- A dedicated Education Lab feature
- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018
- Demonstrations will be professionally recorded, edited, published and promoted on **www.BuildingsCanada.com**; social media channels and e-communications, including the monthly

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# GOLD - SEMINAR PROGRAM

## \$12,000



### 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

#### 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
- Logo, profile, booth number, website, social media profiles, seminar details displayed in the mobile app
- 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 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



#### SEMINAR EXPOSURE

- Moderator of each seminar to acknowledge and thank your company for sponsoring up to four (4) seminars
- Logo prominently displayed on the podium at each seminar

#### BANNERS / SIGNAGE

- Logo displayed on 9 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

#### SHOW GUIDE ADVERTISEMENT

- 1 Full-page, 4-colour print ad
- Logo exposure on the sponsor dedication and seminar program pages
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

### POST-SHOW EXPOSURE & BENEFITS

#### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

#### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

#### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review



# GOLD - INNOVATIVE PRODUCT DEMONSTRATIONS LEAD • \$10,000



## PRE-SHOW EXPOSURE & BENEFITS

### NATIONAL ADVERTISING

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

### ONLINE ADVERTISING

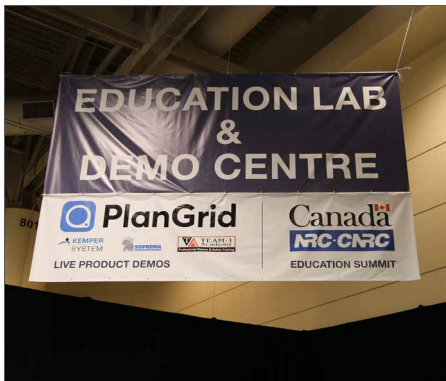
- Logo displayed on the dedicated Innovative Product Demonstrations pages
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website, social media profiles, demonstration details displayed in the mobile app
- 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 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 that will be professionally recorded

### BANNERS / SIGNAGE

- Logo displayed as the lead on the large overhanging demo banner and directional signage
- Logo displayed on 2 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 1 Full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and recognition in the demo feature
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018
- Demonstrations 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, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# SILVER - AFTERNOON RECEPTION \$6,000



## PRE-SHOW EXPOSURE & BENEFITS

### NATIONAL ADVERTISING

- Logo exposure across print and digital collateral with more than 500,000 impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### ONLINE ADVERTISING

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website and social media details in the sponsor and exhibitor section of the mobile app
- 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 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

- Logo displayed on 2 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# SILVER - FLOOR DECAL

\$6,000



## PRE-SHOW EXPOSURE & BENEFITS

### NATIONAL ADVERTISING

- Logo exposure across print and digital collateral with more than 500,000 impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### ONLINE ADVERTISING

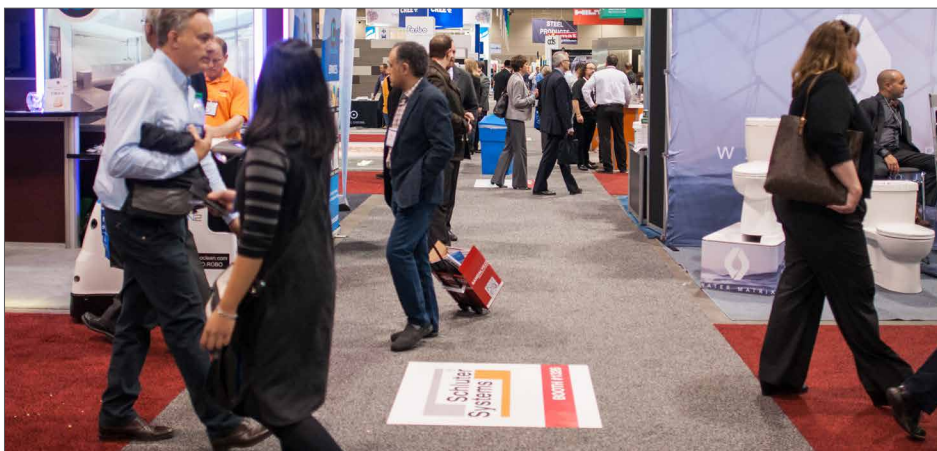
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website and social media details in the sponsor and exhibitor section of the mobile app
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter and LinkedIn

### 25 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



### FLOOR DECALS

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

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review



# SILVER - EXPERT INTERVIEW SERIES

## \$6,000



### PRE-SHOW EXPOSURE & BENEFITS

#### NATIONAL ADVERTISING

- Logo exposure across print and digital collateral with more than 500,000 impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

#### ONLINE ADVERTISING

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo displayed on the Interview Series web page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Logo, profile, booth number, website, social media profiles, interview details displayed in the mobile app
- 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 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. Experts from the Seminar Program will be invited to participate based on the popularity and importance of their topic

#### BANNERS / SIGNAGE

- Logo displayed on 2 banners throughout the Convention Centre
- Exhibit space identified with signage as a sponsor

#### SHOW GUIDE ADVERTISEMENT

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and Expert Interview Series feature
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

### POST-SHOW EXPOSURE & BENEFITS

#### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

#### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018
- Interviews will be professionally recorded, edited, published and promoted on [www.BuildingsCanada.com](http://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, 2018 for you to you to measure the value of the sponsorship and present to your marketing team for review

# SILVER - INTERNATIONAL ARCHITECTURAL ROUNDTABLE • \$6,000



## PRE-SHOW EXPOSURE & BENEFITS

### NATIONAL ADVERTISING

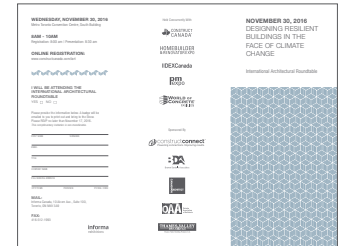
- Logo exposure across print and digital collateral with more than 1,000,000 impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- 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 Roundtable
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website, social media and Roundtable details in the sponsor and exhibitor section of the app
- 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 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 10 tickets to attend the International Architectural Roundtable



## 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 and 2 in the World of Concrete Pavilion exhibit hall
- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and Roundtable feature
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# SILVER - PRODUCT DEMONSTRATIONS

## \$6,000



### 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

#### ONLINE ADVERTISING

- Logo displayed on the dedicated Innovative Product Demonstrations pages
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website, social media profiles, demonstration details displayed in the mobile app
- 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 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

- Present a pre-approved and professionally recorded 30 minute demonstration to an audience of influential buyers and decision-makers on the Show floor

#### BANNERS / SIGNAGE

- Logo displayed on the large overhanging demo banner and directional signage
- Logo prominently displayed on the podium during your demonstration
- Exhibit space identified with signage as a sponsor

#### SHOW GUIDE ADVERTISEMENT

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and recognition in the demo feature
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

### POST-SHOW EXPOSURE & BENEFITS

#### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

#### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018
- Demonstrations will be professionally recorded, edited, published and promoted on [www.BuildingsCanada.com](http://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, 2018 for you to measure the value of the sponsorship and present to your marketing team for review



# SILVER - SEMINAR PRESENTATION

## \$6,000



### 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

#### ONLINE ADVERTISING

- Logo displayed on your dedicated seminar page
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website, social media profiles, seminar details displayed in the mobile app
- 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 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



#### 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

#### BANNERS / SIGNAGE

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

#### SHOW GUIDE ADVERTISEMENT

- 1/2-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and recognition in the demo feature
- Bold listing in the directory and highlighted in the official Show floorplan
- Distribution at registration on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

### POST-SHOW EXPOSURE & BENEFITS

#### ATTENDEE DATABASE

- Delivery of the World of Concrete Pavilion 2017 database of attendees by December 20, 2017 (Due to Privacy Legislation, email addresses will not be provided)

#### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2018
- 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, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# BRONZE - MOBILE APP \$5,000



## 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 World of Concrete Pavilion, Construct Canada, PM Expo and HomeBuilder & Renovator Expo
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### ONLINE ADVERTISING

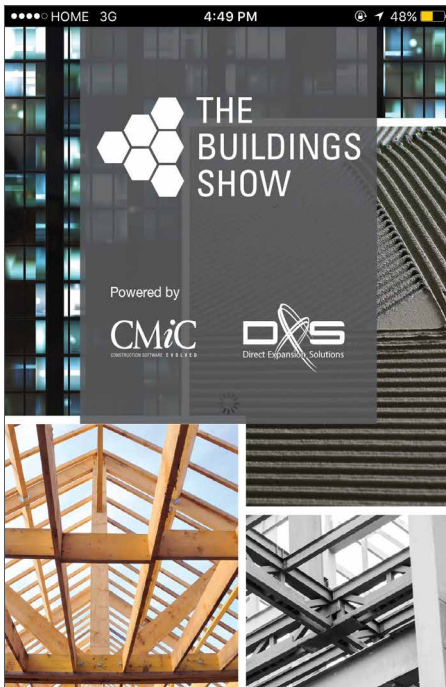
- Logo displayed on the mobile app page
- Logo displayed throughout all eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website

### 10 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



### MOBILE APP

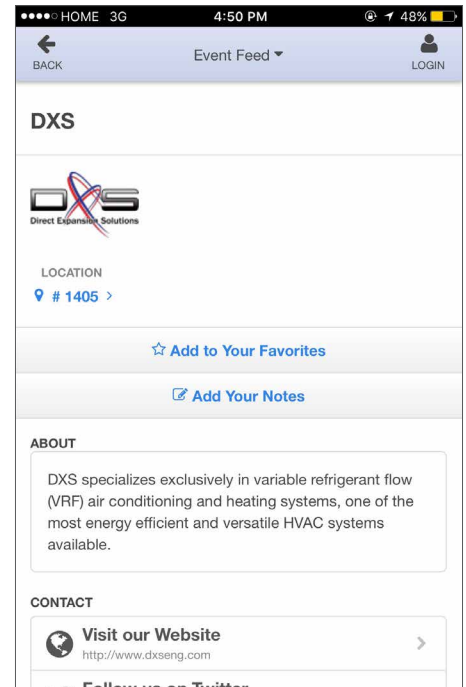
- Logo displayed on the splash page (first screen viewed by mobile app users)
- Logo displayed on a rotating banner at the top of the app screen. The banner can be linked to your company profile within the app or to an external website
- Logo, profile, booth number, website and social media details in the sponsor and exhibitor section

### BANNERS / SIGNAGE

- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building



## POST-SHOW EXPOSURE & BENEFITS

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2017

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review

# BRONZE - STATE OF THE MARKET REPORT \$5,000



## 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 building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### 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 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

### STATE OF THE MARKET REPORT

- Creation of a State of the Market Report based on interviews conducted with your company specialists as well as innovative solutions, latest technologies, market trends, case studies and current challenges presented at World of Concrete Pavilion

### BANNERS / SIGNAGE

- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS



**LONG-TERM PLAN INCLUDES**

- \$25.3 billion** for urban transportation infrastructure
- \$21.9 billion** for green infrastructure
- \$21.9 billion** for social infrastructure

Written By: Andrew Brooks

The fortunes of the construction industry in Canada are directly affected by domestic and global economic factors, shifting demographic patterns, and changing public-sector policies and priorities. Trying to get a handle on all the variables and anticipate where the industry will be even a few short years down the road is a challenge.

But in spite of negative factors such as global economic uncertainty, the outlook for construction in Canada over the next few years could be positive. One big plus is the federal government's plan to boost infrastructure spending. Ottawa's 2016 budget included an immediate \$11.9-billion investment in infrastructure. Its "Fall Economic Statement," released a few months later, includes plans for a further \$81 billion in infrastructure spending through 2027-28, along with the establishment of the Canada Infrastructure Bank to promote investment, planning and delivery.

The long-term plan includes \$25.3 billion for urban transportation infrastructure, \$21.9 billion for green infrastructure and \$21.9 billion for social infrastructure.

Together with existing investments, the total infrastructure commitment by the government will add to more than \$160 billion.

"There's large infrastructure work happening in every major city across Canada," says Mark Casaleto, president of ConstructConnect. Casaleto notes that extensive mass transit commitments have been made in major centres like the GTA, Ottawa, Montreal and Vancouver. In addition to large-scale road and highway work across the country, bridges are also on the radar. Casaleto singles out the Champlain Bridge in Montreal and the Gordie Howe International Bridge connecting Windsor to Detroit.

In his "Global Construction Outlook" presentation at The Buildings Show 2016, Casaleto noted that despite a still sluggish Canadian economy, the cancellation of massive oil and gas projects and a persistent national trade imbalance, 2017 is expected to see a 6.8% rise in total construction starts. This will be driven mainly by an 8.9% surge in residential starts. However, civil engineering starts (5.1%) and non-residential assets (5.7%) will pull their weight too.

When it comes to major investments, Casaleto's presentation showed western Canada continuing to lead the nation, with an impressive \$225.9 billion of projects contemplated, in planning or potentially soon to be bid. This sum is largely accounted for by mining, oil, pipelines, LNG and natural gas projects, although infrastructure also plays a big role.

Atlantic Canada comes next at \$45 billion, with resources again a huge slice of the pie. Infrastructure plays a larger role in the \$19.4 billion in Ontario and \$27.4 billion in Quebec, as you'd expect where the largest population concentrations and urban centres are located.

Obviously nothing is cast in stone when you predict the future of an industry as dynamic and complex as construction. But there are enough positive factors and hard numbers, and enough optimism on the part of expert observers, to justify an upbeat forecast on Canada's construction industry over the next few years.

STATE OF THE MARKET REPORT | WWW.THEBUILDINGSHOW.COM | 2

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2017
- Publishing and promotion of the report on [www.BuildingsCanada.com](http://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, 2018 for you to measure the value of the sponsorship and present to your marketing team for review



# BRONZE - COFFEE BREAK \$4,000



## PRE-SHOW EXPOSURE & BENEFITS

### NATIONAL ADVERTISING

- Logo exposure across print and digital collateral with more than 500,000 impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, building engineers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

### ONLINE ADVERTISING

- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Logo, profile, booth number, website and social media details in the sponsor and exhibitor section of the mobile app
- Detailed sponsor page with 100 word write-up and a direct link to your corporate website

### 10 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



### COFFEE BREAK EXPOSURE

- Logo prominently displayed on signage at designated coffee stations

### BANNERS / SIGNAGE

- Exhibit space identified with signage as a sponsor

### SHOW GUIDE ADVERTISEMENT

- 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 on Level 600; at the information booth on Level 700, at three entrances to the Show Floor on Level 800 and throughout the North Building

## POST-SHOW EXPOSURE & BENEFITS

### WEBSITE

- Company profile posted on the World of Concrete Pavilion and Buildings Canada websites until August 31, 2017

### POST-SHOW REPORT

- A detailed report of all deliverables will be provided by January 31, 2018 for you to measure the value of the sponsorship and present to your marketing team for review