

Exhibitor Orientation

Monday, September 9, 2019

Metro Toronto Convention Centre, Hall B & E



- Marketing – Amanda Dunn
- Lead Retrieval – MicroSpec Registration
- Logistics – Deborah Fursey & Tarah Silva
- Maximizing Success in Your Booth – Nancy Milani





Transform. Build. Innovate.



Transform. Build. Innovate

WHY ARE WE HERE?

- **One stop shop** for the building design, construction and property management industries
- Deliver a market need and support market growth
- **Create a community**
- **Move the industries forward** and provide strategic foresight
- Promote **innovation** and solve problems
- Connect **people and knowledge**
- Offer **thought leadership and knowledge sharing**
- Provide face to face engagement
- Create a unique multi-tiered marketplace
- Nurturers of new generation/educators/mentors



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HOW DO WE GET THE WORD OUT?

- Direct Mailers; Invites, Previews & Planners
- Telemarketing Campaigns
- Print Ads
- Digital Banner Ads
- Press Releases



Transform Build Innovate

Register Online Before Nov. 8
for the Early Bird Rate!
thebuildingsshow.com

Connect With Us
#TBS19

The Buildings Show provides an unforgettable experience as North America's largest event for products, services, educational programming and professional networking for the design, construction and property management communities.

New in 2019, we introduce Buildings Connect, a dynamic PropTech showcase, presented by Colliers Proptech Accelerator powered by Techstars. Explore technology innovations and connect with transformation influencers at Construct Canada and PM Expo in the South Building and HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion in the North Building.

BILD

Imperial Leadership since 1977

BOMA

Building Owners & Managers Association

CABA

Canadian Association of Building Administrators

CONCRETE ONTARIO

Toronto

TORONTO

Ontario

Colliers

Proptech Accelerator


constructconnect

YARDI

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HOW DO WE GET THE WORD OUT?

- Email Campaign
- Monthly Newsletters
- Google Ad Campaigns; Search, Display & Remarketing
- Social Media



THE BUILDINGS SHOW
Dec. 4 - 6, 2019
Metro Toronto Convention Centre

Save the Date

CONSTRUCT CANADA® pm EXPO HOME BUILDER & RENOVATOR EXPO BUILDINGS CONNECT WORLD OF CONCRETE

[Mark Your Calendars for The Buildings Show 2019!](#)

You are invited to join us at North America's largest sourcing, networking and educational event for the design, construction and property management industries from December 4 - 6, 2019!

[The Buildings Show 2018 Show Reel](#)

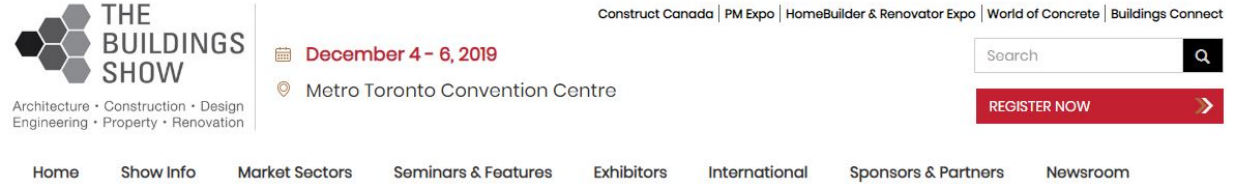
New in 2019, we introduce Buildings Connect, a dynamic PropTech showcase directly impacting people, places, properties, portfolios, energy use and operational efficiencies. Explore technology innovations and connect with transformation influencers at Construct Canada and PM Expo in the South Building and HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion in the North Building.

Register online today for your free admission!

[REGISTER NOW](#)

[The 2019 Exhibitor Directory is Now Live](#)

View our [exhibitor directory](#) to discover new products, services and technologies and to form new relationships.



THE BUILDINGS SHOW
Architecture • Construction • Design
Engineering • Property • Renovation

Construct Canada | PM Expo | HomeBuilder & Renovator Expo | World of Concrete | Buildings Connect

December 4 - 6, 2019
Metro Toronto Convention Centre

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The Buildings Show 2018 Show Reel

Watch later Share

Transform. Build. Innovate.

The Buildings Show provides an unforgettable experience as North America's largest event for products, services, educational programming and professional networking. We've been proud to host this spectacular event for the design, construction and property management communities for the past 30 years.

New in 2019, Buildings Connect, presented by Colliers PropTech Accelerator powered by Techstars, will be showcased across all market sectors of The Buildings Show. Explore technology innovations and connect with transformation influencers at Construct Canada and PM Expo in the South Building and HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion in the North Building.

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HOW CAN YOU GET THE WORD OUT?

- Social Media
- E-blasts
- Newsletters

Construct Canada Retweeted



We're kicking off day 2 at the Procore Partner Pavilion at The Buildings Show. Stop by to see us at BOOTH 201 & 202. proco.re/2BlolKI @ConstructCanada #BuildingsShow



Construct Canada Retweeted



Its good to keep things fresh, so we got a brand-new booth! There's still time to pop on over to booth #531 to learn about our suite of innovative foundation solutions. bit.ly/2NL9Do6 #ConstructCanada #TheBuildingsShow #GeoSolv #Geopier



11:49 AM · Nov 29, 2018 · Twitter Web Client

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HOW CAN YOU GET THE WORD OUT?

- Web Banners
- E-signatures
- Invitations (Digital & Print)
- Previews (Digital & Print)



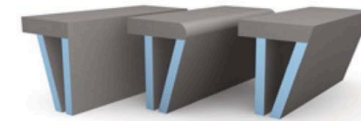
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HOW CAN YOU GET THE WORD OUT?

- New Discovery District
- Web Banners
- Newsletter Banners
- Show Guide Ad

Source Innovative Products & Services

Whether you attend The Buildings Show annually or you are attending for the first time, you will be amazed by many new and innovative products. Keep up-to-date and source products that will save your business time and money!



wedi Sanoasa Shower Benches 1-3

Booth #: 847

The wedi Sanoasa shower benches provide plenty of space to comfortably relax, pampering both the body and mind. Its clever construction enables an unequalled freedom of visual design...[Learn more](#)



Pre-panelized Load-bearing Steel Stud Walls

Booth #: 614

Canam load-bearing wall panels are prefabricated off site in their plant using the latest technology and very tight industry standards, to achieve the highest quality available...[Learn more](#)



Parklex Facade

Booth #: 1150

Parklex offers a wide range of extraordinary outdoor paneling – all manufactured from natural wood and a process during manufacturing that give the wood properties of strength and durability...[Learn more](#)

[VIEW THE EXHIBITOR DIRECTORY](#)



Sika® ComfortFloor®

Booth #: 1002

Sika® ComfortFloor® systems optimize a balance between comfort and robustness by combining softness under foot with durability. The systems are seamless and flexible to provide comfort...[Learn more](#)



BASF Ask the Experts Breakfast
Sponsored by BASF Corporation, Ask the Experts Breakfast gave attendees the opportunity to pose questions to a panel of concrete industry experts. New to the panel this year was expert on expansion joint systems.

PM Executive Roundtable
This year's PM Executive Roundtable, The Struggle with Competing Demands, provided senior real estate managers with strategic and valuable insights that help reach higher levels of operational efficiency and success.

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HOW CAN YOU GET THE WORD OUT?

- Educational Seminar
- Live & Interactive Webinar
- Product Demonstration
- Host a Roundtable Discussion
- Host a Demonstration Area
- Host an Educational Stream of Seminars
- Host a Special Event

BUILDINGS CANADA CONSTRUCTION ARCHITECTURE DESIGN ENGINEERING PROPERTY RENOVATION

Carl Storms

De-Bug the Building Code:
How to Make Complying with NECB Simple

IMAGINiT TECHNOLOGIES
A RAND Worldwide Company

WEBINAR SPONSORED BY:
IMAGINiT TECHNOLOGIES
A RAND Worldwide Company

BUILDINGS CANADA ARCHITECTURE CONSTRUCTION DESIGN ENGINEERING PROPERTY RENOVATION

ITRE

Robert Anderson
Firestone Building Products

SPONSORED BY:
Firestone
Firestone Building Products

Roofs of the Future: Next Generation Technology is Here

131 views

0 0 SHARE

BUILDINGS CANADA Buildings Canada
Published on 30 Apr 2018

SUBSCRIBE 241

Is it time for a new roof? How about these expectations: quick and easy roof installation - in record time, odourless (no VOCs) and safe installation – ideal for occupied buildings; high performing roofing system – warrantable up to 25 years; an eco-friendly solution. Introducing the revolutionary

SHOW MORE

Together we are creating a sustainable future for the entire built environment!





Lead Retrieval Service

MicroSpec Registration

Move-In

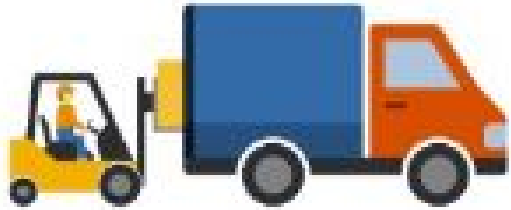


- Monday, Dec. 2 @ 4pm – 10pm
- Tuesday, Dec. 3 @ 8am – 9pm



1. Ship to the Advanced Warehouse
2. Ship Directly to the Show
3. Park Underground and Hand-carry Items Directly to Your Booth

Move-Out



- Begins Friday, Dec. 6 @ 1pm
- All exhibit materials must be off the show floor by 9pm



Show Floor Health & Safety



Authorized & Unauthorized Suppliers

The Buildings Show > Exhibitor Information > Authorized & Unauthorized Show Suppliers

Unauthorized Suppliers

Be aware of **unauthorized suppliers** claiming to be with the show who approach exhibitors attempting to sell products or services they may not be able to deliver. Be on the lookout for the following warning signs:

- Contact emails are not personalized and may not refer to the actual show;
- Contact emails do not have a signature with a phone number to contact;
- Companies will request full payment in advance of providing the service.

We are currently aware of the following list of companies which have tried to solicit the show's exhibitors. None of these companies are affiliated with the show and do not have authorization to represent the show:

Unauthorized Hotel Accommodation Suppliers	+
Unauthorized Attendee List Suppliers	+
Unauthorized Invoicing Suppliers	+
Unauthorized Exhibit Display Suppliers	+
Unauthorized Scam Communications	+
Unauthorized Show Guide Listing Suppliers	+
Other Unauthorized Suppliers	+

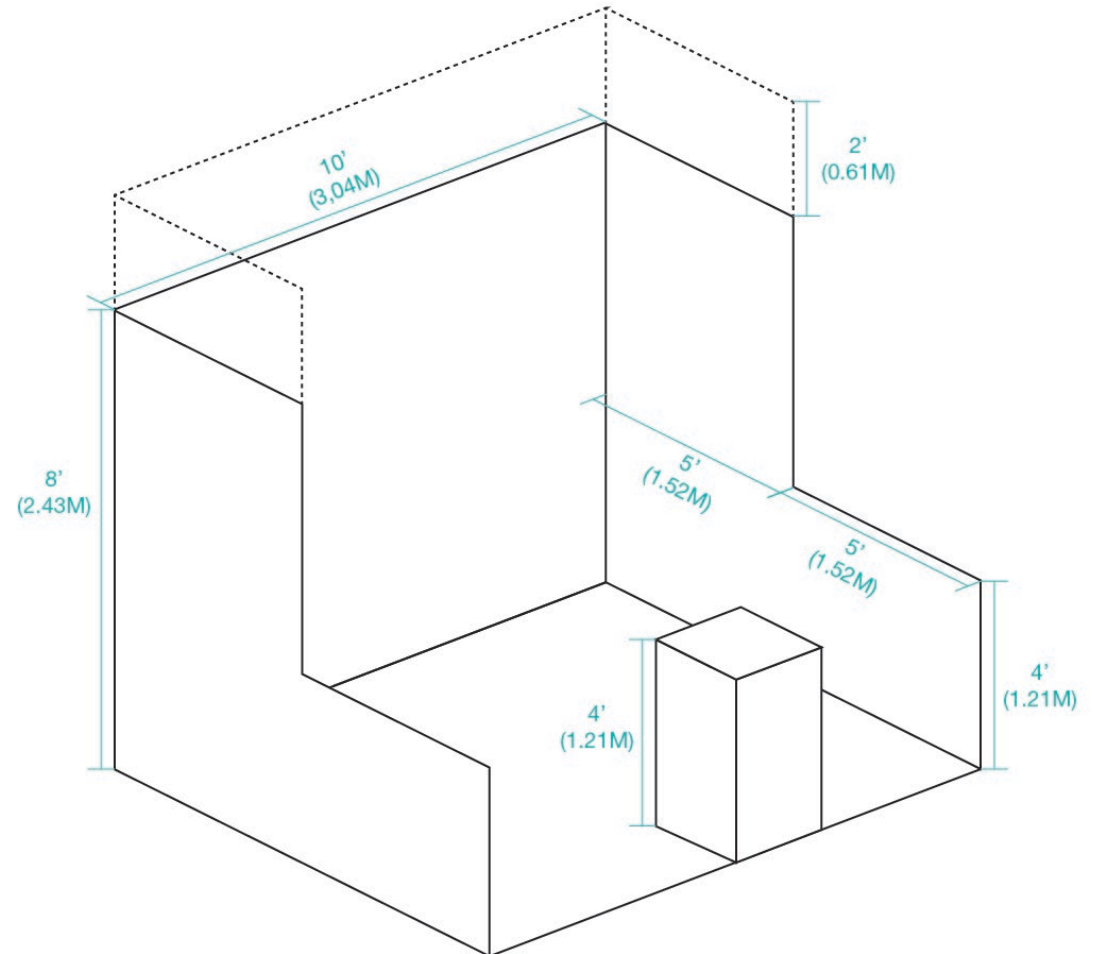
Booth Regulations



Booth Standards

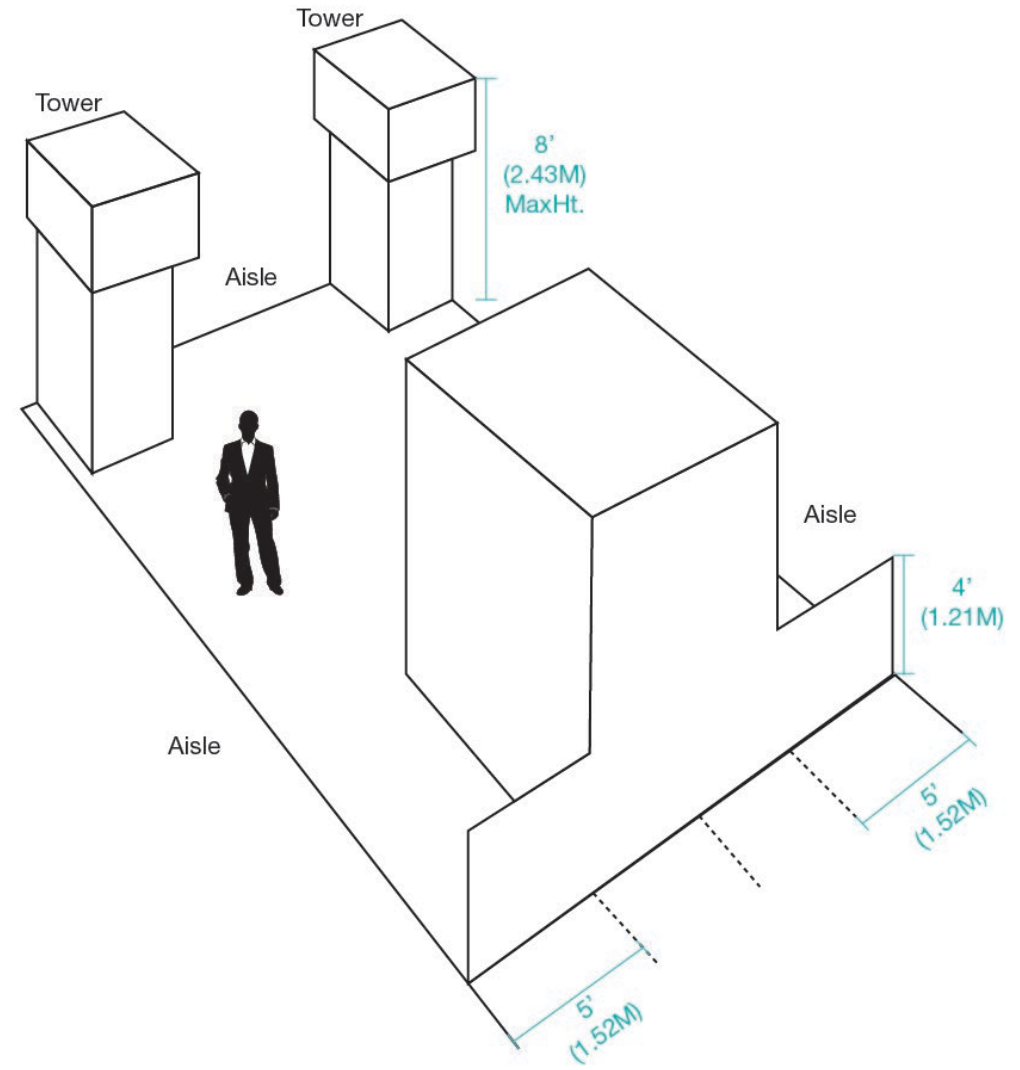
- Back wall – Hardwall or Pipe and Drape
- Back wall – minimum 8' height and maximum 10' height (in-line, peninsula, corner, perimeter) 12' (island)
- Sidewalls are discouraged
- Large equipment and structures placed at back

In-Line 10'x10' Booth



Booth Approvals

- 400 SQ FT (or larger)
- Any design that deviates from the Booth Standards & Regulations
- **Deadline:** October 10, 2019



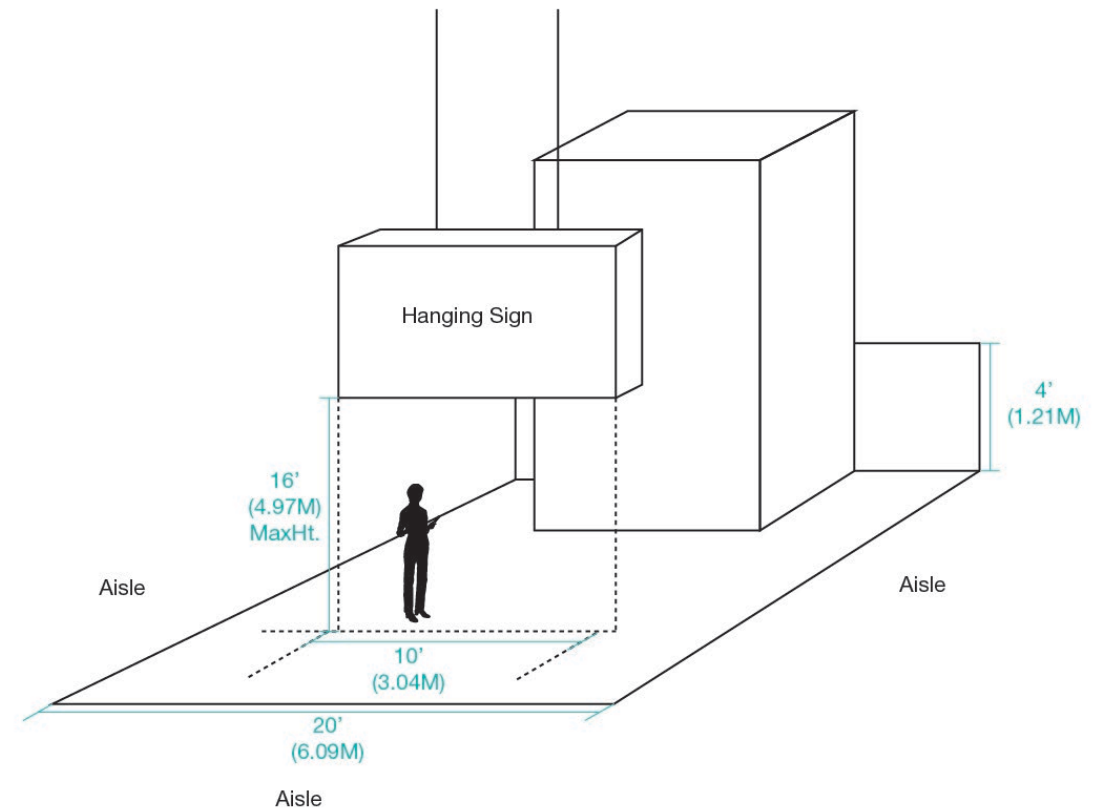
Avoid Trip Hazards

- Raised floors: max. 6" height
- Wiring must be accessible
- Wheelchair ramps must be 3' wide, with max. slope of 1:12
- The full extent of any ramp must fall within your assigned booth space



Signage – 2019 New Regulations

- Booths smaller than 400 SQ FT **will not** be permitted to hang signage
- Hanging services must be arranged through ShowTech Power & Lighting
- Flags, balloons, tents, flashing or neon signs are prohibited
- Signage & graphics must only be visible from within the booth space – not on backs or sides of space



Required Approvals

- In-booth demonstrations, activities, contests, lotteries, draws
- In-booth display vehicles
- Noisemakers, specialty lighting, movies, music, etc.
- Use of propane cylinders or gas appliances
- Animals

DEADLINE



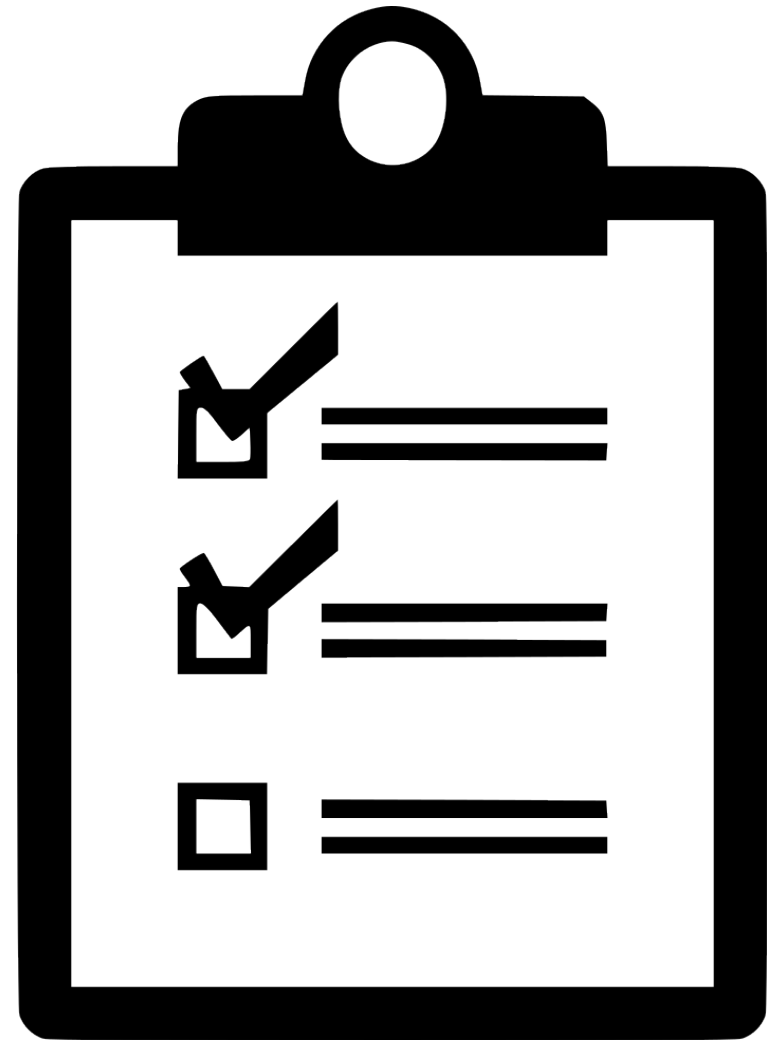
Booth Cleaning

- Aisles & common areas will be cleaned daily – exhibitors are responsible for their own booths
- Booth cleaning is an exclusive service at MTCC
- Orders can be made online via the exhibitor manual



Exhibitor Resources

- Online Exhibitor Manual
- Exhibitor Show Checklist
- Exhibitor Communications

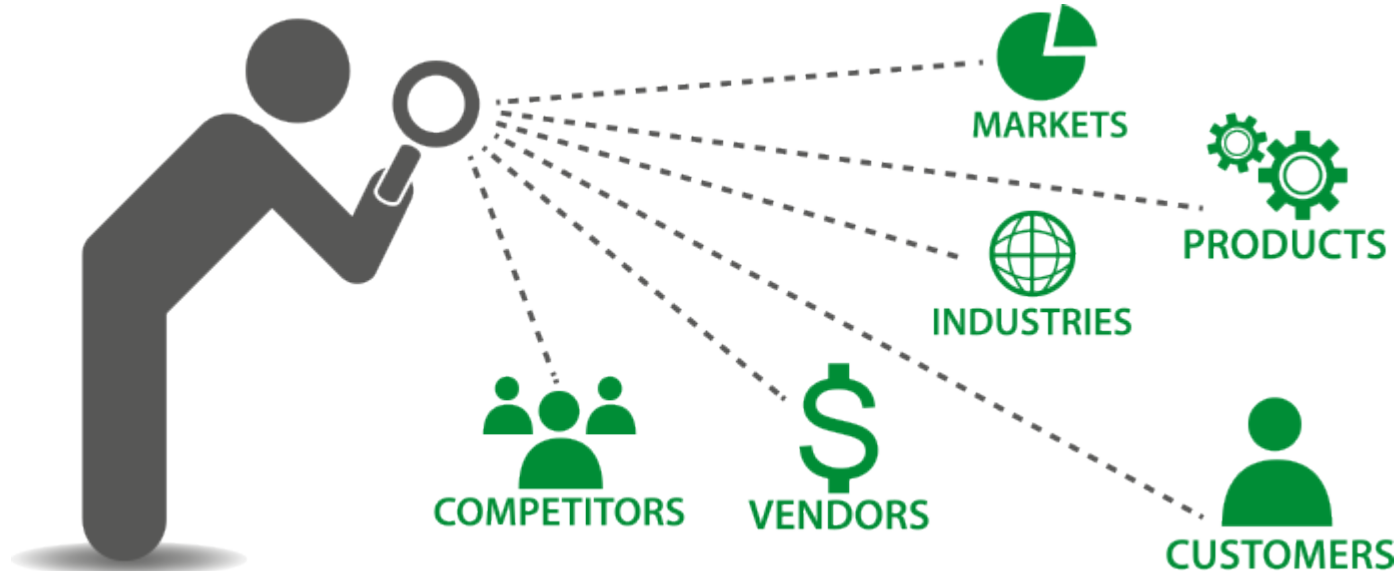


Maximizing Success in Your Booth



Goals & Objectives

- What are your reasons for exhibiting?
- Set measurable goals
- Relay goals to all participating employees



Consider Sponsorship



- Goals?
- Lounges
- Seminars
- Exposure
- Third party events
- What are your competitors doing?



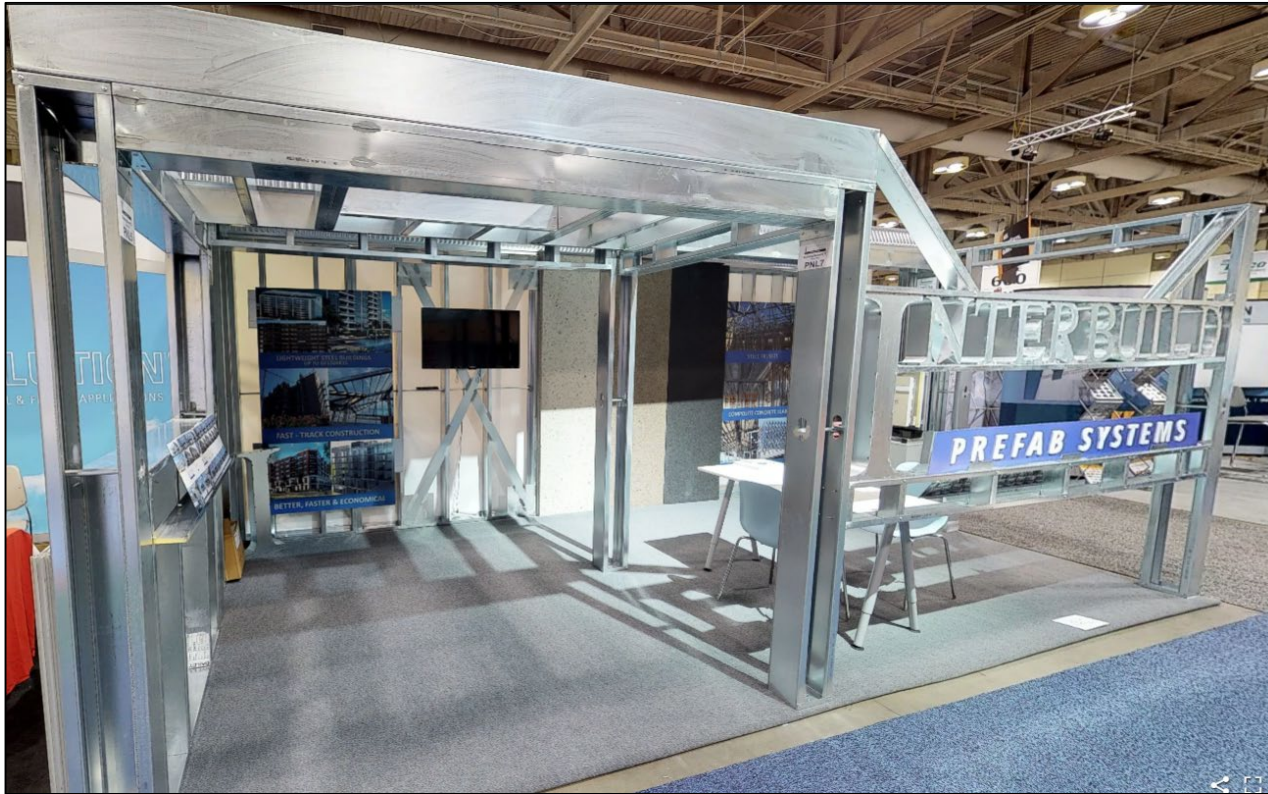
“You only have a few seconds to catch their attention”



Planning Your Booth

- **Budget** – Build on paper first – based on what you want to accomplish
- **Accessorize** - plan your supplies, giveaways
- **Establish a theme** – create a “feeling”
- **Reinforce your identity** – 7 times to get your message across

Planning Your Booth



Use Your Products!

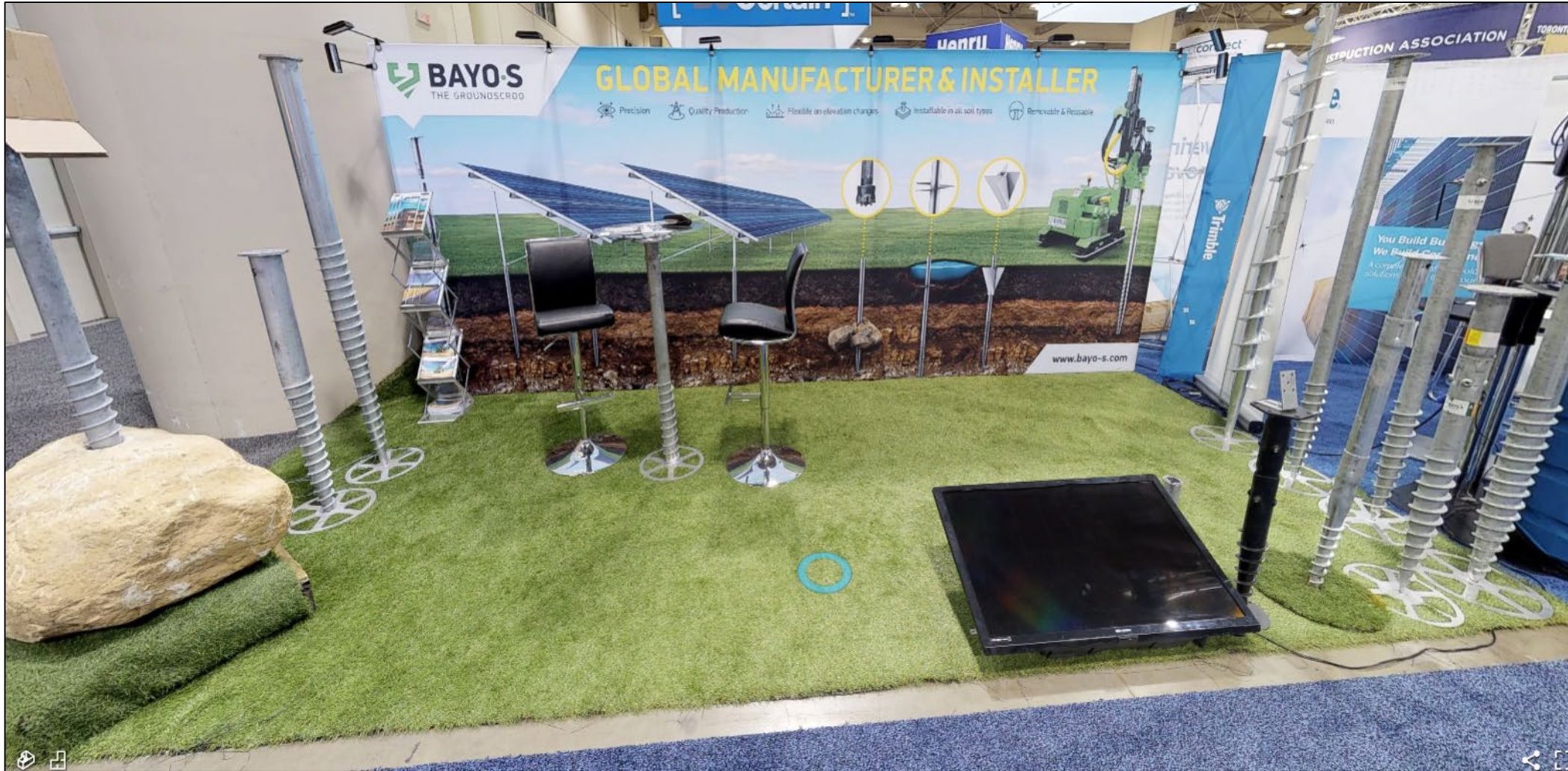


Planning Your Booth



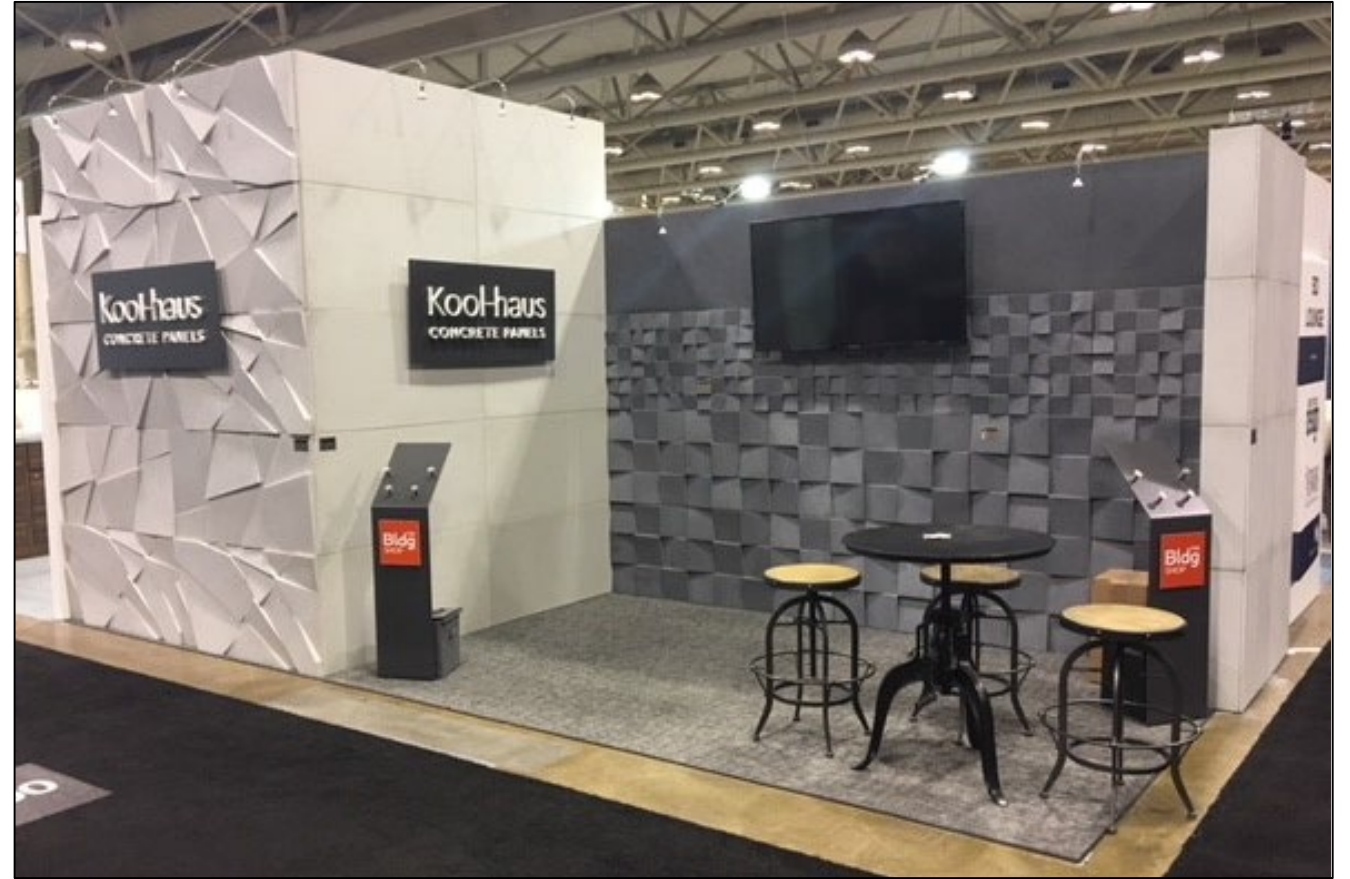
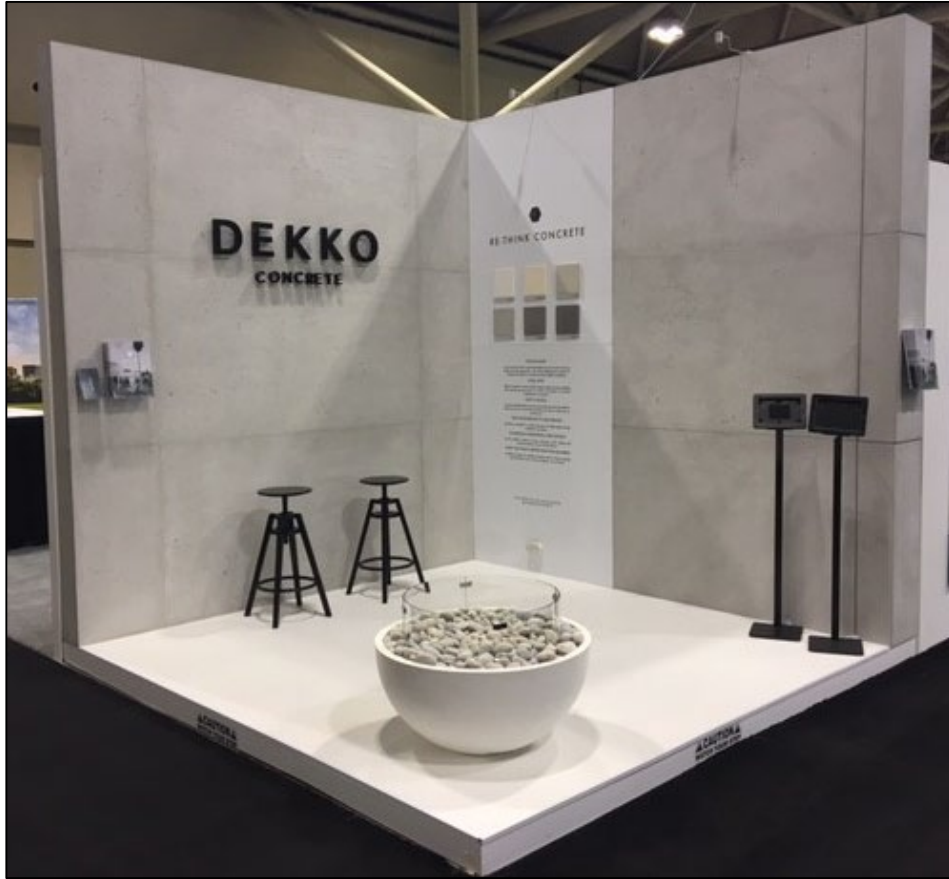
Use Your Products!

Planning Your Booth



Use Your Products!

Planning Your Booth



Planning Your Booth



Planning Your Booth



Signage

Reinforce Your Brand!



Booth Premiums

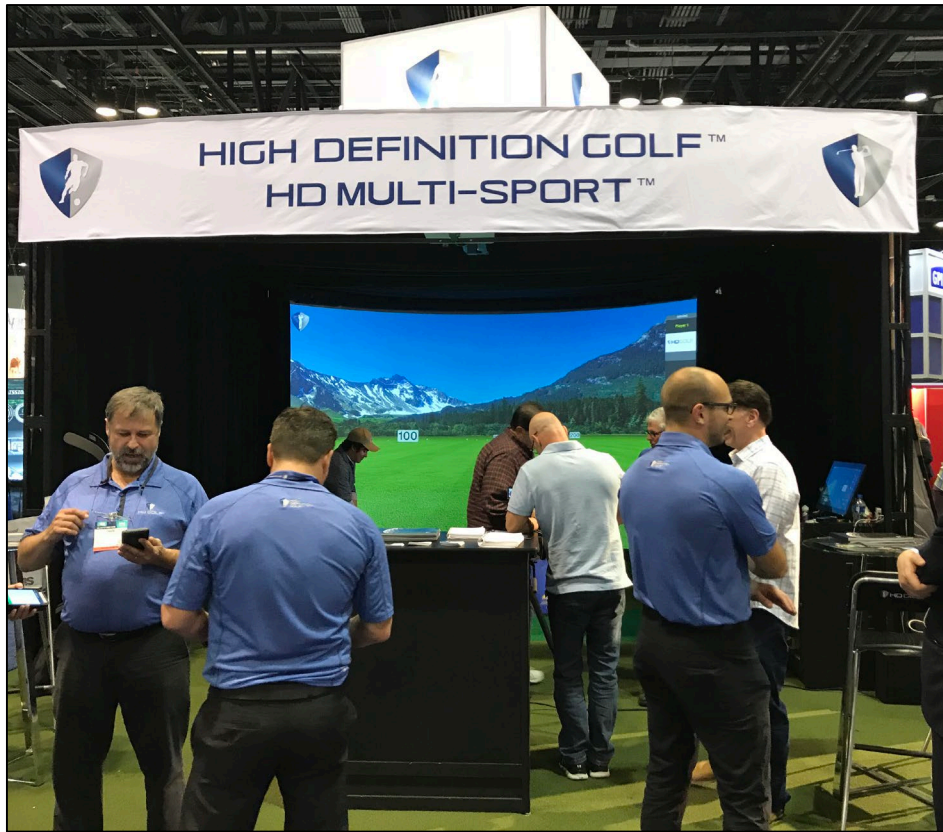
- Brochures
- Giveaways
- Contests



Interactivity



Interactivity



Interactivity



Types of “Boothers”

#1 – Bob Getmeoutahere

- No objective
- Stands at the back of the booth
- Will not approach someone
- Will answer only when asked
- Talks on their cellphone, eats at booth
- Chats with co-workers, neighbours

#2 – Johnny Bidingmytime

- Asks wrong questions e.g. Can I help you?
- Answers questions in great detail
- Tells each person the same thing
- Have a sense of purpose – no focus on objective

Types of “Boothers”

#3 Mike Almost Got it right

- Focused on goal or objective
- Asks the right questions
- Qualifies people and makes a good presentation

#4 Sally Gungho

- Does all of #3 **but** also understands each attendee is different – makes a lasting impression
- People like him/her
- Leaves them wanting to do business with him/her **and** will achieve results afterwards

Post-Show Evaluation

- Evaluate the experience with your team
- Analyze results against your goals – did you meet your ROI?
- Recommendations for future shows
- Follow up with your leads!



Thank you!

See you at the show!

