



BUILDINGS
CONNECT

Dec. 4 - 6, 2019

Metro Toronto
Convention Centre
North & South Buildings

High-Impact Marketing Tools

Advertising & Sponsorship

thebuildingsshow.com



HOME BUILDER
& RENOVATOR EXPO

BUILDINGS
CONNECT

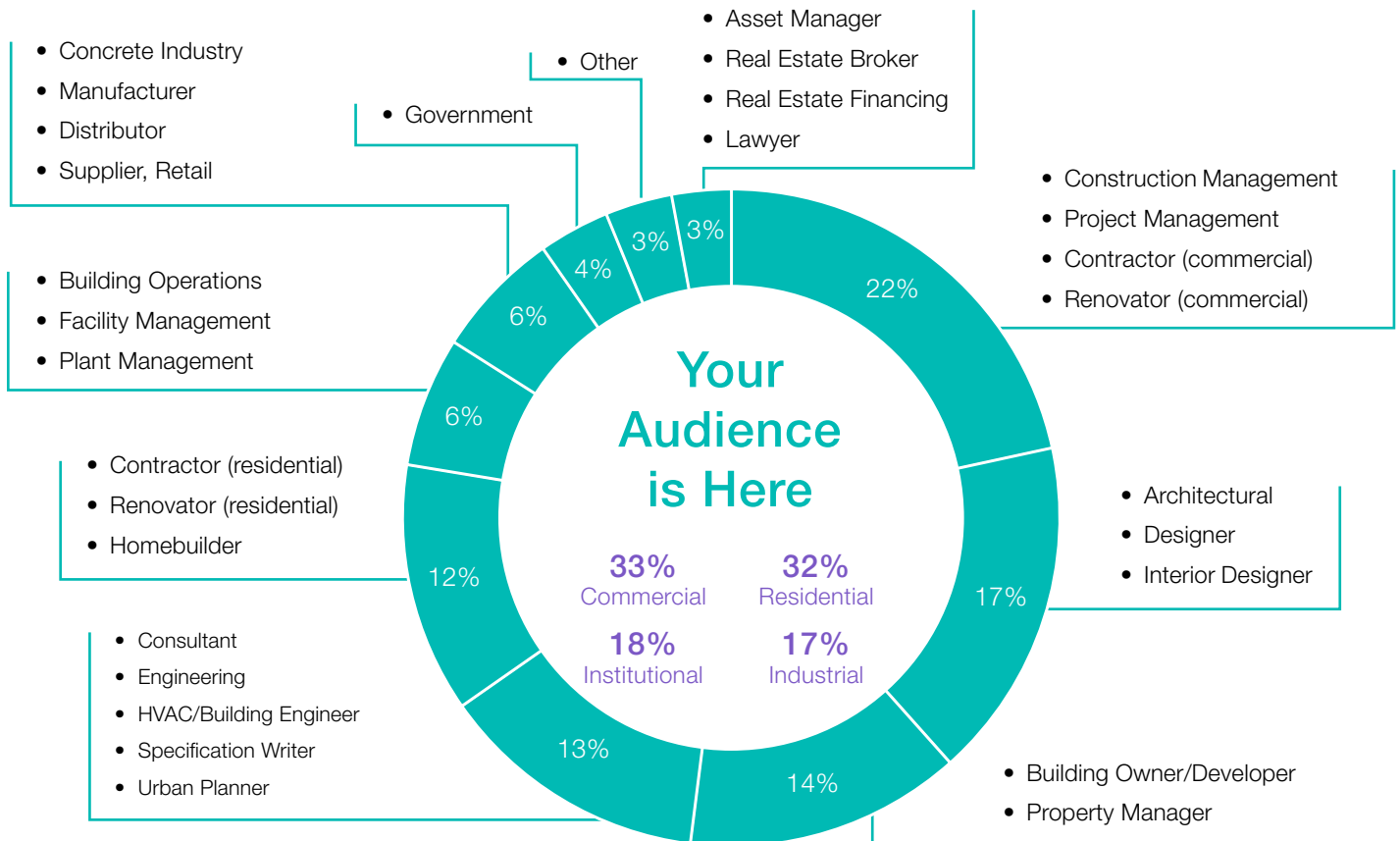




Transform. Build. Innovate.

Boost your business with face to face contact and grow your client base through:

- Increased market share
- Engaging and interactive exhibits
- Designated networking spaces & meeting lounges
- New product showcases
- Thought leadership opportunities





**BUILDINGS
CONNECT**

Your Connections Begin Here

Show Guide Advertising

Expanded Company Listing	\$500
Full Page Ad	\$3,000
1/2 Page Ad	\$2,200
1/3 Page Ad	\$1,700
Double Page Spread	\$6,000
Inside Cover Ad	\$5,000
Divider Page Ad	\$4,000

Digital Advertising

Discovery District - Product Display	\$750
Live & On Demand Webinar	\$3,000
Website Banner Ads	\$500 - \$1,000
Newsletter Banner Ads	\$500 - \$1,000
Special Packages	\$3,950 - \$5,950

Sponsorships

Title

Available (call for details)	\$30,000+
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Platinum

Show Floor Main Stage	\$25,000
Live Interview Studio	\$25,000
Real World ROI Pavilion	\$25,000
PropTech Rising Stars Pavilion	\$25,000
Show Floor Education Lab	\$25,000
Attendee Registration	\$18,000
Parking & Shuttle Service	\$18,000

Custom

Networking Lounges	\$15,000+
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Gold

Seminar Program - Lead	\$15,000
Demo Area - Lead	\$11,000

Silver

Product Demonstrations	\$7,500
Afternoon Receptions	\$7,500
International Architectural Roundtable	\$6,500
Interior Design Roundtable	\$6,500
Property Management Roundtable	\$6,500
Seminar Presentations	\$6,000
Aisle Hanging Banner & Floor Decals	\$6,000

Bronze

Charging Station	2 for \$5,000 4 for \$8,000
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Connect With

Felicia Robinson
Sponsorships &
Exhibits

T: 647.779.4932
E: felicia.robinson@informa.com

**Amplify Your Brand
Showcase Your Products
Share Your Knowledge**

Show Guide Advertising

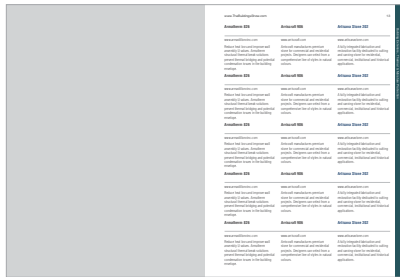
The Buildings Show is expanding with the addition of our PropTech expo, Buildings Connect, in the North Building along with HomeBuilder & Renovator Expo and the World of Concrete Pavilion and Construct Canada and PM Expo in the South Building. All shows combined allows you to reach customers of the entire building, construction and real estate industry at one single event.

Increase your exposure and drive traffic to your booth by advertising in the Show Guide which is a year round industry resource.

Advertising Opportunities

Expanded Company Listing	\$500	Double Page Spread Ad	\$6,000
Full Page Ad	\$3,000	Inside Cover Ad	\$5,000
1/2 Page Ad	\$2,200	Divider Page Ad	\$4,000
1/3 Page Ad	\$1,700		

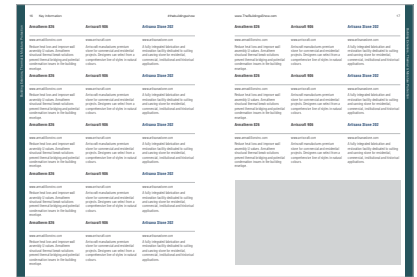
ADVERTISEMENT SIZES



Full, Inside Cover & Divider Ads
6" X 8.25"



1/2 Page Ad
5" X 4"



1/3 Page Ad
5" X 2.55"

Digital File Requirements

Trim: 6" x 8.25"

Bleed: 6.25" x 8.50"

(For full page ads, please include a 0.125" bleed on all edges)

Type Safety Area: 5" x 7.5"

(For margins, please allow a 0.4" on all sides)

We require all ads digitally, as high resolution, press quality, flattened CMYK artwork.

The following are acceptable file formats, in order of preference:

- PDF
- Illustrator AI, or EPS file with fonts and strokes created to outline, and high-resolution images embedded (300 DPI+at 100% of size)
- Photoshop tiff file, minimum of 300 DPI, and sized to 100% with fonts rasterized and all layers flattened
- Photoshop jpg file, minimum of 300 DPI, and sized to 100% Adobe InDesign file with all supporting images and fonts

Sending Artwork

All files are to be posted on our FTP site:

URL: <https://informa.brickftp.com/>

Username: ICAUdown

Password: UpDownload!

Follow up with an email specifying the size of the ad you booked and the Show that you are exhibiting in. Include your company name and size of ad in the file name.

Important Dates

Sales Closing:	Oct. 1, 2019
Material Deadline:	Oct. 15, 2019
Distribution:	Dec. 4-6, 2019

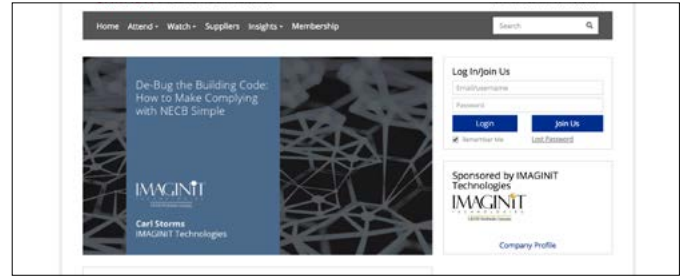
Digital Advertising



Discovery District - Product Display

Submit your new and innovative product for inclusion in our Discovery District. Selected products will get a static display featured. on the Show Floor in a prime location, across our communication channels and in our online Product Showcase until September 2019.

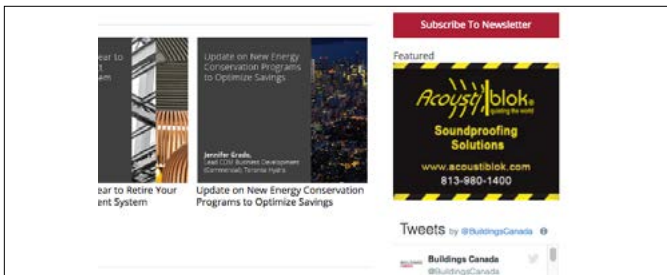
Onsite & Online New Product Display \$750



Live & On Demand Webinar

Host a live webinar presented by a speaker of your choice, on a topic of your choice, in advance or after the Show. Your webinar will be published on BuildingsCanada.com and promoted across our social media channels and e-communications. The opted-in registration list will be provided.

Live & Interactive Webinar \$3,000

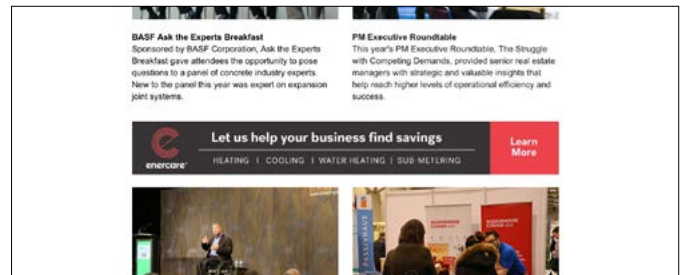


Website Banner Ads

Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page banner ad (200 x 200px)* seen by 10,000+ site visitors monthly.

Website Big Box Banner Ad (One Month) \$500

Website Big Box Banner Ad (Three Months) \$1,000



Newsletter Banner Ads

Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured monthly newsletter banner ad (600 x 100px) sent to 50,000+ subscribers.

Newsletter Strip Banner Ad (One Month) \$500

Newsletter Strip Banner Ad (Three Months) \$1,000

Special Discounted Packages

Full Page Ad + Expanded Company Listing + Discovery District - Product Display	\$3,750
Full Page Ad + Expanded Company Listing + Website or Newsletter Banner Ad (Three Months)	\$4,000
Full Page Ad + Live Webinar + Website or Newsletter Banner Ad (Three Months)	\$6,000

Title Sponsor • \$30,000+

Be the trail blazer for the entire PropTech ecosystem as the Title Sponsor of the Buildings Connect Event.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated web page
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

100 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Custom Immersive Experience

- Custom immersive brand exposure throughout the event

Banners/Signage

- Exhibit space sponsor signage

Show Guide Exposure

- 2 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, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Show Floor Main Stage • \$25,000

Be the thought leader in the PropTech conversation as the Lead Sponsor of the Buildings Connect Main Stage.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated web page
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Main Stage

- Prominent logo exposure throughout all main stage sessions and activities

Hosted Panel Discussion

- Present a non-advertorial, pre-approved and professionally recorded topic to an audience of decision-makers from the PropTech ecosystem
- Your presentation will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure

Banners/Signage

- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Presentations will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter
- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Live Interview Studio • \$25,000

Be the voice of change for PropTech as the Lead Sponsor of the Buildings Connect Live Interview Studio.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated web page
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Live Interview

- Prominent logo exposure throughout the interview studio

Hosted Live Interviews

- Host a series of 10 professionally recorded live interviews on Wed Dec. 4 and Thurs Dec. 5, 2019 (5 interviews per day) including non-advertorial, pre-approved topics
- Interviews will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure

Banners/Signage

- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Interviews will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter
- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Real World ROI Pavilion • \$25,000

Be the results driven leader in the application of PropTech as Lead Sponsor of the Buildings Connect Real World ROI Pavilion.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated web page
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Immersive Experience

- Prominent logo exposure throughout this pavilion featuring PropTech case studies with real world results

Banners/Signage

- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



PropTech Rising Stars Pavilion • \$25,000

Be the visionary for the future of PropTech as the Lead Sponsor of the Buildings Connect PropTech Rising Stars Pavilion.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated web page
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Immersive Experience

- Prominent logo exposure throughout this pavilion featuring new PropTech leaders and start-ups

Banners/Signage

- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Show Floor Education Lab • \$25,000

Host an Education Lab directly on the show floor. Create and deliver an educational program presented by speakers of your choice, on a topics of your choice, in a contained branded environment. Your seminars, free to all visitors, will be branded, recorded, edited and promoted online before, during and after the event.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on a dedicated Education Lab page
- 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
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Education Exposure

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

Banners/Signage

- Your logo will be featured on the education lab banner and directional signage
- Logo prominently displayed on the podium of your session
- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of attendees of your market sector by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Sessions will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter
- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Attendee Registration • \$18,000

As the registration sponsor, your company will receive plenty of brand exposure including recognition on the online registration system and signage at registration in both the North & South buildings.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, 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
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

High Profile Registration Kiosks

- Logo prominently displayed on high profile registration kiosks in both the North & South buildings

Banners/Signage

- Logo exposure on sponsor signage throughout the Show
- Exhibit space sponsor signage

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
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

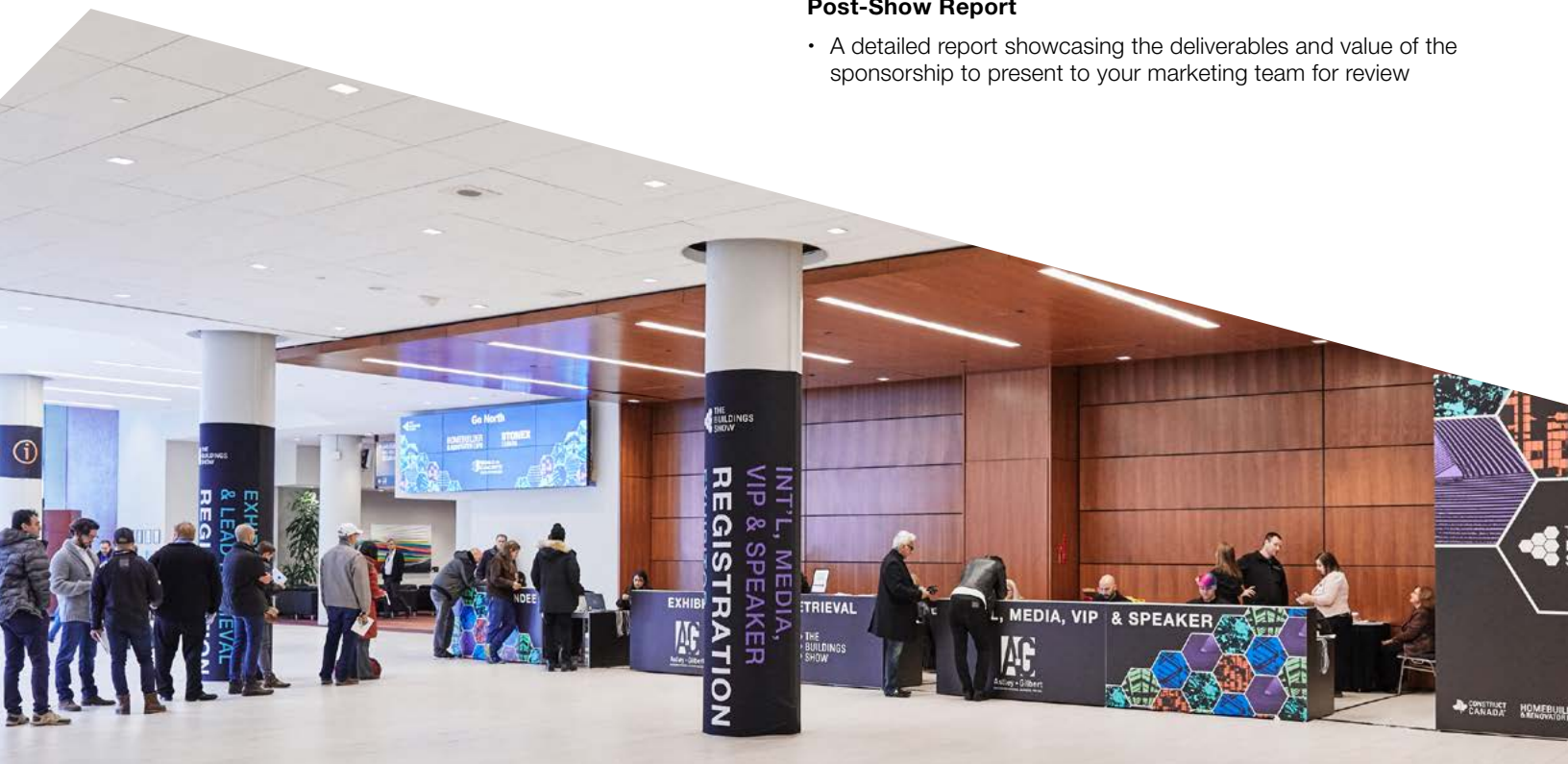
- Delivery of the 2019 database of attendees of your market sector by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Parking & Shuttle • \$18,000

One of the top branding opportunities, get your logo across a rolling billboard as attendees are shuffled back and forth over the three days and on signage at parking kiosks in both the North & South buildings.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, 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
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of attendees of your market sector by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

On-Site Exposure & Benefits

Shuttle Bus

- Prominent logo placement on the visitor shuttle buses from the "Free Parking Lots" to the Convention Center

Parking Voucher & Counter

- Logo prominently displayed on 5,000 vouchers
- Logo prominently displayed at the Registration Parking Voucher Counter in both the North & South buildings

Banners/Signage

- Logo exposure on sponsor signage throughout show
- Exhibit space sponsor signage

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
- Parking & shuttle feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Custom Networking Lounge • \$15,000 and up

Explore new ways of connecting with your desired audience in one of our fully customized lounges on the Show Floor. Choose from networking, meeting, charging, reception or wine bar options. Prices based on size and style.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- 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 profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

75 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

New Networking Lounges

- Enhanced brand placement with prominent signage throughout the lounge
- Dedicated networking lounge customized by you in a high-traffic area on the Show Floor

Banners/Signage

- Exhibit space sponsor signage

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
- Networking lounge feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

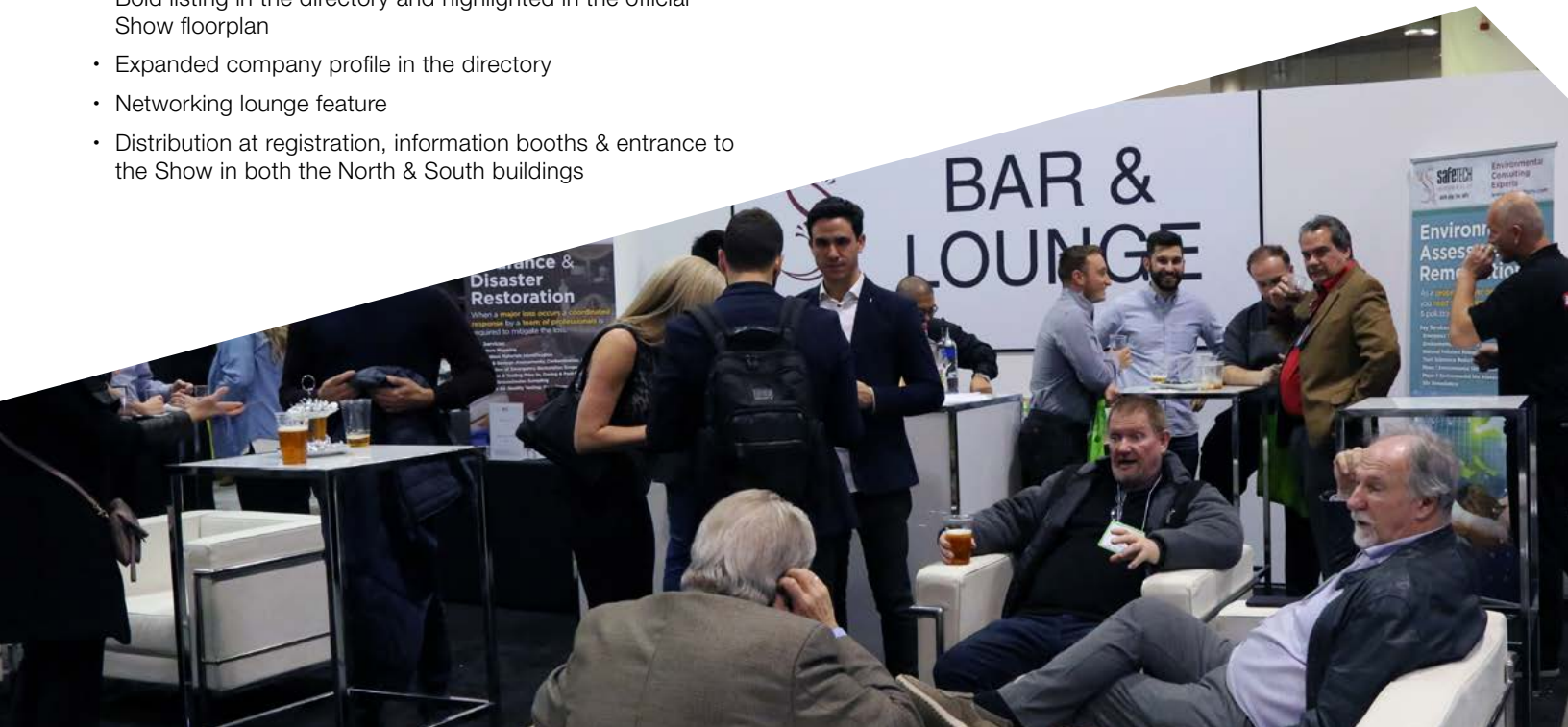
- Delivery of the 2019 database of attendees of your market sector by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Seminar Program Lead • \$15,000

Position your company as an expert in your field by sponsoring a stream of educational seminars (up to 4 sessions) delivered to a live audience.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, 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
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

50 Electronic VIP Passports

- Free seminars for two full days
- Free admission to 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
- Option to introduce each of the sponsored seminars.

Banners/Signage

- Exhibit space sponsor signage
- Logo prominently displayed outside the seminar room

Show Guide Exposure

- 1 full-page, 4-colour print ad
- Logo exposure on the sponsor dedication page and seminar schedule
- Bold listing in the directory and highlighted in the official Show floorplan
- Expanded company profile in the directory
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review



Demo Area Lead • \$11,000

Be the lead sponsor of one our demonstration areas on the Show Floor where the latest products, solutions and technologies will be showcased from leading suppliers. Demonstration on both Wed Dec. 4 and Thurs Dec. 5, 2019.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on the dedicated Innovative Product Demonstrations web page
- Logo displayed throughout educational eMarketing campaigns
- Logo displayed throughout the Show website as a rotating graphic and on the sponsors page
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

50 Electronic VIP Passports

- Free seminars for two full days
- Free admission to 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 on both Wed Dec. 4 and Thurs Dec. 5, 2019
- Your demonstration will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure

Banners/Signage

- Your logo will be featured as the lead host on the demo banner and directional signage
- Logo prominently displayed on the podium of your demonstration
- Exhibit space sponsor signage

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
- Innovative Product Demonstrations feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

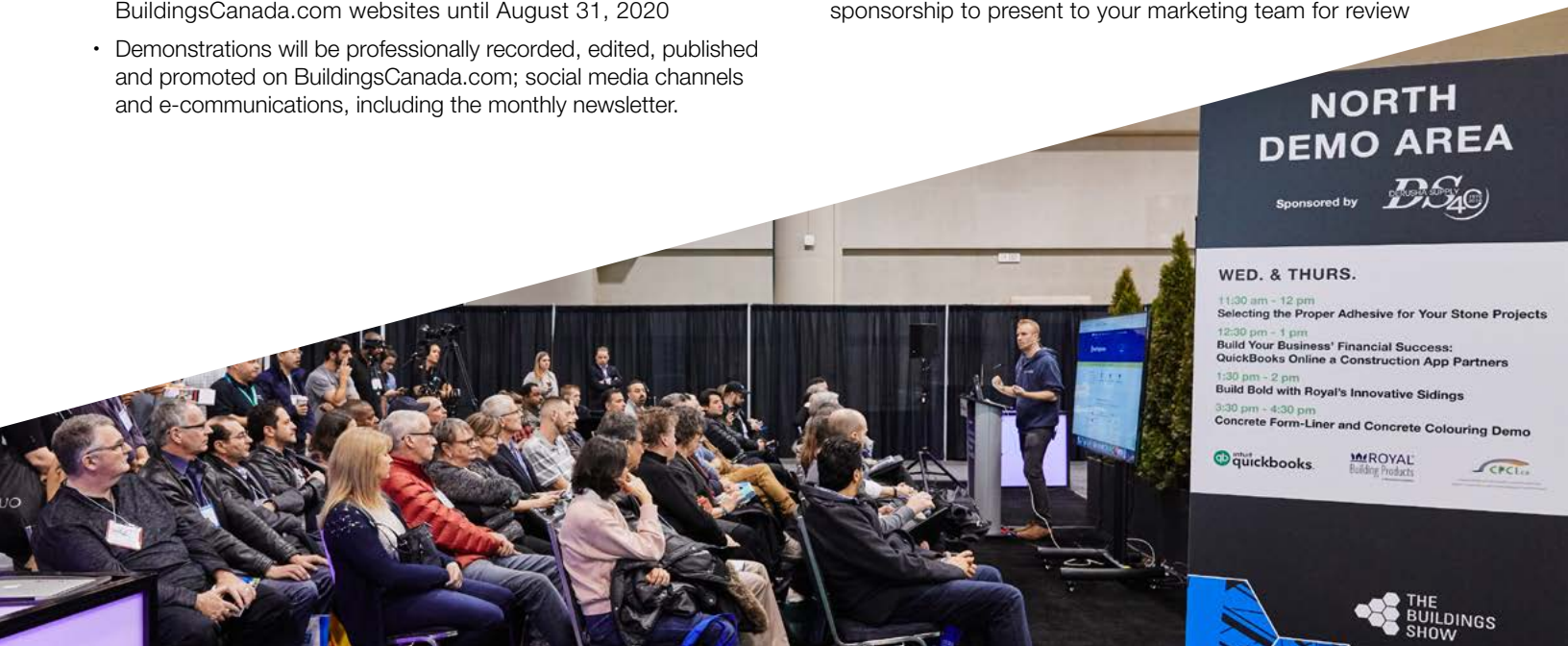
Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020
- Demonstrations will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter.

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review

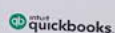


**NORTH
DEMO AREA**

Sponsored by 

WED. & THURS.

11:30 am - 12 pm
Selecting the Proper Adhesive for Your Stone Projects
12:30 pm - 1 pm
Build Your Business' Financial Success:
QuickBooks Online a Construction App Partners
1:30 pm - 2 pm
Build Bold with Royal's Innovative Siding
3:30 pm - 4:30 pm
Concrete Form-Liner and Concrete Colouring Demo

 quickbooks.

 ROYAL
Building Products

 CPCL

New Product Demonstrations • \$7,500

Showcase your latest products, solutions and technologies to a captivated audience in one of our demonstration areas both Wed Dec. 4 and Thurs Dec. 5, 2019.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, 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 promoting the interviews
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

25 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Innovative Product Demonstrations

- Opportunity to present a 30-minute product demonstration on both Wed Dec. 4 and Thurs Dec. 5, 2019

Banners/Signage

- Logo displayed on the demo banner and directional signage
- Logo prominently displayed on the podium during your demonstration
- Your demonstration will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure
- Exhibit space sponsor signage

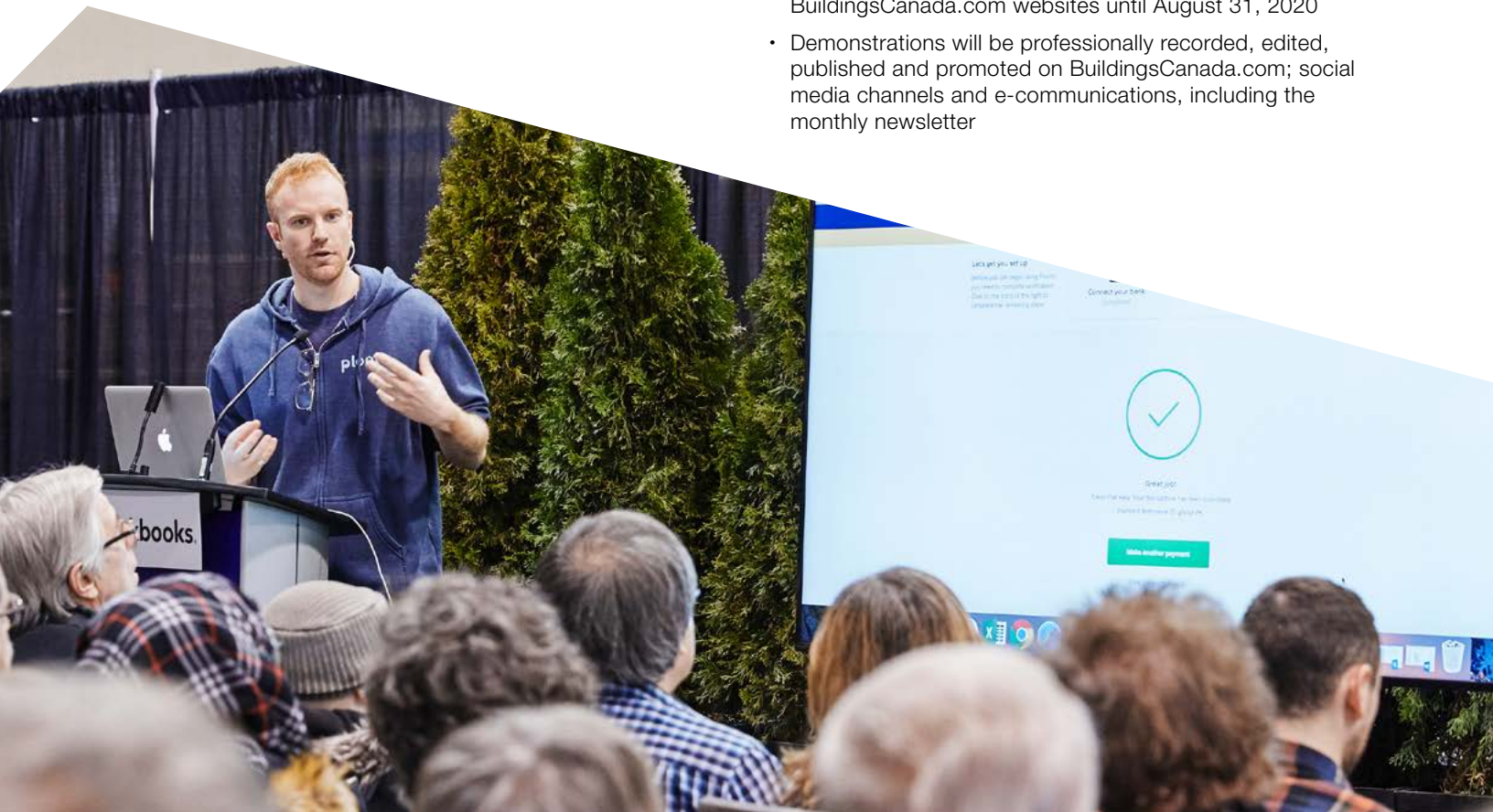
Show Guide Exposure

- 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

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020
- Demonstrations will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter



Afternoon Receptions • \$7,500

Be the host of all attendees, speakers, exhibitors and guests at one of our two networking receptions on the Show Floor from 3 pm - 5 pm Wednesday and Thursday.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, 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 profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

25 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

On-Site Exposure & Benefits

Co-Sponsor Show Floor Reception

- Receive 500 refreshment tickets with your logo to distribute onsite for a complimentary draft beer and soft drinks
- Logo displayed (along with all Afternoon Reception Sponsors) on 10,000 refreshment tickets distributed to seminar attendees to encourage them to visit the Show Floor

Banners/Signage

- Exhibit space sponsor signage
- Logo prominently displayed on signage at designated refreshment stations

Show Guide Exposure

- 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, information booths & entrance to the Show in both the North & South buildings



International Architectural Roundtable • \$6,500

Sold out each year! Get your brand in front of a captivated audience of aspiring and established architects and design professionals.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- Logo visible on printed and digital invitations to the International Architectural Roundtable, sent to subscribers of Canadian Architect magazine and 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 interviews
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

10 Electronic VIP Passports & Invites

- Free seminars for two full days
- Free admission to Show Floor
- 10 complimentary invites to 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 and signage outside the Roundtable room
- Exhibit space sponsor signage

Show Guide Exposure

- 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
- Logo promoted in the Roundtable feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of Roundtable attendees by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020



Interior Design Roundtable • \$6,500

Get your brand in front of a captivated audience of emerging and established design professionals.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo visible on invitations to the Interior Design Roundtable
- Logo displayed on the Interior Design Roundtable web page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

10 Electronic VIP Passports & Invites

- Free seminars for two full days
- Free admission to Show Floor
- 10 complimentary invites to the Interior Design Roundtable

On-Site Exposure & Benefits

Interior Design 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 and signage outside the Roundtable room
- Exhibit space sponsor signage

Show Guide Exposure

- 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
- Logo promoted in the Roundtable feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of Roundtable attendees by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020



Property Management Roundtable • \$6,500

Get your brand in front of a captivated audience of established property management executives.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo visible on invitations to the Property Management Roundtable
- Logo displayed on the Property Management Roundtable web page
- Logo displayed throughout educational eMarketing campaigns promoting the interviews
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

10 Electronic VIP Passports & Invites

- Free seminars for two full days
- Free admission to Show Floor
- 10 complimentary invites to the Property Management Roundtable

On-Site Exposure & Benefits

Property Management 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 and signage outside the Roundtable room
- Exhibit space sponsor signage

Show Guide Exposure

- 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
- Logo promoted in the Roundtable feature
- Distribution at registration, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of Roundtable attendees by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020



Seminar Presentation • \$6,000

Position your company as a thought leader by creating and delivering your own presentation at the Show.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, Buildings Connect and World of Concrete Pavilion
- Reach a targeted audience of building owners, property managers, facility managers, 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 promoting the interviews
- Detailed sponsor profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

10 Electronic VIP Passports

- Free seminars for two full days
- Free admission to 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
- Your seminar will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure

Banners/Signage

- Logo displayed on the seminar room and podium
- Exhibit space sponsor signage

Show Guide Exposure

- 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, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Attendee Database

- Delivery of the 2019 database of attendees of your seminar by December 31, 2019 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020
- Seminars will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter



Aisle Hanging Banner & Floor Decals • \$6,000

Prominently profile your brand to a highly sought-after target group as they actively source out suppliers on the Show floor.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, 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 profile and a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across Twitter, Facebook and LinkedIn

10 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

On-Site Exposure & Benefits

Aisle Banners

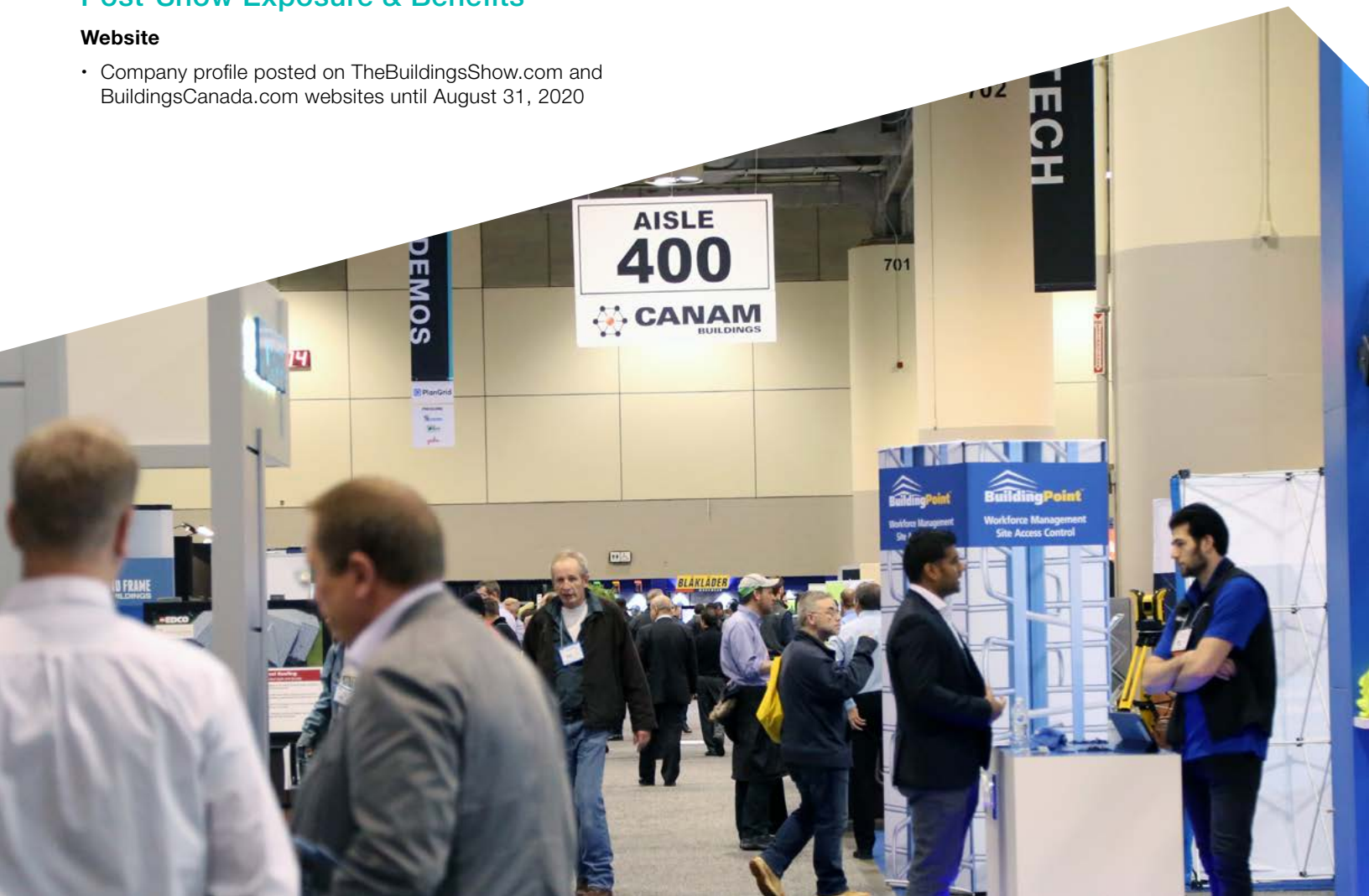
- Logo suspended from the bottom of two numbered aisle banners hanging from the ceiling of the exhibit hall above the Show floor that are visible to all show visitors
- Exhibit space with signage as a sponsor

Floor Decals

- Logo displayed on 3'x3' floor decals on the Show floor
- Exhibit space sponsor signage

Show Guide Exposure

- 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, information booths & entrance to the Show in both the North & South buildings



Charging Station • 2 Stations for \$5,000 or 4 for \$8,000

Get onsite visibility by sponsoring the charging stations located in high traffic areas throughout the Show.

Pre-Show Exposure & Benefits

National Advertising

- Logo exposure across print and digital collateral with 1,000,000+ impressions across Canada
- Reach a targeted audience of building owners, property managers, facility managers, 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 profile and a direct link to your corporate website

10 Electronic VIP Passports

- Free seminars for two full days
- Free admission to Show Floor

On-Site Exposure & Benefits

Charging Stations Exposure

- Logo prominently displayed on charging stations throughout the Show

Banners/Signage

- Exhibit space sponsor signage

Show Guide Exposure

- 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, information booths & entrance to the Show in both the North & South buildings

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2020

