

Exhibiting Opportunities

thebuildingsshow.com

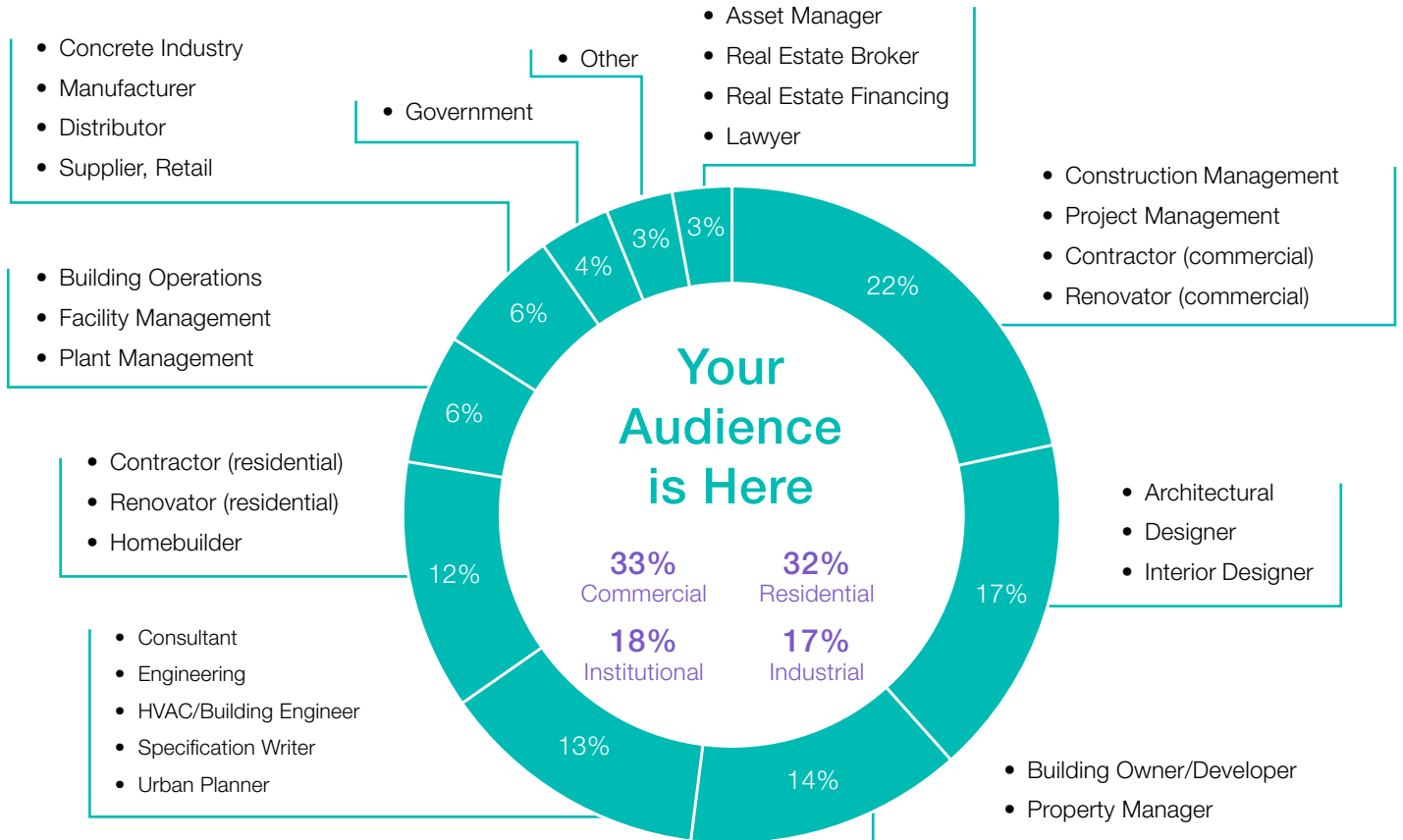
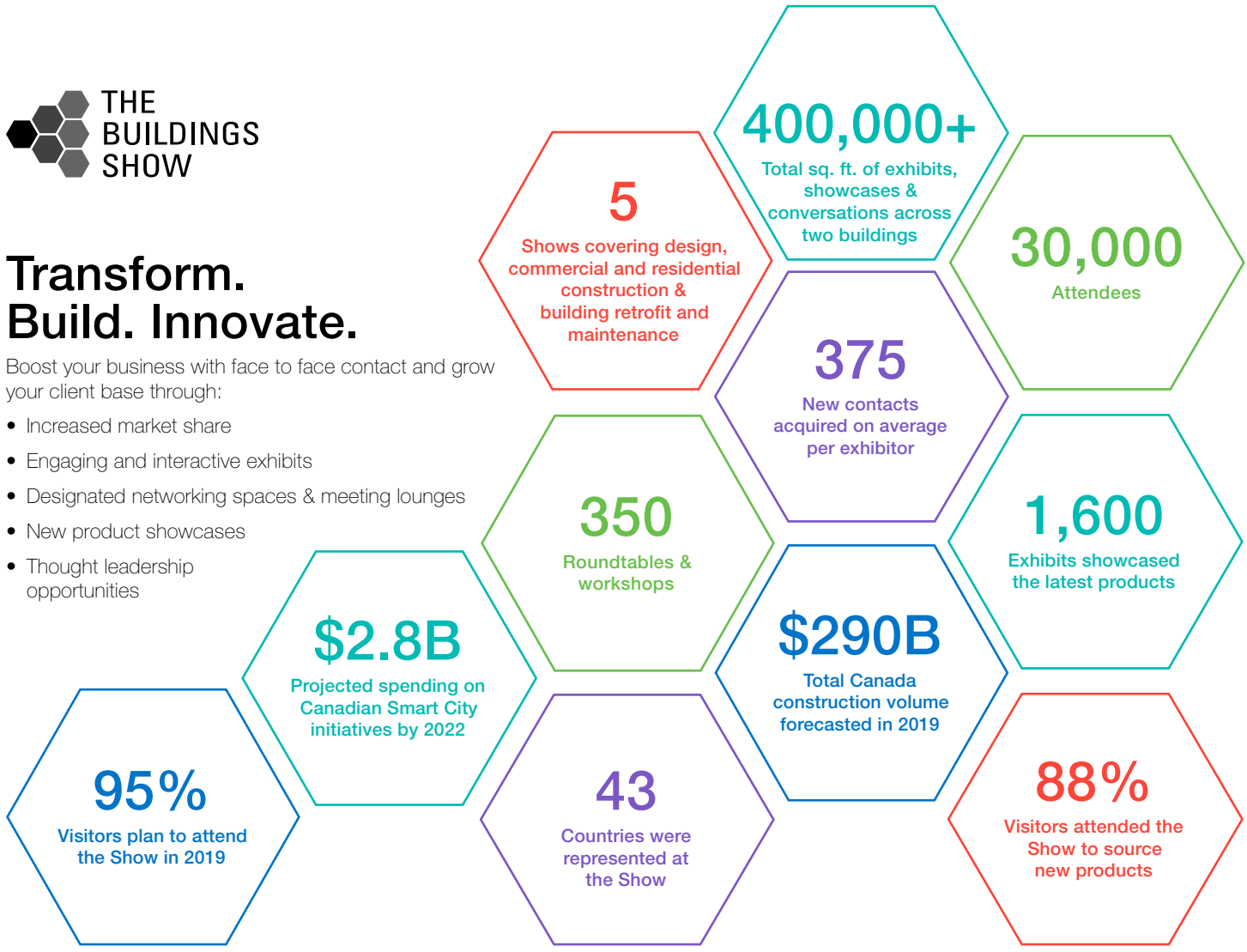




Transform. Build. Innovate.

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



Exhibiting Opportunities

Why Your Company Should Exhibit

- Make face-to-face contact with builders, developers, contractors, engineers, architects, specifiers, building owners and property managers.
- 59% of marketing executives said the unique value of exhibitions is access to a large number of prospects and customers over a very short time. *Statistic from the Changing Environment of Exhibitions Study
- Generate highly-targeted leads with qualified and serious buyers and decision-makers to help increase sales.
- Build a more established and qualified brand.
- Discover your next new partnership or business opportunity.
- Launch new products and unveil new marketing strategies through engaging exhibits, in-booth demonstrations and expert-led seminars.
- Renew personal contact with existing and former clients.
- Secure a prime location in the newly energized floor plan.

Strong Attendance Promotion

Promotional campaigns extend across Canada and include:

- Distribution of more than 250,000 complimentary VIP and general admission passes to professional associations, sponsors, publications, and exhibitors.
- Pre-show advertising, editorial tie-ins and invitation insertions in over 32 leading magazines and trade publications serving the construction and real estate sectors.
- Over 200,000 attendee planning guides and seminar previews mailed directly to builders, developers, contractors, engineers, architects, specifiers, building owners and property managers across Canada.
- Targeted Google ads, emails and social media campaigns to promote specific elements of the Show to a targeted audience with over 10,000,000 impressions.
- Extensive use of the dynamic Show website and Buildings Canada portal with over 150,000 unique visitors Sept - Dec.

Reach Qualified Buyers & Decision Makers

Attendees make purchasing decisions for these product categories:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Accessories • Adhesives • Advanced Construction Technologies • Architectural Design • Artificial Stone / Quartz • Building Automation Controls & Systems • Building Exteriors, Thermal & Moisture Protection • Building Supply • Ceramic & Tile Products • Communication Systems • Concrete Products & Materials • Construction, Property & Asset Management Services • Decks, Decking, Landscaping & Parking • Educational Services / Publications / Industry Association | <ul style="list-style-type: none"> • Educational Services / Industry Association & Government • Energy Management & Power • Environmental Services • Equipment & Tools • Flooring And Floorcoverings • Furniture • Housing Products & Systems • Hvac & Mechanical Systems • International Design Products & Finishes, Signage • It Solutions For Design, Engineering & Construction • It Solutions For Asset, Facilities & Property Management • It Solutions / Processing Technology • Janitorial Services | <ul style="list-style-type: none"> • Kitchen, Bath & Plumbing Systems • Landscaping • Lighting • Maintenance Services & Products • Marble / Stone / Granite Products • Masonry Products & Materials • Pre Engineered Building Systems • Restoration Products And Services • Roofing • Security & Life Safety • Specialties • Steel & Metal Products • Tools, Equipment & Hardware • Waste Management • Windows & Doors / Solariums & Skylights • Wood Products |
|---|--|--|

Your Industry is Here to Support

Over 100 strong partnerships with industry associations and media including:



Booth Fees & Information

Included in Your Booth Rental

- Detailed corporate listing on the Show website and Buildings Canada portal with a link to your corporate website
- Corporate listing in the Official Show Guide
- Unlimited invitations for your clients
- Unlimited exhibitor badges for your booth staff
- Exhibitor workshop
- Online exhibitor information available 24/7
- 24 hour perimeter security

Booth Fees

- Exhibit space in increments of 100 sq.ft.
- \$36 / sq.ft.
- 10% premium corners
- 20% additional charge for Island booths
- \$225 promotional listing
- \$225 exhibitor insurance fee (refundable upon receipt of proof of valid insurance)

Supplier Services Costs (if required)

**Prices are approximate and subject to change according to individual suppliers and order date.*

• Tables: 4' - 8' skirted	\$113 - \$167 ea.
• Chairs & Stools	\$107 - \$132 ea.
• Counters	\$298
• Electrical - Basic Outlet - 1500W / 120V	\$179
• Lead Retrieval Scanners	\$400 +
• Carpets - 10' x 10'	\$273
- 10' x 20'	\$464
• Booth Cleaning (per sq.ft.)	\$0.25
• Internet - Wifi	\$400 +
• Parking Pass: 1 - 5 days	\$20 - \$90
• Shell Scheme Exhibit Display (10' x 10')	\$925

Shell Scheme includes: walls, carpet and header signage

Mandatory Exhibit Requirements

The following are not included in your booth rental fee:

- Carpet or approved alternate floor covering is mandatory. Exhibitors are responsible for carpeting their full floor space
- Adherence to booth guidelines. Exhibitors must supply their own exhibit display that has a completely finished back drop as there is no draping provided
- \$5,000,000 commercial general liability coverage is required
- Adherence to the Occupational Health & Safety Act

Bulk Discounts

- 10% discount when booking space in both the North & South buildings. Discount will apply to the new or smaller space only
- Contact us for special bulk space rate on (800 sq.ft. +). Only applicable for heavy equipment in World of Concrete Pavilion Only

Connect With



Commercial Construction
(Office, Industrial & Retail)



Residential Construction
(Single & Multi-Family)



Commercial &
Residential Construction

Frank Scalisi
Director of Sales

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Commercial & Residential
(Retrofit & Maintenance)

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& Client Relations

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(PropTech & Smart Technology Solutions)

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Sponsorships &
Exhibits

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International Exhibitors

Glen Reynolds
Sales Manager

T: 416.512.3806
E: glen.reynolds@informa.com



High Impact Marketing Tools

Maximize your Company's exposure to top decision makers through our various marketing sponsorship programs and digital packages including a number of new opportunities, VIP programs, meeting lounges, demonstration areas and more. Talk to us about your goals and budget and we'll customize a plan for great ROI.

Sponsorship Program

- Boost your company's profile through diverse and targeted sponsorships including customized lounges, product showcases, networking receptions, educational presentations and roundtable discussions.

Show Guide Advertising

- The Show Guide is a valuable tool used by attendees to source products, services and suppliers. Advertise to increase traffic to your booth and gain additional exposure throughout the year.

Client Referral Program

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

International Business Program

- Interested in exploring sales and marketing opportunities abroad. Learn about various international markets, speak to Canadian embassy representatives from the building sector, and meet international buyers from over 25 countries.

Expert-led Seminars & Hands-on Product Demonstrations

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

Online Display Banner Ads

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

Live & On Demand Webinars

- Host a live webinar presented by a speaker of your choice, on a topic of your choice as a teaser leading up to the Show.

Discovery District Product Display

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

Buildings Canada Portal

- Connect with clients and prospects year round through educational webinars and videos; latest news and market trends; conferences, exhibitions and workshops; and innovative products and services showcases.

"We always look forward to attending The Buildings Show each and every year. We find it's a great way to engage new architects and designers as well as catch up with existing clients as they stop by our booth to discuss current project and/or design challenges they're encountering."

Brampton Brick

"Our company has been involved with the Show since 2014 and every year we find great value in participating. We have received many leads from meeting people and great value in hosting learning seminars. We look forward to this year's Show!"

HTS

"We have been going to this event for many years, and 2018 was our best year so far! We were very impressed with the turnout and the quality of the leads. The traffic was high and consistent throughout the entire show. This event is always a good occasion for us to make face-to-face customer interaction. We will definitely be back next year! "

Canam-Buildings

"Seeing first hand the quality as well as quantity of leads coming through the show, from builders to architects to designers was a great reaffirmation that we've made the right choice to be a part of this show. "

Woodtone