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Nov. 30 - Dec. 4, 2020

Exhibitor Essentials



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Exhibitor Essentials #5 - It's *almost* Event Time!

Buildings Week Preview Week is taking place **next week** from Nov. 23rd - Nov. 27th and Show Week is Nov. 30th - Dec. 4th. Check out the details below to make sure you're ready for the event! And **DON'T FORGET** it's **Buildings Week Social Media Push Day on Fri. Nov. 20th**, so let's all post and share and get trending!

Make the Most of Preview Week!

**Make the most of Preview Week to ensure your team is ready for Buildings Week!**

Ensure your team has completed their personal profiles, set their availability time slots and has made a plan for maximizing your company ROI. Remind your booth colleagues to set their targets, make connections and set meetings with clients for Buildings Week!



How to Network at a Virtual Event



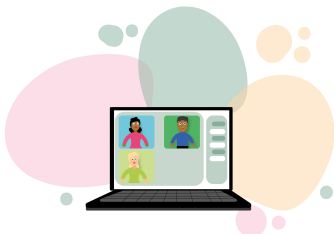
**Not sure how to network at a Virtual Event?**

We've got you covered with tips, tricks and how-to videos on our **Virtual Booth How-To page**, including how to book a one-on-one meeting, how to optimize your matches and how to set your meeting availability.

Virtual Colleague Access

**Don't forget to connect with your colleagues about access to your Virtual Booth!** All colleagues registered in our registration platform, MicroSpec, have now been connected and have access.

If your colleagues did not receive their Buildings Week login, please respond to this email ASAP so we can get them set up before the event.

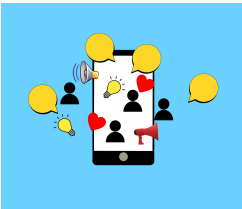


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## Become a Buildings Week Champion!

### Social Media Champion

Starting this week, let everyone know about Buildings Week by sharing across your social media channels using the tools provided in Feathr and using the **#BuildingsWeek** hashtag when promoting the event and your participation. Remember it's Buildings Week Social Media Push Day on Fri. Nov. 20th, so let's all post and share and get trending!



### Buildings Week Platform Champion

During Preview Week and Buildings Week, make impactful and meaningful connections, book and host meetings and complete your personal and virtual booth profiles.



**Exhibitors with the highest engagement in both categories could win:**

1st place prize:

(1) 100 SQFT booth at TBS 2021 or Buildex Shows 2021

2nd place prize:

Digital Advertising package, valued at \$2,000

3rd place prize:

(3) Social media posts across the Buildings Canada or Buildex Shows social channels

Get started today to get your company in the running to be a Buildings Week Champion!

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## Exhibitor Virtual Help Desk

**Have a problem? Need some help? We've got you covered!**

For all issues related to Buildings Week, use the "**Help Desk**" on the platform during the event hours!



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## Attend our Booth Colleague Exhibitor Webinar!



**Did your booth colleagues receive access to Buildings Week from [hello@swapcard.com](mailto:hello@swapcard.com) but are not sure what to do next? No problem!**

We are hosting a special webinar for booth colleagues to learn how to navigate Buildings Week and discover best practices, tips and tricks to make the most of their participation. **Register here** for the webinar!

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## Don't Forget to Download the Buildings Canada App!

**Take Buildings Week with you anywhere by downloading our App!**

The Buildings Canada App will allow you to receive instant notifications from attendees directly to your phone so you can respond and get your leads, even if you are away from your desk. The Buildings Canada App can be downloaded from the Google Play store for Android or the App Store for iPhone.



## Last Minute Reminders

Check out our bullet list below to ensure you're ready for Buildings Week:

- All booth colleagues have been registered in [MicroSpec](#)
- Each booth colleague has filled out their profiles; the more information, the better!
- Your Virtual Booth is set up and ready for Buildings Week
- You've downloaded the Buildings Canada App on your mobile phone
- You've created goals and targets for your ROI
- Have you been posting on Social Media? Use our Free Marketing tools on Feathr to invite your clients to the event! Need information? Contact [clientservices@feathr.co](mailto:clientservices@feathr.co)
- Set up meetings to generate leads and meet those ROI goals
- Reach out to clients to invite them to register for the event and visit your Virtual Booth!

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Please reach out with any other questions you may have.

Warm regards,

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If you do not wish to receive further information about **Buildings Week** please [click here](#).  
Alternatively, to contact our data services team to have your details updated or removed entirely from our database please phone +1 480-281-6094 or email [events@informacanada.com](mailto:events@informacanada.com).

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