

Advertising & Sponsorship

High-Impact Marketing Tools

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

400,000+

Total sq. ft. of exhibits & conversations

25,000+

Attendees

1,000+

Exhibiting companies

250+

Roundtables, seminars & demonstrations

\$290B

Total 2019 Canadian construction volume

\$2.8B

Projected spending on Canadian Smart City initiatives by 2022

90%

Visitors attended the Show to source new products

95%

Visitors plan to attend the Show in 2020

375

New leads acquired per exhibitor

43

Countries represented

Your Audience is Here

33%
Commercial

32%
Residential

18%
Institutional

17%
Industrial

22%

- Construction Management
- Project Management
- Contractor (commercial)
- Renovator (commercial)

17%

- Architectural
- Designer
- Interior Designer

17%

- Asset Manager
- Building Owner/Developer
- Property Manager
- Real Estate Broker and Financing

13%

- Consultant
- Engineering
- HVAC/Building Engineer
- Specification Writer
- Urban Planner

12%

- Contractor (residential)
- Renovator (residential)
- Homebuilder

6%

- Building Operations
- Facility Management
- Plant Management

6%

- Concrete Industry
- Manufacturer
- Distributor
- Supplier, Retail

Your Industry is Here to Support

Over 100 strong partnerships with industry associations and media including:



Sponsorships

Platinum

Show Floor Education Lab	\$20,000+
Attendee Registration	\$20,000
Cafe / Wine Bar	\$20,000
Parking & Shuttle Service	Call for pricing

Custom

Networking Lounges	\$15,000+
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Gold

Seminar Program - Lead	\$15,000
Demo Area - Lead	\$12,000
Knowledge Lab	\$10,000
Wayfinding	\$10,000

Silver

Product Demonstrations	\$7,500
Afternoon Receptions	\$7,500
Photo Booth / Headshots	\$7,500
International Architectural Roundtable	\$6,500
Interior Design Roundtable	\$6,500
Property Management Roundtable	\$6,500
Seminar Presentation	\$6,000

Bronze

Wastewraps	\$5,000
Hand Sanitizer Stations	\$5,000

Your Sales Begin Here

Amplify Your Brand

Showcase Your Products

Share Your Knowledge

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

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

Connect With



Commercial Construction
(Office, Industrial & Retail)



Residential Construction
(Single & Multi-Family)



Commercial &
Residential Construction

Frank Scalisi

Director of Sales

T: 416.512.3815 E: frank.scalisi@informa.com



Commercial & Residential (Retrofit & Maintenance)

Jeff Ingram

Director of Sales & Client Relations

T: 416.512.3811 E: jeff.ingram@informa.com

International Exhibitors

Glen Reynolds

Sales Manager

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

Important Dates

Sales Closing Oct 1, 2020

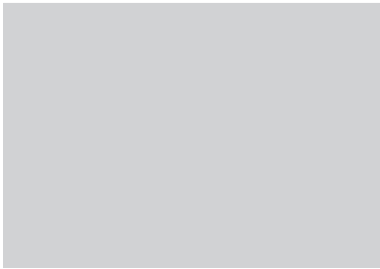
Material Deadline Oct 15, 2020

Distribution Dec 2-4, 2020

Show Guide Advertising

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

Advertising Opportunities



Double Page Spread Ad
12" X 8.25"
\$6,000



Full Page Ad \$3,000
Inside Cover Ad \$5,000
Divider Page Ad \$4,000
6" X 8.25"



1/2 Page Ad
5" X 4"
\$2,200



1/3 Page Ad
5" X 2.55"
\$2,200



Expanded Company Listing
5" X 1.125"
\$500

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)

Sending Artwork

All files are to be posted on our FTP site:

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

Username: ICAUpdown

Password: UpDownload!

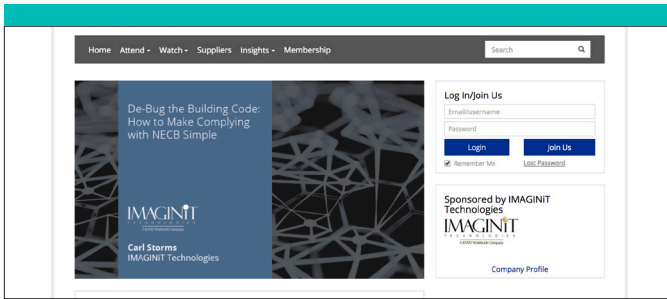
Follow up with an email specifying the size of the ad you booked and the Show that you are exhibiting in. Include your company name and size of ad in the file name.

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

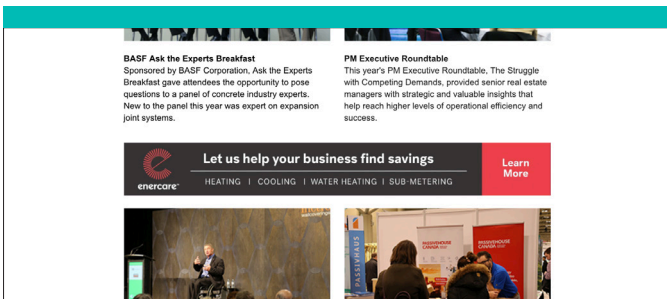
Digital Advertising



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.

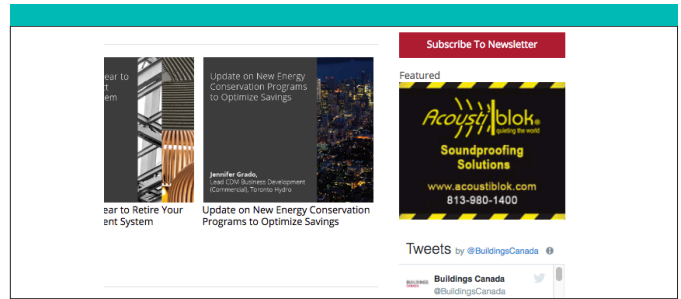
Live & Interactive Webinar \$3,000



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



Website Banner Ads

Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page banner ad (300 x 250px) seen by 10,000+ site visitors monthly.

Website Big Box Banner Ad (One Month) \$500
Website Big Box Banner Ad (Three Months) \$1,000



Podcasts

Be a guest on industry related podcasts in Property Management or Construction.

20 minutes \$1,500
5 minutes \$500

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

Show Floor Education Lab **\$20,000+**

Be the lead host on this new show floor feature. Have the opportunity to host seminars daily and be seen as a thought leader in your industry.

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 show features 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

On-Site Exposure & Benefits

Education Exposure

- Host educational program with a series of 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

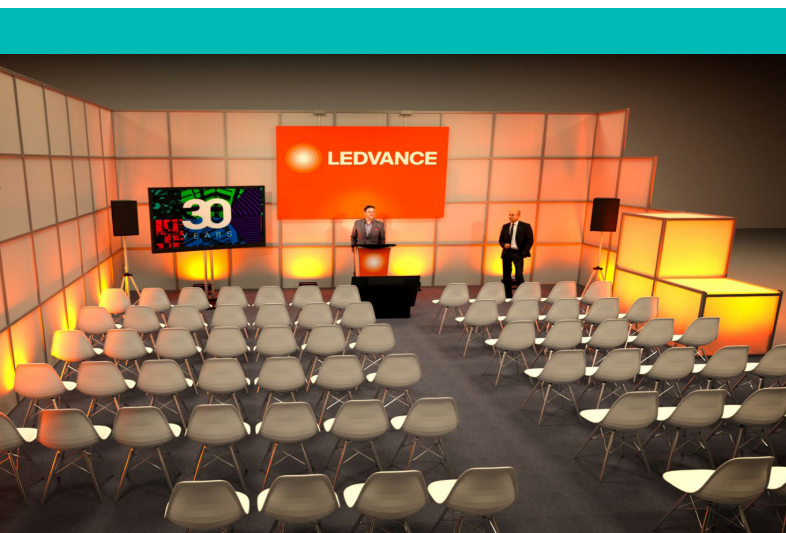
- Delivery of the 2020 database of attendees of your market sector by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Seminars 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, 2021

Post-Show Report

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



**Photo is for illustration purposes and not exact likeness*

Attendee Registration **\$20,000**

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 2020 database of attendees of your market sector by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021

Post-Show Report

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



Cafe/Wine Bar **\$20,000**

Associate your brand with your target market. Networking is a primary reason attendees come to the show. Host a space where they can relax, have meetings, grab a bite to eat or beverage. A great way to entertain clients. Create an experience they will enjoy and remember.

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 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

Cafe/Wine Bar

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

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
- Cafe/Wine Bar 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 2020 database of attendees of your market sector by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021

Post-Show Report

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



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Parking & Shuttle Call for Pricing

One of the top branding opportunities, get your logo across a rolling billboard as attendees are shuttled back and forth over the three days and on signage in the parking lot and in both the North & South buildings. Have a company representative on the shuttle to greet clients and promote your participation.

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

On-Site Exposure & Benefits

Shuttle Bus

- Prominent logo placement on the visitor shuttle buses from the "Designated 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 Exposure & Benefits

Attendee Database

- Delivery of the 2020 database of attendees of your market sector by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021

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+

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

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

Post-Show Exposure & Benefits

Attendee Database

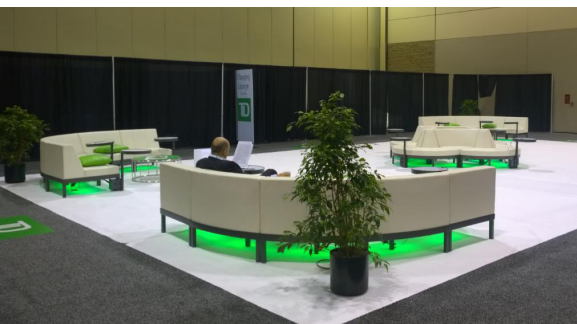
- Delivery of the 2020 database of attendees of your market sector by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021

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 as part of the conference program.

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, 2021

Post-Show Report

- A detailed report showcasing the deliverables and value of the sponsorship to present to your marketing team for review
- A list of seminar attendees (emails omitted due to CASL)



Demo Area Lead **\$12,000**

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. Demonstrations on both Wed Dec. 2 and Thurs Dec. 3, 2020.

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. 2 and Thurs Dec. 3, 2020
- 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, 2021
- 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



Knowledge Lab

\$10,000

Be the lead sponsor on this new feature on the show floor. Position as industry experts by hosting small group discussions where attendees ask questions and get information. A place to engage with leaders in the field, discuss challenges and gain knowledge and best practices.

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 Knowledge Lab 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

- 200 sq. ft. space (sponsor provides furnishings and build out)
- Opportunity to lead and participate in discussions on both Wed Dec. 2 and Thurs Dec. 3, 2020

Banners/Signage

- Your logo will be featured as the lead host on 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
- Knowledge Lab 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, 2021

Post-Show Report

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



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Wayfinding \$10,000

A simple, yet a surprisingly effective technique. Wayfinding is a huge challenge at events, and people rely on staff and signage to direct attendees. Position staff in branded clothing at high profile wayfinding points, and people will remember that friendly person from “company X” who helped them out.

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

Wayfinding Exposure

- Logo prominently displayed on staff shirts throughout the Show

Banners/Signage

- Exhibit space sponsor signage

Show Guide Exposure

- One 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, 2021

Post-Show Report

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



New Product Demonstrations

\$7,500

Showcase your latest products, solutions and technologies to a captivated audience in one of our demonstration areas on the show floor both Wed Dec. 2 and Thurs Dec. 3, 2020.

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. 2 and Thurs Dec. 3, 2020

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, 2021
- 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

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

Post-Show Exposure & Benefits

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021



Photo Booth / Headshots

\$7,500 customized to suit your needs

Wherever there is a Photo Booth, you will find a queue of people ready to take some snaps. Put together a branded photo booth where people can hold objects and signs that contain your sponsor's logos.

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

Photo Booth Exposure

- Logo prominently displayed on the photo booth show floor activation

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, 2021



**Photo is for illustration purposes and not exact likeness*



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 2020 database of Roundtable attendees by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021



Interior Design Roundtable

\$6,500

Get your brand in front of a captivated audience of aspiring 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
- 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 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 2020 database of Roundtable attendees by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021



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 2020 database of Roundtable attendees by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021



Seminar Presentation

\$6,000

Position your company as a thought leader by creating and delivering your own non advertorial presentation as part of the conference program.

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 2020 database of attendees of your seminar by December 31, 2020 (Due to Privacy Legislation, email addresses will not be provided)

Website

- Company profile posted on TheBuildingsShow.com and BuildingsCanada.com websites until August 31, 2021
- Seminars will be professionally recorded, edited, published and promoted on BuildingsCanada.com; social media channels and e-communications, including the monthly newsletter



Wastewraps (4 wraps)

\$5,000

Brand your company showcasing your commitment to sustainability.

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

Waste Exposure

- Logo prominently displayed on waste receptacles throughout the Show

Banners/Signage

- Exhibit space sponsor signage

Show Guide Exposure

- One 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, 2021



Hand Sanitizer Station South & North Halls

\$5,000

Been seen as the “clean handshake” company for all attendees as you sponsor the hand sanitizer stations. Promote healthy networking.

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

Hand Sanitizer Stations Exposure

- Logo prominently displayed on hand sanitizer stations throughout the Show

Banners/Signage

- Exhibit space sponsor signage

Show Guide Exposure

- One 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, 2021

