

A World of Construction



Construct Canada 2011

THE EXCLUSIVE INTERNATIONAL SPONSORSHIP PROGRAM

# Be Recognized as One of the Top 7 Industry Leaders!

**Your corporate profile at Construct Canada will be among companies and individuals who are involved in international trade and business in the building construction industry.**

You will achieve a high profile among Canadian firms, foreign companies, and governments interested in conducting business with companies abroad.

The Sponsorship Program is limited to seven companies who want to achieve a higher profile among Construct Canada attendees, federal and provincial government trade officers, as well as international firms and governments active in building, construction, and design.

As an added benefit, by being recognized in promotional materials prior to and during the Show, the Sponsorship packages provide industry-wide corporate visibility.

The Gold level is exclusive to one company; Silver and Bronze sponsorships are open to non-competing firms.

## Strong International Focus at Canada's Largest Annual Construction Show

**Foreign trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the 23rd annual CONSTRUCT CANADA, November 29 to December 2, 2011 at the Metro Toronto Convention Centre.**

Construct Canada is held concurrently with DesignTrends, HomeBuilder & Renovator Expo, Concrete Canada, PM Expo and National Green Building Conference & Exposition. With more than 23,000 attendees and 1050 exhibits, this is Canada's largest trade show for architectural products, building construction systems, interior finishes, and housing technologies.

An International Business Centre will be open at the Show all week to facilitate ongoing personal contact between foreign visitors and Canadian firms to discuss potential business and trade opportunities.



THE INTERNATIONAL BUSINESS CENTRE AND PROGRAM HAS BEEN ORGANIZED BY:



Foreign Affairs and International Trade Canada

Affaires étrangères et Commerce international Canada



# The International Business Program

at Construct Canada, DesignTrends, Concrete Canada, PM Expo, and HomeBuilder & Renovator Expo

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## Tuesday, November 29

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**8:30 a.m. – 1:00 p.m.**

### Site Visit of Canadian Infrastructure Projects and Green & Energy Efficient Buildings

A half-day guided tour will feature a selection of high-profile buildings and projects that have reached high standards in design and construction. Sign-up early, space is limited to first-come, first-served.

## Wednesday, November 30

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**8:45 a.m. – 9:45 a.m.**

### Market Growth and Development Opportunities for Building and Infrastructure in South America

**10:00 a.m. to 11:00 a.m.**

### Evaluating Non-Traditional Export Markets: Political, Legal and Financial Considerations

**11:15 a.m. to 12:15 p.m.**

### Building a Greener Tomorrow: International Sustainable Building

**12:30 p.m. to 1:30 p.m.**

### International Business Program Luncheon

**1:30 p.m. to 2:30 p.m.**

### An Update on What You Need to Know About Exporting to the USA: Logistics, Customs and Marketing Options in the Current Cross-Border Environment

**2:30 p.m. to 4:30 p.m.**

### International Café – Pre-arranged and Facilitated One-on-One Meetings

## Wednesday, November 30 and Thursday, December 1

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**8:00 a.m. to 4:00 p.m.**

### Choose From 200 Presentations and 450 Speakers

As an international visitor, you will have the opportunity to attend a wide range of sessions, presentations and workshops which will provide you with insights on design, building technology, project delivery, housing construction, and building restoration practices – Canada's largest seminar program for architects, builders, contractors, engineers and renovators.

## Wednesday, November 30 to Friday, December 2

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### Self-Directed Tour of 1050 Exhibits

Wednesday, Thursday and Friday mornings will be devoted to touring 1050 exhibits and watching "hands-on" demonstrations on the exposition floor. As an international visitor, you will receive an information package with your registration kit that will direct you to exhibitors who have indicated a strong interest in exporting to specific global markets.

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## Included with Your Registration:

### UNLIMITED USE OF THE INTERNATIONAL BUSINESS CENTRE

The International Business Centre will provide a focal point for international visitors by providing ongoing information and staff resources and a comfortable space for informal business meetings. The centre will be open from 8 a.m. to 5 p.m. on November 29 to December 1, and from 9 a.m. to 12 noon on December 2.

### DISPLAYS OF CANADIAN ARCHITECTURAL PROJECTS

This high profile display will feature renderings and visuals provided by architectural firms in the Greater Toronto Area, and will focus on design and construction of international projects.

Explore the works of Canadian architects playing a major role in shaping the buildings that makeup communities and define cities internationally, demonstrating Canadian architectural achievements worldwide.

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*The International Business Centre* will be open throughout the Show to hold business meetings or to further explore international business opportunities.

**GOLD SPONSORSHIP**

Price: \$ 5000, 1 Sponsorship Available

The highest profile sponsorship. Title sponsorship of the *International Business Program* including the networking luncheon. **Welcoming remarks at the luncheon.**

**VALUE ADDED BENEFITS**

- Prominent logo exposure in print materials promoting the International Business Program and the luncheon on November 30, as well as onsite signage at the International Business Centre, and verbal recognition from the moderator
- Welcome and greetings at the Networking Luncheon on November 30
- Sponsorship acknowledgement on Powerpoint presentations on November 30
- Four complimentary registrations for the International Business Program; each registration includes access to 2011 Construct Canada seminar program (total value of \$1000)
- Your corporate literature prominently displayed in the International Business Centre during the Show
- Your logo displayed on signage in the International Business Centre throughout the Show
- Your logo displayed in the International section of the websites for Construct Canada, DesignTrends, HomeBuilder & Renovator Expo, Concrete Canada, and PM Expo. Your logo would remain active on the website until June 1, 2012
- Database of international visitors as well as Canadians attending the International Business Program seminars to be provided following the Show

**SILVER SPONSORSHIP**

Price: \$ 2500, 2 Sponsorships Available

Co-sponsorship of the Export Café and **Afternoon Refreshments.**

**VALUE ADDED BENEFITS**

- Logo exposure in print materials and on all websites promoting the International Business Program
- Logo exposure on onsite signage at the Export Café and verbal recognition from the moderator
- Sponsorship acknowledgement on Powerpoint presentations throughout the sessions on November 30
- Two complimentary registrations for the International Business Program; each registration includes access to 2011 Construct Canada seminar program (total value of \$500)
- Your corporate literature prominently displayed in the International Business Centre during the Show
- Your logo displayed in the International Business Centre during the Show
- Your logo will be displayed in the International section of the websites for Construct Canada, DesignTrends, HomeBuilder & Renovator Expo, Concrete Canada, and PM Expo. Your logo would remain active on the website until June 1, 2012
- Database of international visitors as well as Canadians attending the International Business Program seminars to be provided following the Show



**BRONZE SPONSORSHIP** Price: \$ 500, 3 Sponsorships Available

Sponsorship for one of the International Business Program seminars held on Wednesday, November 30.

**VALUE ADDED BENEFITS**

- Logo exposure on signage acknowledging sponsorship of the coffee, soft drinks, and bottled water for the attendees at one of the sessions on November 30, verbal acknowledgement from the moderator
- Sponsorship acknowledgement on Powerpoint presentations during the session
- One complimentary registration for the International Business Program; the registration includes access to 2011 Construct Canada seminar program (total value of \$250)
- Your logo displayed on signage at the International Business Centre during the Show
- Your logo will be displayed in the International section of the websites for Construct Canada, DesignTrends, HomeBuilder & Renovator Expo, Concrete Canada, and PM Expo. Your logo would remain active on the website until June 1, 2012



**SITE VISIT SPONSORSHIP** Price: \$ 2500, 1 Sponsorship Available

Sponsorship of the Site Tour on Tuesday, November 29.

**VALUE ADDED BENEFITS**

- Logo exposure on the Site Tour handouts
- Sponsorship acknowledgement on Powerpoint presentations throughout the day and verbal recognition from the Moderator during the luncheon on November 30
- Two complimentary registrations for the International Business Program; each registration includes access to 2011 Construct Canada seminar program (total value of \$500)
- Your logo displayed on signage at the International Business Centre during the Show
- Your corporate literature prominently displayed in the International Business Centre during the Show
- Your logo will be displayed in the International section of the websites for Construct Canada, PM Expo, DesignTrends, HomeBuilder & Renovator Expo and Concrete Canada. Your logo will remain on the site until June 1, 2012
- Database of international visitors as well as Canadians attending the International Business Program seminars to be provided following the Show



**November 30 to December 2, 2011**

METRO TORONTO CONVENTION CENTRE

TORONTO, CANADA