



24TH ANNUAL  
**CONSTRUCT  
CANADA**<sup>®</sup>

**November 28-30, 2012**

**METRO TORONTO CONVENTION CENTRE, SOUTH BUILDING**



**MORE THAN 23,000 ATTENDED IN 2011**



TITLE SPONSOR

 **Reed Construction Data**

# Meet Key Decision-Makers at Canada's Largest Building Design and Construction Exposition and Conference



**Construct Canada** will be held concurrently with PM Expo, DesignTrends, HomeBuilder & Renovator Expo and Concrete Canada on November 28-30, 2012 at the Metro Toronto Convention Centre, South Building.

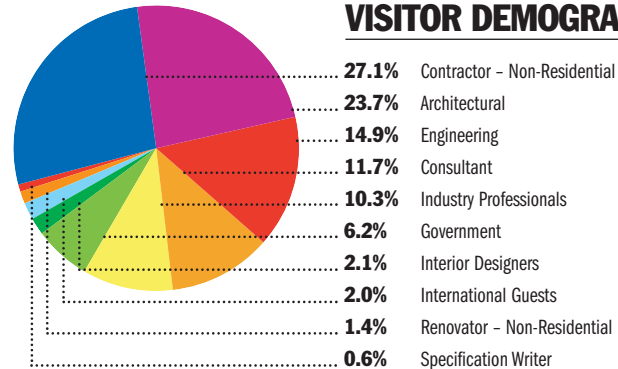
Influential buyers and decision-makers of the building, construction and design industries for all types of buildings will attend the Show to experience more than 1050 exhibits and 250 seminars and demonstrations.

## WHO ATTENDS?

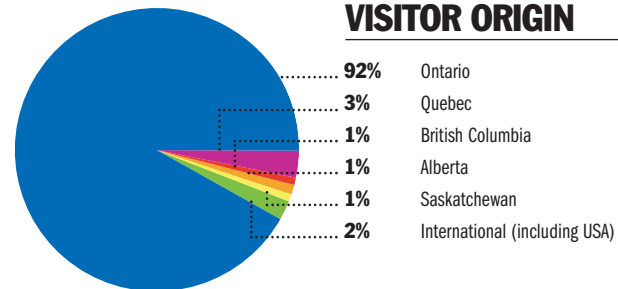
**Construct Canada** delivers the "who's who" in the building, construction and design industry in Canada. Meet people that make a difference in the industry.

- Building design, construction, retrofit and management professionals in the private and public sectors
- Thousands of building owners, property managers, buyers of retrofit and renovation, and all levels of government
- International visitors and buyers of construction and building materials from countries in the Far East, Europe, Central America and Africa
- Active members from over 100 leading industry and professional associations in Canada

## VISITOR DEMOGRAPHICS



## VISITOR ORIGIN



## WHAT ATTENDEES ARE LOOKING FOR?

Visitors are looking for products and services to manage, operate and maintain properties and facilities of all types. They rely on the Show to make purchasing decisions for:

- Advanced Construction Technologies
- Building Automation Controls & Systems
- Building Exteriors, Thermal & Moisture Protection
- Communication Systems
- Concrete Products & Materials
- Educational Services, Industry Associations & Government
- Decks, Decking, Landscaping & Parking
- Energy Management & Power
- Environmental Services
- Flooring & Floorcoverings
- HVAC & Mechanical Systems
- IT Solutions For Asset, Facilities & Property Management
- Interior Design Products & Finishes, Signage
- Kitchen, Bath & Plumbing Systems
- Lighting
- Maintenance Services & Products
- Construction, Property & Asset Management Services
- Restoration Products & Services
- Roofing
- Security & Life Safety
- Specialties
- Steel & Metal Products
- Tools, Equipment & Hardware
- Waste Management
- Windows & Doors /Solariums & Skylights

## STRONG SUPPORT FROM ASSOCIATIONS

**Construct Canada** receives an unprecedented level of support from national and regional associations. Supporting associations exhibit as well as host annual meetings, receptions and educational seminars onsite at the Show which brings members to the event to experience the exhibits.





## WHY YOU SHOULD EXHIBIT



**Construct Canada** is your opportunity to:

- Make face-to-face contact with builders, developers, property owners, contractors, engineers, architects and specifiers
- Meet new customers and acquaint them with your full line of products and services
- Renew personal contact with existing and former clients
- Launch new products and unveil new marketing strategies
- Generate leads with qualified buyers and decision-makers to help increase sales and meet your sales objectives
- Gain additional corporate visibility and exposure to property managers and asset managers

## STRONG ATTENDANCE PROMOTION

Our hard-hitting promotional strategy will extend across Canada and include:

- Distribution of more than 250,000 VIP passes and free tickets to the exposition through participating professional associations, sponsors, publications, and exhibitors.
- Pre-Show advertising, editorial tie-ins and free pass insertions in the leading magazines and trade publications serving the construction and real estate sectors. Special feature sections will be included in Daily Commercial News and Info-Link.
- Over 20,000 attendee planning guides for Construct Canada will be mailed directly to building owners, developers, property managers and facility managers across Canada.
- A personalized email program will be utilized to promote specific elements of the Show to a range of target audiences.
- A strong telemarketing campaign combined with an email and fax reminder program will be conducted throughout November to personally remind thousands of building owners, developers, facility managers and property managers about the Show.
- Promotion of the Show by some 100 related associations to all their members.
- Extensive use of the dynamic Construct Canada website to provide Show information, seminar registration, and special features to draw attendance.



## VALUE-ADDED OPPORTUNITIES

**Construct Canada** offers targeted promotional opportunities to help your company stand-out from the 1000+ exhibiting companies prior to, at the Show and for months following.

### Sponsorship Program

Sponsorships make a lasting impression with top decision-makers who have the power and authority to specify your products and services.

### Show Guide Advertising

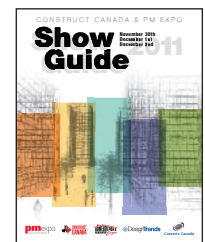
The Show Guide is distributed to visitors who use it as a resource throughout the year when looking for products, services and suppliers. Make your mark by advertising in this year's Show Guide and get your message into the hands of qualified buyers.

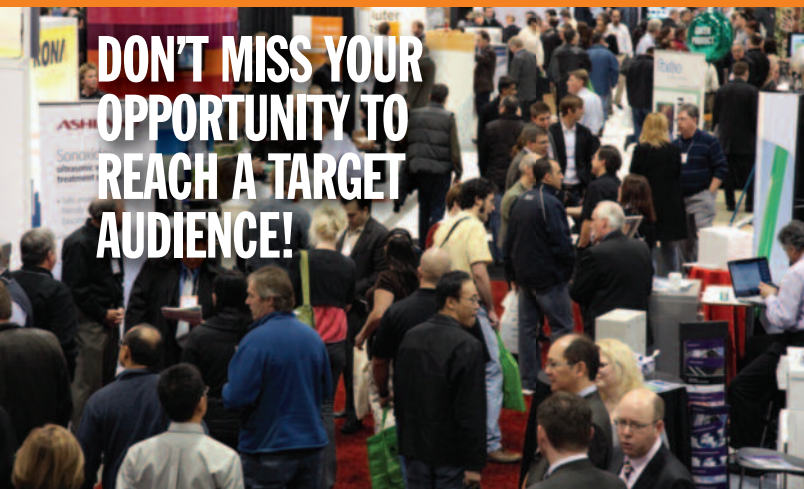
### Aisle Towers

Aisle Towers are highly visible free standing billboard signs on the exposition floor that will increase your exposure, traffic to your booth and lead generation.

### Free Pass Program

**Construct Canada** has a comprehensive free pass program that provides exhibitors with several no-cost ways of inviting clients and prospects to see them at the Show.





## EXPLORE OPPORTUNITIES IN FOREIGN MARKETS

Participate in the international business program for Canadian companies interested in exploring sales and marketing opportunities abroad. Learn about different international markets, speak to Canadian embassy representatives from the building sector, and meet international buyers.

Buyers of building products come from over 25 countries and regions including: United States of America, Australia, Austria, Brazil, China, India, Iran, Iraq, Ireland, Jordan, Lebanon, Malaysia, Mexico, Netherlands, Pakistan, Peru, Philippines, Poland, Romania, Russia, Saudi Arabia, Ukraine, and United Kingdom.

**Added bonus from our concurrent shows! Over 11,000 architects, builders, consulting engineers, contractors, developers, interior designers and specifiers.**



Concrete Canada

## BOOTH FEATURES & REQUIREMENTS

### Rental Fee

- Exhibit space sold in increments of 100 square feet
- 30.00 / sq. ft.
- 10% premium for corner locations

### Your Rental Fee Includes

- Company listing on the Show website with a hyperlink to your corporate website for 6 months after the Show.
- Detailed company listing on the Show website for 6 months after the Show. (The site received 90,000 hits last year.)
- Short company description in the Official Show Guide
- Unlimited free passes for your clients
- Unlimited exhibitor badges for your staff
- Information on How To Exhibit Successfully - available online
- Access to the Media Centre
- Aisle carpet cleaning
- Online Exhibitor Information Available 24 / 7
- 24 hour security

### Mandatory Exhibit Requirements

- Carpet or approved alternate floor covering
- Hardwall display (there will be no draping on the Show floor)
- Insurance coverage (minimum of \$5,000,000 commercial general liability)

### Additional Costs if Required by the Exhibitor

- Furnishings, Electrical, Cleaning, Sign Hanging, Lead Retrieval

## RESERVE YOUR EXHIBIT SPACE

Please contact Frank Scalisi at  
**416-512-3815** or  
**fscalisi@mmart.com**  
 to reserve your exhibit space.