



HIGH IMPACT SPONSORSHIP OPPORTUNITIES

BUILDEX Alberta
October 26–27, 2022

BUILDEXAlberta.com

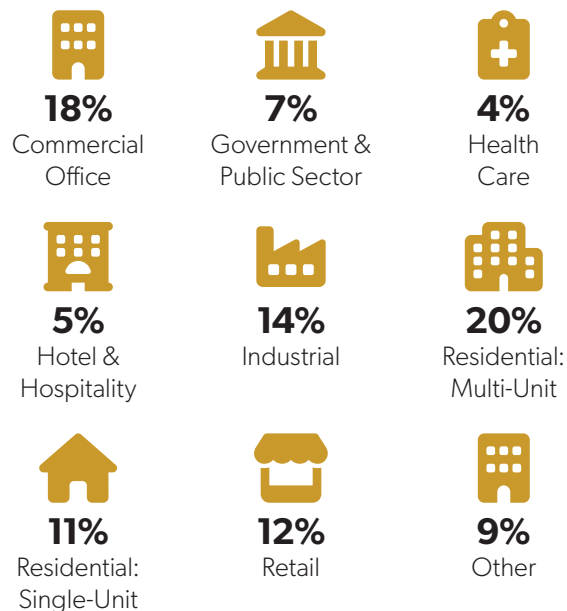
Calgary TELUS
Convention Centre



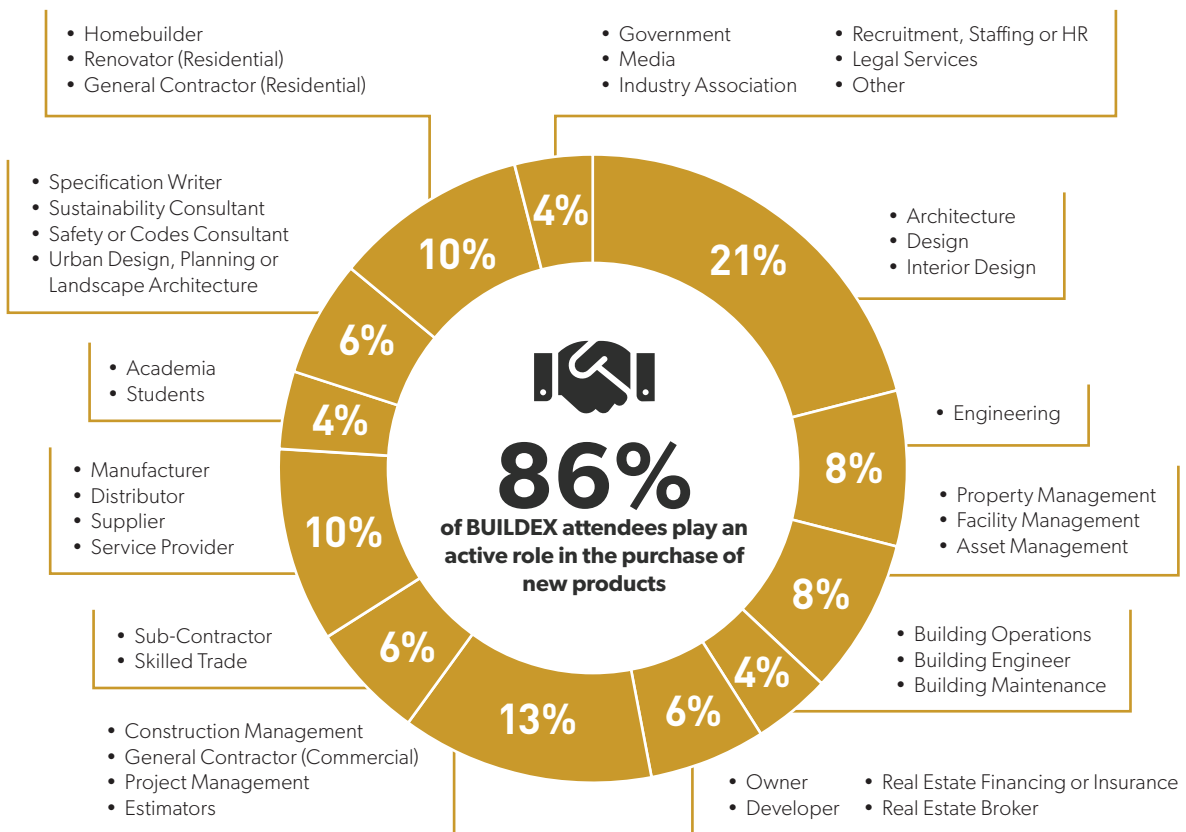
AUDIENCE DEMOGRAPHICS

BUILDEX is Alberta's largest business-to-business event connecting the holistic building industry. Architecture, engineering, construction, design and real estate professionals attend to immerse themselves in dialogue, access continuing education, generate new business and find new suppliers. Use this unique opportunity to showcase your offerings to decision makers from all segments of the industry.

OUR ATTENDEES ARE WORKING ON:



YOUR AUDIENCE IS HERE



YOUR INDUSTRY IS HERE

BUILDEX is supported by strong partnerships with industry associations and media. 2021 partners included:



▶ Click the links below to jump to sponsorship details

PLATINUM PRESENTING

- ▶ [Presenting](#)
- ▶ [Pavilion](#)

SUSTAINABILITY SPONSORSHIPS

(NEW!)

- ▶ [Introduction](#)
- ▶ [Renewable Energy Sponsor](#)
- ▶ [Waste Diversion Sponsorship](#)

GOLD LEAD

- ▶ [Attendee Registration](#)
- ▶ [BUILDEX Main Stage](#)
- ▶ [Product Demonstration Stage](#)
- ▶ [Job Board](#)
- ▶ [Conference Stream](#)
- ▶ [TECHCENTRIC Stage](#)
- ▶ [Lanyards](#)
- ▶ [Central Bar and Networking Hub](#)

GRAPHITE PARTNERS

- ▶ [Industry Insider Interview Series](#)
- ▶ [Sponsor Interview](#)
- ▶ [Educational Session](#)
- ▶ [Online Registration](#)
- ▶ [Product Demonstration](#)
- ▶ [Accredited Seminar](#)
- ▶ [Attendee Morning Coffee](#)
- ▶ [Innovation Showcase Sponsor](#)
- ▶ [Innovation Showcase Participant](#)
- ▶ [TECHCENTRIC Kiosk](#)
- ▶ [TECHCENTRIC Product Demonstrations](#)

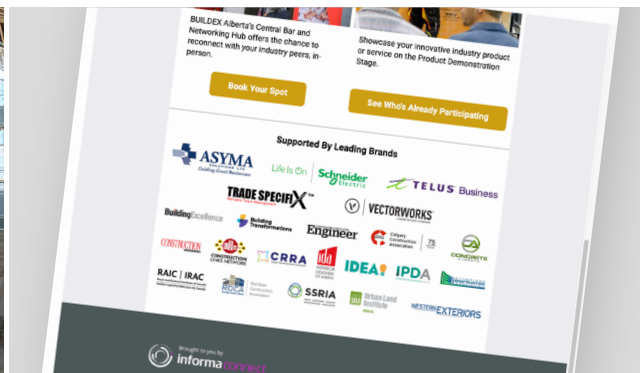
CONTACT US

SPONSORSHIP & ADVERTISING PACKAGES

Elevate your brand awareness and thought leadership profile while gaining qualified leads by combining face-to-face and virtual opportunities. Use a combination of on-site activations with pre-show, post-show and year-round marketing to maximize your local and national exposure.

		Platinum 365 Package	Gold 365 Package	Graphite 365 Package
		3 Available	5 Available	10 Available
		\$18,500	\$12,000	\$6,500
SAVINGS		\$2,250	\$2,000	\$1,750
On-Site	Booth Space	10'x20'	10'x10' Corner or 10'x20'	10'x10'
	Corner Charge	(1) Included	(1) Included w/ 10x10	N/A
	Staff Passes (QTY)	15	10	5
	Conference Stream*	Included	N/A	N/A
	Accredited Seminar*	N/A	Included	N/A
	Product Demonstration*	N/A	N/A	Included
Pre & Post-Show Marketing	Detailed Company Listing	Included	Included	Included
	Invite-A-Customer Guest Passes	Unlimited	Unlimited	Unlimited
	Logo Placement on Website	Platinum Level	Gold Level	Graphite Level
	Logo Placement in Marketing Campaign	Platinum Level	Gold Level	Graphite Level
Year-Round Marketing	Digital - PREMIUM - Thought Leadership Package*	Included	N/A	N/A
	Digital - PRO - Expert Content Package*	N/A	Included	N/A
	Digital - PRO - New Product Launch Package*	N/A	N/A	Included

*See full benefits & deliverables on the following pages



DIGITAL ADVERTISING

Partner with BUILDEX Alberta and Buildings Canada to connect your company with a targeted, local and national audience through digital opportunities including interactive webinars, banner advertising, newsletter spotlights and more.

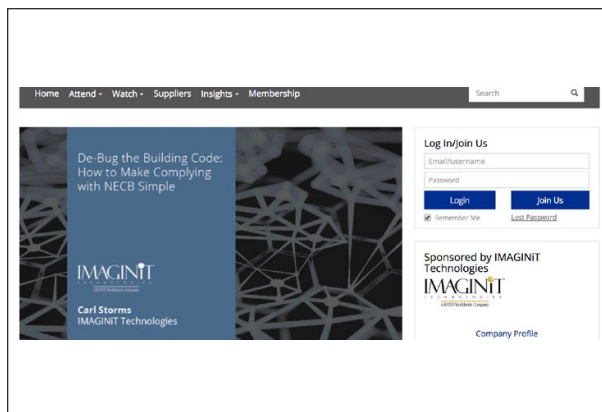
BUILDINGS CANADA

BUILDEX'S DIGITAL AND ONLINE PRESENCE IS SUPPORTED AND AMPLIFIED BY BUILDINGS CANADA

Further promote your solutions and services to a qualified & targeted audience, online via Buildings Canada.

Buildings Canada is an online network for the construction, building and real estate management industries. Our network is comprised of the most established and reputable industry professionals and experts in North America.

- **50,000+** Newsletter Database
- **1,500+** Industry Suppliers
- **100,000+** Yearly Website Visits
- **500,000+** Website Page Views
- **15,000+** Social Media Followers



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 BUILDEX Alberta. 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

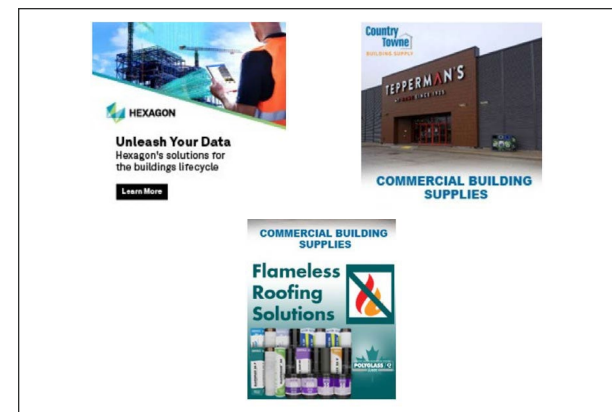
Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured monthly newsletter banner ad (600 x 100px).

Newsletter Strip Banner Ad (One Month)

\$500

Newsletter Strip Banner Ad (Three Months)

\$1,000



WEBSITE BANNER ADS

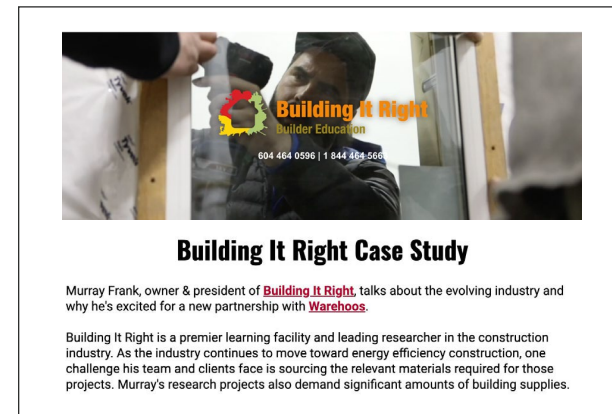
Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page banner ad (300 x 250px).

Website Big Box Banner Ad (One Month)

\$500

Website Big Box Banner Ad (Three Months)

\$1,000



Building It Right Case Study

Murray Frank, owner & president of **Building It Right**, talks about the evolving industry and why he's excited for a new partnership with **Warehous**.

Building It Right is a premier learning facility and leading researcher in the construction industry. As the industry continues to move toward energy efficiency construction, one challenge his team and clients face is sourcing the relevant materials required for those projects. Murray's research projects also demand significant amounts of building supplies.

NEWSLETTER CASE STUDY

Your company will have the opportunity to post a featured section in our monthly newsletter. The content, to be created and delivered by your brand, will include 75 words of text and a 600 x 200px image.

Case Study (One Month)

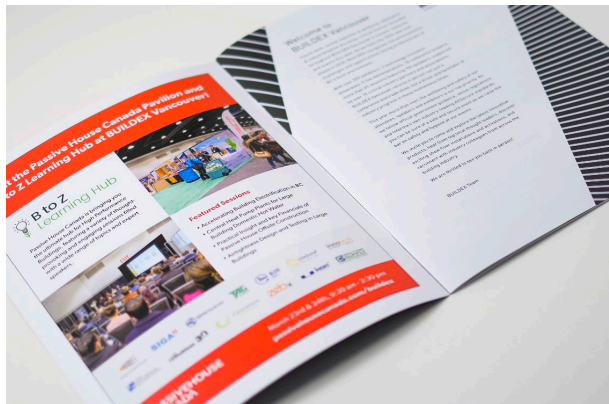
\$1,500

Case Study (Three Months)

\$4,000

SHOW PLANNER ADVERTISING

Book your ad in our exclusive Event Planner and Guide. The BUILDDEX Alberta event planner is our industry professional's guide to the wealth of content at BUILDDEX Alberta. Ad availability is limited. Ask us how our digital products can expand your reach beyond the show.



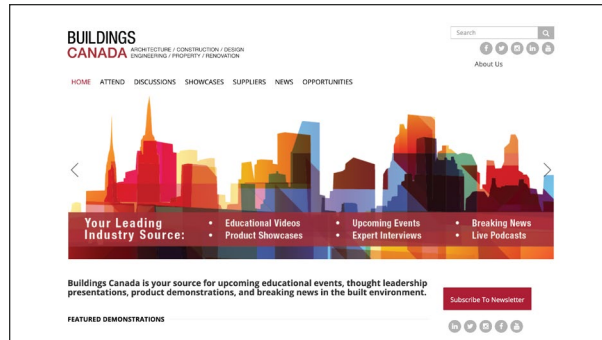
SHOW PLANNER ADVERTISING

Increase your exposure and drive traffic to your booth by advertising in the print and digital show planner.

Back or Inside Cover Show Planner Ad
Full Page Show Planner Ad
1/2 Page Show Planner Ad

\$2,000
\$1,000
\$500

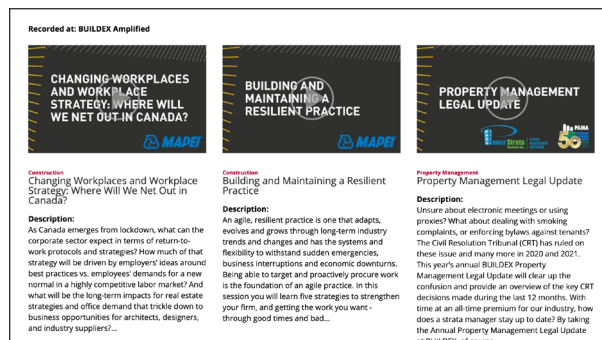
DIGITAL PACKAGES



BASIC - DIGITAL EXPOSURE

\$2,000

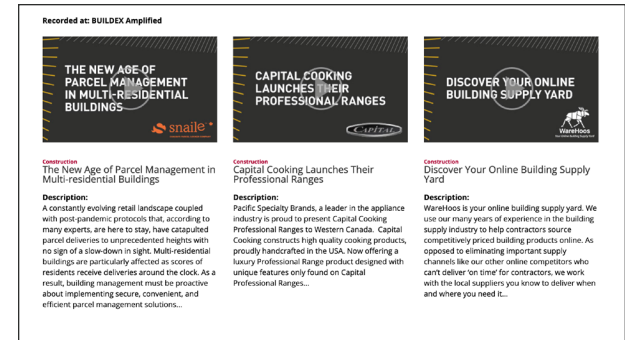
- Featured **eNewsletter Product Showcase** or **Case Study** (1 month)
- Featured **Home Page Banner Advert** (1 month)
- **Social Media Posts** (2x) across @BuildingsCanada and (2x) across @BUILDDEXshows



PRO - EXPERT CONTENT

\$3,500

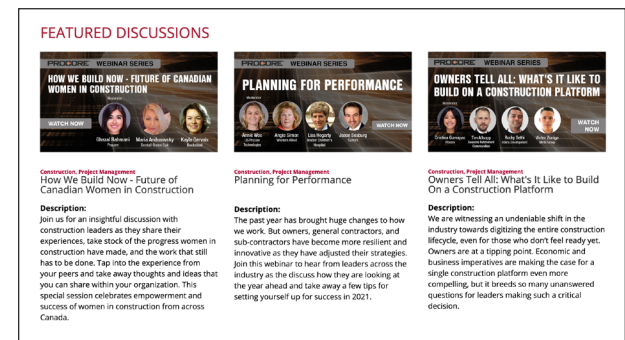
- **Live & Interactive Educational Webinar** presented by speakers of your choice, on a topic of your choice (1 video)
- **Access Opted-in Contacts** including email addresses
- Dedicated **eBlast Campaign**
- Dedicated **eNewsletter Features** (2x)
- **Social Media Posts** (2x) across @BuildingsCanada and (2x) across @BUILDDEXshows



PRO - NEW PRODUCT LAUNCH

\$3,000

- **Product Showcase Video**, provided by your company (30-60 seconds)
- Featured in the BUILDDEX Alberta pre-show **eBlast Campaign**
- Featured in the national Buildings Canada **newsletter**
- Featured **Home Page Banner Advert** (1 month)
- **Social Media Posts** (2x) across @BuildingsCanada and (2x) across @BUILDDEXshows



PREMIUM - THOUGHT LEADERSHIP

\$8,000

- **Two-Part Educational Series** presented by speakers of your choice, on topics of your choice (2 videos)
- **60 Second Commercial** produced by your company to run in advance of the series
- **Access Opted-in Contacts** including email addresses
- Dedicated **eBlast Campaign**
- Dedicated **eNewsletter Features** (2x)
- **Social Media Posts** (2x) across @BuildingsCanada and (2x) across @BUILDDEXshows

PRESENTING

Align your brand with our industry's leading design, construction, and property management event. Enjoy the full benefits of our marketing campaign, on-site visibility, and promotional opportunities.

INVESTMENT: \$35,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in press releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo exposure on delegate confirmation emails
- Inclusion on all badges including attendees, exhibitors, staff, speakers, sponsors, guests, and media
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

Passes:

- 4x All-Access Passes (free access to two full days of seminars)

On-Site:

- Logo inclusion on on-site signage (including registration area, show floor and conference level)
- Opportunity to show a 30-60 second commercial (with sound) at the BUILDEX Main Stage
- High profile 10x20 booth space

Seminar Sponsorship:

- Opportunity to welcome delegates and introduce the speaker(s) at a high-profile seminar
- Logo exposure on all signage and materials related to this mutually chosen seminar
- Company information distributed at your sponsored session

Post-Show:

- A detailed sponsor report showcasing the deliverables and value of the sponsorship, within three weeks post-event
- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on [BUILDEXalberta.com](https://www.builDEXalberta.com) until May 31, 2023



PAVILION

Curate a Pavilion hosting exhibiting companies of your choice, featured installations and speaker content right on the show floor, in the heart of the action.

INVESTMENT:
(DEPENDENT ON PAVILION SIZE)

***LIMITED AVAILABILITY**

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in press releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Promotional listings on website
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Inclusion on on-site signage related to this featured area
- 600 – 800 sq. ft. space on the show floor

Post-Show:

- A detailed sponsor report showcasing the deliverables and value of the sponsorship, within three weeks post-event
- Detailed company profile to be posted on [BUILDEXalberta.com](https://www.builDEXalberta.com) until May 31, 2023



SUSTAINABILITY

The BUILDDEX team is committed making the design, construction, and real estate industries more sustainable, diverse, inclusive, and equitable. We also recognise the environmental impact of the events industry and strive to continually improve on these impacts year after year.

Partner with BUILDDEX and demonstrate your brand's commitment to a more sustainable, equitable and inclusive future.

Over 80% of our attendees say it is important that our event is run in a sustainable way.



Progress made by BUILDDEX events so far:

- Elimination of printed show guides
- Removal of carpet from tradeshow floor aisles
- Support of local and national charities aligned with the built environment
- Tracking wastage and energy use of our events
- Offsetting each event's carbon emissions with renewable energy



BUILDEX ALBERTA'S 2022 GOALS AS SELECTED BY OUR TEAM

1

Improve Waste Diversion

Reduce the need for single use plastics and divert waste from landfill through interactive partnerships with Fill It Forward and Calgary TELUS Convention Center.

2

Increase Representation

Guarantee a balance of different genders, races, ages, ethnicities, abilities, and educational backgrounds across the conference speaker faculty.

3

Greater Local Impact

Establish new partnerships to support wellbeing, equality, accessibility, and respect for all through a local community organization in Calgary.

FASTER FORWARD

When it comes to sustainability BUILDDEX is moving FasterForward!

FasterForward is Informa's approach to sustainable business. Find out more about our sustainability efforts at BUILDDEXAlberta.com and informa.com/sustainability/faster-forward/.

RENEWABLE ENERGY SPONSOR

The energy used at our events on average accounts for 44% of the carbon footprint we generate on-site. Thanks to the REC trading scheme, we can secure clean, renewable energy with the help of a partner like you. BUILDDEX will purchase Renewable Energy to cover venue energy use and position your brand as a leader in Sustainability.

INVESTMENT: \$10,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Inclusion on website in our spotlight on Sustainability
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

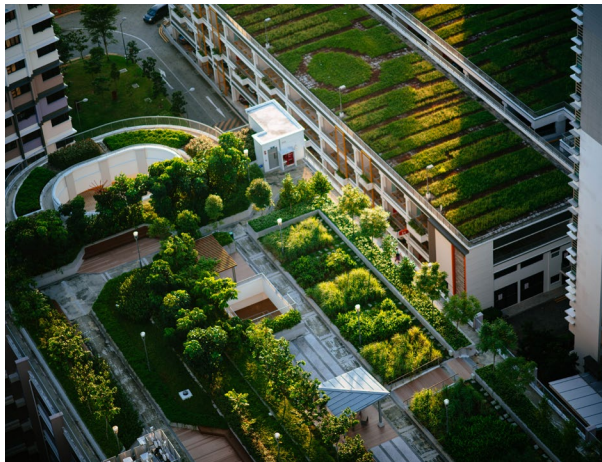
On-Site:

- Inclusion on sponsorship and sustainability signage

Post-Show:

- A detailed report within three weeks of the event
- Detailed sponsor profile to be posted on [BUILDEXAlberta.com](https://www.buildexalberta.com) until May 31, 2023

National Sponsorship: To upgrade to a Platinum Sustainability Sponsor or a National Sustainability Sponsorships across Canadian Construction Events Portfolio, inquire within.



WASTE DIVERSION SPONSORSHIP

Demonstrate your support for a more sustainable future and lead one of our key environmental goals for 2022. Help us reduce single use plastics, increase waste diversion from landfill, and mitigate the impact of the waste generated at the event.

INVESTMENT: \$10,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Inclusion on website in our spotlight on Sustainability
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Inclusion on sponsorship and sustainability signage

Post-Show:

- A detailed report within three weeks of the event
- Detailed sponsor profile to be posted on [BUILDEXAlberta.com](https://www.buildexalberta.com) until May 31, 2023

National Sponsorship: To upgrade to a Platinum Sustainability Sponsor or a National Sustainability Sponsorships across Canadian Construction Events Portfolio, inquire within.

ATTENDEE REGISTRATION

Reach a wide audience of architects, contractors, engineers, designers, building owners, property managers, facility managers, interior designers, developers, and more. Position your brand as the industry leader by presenting the BUILDEX registration. Your brand welcomes all attendees to both the online registration system as well as on-site registration at BUILDEX Alberta.

INVESTMENT: \$15,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in press releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo displayed on print at home attendee badges and online registration
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

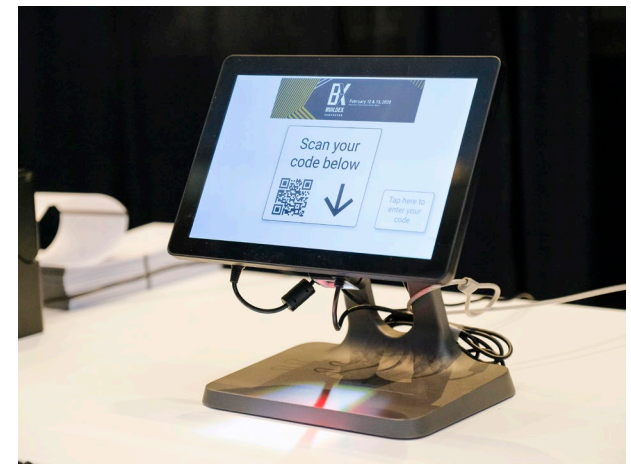
- Logo prominently displayed on high profile registration kiosks at the entrance to the show floor
- Logo exposure on sponsor signage throughout the Show
- High profile 10x20 booth space
- Logo inclusion on all badges including attendees, exhibitors, staff, speakers, sponsors, guests, and media

Seminar Sponsorship:

- Opportunity to welcome delegates and introduce a speaker at a high-profile seminar
- Logo exposure on all signage and materials related to this mutually chosen seminar
- Ability to distribute company information at your sponsored seminar

Post-Show:

- A detailed report within three weeks post-event
- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Post-show attendee list of all, opted-in, registrants
- Detailed company profile to be posted on [BUILDEXalberta.com](https://www.builDEXalberta.com) until May 31, 2023



BUILDEX MAIN STAGE SPONSOR

Present the BUILDEX Main Stage: the location for engaging and dynamic content at the heart of the trade show floor.

INVESTMENT: \$12,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to the Main Stage
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Logo included next to Main Stage sessions in online program
- Inclusion in Press Releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Opportunity to show a 30-60 second commercial (with sound) at the BUILDEX Main Stage
- Inclusion on on-site feature signage
- Branding on presenters intro slides
- Inclusion on presentation screen backdrop in-between presentations
- Opportunity to thank attendees, introduce the speakers and provide a brief introduction on your organization (max 3 minutes)

Post-Show:

- A detailed report within three weeks post-event
- Detailed company profile to be posted on BUILDEXAlberta.com until May 31, 2023



PRODUCT DEMONSTRATION STAGE

Be seen as an industry thought leader and host a daily line up of engaging product presentations and demonstrations as the title sponsor of the Product Demonstration Stage. All demonstrations will be relevant to architecture, engineering, real estate, construction, project management, interior design, training or product servicing.

INVESTMENT: \$12,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Recognition on BUILDEX Alberta website alongside the schedule of programmed sessions on the Product Demonstration Stage
- Recognition in the online program promoting the Product Demonstration Stage
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- 1x 30 minute company Product Demonstration
- Opportunity to thank attendees, introduce the speakers and provide a brief introduction on your organization
- Logo displayed on on-site signage at feature space and through the trade show where stage/schedule is mentioned
- Logo inclusion on the presentation screen backdrop in-between demonstrations

Post-Show:

- A detailed report within three weeks post-event
- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on BUILDEXAlberta.com until May 31, 2023



JOB BOARD

Gain extensive exposure both on-site and online by hosting the BUILDEX Alberta Job Board. Prominent positioning at the main show entrance as well as across BUILDEX Alberta allows you to reach a wide industry audience and position your brand as the industry leading recruitment firm for design, construction and / or real estate professionals.

INVESTMENT: \$8,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Detailed company profile and a direct link to your corporate website
- Opportunity to provide content for our e-newsletter and website
- Featured job opportunities to be included in marketing campaign to 15,000 industry professionals
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- On-site signage towers, table and chairs provided
- Positioning of your job board, staff and booth in a high profile location

Post-Show:

- A detailed report within three weeks post-event
- Detailed company profile to be posted on [BUILDEXalberta.com](https://www.builDEXalberta.com) until May 31, 2023

BUILDEX is one of the most diverse exhibitions that we go to. There is a broad range of vendors here, so we get a lot of exposure groups that we wouldn't normally see elsewhere."

- Corey Klimchuck, Pinchin Ltd.



CONFERENCE STREAM

Reach a wide audience and solidify your position as a thought leader by supporting three educational sessions aligned to your company, objectives or target audience.

INVESTMENT: \$5,000

3 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Inclusion on website with schedule of programmed sessions in the conference stream
- Sessions included in the online registration
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Logo recognition in the online program alongside your sponsored educational sessions
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Inclusion in all signage that relates to the educational stream
- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes) before three educational sessions

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on BUILDEXAlberta.com until May 31, 2023

"BUILDEX pays off with excellent market exposure to architects and builders, and sales which can be directly attributed to contacts made at the show."

– April Keene, Trade Show & Events Manager, NanaWall



TECHCENTRIC STAGE

BUILDEX Alberta's exclusive stage featuring a daily line up of engaging educational talks and demonstrations showing the latest and future of technology in the built environment.

INVESTMENT: \$8,500

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Recognition on BUILDEX website with schedule of programmed sessions at TECHCENTRIC
- Sessions included in the online registration
- Logo recognition in the online program promoting TECHCENTRIC
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

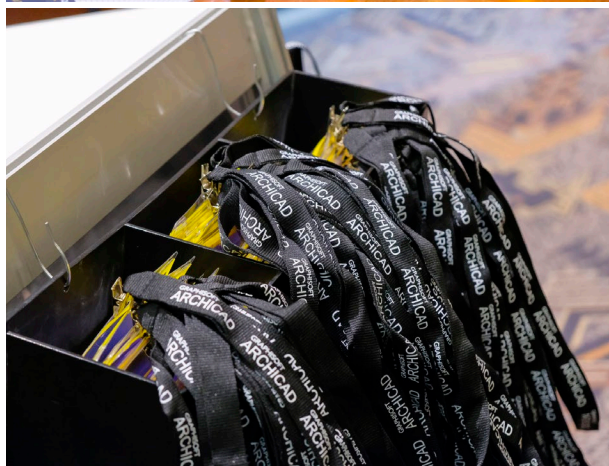
On-Site:

- 30 minute demonstration on the Demonstration feature stage on the show floor
- Logo displayed on onsite signage at feature space and through the trade show including multiple schedule directories
- Includes high profile 10x10 corner booth space
***Upgrades available, location TBD**
- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes) before three educational sessions
- Logo prominently displayed on holding slides in between presentations

Post-Show:

- A detailed report within three weeks post-event
- Delivery of the attendee database relating to all TECHCENTRIC sessions by November 25, 2022
- Detailed company profile to be posted on [BUILDEXalberta.com](https://www.builDEXalberta.com) until May 31, 2023





LANYARDS

Your brand will be featured prominently on sustainably sourced lanyards provided for all BUILDDEX Alberta attendees, exhibitors, speakers, guests and media. Having environmentally preferred lanyards will help reduce the environmental footprint of the sponsorship option while still maximizing your brand exposure.

INVESTMENT: INQUIRE WITHIN

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites
- Inclusion on website in our spotlight on Sustainability
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Environmentally friendly lanyards branded with your company logo for attendees on-site
- Inclusion on sponsorship and sustainability signage

Post-Show:

- A detailed report within three weeks of the event
- Detailed company profile to be posted on [BUILDEXAlberta.com](https://www.buildalex.com) until May 31, 2023

CENTRAL BAR AND NETWORKING HUB

Host the Central Bar and Networking Hub at BUILDEX Alberta — the central meeting place and networking area on the show floor.

INVESTMENT: INQUIRE WITHIN

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to the central bar
- Logo exposure on the BUILDEX Alberta websites and sponsor directories
- Inclusion in press releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Promotional listing on the website
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- 50'x30' feature space on the show floor
- Opportunity to host a signature drink within the bar
- Inclusion on on-site feature signage

Post-Show:

- A detailed report within three weeks post-event
- Detailed company profile to be posted on [BUILDEXAlberta.com](https://www.builDEXalberta.com) until May 31, 2023



INDUSTRY INSIDER INTERVIEW SERIES

Reach a large audience of industry professionals and align your brand with the coveted Interview Series. BUILDDEX choose 8 speakers to interview at our event in front of a step and repeat and repeat with your branding.

INVESTMENT: \$8,000

1 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to the Interview Series
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in Press Releases related to the event
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Interviews will be seen on-demand on BuildingsCanada.com
- Logo recognition on BUILDDEX Alberta event planner

- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Logo inclusion on the step and repeat
- Video crew included
- Speakers lined up in advance by BUILDDEX Alberta team

Post-Show:

- Interviews to be promoted post-show on BuildingsCanada.com and social media
- Access to all Speaker Series interview content
- Detailed company profile to be posted on BUILDDEXAlberta.com until May 31, 2023



SPONSOR INTERVIEW

Enhance your sponsorship experience and gain additional exposure for your brand and senior leadership through the BUILDDEX Industry Insider Interview Series. Sponsor interviews will be recorded and released alongside interviews with senior members of the BUILDDEX speaker faculty. Available for existing sponsors or exhibitors only.

INVESTMENT: \$500

5 AVAILABLE

Pre-Show:

- Opportunity available to existing sponsors and exhibitors only, pre-show deliverables per your primary sponsorship
- Interview questions delivered in advance of the event

On-Site:

- 3-5 minute interview with your senior leader recorded by professional video crew

Post-Show:

- Interview to be promoted post-show on the Buildings Canada website and social media channels
- A copy of the interview available for your use



EDUCATIONAL SESSION

Host an educational session, presented by a speaker of your choice, and position your company to a qualified and captivated audience matching your objectives and target market.

INVESTMENT: \$6,500

2 AVAILABLE

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to the session
- Recognition on BUILDEX website with schedule of programmed sessions at BUILDEX Alberta
- Recognition in the online program alongside other educational sessions
- Sponsored session included in the online registration
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo exposure alongside the your chosen sessions, wherever the session's details are posted across event websites, emails and social media marketing
- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Inclusion in all signage that relates to the educational stream
- Logo inclusion on podium signage and / or rotating holding slides
- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes)

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on [BUILDEXAlberta.com](https://www.builDEXalberta.com) until May 31, 2023

** Session must be pre-approved by Program Manager (min. 45 minutes of content)*



ONLINE REGISTRATION

Get exceptional profile as attendees register for BUILDEX Alberta. Be one of the first brands to welcome attendees to the event. Your brand will be front and center as all registrants are directed to a branded confirmation page once they complete online registration.

INVESTMENT: \$6,000

1 AVAILABLE

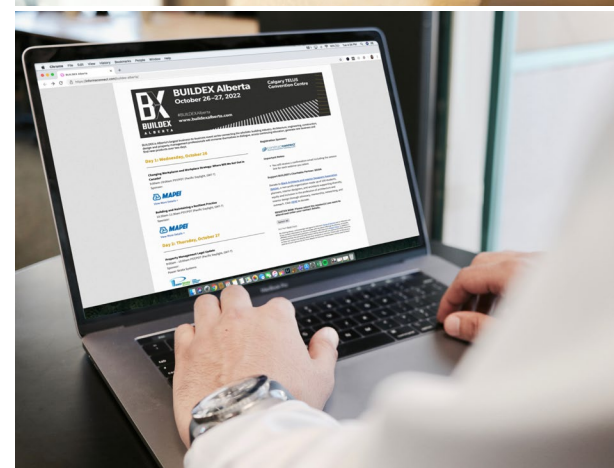
Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to online registration
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Logo recognition on BUILDEX Alberta event planner
- Inclusion in the BUILDEX 'Thank you for registering' page, co-branded to include your logo, key messaging, website links and product or company video

- Inclusion in BUILDEX Alberta registration confirmation email with your logo, key messaging, website links, etc.
- The page is designed in co-operation with Show Management and requires joint approval but represents an exceptional branding opportunity
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

Post-Show:

- A detailed report within three weeks post-event
- post-show attendee list of all, opted-in, online registrants
- Detailed company profile to be posted on BUILDEXAlberta.com until May 31, 2023



PRODUCT DEMONSTRATION

This is an exciting speaking opportunity for a limited number of companies to showcase the capabilities of their products, innovations, technologies or solutions to the BUILDEX audience. Product Demonstrations relevant to architecture, engineering, real estate, construction, project management, interior design, training and product servicing will be considered.

INVESTMENT: \$2,000

5 AVAILABLE

Pre-Show:

- Inclusion in the overall BUILDEX marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects
- Opportunity to present a 30-minute product demonstration on either Wednesday, October 26 or Thursday, October 27, 2022
- Product Demonstration to be profiled in the BUILDEX Alberta event planner (subject to date of sign on)
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- 30 minute demonstration on the Demonstration feature stage on the show floor
- Logo displayed on onsite signage at feature space and through the trade show including multiple schedule directories
- Logo prominently displayed on the podium during your demonstration

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on [BUILDEXAlberta.com](https://www.builDEXalberta.com) until May 31, 2023



COMMERCIAL

Position your product or brand in front of the BUILDEX audience with a company commercial before an educational session on the BUILDEX Main Stage or TECHCENTRIC.

INVESTMENT: \$950

10 AVAILABLE

Pre-Show:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media, and websites where commercial sponsors are mentioned

- Logo exposure on the BUILDEX Alberta websites and sponsor directories
- Inclusion in the email campaign to 15,000 industry professional
- Detailed company profile to be posted on [BUILDEXAlberta.com](https://www.builDEXalberta.com) until May 31, 2023
- Logo recognition on BUILDEX Alberta event planner

On-Site:

- Logo inclusion on the stage's rotating holding slides and session title slide
- Opportunity to show a 30-60 second commercial produced by your company (with sound) before a session of your choice (BUILDEX Main Stage or TECHCENTRIC only)



ACCREDITED SEMINAR

Position your brand with today's industry thought leaders. Support an educational session, reach your target audience, and generate leads.

INVESTMENT: \$1,700

Pre-Show:

- Inclusion in overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; email campaign, social media and websites as it relates to the seminar
- Logo exposure on the BUILDEX Alberta website and sponsor directories
- Recognition in the online program alongside other educational sessions
- Inclusion in the email campaign to 15,000 industry professionals
- Sessions included in the online registration
- Detailed company profile and a direct link to your corporate website
- Logo exposure alongside the your chosen session, wherever the session's details are posted across event websites, emails and social media marketing

- Logo recognition on BUILDEX Alberta event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Logo recognition as it relates to the seminar
- Inclusion on on-site signage wherever the seminar is featured
- Logo inclusion on podium and rotating holding slides (where present) and session title slide
- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes)

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on BUILDEXAlberta.com until May 31, 2023

ATTENDEE MORNING COFFEE

Host the BUILDEX Alberta morning welcome coffee for show attendees at the Central Bar and Networking Hub on the tradeshow floor.

INVESTMENT: \$2,500

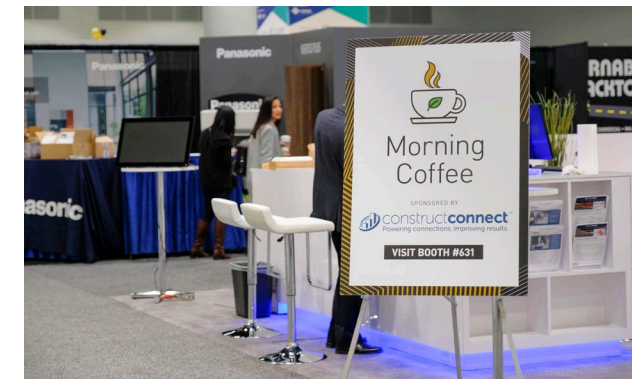
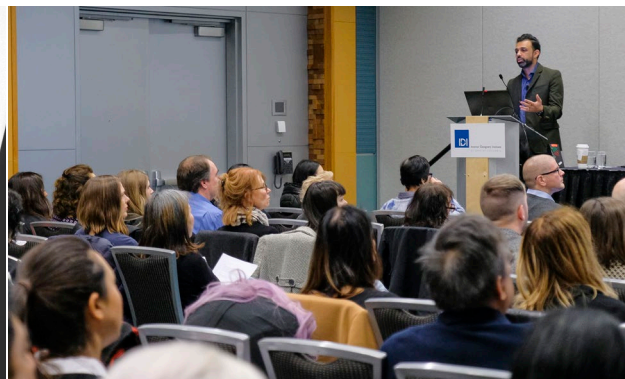
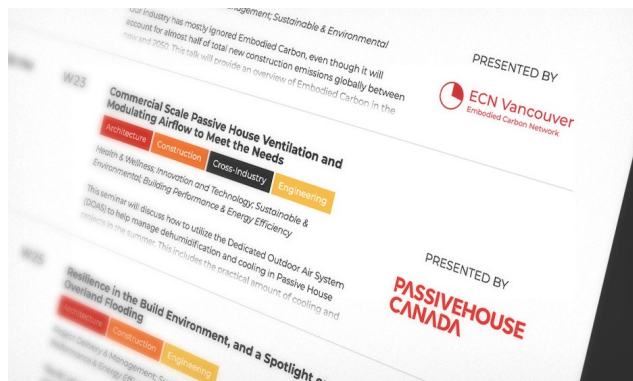
2 AVAILABLE

Pre-Show:

- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Complimentary coffee service from the Central Bar and Networking Hub at the beginning of the show day
- Inclusion on on-site signage relating to the welcome coffee
- 1 overhead announcement prior to start of welcome coffee
- Sponsor can provide own branded collateral



INNOVATION SHOWCASE SPONSOR

Sponsor an Innovation Showcase and align your brand with the industry's latest products, solutions and technologies through this highly engaging show feature.

INVESTMENT: \$4,500

2 AVAILABLE

Pre-Show:

- Inclusion in the overall BUILDDEX marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in the email campaign
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- One live pitch-style presentation (5 min max in length) by your company
- Opportunity to thank attendees, introduce the speakers and provide a brief introduction on your organization before the showcase (max 2 minutes per intro)
- Logo inclusion on podium and rotating holding slides (where present) and feature title slide

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed sponsor profile to be posted on [BUILDDEXAlberta.com](https://www.buildexalberta.com) until May 31, 2023

INNOVATION SHOWCASE PARTICIPANT

Launch or promote your new-to-market innovation, technology or solution to the BUILDDEX audience and panel of industry opinion leaders.

INVESTMENT: \$750

5 AVAILABLE

Pre-Show:

- Inclusion in the overall BUILDDEX marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDDEX Alberta website and sponsor directories
- Inclusion in the email campaign
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- One live pitch-style presentation (5 min max in length) by your company

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed sponsor profile to be posted on [BUILDDEXAlberta.com](https://www.buildexalberta.com) until May 31, 2023



TECHCENTRIC KIOSK

One of the events most sought after featured areas, attendees flock to see the latest technology for the built environment across Construction, Architecture, Design and Property Management. Showcase your latest technology solution and help our audience understand where their next purchase should be.

INVESTMENT: \$1,250

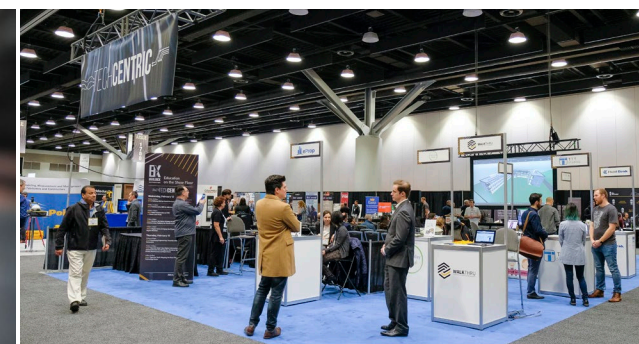
6 AVAILABLE

Pre-Show:

- Inclusion in the email campaign to 15,000 industry professionals
- Detailed company profile and a direct link to your corporate website
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Kiosk placed within 1000 sq. ft. of features space located next to the TECHCENTRIC Stage
- Turnkey kiosk with custom company branding and stool
- Carpet and electricity included



TECHCENTRIC PRODUCT DEMONSTRATIONS

This is an exciting speaking opportunity for a limited number of companies to showcase the capabilities of their new innovation, technology or solution to the BUILDDEX audience. Product Demonstrations relevant to architecture, engineering, real estate, construction, project management, interior design, training and product servicing will be considered.

INVESTMENT: \$2,000

Pre-Show:

- Inclusion in the overall BUILDDEX marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDDEX website, sponsor directory, and event planner
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects
- TECHCENTRIC Feature to be profiled in the BUILDDEX Alberta event planner (subject to date of sign on)
- Unlimited PDF complimentary passes with promo code providing free trade show access to be distributed to clients and prospects

On-Site:

- Opportunity to present a 30-minute product demonstration on either Wednesday, October 26 or Thursday, October 27, 2022
- Logo prominently displayed on the podium during your demonstration
- 30-minute demonstration on the TECHCENTRIC feature stage on the showfloor
- Logo displayed on onsite signage at feature space and through the trade show including multiple schedule directories

Post-Show:

- Delivery of the attendee database relating to your sponsored session(s) by November 25, 2022
- Detailed company profile to be posted on [BUILDDEXAlberta.com](https://www.buildexalberta.com) until May 31, 2023

SOLD OUT

BOOK BUNDLES AND SAVE!

**TECHCENTRIC Kiosk +
TECHCENTRIC Demo:**

\$3,000 (Savings of \$250)

**TECHCENTRIC Kiosk +
Innovation Showcase Participant:**

\$1,750 (Savings of \$250)



FOR MORE INFORMATION

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BUILDEX Alberta
October 26–27, 2022

BUILDEXAlberta.com

**Calgary TELUS
Convention Centre**