



Exhibitor Essential #1

Dear Exhibitor,

We look forward to seeing you in person at BUILDEX Alberta October 22nd – 23rd, 2025 at BMO Centre at Calgary Stampede. This marks the beginning of a series of emails aimed at providing essential exhibitor information to ensure you have a great show at BUILDEX Alberta 2025.

The BUILDEX Alberta [EXHIBITOR MANUAL](#) is now live! The manual will provide you with essential exhibiting information, deadline dates, order forms, health & safety info, and more leading up to the event!

Exhibitor Checklist & Exhibitor Tips

Review the [Exhibitor Checklist](#) for deadlines and important information as well as the [Marketing Tools](#) page for tips on how to ensure you have more success and engagement at BUILDEX Alberta.

Earn even more exposure to the Buildings Canada audience by becoming a BUILDEX Alberta social media champion! The top sharer through [Ingo](#) will win a dedicated promotional post across ALL Buildings Canada social media channels featuring your company or product of choice! Winner will be announced October 24, 2025. Start sharing now to boost your visibility!

Exhibitor Profiles

Take advantage of BUILDEX Alberta's [Digital Exhibitor List](#) by filling out your exhibitor profile. The information you provide here will be available on the BUILDEX Alberta website and will help attendees plan their itinerary for BUILDEX Alberta. Please note, only the main logistics contact for your company can complete this step as they are connected to your booth in the system. If you need to change your logistics contact, email Maggie Roman at maggie.roman@informa.com and salesopsNA@informa.com.

Please ensure you fully complete your exhibitor profile by uploading the information outlined below:

- Company logo
 - Categories (used for searching and filtering)
 - Fill out the About Me section
 - Social Media links
1. [Click here](#) and enter the email address associated with your account. Choose "Forgot Password/First Time Login" and you will again be prompted to enter the email address associated with your account.
 2. After you submit your email, check your inbox for an email with instructions on how to reset your password (be sure to check your junk or spam as well!) -- the email will be coming from: noreply@personifyauth.com
 3. Click the Reset Password Link in the email, this will take you to a secure page where you can choose your password.
 4. Enter a password that meets the security requirements and confirm the new password by entering it again.
 5. Once complete, click Submit to confirm your password. If all requirements are met, you will receive a message saying "Your password has been reset successfully!" then you will be prompted to press "click here to log in" and be brought to the login page where you can enter your email and password to login.

Upon successful log-in, you will click the 'Exhibitor Hub' tab to begin building out your profile. Add your company details, including your website and social media links. Upload your logo, and write your online profile to entice attendees to visit your booth onsite. And don't forget to select your Categories! Review the tasks on the Exhibitor Hub to make sure your profile is complete!

Booth Awards

Four exhibiting companies will be recognized for standing out amongst their industry colleagues on the tradeshow floor.

Winners receive the following prizes!

- \$500 off next year's booth space or 1/2 Page Ad in next year's Planning Guide
- Company & website recognition in the BUILDEX post show exhibitor email
- A special award from the BUILDEX team!

The look and feel of your exhibit space makes a direct impact on attendees so be sure you consider factors like lighting, flooring, layout, and customer experience to ensure your space exceeds expectations.

Learn more about [Booth Awards](#).

Sustainability Award

Prioritizing sustainability is critical to the BUILDEX Alberta team, as we understand the environmental impact of the events industry. BUILDEX Alberta strives to identify, understand and address these impacts to achieve continual improvement year after year. This is why we are introducing the Sustainability Award.

Every Exhibitor will need to complete our [Sustainability Survey](#), the best part is completing the survey is your application for the award. So go ahead and brag about your sustainable booth, you might just win!

Booth Design Guidelines

Planning your booth design? Check out our [Booth Design Guidelines](#) for all the details you need to plan your booth and any special regulations you might need to be aware of. In this section we cover your booth space, sightlines, booth types and layouts, regulations and more.

While you plan your booth design for 2025, check out our [Sustainability](#) page for suggestions on how to be more sustainable in your participation at the event, starting with your booth design.

If your booth is 400 sq. ft. or larger, you'll need to have your booth designs approved by Show Management. Send the details to Maggie Roman at maggie.roman@informa.com by September 22, 2025, to be approved.

We look forward to seeing you at BUILDEX Alberta in October!

Warm regards,

The BUILDEX Team

Maggie Roman (she/her)

Operations Coordinator | Informa Connect North America



[BUILDEX Vancouver](#) [BUILDEX Alberta](#) [PM Springfest](#) [The Buildings Show](#)