



Exhibitor Essential #2

Dear Exhibitor,

We look forward to seeing you in person at BUILDEX Alberta October 22nd – 23rd, 2025 at BMO Centre at Stampede Park. Today we're covering all things Exhibiting, Exhibitor Profiles, Booth Awards and Booth Design.

Remember to review the BUILDEX [EXHIBITOR MANUAL](#). The manual will provide you with essential exhibiting information, planning timelines to keep you ahead of crucial deadlines, ROI-boosting techniques from successful exhibitors, order forms for all your exhibition needs, and critical health & safety guidelines to ensure a smooth experience.

Exhibitor Lunch and Learn

In order to prepare you for the show, we will be having a Virtual Exhibitor Lunch and Learn on **September 18, 2025 at 12 PM (MT)**. This Lunch and Learn is an online event that exhibitors can sign up to attend. We will be going over what's new, protocols, deadline dates and more. So bring your lunch and your questions, we can't wait to see you!

[REGISTER NOW](#)

BUILDEX Alberta's Social Media Takeover

BUILDEX Alberta's first Social Media Takeover day is happening September 24th, 2025.

Help us spread the word by posting or reposting our content about BUILDEX Alberta across social media using the show's ready to use promotional content below.

Include **@BuildingsCanada** and **#BUILDEXAlberta** as well as the free tradeshow admissions link.

To get going:

- Create or share a social media post announcing your participation on September 24, 2025
- Post using the hashtag **#BUILDEXAlberta** and tag the **@BuildingsCanada** account to interact with us
- Invite your network using the free tradeshow admission link (<https://www.microspec.com/reg/BXA2025/API/?code=EBXA25>) or code (**EBXA25**)

Plus find free to use [Social Media Graphics](#) and [Social Media Posts](#) on our Marketing Tools Page that you can use on LinkedIn, Instagram, Twitter (X) and more.

Lead Retrieval

As a part of our digital enhancement program to improve your exhibition experience at BUILDEX Alberta, every exhibiting company is entitled to one (1) Lead Retrieval device (mobile app or mini scanner) as part of their exhibit contract.

Using a Lead Retrieval device is the guaranteed way to capture leads at BUILDEX Alberta.

Please note that each exhibiting company must claim their one lead retrieval mobile app or mini scanner by clicking the button below. Additional devices can be purchased and the discount on one device will apply to your order.

[Claim your Lead Retrieval Device](#)

Lead Insights

As an exhibitor, you now have access to **Lead Insights** as part of your exhibitor package, complementing MicroSpec's Lead Retrieval system. This powerful platform allows you to rate, view, manage, and export all your interaction and campaign data in one centralized location.

How It Works

Simply use your MicroSpec Lead Retrieval device to scan attendee badges, and all information will automatically appear on your Lead Insights Dashboard. The system analyzes this collected data in real-time, providing comprehensive visibility into all interactions—which you can then view, filter, and export directly from the dashboard.

Getting Started

You'll receive access credentials and additional information via email from leadinsights@informa.com. We'll also invite you to attend a dedicated webinar where we'll:

- Demonstrate the platform's capabilities
- Provide tools and strategies to maximize your success
- Show you how to optimize your ROI at the event

We're excited to help you leverage this powerful tool to transform your connections into valuable

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.

If you have missed anything, please [review previous Exhibitor Essentials here](#).

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

Warm regards,

The BUILDDEX Team

Maggie Roman (she/her)

Operations Coordinator | Informa Connect North America



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