



THE BUILDINGS SHOW

DEC 4 - 6, 2024 - METRO TORONTO CONVENTION CENTRE



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Exhibitor Essential #4

Dear Exhibitor,

We look forward to seeing you in person at **The Buildings Show (TBS) December 4th – 6th, 2024 at the Metro Toronto Convention Centre**. Today we're talking all things [Marketing](#) when it comes to The Buildings Show 2024.

Remember to review the TBS [EXHIBITOR MANUAL](#). 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

Ensure you have reviewed the [Exhibitor Checklist](#) for upcoming deadlines and important information to ensure the best success at the show!

Quickly Approaching Deadlines

November 4

- Return the [Fire Safety Reply](#) to the MTCC at firesafetyreply@mtccc.com.
- Complete Mandatory [Sustainability Assessment Survey](#).
- [Upload your own COI](#) containing \$5,000,000.00 commercial general liability insurance to exhibitorinsurance.com **OR** [purchase](#) temporary exhibitor commercial liability insurance from exhibitorinsurance.com.
- [Register](#) your staff badges.
- Submit the [Notice of Intent to Use an Exhibitor Appointed Contractor \(EAC\)](#) form if you plan to use an independent contractor to install or dismantle.
- If your exhibit is over 400sq.ft. and/or you are performing construction in your booth you are required to complete [Form 1000](#) - to be submitted to Maggie Roman at maggie.roman@informa.com.

Marketing Tools

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Free Tradeshow Pass for Clients

You can send the [Free Tradeshow Pass](#) to your clients so they can access free registration on behalf of your company (value of \$59). This is a great value proposition for your sales teams to use with your clients! Please feel free to forward this email to your sales directors!

Get Social! @BuildingsCanada
#TheBuildingsShow

Did you know that we have tons of free graphics you can use on your Facebook, LinkedIn, Instagram & X (formerly twitter) accounts?

Find all graphics [here](#).



Promote Your Participation at the Show!

The Customer Invite Program is a FREE and convenient exhibitor resource proven to drive traffic to your booth and attract valued attendees to your business. This complimentary service provides you with an exclusive comp code and a full set of customized pre-show marketing materials, all in one organized dashboard for a user-friendly experience.

Please check your email for an intro email from Nvytes. For additional support, please contact support@nvytes.com

#TheBuildingsShow Social Media Take Over

Join us on November 6th and November 20th, 2024 for the #TheBuildingsShow Social Media Take Over! Help us spread the word by posting or reposting our content about The Buildings Show across social media using the show's ready-to-use promotional content found [here](#).

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

Online Exhibitor Profile Prize

Your Online Exhibitor Profile is an important part of your **pre-show marketing** that helps attendees plan their itinerary at The Buildings Show, and makes sure that **your booth** is on their lists.

This year, in order to encourage the early completion of your profile, The Buildings Show is offering a **\$1,000 discount** off booth space at TBS 2025 to **one lucky winner!**

If your Online Exhibitor Profile has been completed by the below dates, your company will automatically be entered into a raffle to win the **\$1,000** off next year's booth.

Every time you pass one of the below dates, you earn a raffle ticket for the prize- that means early profile setups will get 3 chances to win! Now that the October 25th deadline has passed, anyone who completes their Exhibitor Profile before November 8th has 2 chances to win!

- **October 25th Deadline passed**
- **November 8th**
- **November 22nd**

Complete your profile by November 8th if you have not already (that's 2 entries to win \$1,000 off your booth)!

*If you do not complete your profile by November 22nd, 2024 you will not be eligible to be entered into the raffle.

Exhibitor Lunch & Learn

In order to prepare you for the show, we will be having a Virtual Exhibitor Lunch and Learn on **Wednesday October 30th, 2024 at 12pm EST!** 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. Exhibitors will receive more details, including how to sign up via email. So bring your lunch and your questions, we can't wait to see you! [REGISTER HERE](#) to receive a Teams Meeting Invite to the event!

Awards @ The Buildings Show 2024

BOOTH AWARDS are back for 2024!

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

Prizes include:

- **Best in Show Winner: 200sq.ft. and Under - \$300 CAD off your booth in 2025**

- Best in Show Winner: 300sq.ft. and Over - \$500 CAD off your booth in 2025
- Going The Extra Mile Winner - 1/4 page advertisement in the 2025 Planning Guide
- Sustainability Booth Award - 1/4 page advertisement in the 2025 Planning Guide
- All winners receive company recognition & link to website in post-show exhibitor email and an onsite overhead announcement

[Click here](#) to learn about the criteria for each category and aim to win!

Quick Links

Please find quick links to important information outlined in previous Exhibitor Essentials:

[Hotels](#)

[Booth Regulations](#)

[Sustainability Survey](#)

[Exhibitor Profiles – Forgot Password Page](#) for Online Exhibitor Profile

[Badge Registration](#)

[Lead Retrieval](#)

[Service Order Forms](#)

Checkout the [Exhibitor Manual](#) for more information about the show. Please reference the Exhibitor Checklist for upcoming deadlines at the end of this month!

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

Warm regards,

Maggie Roman (she/her)

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