



Exhibitor Essential #1

Dear Exhibitor,

We look forward to seeing you in person at **The Buildings Show (TBS) December 3rd – 5th, 2025 at the Metro Toronto Convention Centre**, this year both in the **North and South Buildings**!

Today we're covering all things Exhibiting, Exhibitor Profiles, Booth Awards and Booth Design.

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 & Exhibitor Tips

Ensure you have reviewed the [Exhibitor Checklist](#) for upcoming deadlines and important information as well the [Marketing Tools](#) page for tips on how to ensure you have more success and engagement at The Buildings Show.

North Building vs. South Building

We are very excited that for the first time since 2019, The Buildings Show will be taking place in both the North and South Buildings of the Metro Toronto Convention Centre! Please check to see if you are exhibiting in either the North or South Building by checking the [Live Floorplan](#).

Booths 100 - 2000 are in the South Building

Booths 3000 - 5000 are in the North Building

Please note that Move-in and Move-out procedures differ by building. Take the time to familiarize yourself with either the [North Building](#) or [South Building](#) Move-in/Move-out procedures (or both if your company is exhibiting in both buildings)!

Exhibitor Profiles

Take advantage of The Building Shows [Digital Exhibitor List](#) by filling out your online exhibitor profile. The information you provide here will be available on The Buildings Show website and will help attendees plan their itinerary for The Buildings Show. 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
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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!" and 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!

Online Exhibitor Profile Contest

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 2026 **to one lucky winner!** See more details about the contest [here](#).

Booth Awards

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

Winners receive the following prizes!

1. \$300 off next year's booth space, \$500 off next year's booth space, or 1/2 Page Ad in next year's Planning Guide
2. On-site overhead announcement
3. Company & website recognition in the TBS post show exhibitor email

4. A special award from the TBS team!

The look and feel of your exhibit space make 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 TBS team, as we understand the environmental impact of the events industry. TBS 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 Regulations](#) 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 over 400 sq. ft., you will need to have your booth designs approved by Show Management. Send the details to Maggie Roman at maggie.roman@informa.com by October 21, 2025 to be approved.

We look forward to seeing you at The Buildings Show in Toronto in December!

Warm regards,

Maggie Roman (she/her)

Operations Coordinator | Informa Connect North America



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