



BX

May 4 & 5, 2021

Virtual
www.buildexalberta.com

BUILDEX
ALBERTA

SPONSORSHIP PACKAGE

Access Alberta's Building &
Construction Industry through a
New Virtual Format

IT'S ALL HERE //

Industry Decision Makers • Keynote Presentations • Roundtable Discussions
Networking Events • Seminars • Demonstrations • Offsite Micro Events

Access an Exclusive Audience of Local Architects, Engineers, Contractors, and Designers through a New Virtual Format

Join us for a two-day virtual BUILDDEX Alberta conference. A forum connecting the province's holistic building industry, BUILDDEX brings together an ecosystem of professional communities to learn, network and be inspired by the latest trends, innovations and challenges from an industry in transformation.

BUILDDEX Alberta enables AEC and Interior Design professionals to immerse themselves in dialogue and build community, while providing a meaningful platform for industry advancement. The audience includes:

- Architecture
- Design
- Engineering
- Construction

This exciting new conference will provide ways for the professional community to connect, network, learn and share and will address topics including:

- Building Envelope
- Energy Efficiency
- Construction Law
- BIM & VDC
- Building Retrofits
- Sustainable Design
- High Performance Building
- Resilient Design
- Building Code & Compliance
- And More

Participate & Reach:

- Network of 15,000+ Qualified Architects, Designers, Engineers, Construction Managers, Project Managers, Contractors, Developers, Property Managers & More
- Professionals & Experts working with Alberta's commercial building assets.

“Take advantage of the virtual platform because it is easy and convenient. I managed to network with important Companies”

– Attendee, BUILDDEX Alberta @ Buildings Week 2020



“From the ability to watch and re-watch seminars, the excellent opportunities to network and make new connections, as well as being able to online visit exhibitors, Buildings Week was simply fantastic!”

– Attendee, BUILDDEX Alberta @ Buildings Week 2020



OPPORTUNITY	BENEFITS	INVESTMENT	DEADLINE	AVAILABLE
Presenting Sponsor	<ul style="list-style-type: none"> • Industry Leader • Branding • Virtual Space • Leads and Data 	\$7,500	March 15	1
Conference Stream Presenting Sponsor	<ul style="list-style-type: none"> • Thought Leadership • Branding • Virtual Space • Leads and Data 	\$3,750	March 15	4
Networking Event Sponsor	<ul style="list-style-type: none"> • Industry Leader • Branding • Virtual Space • Leads and Data 	\$3,000	March 15	2
Educational Webinar Sponsor	<ul style="list-style-type: none"> • Thought Leadership • Branding • Virtual Space • Data and Leads 	\$2,250	March 22	6
Demonstration Sponsor	<ul style="list-style-type: none"> • Promote Product or Service • Branding • Virtual Space • Leads and Data 	\$2,250	March 22	8
Curated Session Sponsor	<ul style="list-style-type: none"> • Thought Leadership • Branding • Virtual Space • Leads & Data 	\$1,750	March 22	3
Commercial Sponsor	<ul style="list-style-type: none"> • Promote Product or Service • Branding • Virtual Space • Leads and Data 	\$950	March 29	16
BUILDEX Offsite Micro Event	<ul style="list-style-type: none"> • Third Party Event • Branding • Virtual Space • Data and Leads 	\$1,500	April 5	Unlimited



For sponsorships and exhibiting info, please contact:

Chris Griffiths
 Sales Manager
 Phone: 403.618.5393
 Email: christopher.griffiths@informa.com



Presenting Sponsor

Position your company and brand as the industry leader and reach qualified decision makers and influencers.

Investment: \$7,500

Pre-Event:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals
- Case studies in the Buildings Canada monthly newsletter (March / April / May)

Virtual Event:

- Banner ad placement on virtual event home page
- Opportunity to produce a 30 min demo or one-hour educational webinar
- Attendee push notification before your demo or webinar starts
- Opportunity to include two 60 seconds commercials in select sessions (produced by your company)
- Opportunity to introduce up to two sessions
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings
- 20 VIP All Access Passes

Post-Event:

- Detailed report within three weeks post-event
- Demo or webinar to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your demo or webinar



Conference Stream Presenting Sponsor

Opportunity to solidify your position as a thought leader by presenting an Educational Program stream.

Investment: \$3,750

Pre-Event:

- Recognition as overall sponsor of an Educational Program stream
- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website, seminar program and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Exposure on the 'what's on today' virtual event page
- Opportunity to include two 60 seconds commercials in select sessions (produced by your company)
- Opportunity to introduce up to two sessions
- Attendee push notification prior to two sessions
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings
- 20 VIP All Access Passes

Post-Event:

- Detailed report within three weeks post-event



Networking Event Sponsor

Position your company and brand as an industry leader by gaining critical exposure and VIP access to the virtual networking at BUILDDEX.

Investment: \$3,000

Pre-Event:

- Recognition as sponsor of the Networking activation
- Inclusion in the overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDDEX Alberta website and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Logo branded area within the networking area
- Opportunity to provide a welcome message during the main networking feature
- Opportunity to host a prize give away
- Inclusion in attendee push notifications promoting the lounge
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings
- 25 VIP All Access Passes

Post-Event:

- Detailed report within three weeks post-event



Educational Webinar Sponsor

Host an educational webinar, presented by a speaker of your choice, and position your company to a qualified and captivated audience.

Investment: \$2,250

Pre-Event:

- Inclusion in the overall BUILDDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDDEX Alberta website, seminar program and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Delivery of one educational webinar 60 minutes in length
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post-event
- Webinar to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your webinar



Demonstration Sponsor

Showcase your latest product(s), solutions and technology to your target audience.

Investment: \$2,250

Pre-Event:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website, demo schedule and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Delivery of one product demo 30 minutes (max.) in length
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post-event
- Demo to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your demo



Curated Session Sponsor

Present a session curated and produced by our content team and align your brand with thought leadership and education.

Investment: \$1,750

Pre-Event:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website, seminar program and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Sponsor one curated/produced educational webinar 60 minutes in length
- Opportunity to run one commercial 60 seconds in length (produced by your company)
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings



Commercial Sponsor

Run your 60-second video prior to a BUILDEX Alberta educational session.

Investment: \$950

Pre-Event:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the BUILDEX Alberta website and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals

Virtual Event:

- Opportunity to run one commercial 60 seconds in length (produced by your company)
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

BUILDEX Offsite Micro Event

Host a safe and secure offsite event in your showroom, studio or event space. Participate in a live demonstration, new product showcase, exhibition or talk that focuses on the future of our industry.

Investment: \$1,500

Pre-Event:

- Inclusion in the overall BUILDEX Alberta marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Event feature and logo exposure on the BUILDEX Alberta website and sponsor directory
- Inclusion in the email campaign to 15,000 AEC and Interior Design professionals
- Attendee push notification prior to the

Virtual Event:

- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Join Us Today



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