



DEC 2 - 4, 2026
METRO TORONTO CONVENTION CENTRE

HIGH-IMPACT ADVERTISING & SPONSORSHIP OPPORTUNITIES



theBuildingsShow.com





TABLE OF CONTENTS

Thought Leadership Sponsorships

| | |
|---------------------|---|
| Main Stage | 3 |
| Conference Stream | 4 |
| Accredited Seminar | 5 |
| TBS Roundtables | 5 |
| Educational Session | 8 |

Show Floor Education & Product Pitches

| | |
|-------------------------|----|
| New Product Demo | 9 |
| Hybrid Product Demo | 10 |
| TBS Innovation Showcase | 11 |

Brand Awareness Sponsorships

| | |
|------------------|----|
| Registration | 12 |
| Lanyards | 13 |
| Directional Host | 14 |
| Aisle Signs | 15 |
| Career Hub | 16 |

Booth Traffic Driver Sponsorships

| | |
|-----------------------------------|----|
| Show Floor Social Hour | 17 |
| TBS Industry Networking Reception | 18 |

THE BUILDINGS SHOW SPONSORS ALL RECEIVE THE FOLLOWING BENEFITS:

Pre-Show Exposure & Benefits

National Advertising

- Digital Logo exposure with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, and World of Concrete Pavilion
- Brand exposure to TBS's exclusive audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers

Online Advertising

- Logo displayed on TBS website
- Logo displayed throughout eMarketing campaigns
- Logo displayed throughout the Show website and on the sponsor directory
- Sponsor profile with a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)

Show Planner

- Logo exposure on the sponsor directory
- Logo exposure on any features related to the sponsorship

YOUR AUDIENCE IS HERE



- 24%**
- Construction Management
 - Project Management
 - Contractor
 - Homebuilder
 - Concrete Industry (New Construction)

- 24%**
- Engineering
 - HVAC/Building Engineering
 - Specification Writer
 - Urban Planner
 - Architecture
 - Design
 - Interior Design

- 25%**
- Building Owner
 - Asset Management
 - Property Management
 - Real Estate Broker and Financing
 - Facility Management
 - Plant Management

- 9%**
- Dealer
 - Distributor
 - Retailer

- 18%**
- Renovator
 - Building Operations (Renovation/Maintenance)

2024 POST-SHOW STATS

TRADESHOW

2.5 DAY
18,000+ ATTENDEES
550 EXHIBITORS

CONFERENCE

970+ ALL ACCESS PASSES
100 SESSIONS
21 SOLD OUT ACCREDITED SEMINARS
210 SPEAKERS

CONNECT WITH



Commercial Construction (Institutional, Hotel, Office, Industrial & Retail)



Residential Construction (Single & Multi-Family)



Commercial & Residential Construction



International ICI Products & Services

Frank Scalisi

Director of sales

T: 416-512-3815 E: frank.scalisi@informa.com

THOUGHT LEADERSHIP & BRANDING SPONSORSHIPS

Main Stage South Building / Building Futures Stage North Building

The TBS Main Stage and The Building Futures Stage are the central hubs in each show hall and provide extensive brand awareness throughout the event.

Main Stage South: **\$50,000** Building Futures Stage: **\$26,500**

- Naming of the Main Stage wherever it is listed, on all promotional signage
- Opportunity to show 30 second commercials (with sound) on the main stage before every session
- Inclusion on all onsite feature signage including dedicated overhead branded banner sign
- Logo inclusion on presentation screen backdrop in between presentations
- Opportunity to introduce all session speakers with a short 3-minute company introduction
- Opportunity to present one session of your own on the highly visible Main Stage
- 15 All Access Passes
- Delivery of all Main Stage session attendee lists relating to your sponsored session(s) via your dedicated LeadInsights Dashboard

- Naming of the Building Futures Stage wherever it is listed, on all promotional signage, with other non-exclusive sponsors
- Opportunity to show 30 second video (with sound) on the Building Futures stage before one session/day
- Inclusion on all onsite feature signage including dedicated overhead branded banner sign
- Inclusion on presentation screen backdrop in between presentations
- Opportunity to introduce session speakers with a short 3-minute company introduction (2 session/day)
- 5 All Access Passes
- Delivery of the attendee list relating to your sponsored session(s) via your dedicated LeadInsights Dashboard

NOW INCLUDING
LeadInsights



Conference Stream

\$15,000

Reach a wide audience and solidify your position as a thought leader by supporting four accredited session aligned to your company, objectives and target audience.

SPONSOR BENEFITS

- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes) before four accredited sessions
- Logo on digital room signage where sessions are taking place
- Logo on Podium Signage and your chosen sessions' title slides
- Logo Inclusion on on-site sponsorship signage
- Delivery of the attendee list relating to your sponsored session(s) via your dedicated LeadInsights Dashboard

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Accredited Session

\$4,000

Position your brand with today's industry thought leaders. Support an Accredited Session on the TBS Educational Program, reach your target audience, and generate leads.

SPONSOR BENEFITS

- Opportunity to thank attendees, introduce the speaker and provide a brief introduction on your organization (max 3 minutes)
- Logo on digital room signage where the seminar is taking place
- Logo on Podium Signage and your chosen session's title slide
- Logo Inclusion on on-site sponsorship signage
- Delivery of the attendee list relating to your sponsored session(s) via your dedicated LeadInsights Dashboard

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TBS ROUNDTABLES SPONSORSHIPS

The TBS Roundtables are keynote-level sessions, attracting the largest audience of conferees throughout the event.

International Architectural Roundtable

\$7,900

For those exhibitors looking to get in front of this large group of architects under one roof, this is the Sponsorship for you! Increase your brand awareness and networking opportunities with this targeted audience at TBS.

The highly anticipated and attended International Architectural Roundtable kicks-off The Buildings Show and is always a sold-out event! This is a feature event for the architectural design community. In addition to the email distribution through the Ontario Architect Association, we distribute 9,000+ invitations to this cornerstone event.

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SPONSOR BENEFITS

- Logo on the International Architecture Roundtable presentation acknowledging your sponsorship of the Roundtable
- Verbal acknowledgement of your sponsorship during the Roundtable
- Logo on tent cards place on tables in conference room
- Logo visible on digital invitations to the International Architectural Roundtable and members of the Ontario Association of Architects
- Logo displayed on the International Architectural Roundtable web page
- Logo displayed on Podium signage
- Logo displayed on Directional and Scheduling Signage onsite at TBS 2026
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- 8 All Access Passes
- 8 complimentary invites to the International Architecture Roundtable
- Delivery of Roundtable attendee list via your dedicated LeadInsights Dashboard



Engineering Roundtable

\$5,000

The Engineering Roundtable, in partnership with Engineers Canada, brings together engineering leaders to discuss transformative trends, pressing challenges, and the opportunities facing the profession and society.

SPONSOR BENEFITS

- Logo on the Engineering Roundtable presentation acknowledging your sponsorship of the Roundtable
- Verbal acknowledgement of your sponsorship during the Roundtable
- Logo on tent cards placed on tables in conference room
- Logo visible on digital invitations to the Engineering Roundtable
- Logo displayed on the Engineering Roundtable web page
- Logo displayed on Podium signage
- Logo displayed on Directional and Scheduling Signage onsite at TBS 2026
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- 8 All Access Passes
- 8 complimentary invites to the Engineering Roundtable
- Delivery of Roundtable attendee list via your dedicated LeadInsights Dashboard

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CHALLENGES TRENDS & OUTLOOK FOR THE FUTURE

**ENGINEERING
ROUNDTABLE**

**DEC 04
2025**



Philip Rizcallah
Engineers Canada



Jeanette Southwood
Engineers Canada



Christian Bellini
Blackwell Structural
Engineers



Jennifer Quaglietta
Professional Engineers
Ontario



Educational Session – You Provide the Content **\$9,800**

Position your company as a thought leader by hosting your own, one hour, educational session with a speaker of your choice, and present your company to a qualified and captivated audience matching your objectives and target market. We will provide you with a list of those who registered for your session after the event.

SPONSOR BENEFITS

- Present a non-advertorial, pre-approved educational session on a topic of your choosing to an audience of influential buyers and decision-makers of the design, construction and real estate industries (min. 45 minutes of content*)
- Your seminar will be professionally recorded, edited, published and promoted on BuildingsCanada.com for continuous exposure
- Logo displayed on the seminar room and podium
- Your session will be listed on the TBS website pre-show
- 8 All Access Passes
- Delivery of the attendee list relating to your sponsored session(s) via your dedicated LeadInsights Dashboard

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**Session must be pre-approved by Program Manager and contain a minimum of 45 minutes of content*



SHOW FLOOR EDUCATION & PRODUCT PITCHES

New Product Demonstration

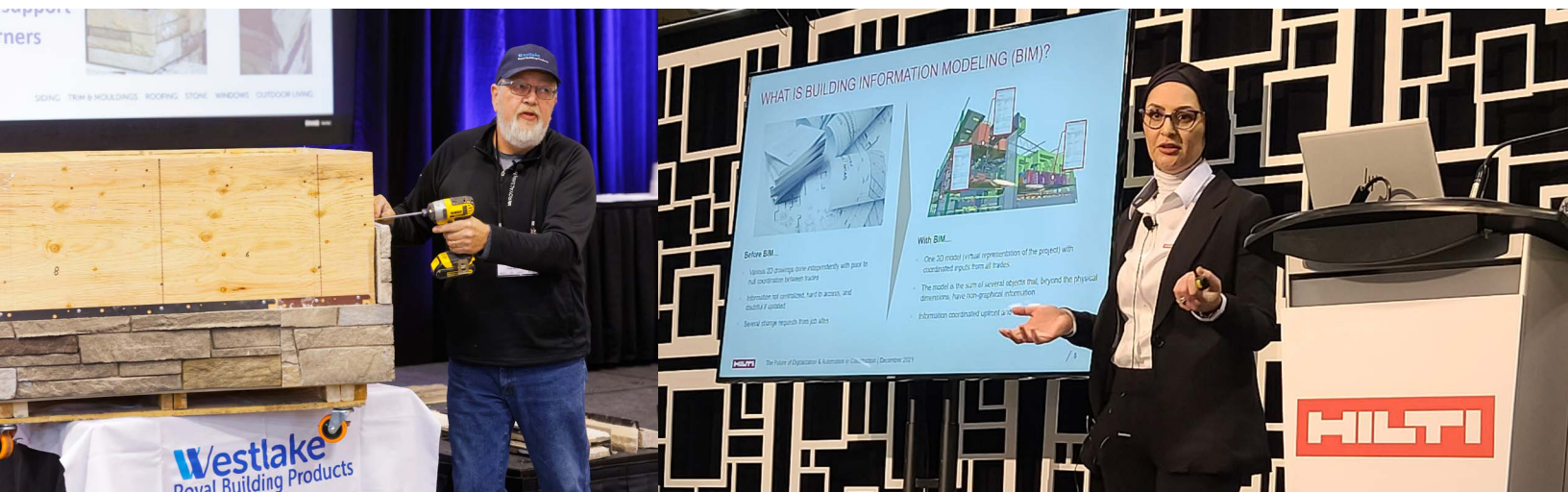
\$5,800

90% of TBS attendees come to the show to see new products & technologies. If your team has a new offering that you'd like to showcase to our buyers, this is a great opportunity to use our on-floor presentation area to present for 30 minutes at TBS. Buyers will see your content listed in advance in our online education program leading up to the show and can pre-register as free educational content. Leads will be acquired through the registration process and onsite scanning at the sessions.

SPONSOR BENEFITS

- Opportunity to showcase a short digital demo video, produced by your company
- Logo and listing on the dedicated Product Demonstrations page
- Opportunity to present a 30-minute product demonstration on the Product Demo stage, located on the TBS Show Floor
- Logo displayed on the Demo Stage schedule and on directional signage
- Logo prominently displayed on the podium during your demonstration
- Push notifications in the TBS event app promoting your Product Demonstration
- 8 All Access Passes
- Delivery of the attendee list relating to your sponsored session(s) via your dedicated LeadInsights Dashboard
- Sponsor can raffle prize / product giveaway and TBS will promote this ahead of and during the show

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BRAND AWARENESS SPONSORSHIPS

Registration

\$27,000

Be the first brand every attendee sees when registering up for TBS! Whether online via our website, or on kiosks in registration, the TBS attendee community will see you first! We backlink your branding to your chosen destination, driving qualified traffic your way

SPONSOR BENEFITS

- Logo displayed on the registration badge and online registration system
- Logo prominently displayed on the high profile registration kiosks at the entrance to TBS, also visible to Real Estate Forum attendees
- Inclusion in the The Buildings Show 'Thank you for registering' page, co-branded to include your logo, key messaging and website links
- Inclusion in The Buildings Show registration confirmation email with your logo, key messaging, website links, etc.
- The page is designed in co-operation with Show Management and requires joint approval but represents an exceptional branding opportunity
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- Logo & sponsored message in print-at-home-badge email
- 15 All Access Passes
- A post-show report showcasing the impressions of your sponsorship
- Logo prominently displayed alongside show info on the large LED screen leading to registration
- Includes 10x10 Exhibit Space

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Lanyards - Environmental Material

Inquire Within

Your brand will be featured prominently on sustainably sourced lanyards provided for all TBS attendees, exhibitors, speakers, guests and media (2024 attendance was 18K). Having environmentally preferred lanyards will help reduce the environmental footprint of the sponsorship option while still maximizing your brand exposure.

SPONSOR BENEFITS

- Digital Logo exposure with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, and World of Concrete Pavilion
- Brand exposure to TBS's exclusive audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers, and specifiers
- Logo displayed on TBS website
- Logo displayed throughout the Show website and on the sponsor directory
- Sponsor profile with a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- 10 All Access Passes
- Inclusion on sponsorship and sustainability signage
- Environmentally friendly lanyards branded with your company logo for ALL on-site attendees at TBS '25 (2024 attendance was 18K)
- A detailed post-show report showcasing the value of your sponsorship
- Includes 10x10 Exhibit Space

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Directional Host

\$16,000

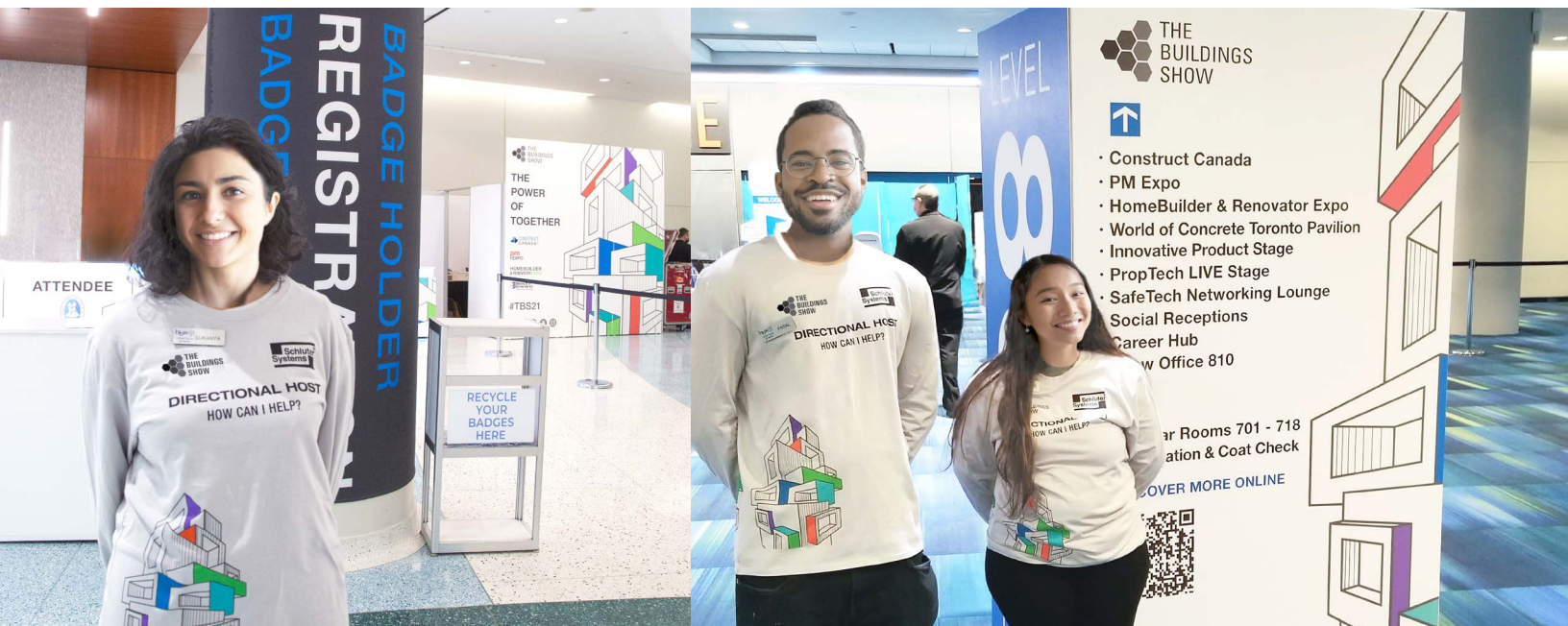
A simple, yet a surprisingly effective technique.

Wayfinding is a huge challenge at events, and people rely on staff and signage to direct attendees. Position staff in branded clothing at high profile wayfinding points, and people will remember that friendly person from “company X” who helped them out.

SPONSOR BENEFITS

- Digital Logo exposure with 1,000,000+ impressions across Canada
- Brand exposure across Construct Canada, PM Expo, HomeBuilder & Renovator Expo, a World of Concrete Pavilion, and IMPEX Canada
- Brand exposure to TBS’s exclusive audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers, and specifiers
- Logo displayed on TBS website
- Logo displayed throughout the Show website and on the sponsor directory
- Sponsor profile with a direct link to your corporate website
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- Opportunity to welcome and direct attendees as they arrive for TBS 2026
- Logo and booth # prominently displayed on directional staff shirts throughout the show
- Logo inclusion on directional signage
- Logo inclusion in the TBS event app
- 10 All Access Passes
- A detailed post-show report showcasing the value of your sponsorship

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Aisle Banner Signage

\$2,900

2 Aisle Banners for \$4,800

2 or more - Inquire Within

Feature your company branding and booth number prominently on the aisle signage above your booth's aisle at TBS, for a fraction of the cost of hanging signage!

One per aisle, first come, first served.

SPONSOR BENEFITS

- Your corporate logo and booth # hanging ~ 18ft in the air for all to see, directing more traffic to your booth



ONTARIO'S LABOUR SHORTAGE + BUILD YOUR CLIENT BASE

Career Hub on Demand \$3,200

With massive workforce shortages in the Construction Industry, YOU have an exciting opportunity to be an industry leader in tackling this ever-growing issue. The Buildings Show's massive registration list is your playbook to industry assistance and growth within your own organization!

HOW IT WORKS

The Buildings Show Career Hub is the show's full-cycle solution to the built environment's workforce challenges. TBS will promote your participation starting 3 months pre-show, so those interested can connect with your team before the show.

- Receive a list of opted-in candidates and organizations on a bi-weekly basis through Nov. 1
- Receive a list of opted-in candidates and organizations on a weekly basis after Nov. 1

NOW INCLUDING

Lead!nsights

SPONSOR BENEFITS

- Elevated sponsor exposure as a TBS Career Hub Sponsor for all attendees interested in onboarding new hires or applying for positions
- Weekly/ bi-weekly updated lists of opted-in candidates throughout the registration cycle with full contact information
- Dedicated email message and access to any interested exhibiting companies, pre-event, regarding hiring needs
- Sponsor recognition multiple times leading up to the event across our social media channels (30K+ reach)
- Company profile and contact info posted on The Buildings Show's dedicated Career Hub page and embedded in the event app
- Brand exposure to TBS's exclusive audience of building owners, property managers, facility managers, interior designers, developers, renovators, contractors, architects, contractors, engineers and specifiers
- Logo placement on The Buildings Show Website, sponsor directory and any features related to the sponsorship
- Opportunity for up to five team members to attend the show floor to network with potential clients you've talked to prior to the show



BOOTH TRAFFIC DRIVER SPONSORSHIPS

Show Floor Social Hour **\$9,900** (4 available - 2 in each hall)

Attendees love to connect face-to-face more than ever before. Be the host of a Social Hour Bar on the show floor and elevate your brand awareness. Host a social hour on Wednesday and Thursday afternoon from 3pm.

SPONSOR BENEFITS

- Receive 300 refreshment tickets with your logo (along with all Afternoon Reception Sponsors) to distribute onsite for complimentary beer and soft drinks
- Logo displayed (along with all Afternoon Reception Sponsors) on numerous of refreshment tickets distributed to seminar attendees to encourage them to visit the Show Floor
- Logo prominently displayed on signage at designated refreshment stations
- 8 All Access Passes





TBS Industry Networking Reception Co-Sponsor

\$10,000 (4 available per reception)

Exclusive:

\$25,000 (per reception)

Be the host of all attendees, speakers and exhibitors at the

TBS Industry Networking Reception either in the North or South Hall closing out Day one and two from 4:30 - 6pm

South Building Industry Networking Reception: Wed., December 2nd, 4:30 - 6:00pm

North Building Industry Networking Reception: Thu., December 3rd, 4:30 - 6:00pm

SPONSOR BENEFITS

- Bar placement by the TBS Main Stage
- Logo prominently displayed on bar
- Logo displayed (along with all Afternoon Reception Sponsors) on numerous refreshment tickets distributed to conference and trade show attendees
- Rotating Slide on the Main stage Screen, featuring Company Logo, QR Code and light messaging
- Ability to have pop-up banner beside your bar
- Logo exposure on all promotional show materials featuring the Industry Networking Reception (emails, online and social media)
- Push notifications in the TBS event app promoting The Industry Networking Reception and acknowledging your sponsorship
- 10 All Access Passes
- Sponsor can raffle prize / product giveaway and TBS will promote this ahead of and during the show
- 10x10 exhibit space (exclusive only)
- 1x Accredited Session Sponsorship (exclusive only - see page 4 for sponsorship benefits)

