

2026 PROSPECTUS

FOR MORE INFO:
[https://informaconnect.com/
construction-impex-canada/](https://informaconnect.com/construction-impex-canada/)

EXPECTED EXHIBITORS:

200+ companies

EXPECTED ATTENDEES:

1,500+ B2B professionals

TARGET AUDIENCE:

Government policy makers,
the building materials dealer
and distributor community,
component manufacturers,
builders and renovators

WHAT IS CONSTRUCTION IMPEX CANADA?

Construction IMPEX Canada (CIC) is a 1.5-day buying event held in Ottawa, Canada's capital. As the country's first import-focused event, CIC connects international exhibitors with Canada's evolving global supply chain. Exhibitors will engage with approximately 1,500 key decision-makers from construction material buying groups and government offices responsible for bulk material procurement, retail market supply, and policy development for housing and infrastructure.

WHY SHOULD EXHIBITORS INVEST IN THIS EVENT?

Construction IMPEX Canada is the premier gateway to accessing top-tier decision-makers in the buying chain.

For the first time ever, the international seller will have a major share of the buying focus at an Informa construction event, representing over 50% of the expo floor at CIC.

Hosted in Ottawa, Canada's capital, CIC serves as a streamlined platform for international sellers to connect with government decision-makers focused on key priorities such as cost-per-unit reduction, rapid construction, modular housing, senior housing systems, and mid-rise multifamily solutions—essential components of Canada's housing advancement initiative. With a significant presence of international buyers from China, where government plays a central role in driving the construction industry, CIC is poised to be a compelling and strategic opportunity for engagement.

WHAT ARE THE KEY DIFFERENTIATORS BEHIND CONSTRUCT IMPEX CANADA?

This is Canada's only domestic & international full-stop construction materials buying event. Through facilitated and organic networking opportunities, buyers will be able to come to CIC and accelerate their supply chain networks, improving their bottom line and expanding their partner base. This is the one-and-only event in Canada that heavily focuses on supporting the global supply chain's entry into Canada's construction materials market.

National buying power with a regional feel. This event is regionally targeted from a contractor/renovator aspect but positioned to deliver on a national level through our buying group and distributor relationships and robust mix of domestic and international product offerings, particularly with the Canadian Government being based in Ottawa. Additionally, CIC takes place during the Canadian Home Builders Association's National Meetings in Ottawa, alongside critical government departments. This places key national decision makers in Ottawa during this event!

REACH YOUR TARGET MARKET

- 1,500 qualified buyers from Canada's capital where Canada's construction policy is created and implemented
- Direct access to decision-makers in Canadian government and principal buyers in Canadian construction markets
- Pre-qualified audience of industry professionals actively seeking new products and solutions
- Regional focus on Eastern Canada's multi-million dollar building materials market
- National focus on products for the \$7.3 billion government investment in Canada's national Build Canada Homes initiative

GENERATE QUALITY LEADS

- Face-to-face interactions with potential customers and partners
- Take advantage of Canada's first internationally focused construction material event
- Product demonstrations in a professional trade show environment
- Lead capture opportunities through booth visits and networking events
- Follow-up potential with warm prospects post-show

LAUNCH NEW PRODUCTS

- Ideal platform for product launches and announcements
- Industry media coverage and press opportunities
- Immediate feedback from industry professionals
- Market validation for new innovations

NETWORK WITH INDUSTRY LEADERS

- Exclusive networking events including our industry networking reception
- Educational seminars featuring industry experts and thought leaders
- Peer-to-peer learning opportunities with fellow exhibitors
- Partnership development with complementary businesses

INCREASE BRAND VISIBILITY

- High-traffic venue with excellent visibility for all exhibitors
- Marketing support through Informa extensive member network
- Digital promotion via event website, social media, and email campaigns
- Full-cycle event exposure through Construction IMPEX Canada Show communications

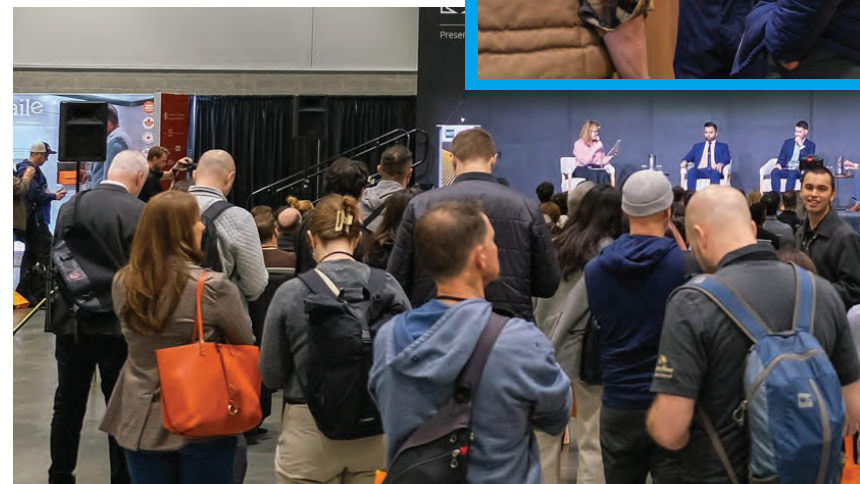


WHO ATTENDS CONSTRUCTION IMPEX CANADA

- Federal government decision makers
- Big Box Retail Executives
- Chief Merchandising Officer (CMO)
- Vice President of Merchandising
- Category Manager - Construction/Hardware
- Senior Buyer - Tools & Hardware
- Product Line Manager
- Regional Merchandising Director
- Store Operations Director
- Procurement Director
- Specialty Construction Retail
- Store Owner/Proprietor
- General Manager
- Purchasing Manager
- Head Buyer
- Category Specialist
- Inventory Manager
- Regional Sales Manager
- Building Supply Chain Executives
- President/CEO of Building Supply Companies
- Vice President of Purchasing
- Director of Product Development
- Branch Manager
- Warehouse Manager
- Provincial government decision makers
- Supply Chain Director
- Vendor Relations Manager
- Online Marketplace Leaders
- E-commerce Director
- Digital Merchandising Manager
- Online Category Manager
- Vice President, Building Materials
- Chief Operating Officer
- Account Manager
- Founder
- Principal
- Estimator
- Marketplace Manager (Amazon, Kijiji, etc.)
- Digital Product Manager
- E-commerce Buyer
- Online Channel Manager
- Digital Marketing Director
- Head of E-commerce
- Online Retail Manager
- Digital Channel Director
- Customer Experience Manager
- Wholesale Distribution President/CEO
- Vice President of Sales
- Local government decision makers
- National Sales Manager
- Regional Distribution Manager
- Product Manager
- Territory Manager
- Business Development Director
- Strategic Accounts Manager
- Roofing Supply Manager
- Concrete & Masonry Supply Manager
- Industrial Supply Manager
- Managing Partner
- Investment Director
- Vice President of Investments
- Strategic Investment Manager
- Business Development Director
- Innovation Director
- Corporate Venture Capital Manager
- Chief Sales Officer
- Senior Manager, Procurement
- Owner
- President
- CEO
- Project Manager
- Construction Manager

INDUSTRY CATEGORIES (WHO SHOULD EXHIBIT)

- Lumber & Building Materials
- Hardware & Fasteners
- Doors & Windows
- Roofing & Siding
- Insulation & Drywall
- Tools & Equipment
- Safety Products
- Software Solutions
- Financial Services
- Transportation & Logistics
- Decking / Railings
- Cabinetry
- Outdoor, Garden, Landscape Products
- Kitchen & Bath
- Caulking & Sealants
- Construction Adhesives
- Workwear
- Stair Systems
- Underlayment
- Concrete
- Pergola
- Louvered Roof Systems
- ICF's & SIP's
- Mouldings & Millwork



EXHIBITION PACKAGES

STANDARD BOOTH

(March 1 – May 1) - \$5,500
(May 2 – September 4) - \$5,600
(September 5 – October 28) - \$5,700

- 10' x 10' standard booth space
- Pipe and drape backdrop
- Company listing in show directory
- 2 complimentary exhibitor badges
- Access to networking reception
- International Exhibitor Insurance
- 2 Letters of Invitation

***\$250 surcharge per corner**

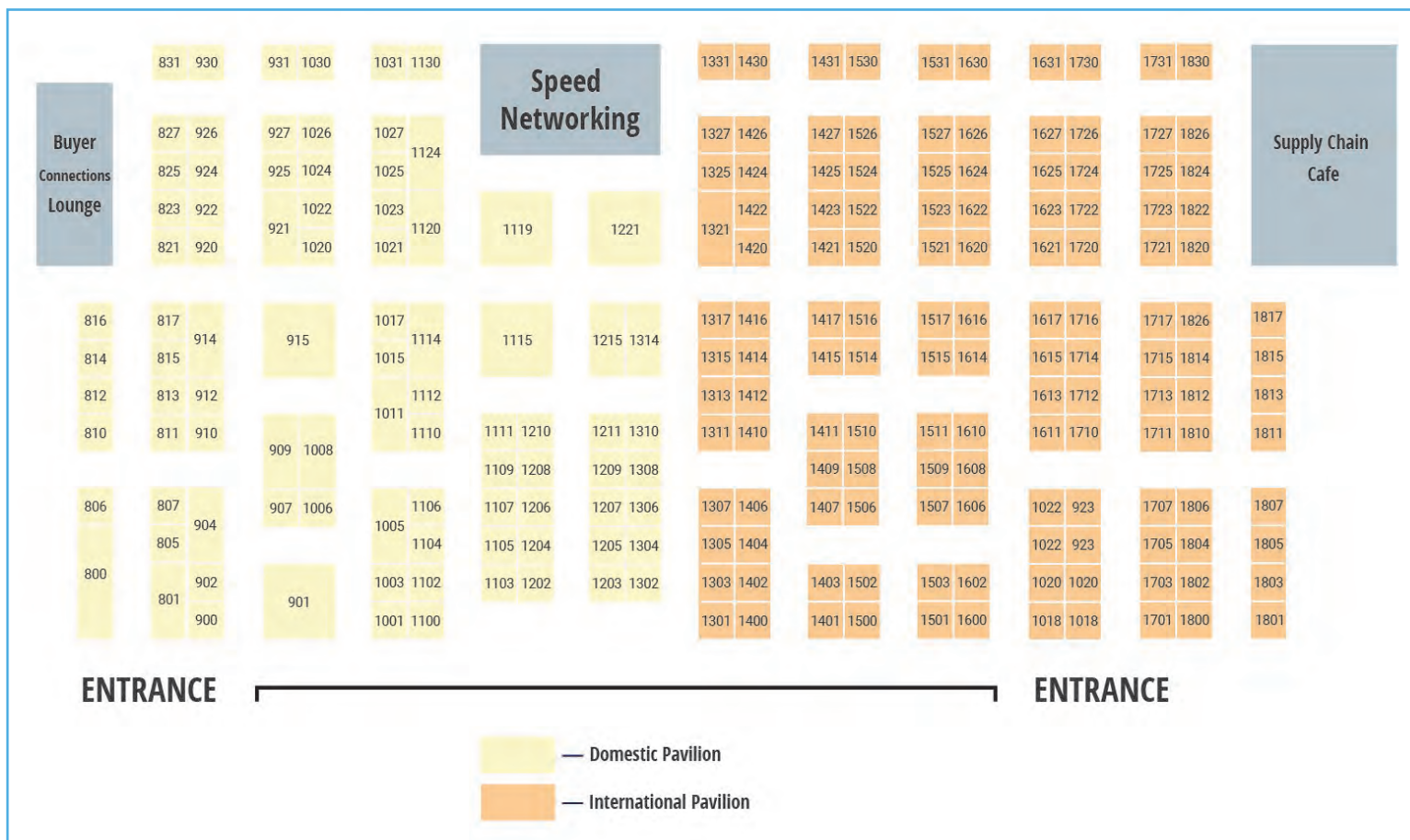


EXHIBIT SPACE RENTAL INCLUDES:

- Your website listed on: <https://informaconnect.com/construction-impep-canada>
- Online exhibitor listing
- Unlimited complimentary visitor passes for your clients and customers
- 24-hour security during the exhibition
- Use of the CIC logo on your website and sales collateral for enhanced brand-building

NOTES:

- All exhibits require a hardwall structure OR pop-up display.
- Flooring material is not supplied. Tables, chairs, decor, and electrical services are available to rent for an additional fee.
- All prices are in CAD.
- HST applied to exhibit fees.



TITLE SPONSOR - \$20,000

Be the exclusive sponsor of the
Construction IMPEX Canada!
Gain unparalleled exposure to
Eastern Canada's premier building
buyer community and position
yourself as an Industry Leader

SPONSOR BENEFITS:

- Prominent logo placement on all marketing materials
- Co-branded naming rights for the 2026 show e.g.: Construction IMPEX Canada, presented by (Your Company)
- Sponsor recognition multiple times leading up to the event across our social media channels
- 10x10 booth included
- 8 complimentary badges
- Logo inclusion on onsite signage
- Opportunity to welcome attendees at show entrance and scan for a prize draw
- 1x Hosted Buyer Boardroom Meeting
- 1x Aisle Sign including corporate logo + booth number
- 1x post show email blast thanking attendees with your logo backlinked to website of choice
- Delivery of the attendee list relating to your Product Demo within one-week post-event (attendees must opt-in to be CASL compliant)

YOUR LOGO HERE



YOUR LOGO HERE



YOUR LOGO HERE



NETWORKING RECEPTION SPONSOR - \$9,000 2 AVAILABLE

Be the host of all attendees, speakers and exhibitors at the Construction IMPEX Canada Networking Reception, located by the Speed Networking Stage closing out Day one of the show

SPONSOR BENEFITS:

- Exclusive branding at networking event
- Logo placement on email promotion of Networking Reception
- Sponsor recognition multiple times leading up to the event across our social media channels
- Opportunity to thank attendees and provide a brief introduction to your organization (max 3 minutes)
- 10x10 booth included
- 6 complimentary badges
- Branded Drink tickets with Sponsor logo
- Ability to have pop-up banner at the reception
- Sponsor can raffle prize / product giveaway, and it will be promoted ahead of and during the show
- Overhead announcement thanking the sponsor
- Delivery of the attendee list relating to the networking reception within one-week post-event (attendees must opt-in to be CASL compliant)



YOUR LOGO HERE

REGISTRATION SPONSOR - \$10,000

Be the first brand every attendee sees when registering for the Construction IMPEX Canada Show!

Whether online via our website, or on kiosks in registration, the 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 show entrance to CIC attendees
- Inclusion in the CIC 'Thank you for registering' page, co-branded to include your logo, key messaging and website links
- Inclusion in The CIC 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



LANYARDS - \$10,000

Your brand will be featured prominently on lanyards provided for all Construction IMPEX Canada attendees, exhibitors, speakers, guests and media

SPONSOR BENEFITS:

- Brand exposure to CIC's exclusive buying audience of building materials dealer and distributor community, component manufacturers, builders & renovators
- Sponsor recognition multiple times leading up to the event across our social media channels
- Logo displayed on the online CIC sponsor directory
- Logo displayed throughout the Show website and on the sponsor directory
- Lanyards branded with your company logo for ALL on-site attendees at CIC 2026



YOUR LOGO HERE

AISLE SIGN - \$950

Buyout your aisle and show case your agency / national flag on the Aisle Banner for all delegates to see. Feature your company branding and booth number prominently on the aisle signage in your booth's aisle at Construction IMPEX Canada 2026. Your logo and booth number will be displayed on both sides of the aisle sign, directing attendees to your booth and making you easy to find on the Show Floor. 1 available per aisle.



SPONSOR BENEFITS:

- Your logo and booth number will be displayed on both sides of the aisle sign, driving attendees to your booth

HOSTED BUYER BOARDROOM MEETING - \$5,000

Treat your company's vertical-specific targets to a VIP lunch or breakfast experience in a 12-person boardroom setting

SPONSOR BENEFITS:

- Your VIPs will gain free access to show, conference program and complimentary lunch, but must check in at VIP room (F&B located here) to activate onsite
- Construction IMPEX Canada can coordinate targets in your vertical, or you can invite clients you are specifically targeting
- Your team will have 45 minutes to make a complete business presentation (A/V included) to your target decision makers
- Must be present 10 minutes prior to start time in appropriate meeting space
- If Informa is providing targets, sponsors must provide a list of companies that are not to be contacted — Informa will work within the specific professional group of interest to procure targets.





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