IDC & RAIC Present

IIDEXCanada

Canada's National Design + Architecture Exposition & Conference

prospectus

Show Hours

9am - 7pm

Wednesday November 29

9am - 6pm

Thursday November 30

2017

Metro Toronto Convention Centre, North Building Wed.Nov.29 - Thu.Nov.30 #iidex17 iidexcanada.com



RAIC | IRAC

IIDEXCanada is part of The Buildings Show, North America's largest exposition, networking and educational event for design, construction and real estate, including:















IIDEXCanada 2016 was a huge success! Held concurrently with Construct Canada, Home Builder & Renovator Expo, PM Expo Toronto, World of Concrete Pavilion and The Real Estate Forum where more than 30,000 trade professionals attended the Show, including interior designers, architects, property managers, landscape architects, lighting designers, facility managers, builders, developers, real estate, government, media, creative thinkers and corporate clients from Toronto, Ontario, Canada and international markets.

IIDEXCanada is Canada's National Design + Architecture Exposition & Conference and is proudly co-presented by IDC, Interior Designers of Canada and RAIC, Architecture Canada. The annual show focuses on all areas of design including workplace, healthcare, hospitality, retail, residential, educational and government institutions, architecture, landscape architecture, lighting, sustainability, wellness and accessibility.

IIDEXCanada brings together the multidisciplinary interior design and architecture communities for a sourcing, networking and educational event that celebrates creativity and best practices.

IIDEXCanada is where new relationships are built, ideas are synthesized and where creative collaborations begin.



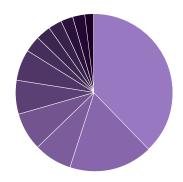




The Buildings Show 2016 saw a 39% increase in attendee traffic between the north and south buildings. Attendees are 30,000 design, architecture, building, real estate and construction savvy professionals.

Attendee Breakdown

IIDEXCanada: NORTH Building



37.3% Interior Designers

16.9% Architecture, Landscape Architects

7.7% Furniture, Industrial, Lighting Designers

7.6% Building, Constuction, Engineers

6.7% Industry Personnel

6.3% Facility Management, Property Management,

Real Estate, Development

3.3% Government, Education

3.1% Students and others

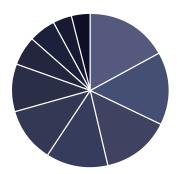
2.8% Marketing, Communications

2.6% Consultants

2.2% Retail, Senior Living, Hospitality

1.9% Project Management

Construct Canada, PM Expo, Home Builder Expo, World of Concrete: SOUTH Building



17.1% Consultant, Engineer, Specification Writer, Urban Planner & HVAC/Building Engineer

15.2% Architectural & Interior Design

14.3% Construction Management, Contractor (non residential) & Renovator (non residential)

12.6% Building Owner/Developer & Property Management

11.4% Contractor (residential), Renovator (residential) & Homebuilder

10.2% Industry Personnel

6.1% Building Operations, Facility Management & Plant Management

5.4% Concrete Industry - Manufacturer, Distributor, Supplier & Retail

3.9 % Government Consulting

3.8% Asset Management, Real Estate Broker, Real Estate Financing & Lawyer

Toronto Real Estate Forum

2,250 Attendees

Occupation:

Director level real estate executives who own, finance, manage, lease or develop properties 50%
 Commercial real estate brokers/leasing agents 6%
 Financial - banks, lenders, financial services 19%
 Other - lawyers, accountants 15%

Demographics:

• 91% Men, 9% Women

Average income: \$75,000 to \$199,999

10%

\$200,000 or more

90%

• Age: 25 to 44, 41%

45 to 64, 52%

65%+ 7%

Toronto is Canada's financial and business capital. We're rated as one of the top 5 global cities with economic clout¹, and one of the top 5 cities for economic potential and infrastructure². Our city is a dynamic, diverse, rising city that provides the ideal business environment for companies looking for a competitive edge³.

Toronto has a regional population of 6 million and has 27,970 designers and Ontario has 45,000

(Source: Martin Property Institute, The Place of Design: Exploring Ontario's Design Economy and Design Industry Advisory Committee)

We've got the 3rd largest design workforce and we are the 4th largest city in North America (Source: Invest Toronto 2013)

Design Employment has grown 3.9% in the past 15 years, outpacing the overall workforce 4 times (Source: The Place of Design: Exploring Ontario's Economy)

The Toronto region contributes \$286 billion annually to the Canadian economy

(Source: Invest Toronto, 2013)

We are the top city west of Istanbul for high-rise development

(Source: Canadian Architect, 2013)

Toronto will spend \$30 billion on the Toronto Waterfront Revitalization project.

(Source: City of Toronto)

Get ready because Ontario is spending \$35 billion on infrastructure over the next 5 years (Source: Ontario Ministry of Finance)

Toronto is the commercial capital and centre of trade for Canada and contributed \$573 billion to Canada's GDP in 2015

We've moved to 5th (from 7th) in the 2020 world ranking of construction markets

(Source: Canadian Architect, 2013)



- 1. Cities of Opportunities Report, PwC, 2010
- 2. North American Cities of the Future, FDI
- 3. City of Toronto

Canada is a high-tech industrial society in the trillion-dollar class, and is ranked as one of the top ten countries to do business in the world by Forbes Magazine. With our low cost of living, highly skilled labour force, and steady GDP growth, we maintain our place as an economic powerhouse. (Source: Toronto Star, 2016)

The Government of Canada will invest \$125 billion in infrastructure spending over the next 10 years

(Source: Globe & Mail, 2016)

Construction in Canada is actively forecasted to top \$300 billion

(Source: Canadata)

Canada's GDP is \$1.82 trillion

(Source: Statistics Canada and World Bank)

We've got the highest quality of life in the G7

(Source: IMD World Competitiveness Yearbook)

The World Bank says we're the 2nd easiest place in the world to start a business

(Source: Worlld Bank)

The International Monetary Fund said we have the fastest economic growth in the G7

(Source: International Monetary Fund)

The World Economic Forum says we have the #1 soundest banking system in the world

(Source: World Economic Forum)

We're 35 million strong

(Source: Statistics Canada)

The CIA World Factbook says we have the 11th largest economy in the world

(Source: CIA World Factbook)

The World Economic Forum deduced we have the 14th most competitive economy in the world

(Source: World Economic Forum)

Over US \$1.4 billion/day in goods crosses the Canada-US border each day

(Source: Government of Canada)

Some of the design, architecture, construction and real estate firms attending IIDEXCanada and The Buildings Show in 2015

3 Sixty Architects • Accessibility Directorate of Ontario • Adidas • Aecon • AGO • Air Canada Corporate Real Estate • Allied Properties • Altius Architecture • architectsAlliance • Atlific Hotels • B+H Architects • Baird Sampson Neuert Architects • Baldwin & Franklin Architects • Baycrest • Bayview Hospitality Group • Bell • Bennett Design Associates • Best Western International • Bjarke Ingels Group • Bjarnason & Associates Interiors • Black & McDonald • Blackwell • BMO • Bondfield Construction • Boston Pizza • Brigholme Interiors Group • Brock University • Brown & Storey Architects • Bullock & Wood Design • Burdifilek • Business Interiors by Staples • Cadillac Fairview • CAMH • Canada Life • Canadian Tire • CannonDesign • Carillion • Carleton University • Carlyle Design Associates • Casey Design Planning Group • CBRE • Cecconi Simone • Centennial College • Chapi Chapo Design • Chartwell Retirement Residences • CIBC • Cisco • City of Burlington • City of Hamilton • City of Mississauga • City of St. Catharines • City of Vaughan • Climans Green Liang Architects • Clintar Landscape • CMHC • Colarossi & Associates • Comley Van Brussel Design • Concord Adex • Conestoga College • Coolearth Architecture • Core Architects • County of Lambton • County of Peterborough • Crayon Design • Creative Friction • Cricket Design • Crossey Engineering • CS & P Architects • CTI Working Environments • Cushman & Wakefield • Dalhousie University • Daniels Corporation • Deerhurst Resort • Del Weale Interior Design • Delta Hotels & Resorts • Denegri Bessai Studio • Design TWG • DesignAgency • Designfarm Inc. • Dialog • Diamond & Schmitt Architects • Douglas Design Studio • Drechsel Business Interiors • Dubbeldam Architecture + Design • Dufferin-Peel Catholic District School Board • Durham College • E. Schembre Landscape Design • Earthscape • Eastern Construction • Edison Engineers • EllisDon • Empire Communities • ERA Architects • Extendicare Canada • Fallsview Group • Fanshawe College • Fidelity • Fig40 • Figure 3 • Fiorino Design • First Capital Realty • First Gulf Corporation • Flanagan Beresford & Patteson Architects • Fleur De Lis • Fliess Gates Mcgowan Easton Architects • Fogo Island Inn • Forrec • Four Points by Sheraton • Four Seasons Hotels & Resorts • Freeman & Freeman Design • FT3 Architecture Landscape Interior Design • fx studio design • G. Bruce Stratton Architects • G.L Smith Planning & Design • Gabriel Mackinnon Lighting Design • GCB Interior Architecture • Gensler • George Brown College • Georgian Bay Estates • Georgian Bay General Hospital • GH+A Design • Giancarlo Garofalo Architect • Giannone Petricone Associates • Giant Tiger Stores • Giffels • Giroux Design Group • Gluckstein Design • GNstudio - Geoffrey Nawn Design • GO Transit • Gottesman Associates • Gow Hastings Architects • Grand & Toy • Granite Club • Great Gulf Homes • Greenpark • Greenwin • GTAA • Guthrie Muscovitch Architects • H. H. Angus & Associates • Halton Healthcare • Halyna Godzyk • Landscape Architect • Hamilton Health Sciences • Hariri Pontarini Architects • Harry Rosen • HBC • HCA Architecture • HDR Architecture • Hefele Makowka Design Associates • Hockley Valley Resort • HOK • Holiday Inn/First Elnor Holdings • Holmes & Brakel • Hospital For Sick Children • Hudson Kruse • Hudsons Bay • Humber College • IA Interior Architects • IBI Group • II BY IV Design • IKEA Canada • IN8 Design • Indigo • Infrastructure Interior Design • Innerspaces Interior Design • Intempo Design Studio • Intercede • Intercontinental Toronto • Interior Resources Associates • ITM • Ivanhoe Cambridge • Jaguar Land Rover • Jane Lockhart Interior Design - J Studio • Jean-Daniel Grob Architecte • Jerilyn Wright & Associates • JLL • John Consolati Landscape Architect • John David Edison Interior Design • John Mokrycke Architect • JW Marriott Rosseau Muskoka Resort • Kaneff Properties • Kasian • KBH Interior Design • Kearns Mancini Architects • Keith Loffler McAlpine Architects • Khachi Design Group • Kimberley Morris Interior Design • Kingston Frontenac Public Library • Kipling Acres • Kirkor Architects & Planners • Kohn Partnership Architects • Kowalski Kowalski Design • KPMB Architects • Kwantlen Polytechnic University • Lakeridge Health • Lambton Kent District School Board • Lapointe Architects • Launch By Design • LCBO • Ldesign • Lemay Architects • Lga Architectural Partners • Libby Bullock Interiors • Liberty • Lightbrigade • LINE Architect • Listowel Wingham Hospitals Alliance • Loblaw Companies • London Health Sciences Centre • London Life • Look Lighting Design • Lori Morris Design • Lucent Design Lighting Group • Mackay Wong Strategic Design • Maclennan Jaunkalns Miller Architects • Mac's Convenience Stores • Manulife Real Estate • Marcel Dion Lighting Design • Mark Hartley Landscape Architects • Mars Canada • Mary Brown's • Mass Design Group • Master Building Architects • MasterCard • Masters Interior Architecture/Design • Max Willig Architect • Mayhew • McCallum Sather Architects • McCormack Architects • McDonalds Canada • McGregor Allsop • MCM Architecture • McMaster Innovation Park • McQuat Partnership • MDI Design Consultants • MDS • Meneguzzi Design • Menkes • Mercedes-Benz Canada • MESH28 Architects • Metrolinx • MGB Architecture • Mike Niven Interior Design • Mimi Allemand & Associates • Ministry Of Finance • Ministry of Tourism, Culture and Sport

Some of the design, architecture, construction and real estate firms attending IIDEXCanada and The Buildings Show in 2015

Minto • MMM Group, Lighting Division • Modo • Moffet & Duncan Architects • Mohawk College • Montgomery Sisam Architects • Moriyama & Teshima • Morrison Hershfield • Moshe Safdie Associates • Mount Royal University • Mount Sinai Hospital • Mulvey & Banani Lighting • Municipality Of Clarington • MVK Landscape Design • National Bank • Niagara College • Nicholls & Associates • Nissan Canada • NORR Architects Engineers Planners • North Wellington Health Care • North York General Hospital • Nth Degree Design Studio • OCAD University • OfficeArchitecture • O'Keefe Fiorenza Design Group • Oleson Worland Architects • **OMERS** • Ontario College Of Teachers • **Ontario Lottery & Gaming** • Ontario Ministry of Economic Development, Employment & Infrastructure • Ontario Ministry Of Environment • Ontario Provincial Police • Ontario Science Centre • Optima Interior Design • Oracle • Ottawa Catholic School Board • Overture Retirement Living • Oxford Properties • Parallel 45 Design Group • Parkin Architects • Partisans • Pathfinder Engineers & Architects • Paul Raff Studio • PCL • Pearce McCluskey Architects • Peel District School Board • Peel Region • Pella Architectural & Design Services • Pellow Architects • Peloso Alexander Interiors • Perkins+Will • Peter A. Gabor Architect • Peto MacCallum • Petrela, Winter & Associates • Petroff Partnership Architects • Pizza Pizza • Plant Architect • POI Business Interiors • Portage Design Group • Post Architecture • Power Quebec • Pulsinelli • PWGSC • Quadrangle • Queen's University • R H Carter Architects • RAW Design • Ray • RBC • RCMP • RDA Design Associates • Rebanks Pepper Littlewood Architects • Red Design+Build • Red Studio Architects • Region Of Durham • Region of Waterloo • Reich+Petch Architects • Reid & Siemonsen Design • Republic Architecture • Revera • Ritz Carlton • Robert J. Chaban & Associates • Rockside Campbell Design • Rodych Integrated Design • Rogers • Romanov Romanov Architects • Rossi Arquitetura • Rowan Williams Davies & Irwin • Roy Banse Design • Roy Thomson Hall • Royal & Sun Alliance Insurance • Royal Canadian Yacht Club • Royal Ontario Museum • Rubinoff Design Group • Ryerson University • Saks Fifth Avenue • Sand Castle Suites • Saskatoon Health Region • Sass Design • Scarborough Hospital • SCI Interiors • Scotiabank • SDB Landscape Architect • SDI Interior Design • Sears Canada • Seneca College • Sensyst Business Interiors Group • SG&M Architects • SGH Design Partners • Shangri-la Hotel Toronto • Sharon Village Care Homes • Shields Associates • Shikatani Lacroix Design • Shopify • Shoppers Drug Mart • SickKids Hospital • Sievenpiper Associates • SilverBirch Hotels & Resorts • Sisters of St Joseph Convent • Sixteen Degree Studio • SJN Associates Landscape Architects • Smith + Andersen • SNC Lavalin • Snohetta • Snyder Architects • Sobey's • Sodexo • Southlake Regional Health Centre • Spencer R Higgins Architect • Square Feet Design Group • St Joseph's Healthcare Hamilton • St. Mary's General Hospital • St. Michaels Hospital • Stantec • Starbucks • Starwood • Statistics Canada • Stephen R. Taylor Architect • Stone & Associates Design • Strasman Architects • Straticom Planning Associates • Studio Munge • Sue Dulmage & Associates • Sun Life Financial • Sunnybrook Health Sciences Centre • Susan Firestone Design • Sussex Retirement Living • Suzanne Powadiuk Design • Sweeney Dale Interior Design • Taylor Hannah Architect • TD Bank • Ted Design International • Teeple Architects • Telus • Ten-2-four Architecture • The Boulevard Club • The City of Brampton • The City Of Oshawa • The Office Source • The Ventin Group Architects • Thibodeau Architecture & Design • Tim Horton's • Tollendale Village • Tomas Pearce Interior Design • Tongtong • Toronto Catholic School Board • Toronto District School Board • Toronto Fire • Toronto Marriott Downtown Eaton Centre • Toronto Public Library • Toronto Star • Toronto Symphony & Massey College • Toronto Transit Commission • Toronto Western Hospital • Toronto Dominion Centre • Town of Bracebridge • Town of Halton Hills • Town of Milton • Town of Richmond Hill • TPSGC-PWGSC RPB (Major Crown Projects) • Tridel • TTC • Turner Fleischer Architects • U of T Design, Planning & Construction • UHN Infrastructure • Union 31 • University of Guelph • University of Manitoba • University of Ottawa • University of Regina • University of Waterloo • Vandyk Communities • Venchiarutti Gagliardi Architect • Verdi Design • Vertical Landscape Architects • Ville De Montreal • Virginia Burt Designs • Viva Retirement • Volkswagen Canada • Walmart Canada • Waterfront Toronto • Watt International • Wayne Swadron Architect • Wellington Catholic School Board • Western University • Westmont Hospitality Group • Westparks + Associates • Wilfrid Laurier University • William Anderson Design • William Brisland Design • William L. Adler & Associates • William Osler Health System • Windmill Developments • Women's College Hospital • Workplace Resource • Workshop Architecture • WSIB • WSP MMM Group • WZMH Architects • X-Design Inc • Yabu Pushelberg • Yee Hong Chinese Evergreen Manor • YMCA • York Catholic District School Board • York Heritage Properties • York Regional Police • York University • Zanini Shield Seegmiller Architects • ZAS Architects + Interiors • Zeidler Partnership Architects

"IIDEXCanada is a great fair with wonderful products from Canada and Internationally...

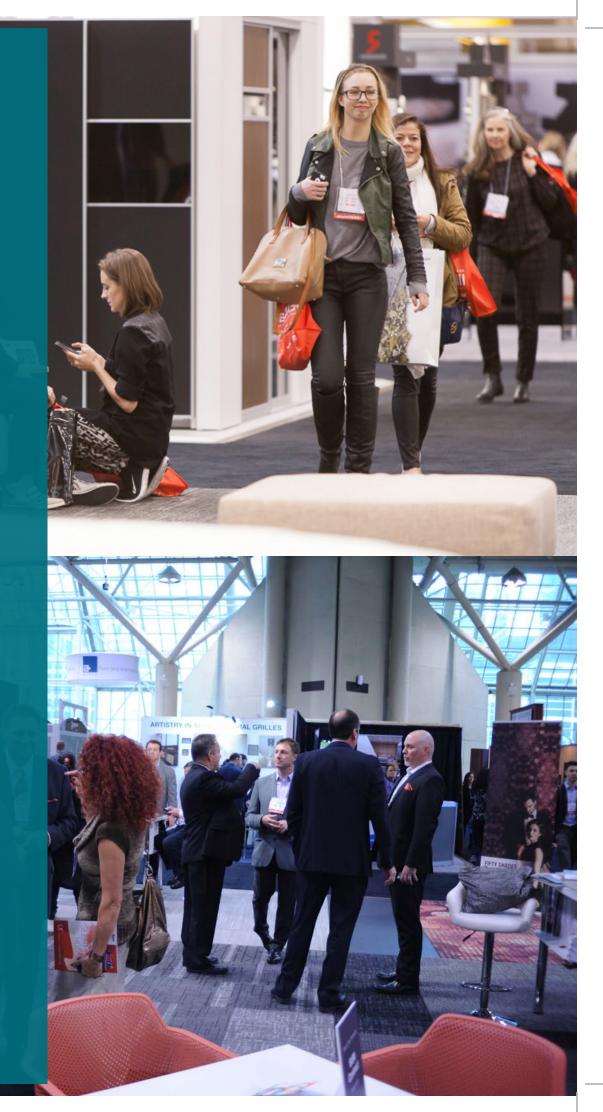
I love the way the show has such great variety with so many wonderful speakers and networking opportunities...."

Kimberly McMurray

Ward Scott Architecture USA

Check out IIDEXCanada 2016.

Click here to see the video recap.



Extensive print and digital program including the following:



IIDEXCanada Website

 The IIDEXCanada responsive website and app totals 500,000 page views per year.



Show Preview Brochure

 Show Preview sent to 27,000 readers of Canadian Interiors, Canadian Architect and AZURE Magazine



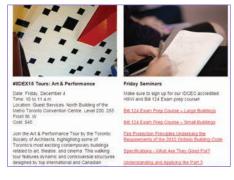
Show Guide

- 15,000 copies distibuted in 2015.
- Exhibitors have a listing in the combined IIDEXCanada and The Buildings Show guide distributed to attendees in the North and South buildings.



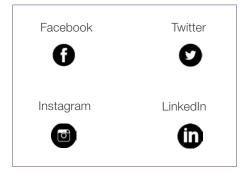
17 Million Media Impressions in 2014

 Coverage in the best trade publications, newspapers, websites, blogs, television and radio shows. Over 100 advertisements included in 25 + major North American Publications.



Newsletters + Eblasts

 1,000,000 impressions annually sent to over 75,000 professionals across Canada and Internationally



Social Media

- We have a dedicated social media team that actively monitors our social feeds on a daily basis. We use Facebook, Twitter, Instagram, and LinkedIn to reach an audience of North American architects, interior designers, developers, corporate clients, government and real estate.
- We focus on content specializing in commercial design, including workplace, healthcare, wellness, accessibility, retail, lighting, hospitality, and architectural spaces.
- We focus on educating followers about key show information and dates to create buzz, and increase and secure our position as an industry thought leader.
- We send over 15,000 social media messages a year, receive over 1,000 shout-outs. Our facebook reach is 331,000 and our twitter campaigns had a reach of 639,000.



Floor Plan

 IIDEXCanada Floor Plan included in the combined north and south buildings Show Guide and throughout the Show Floor.



Registration Open Postcard

 Sent to 27,000 readers of Canadian Interiors, Canadian Architect and AZURE Magazine.

Check out some of the media coverage by clicking on articles below or visiting:

www.iidexcanada.com/2015/media/iidex-news/category/general-iidex-news































Exhibit Options at IIDEXCanada are tailored to meet the marketing goals of companies of any size.

A. Partner Program

This option is curated by IIDEXCanada for businesses who want to make the biggest impact at the show with white-label treatment. It provides you with a platform to create and build a brand-integrated space for your products and services that will impress the most discerning of designers and architects. Plus, Partners receive a huge value-added program including extra space, a host bar, extensive logo placement and much more.

Partner Level 600 \$28,000 = 800 sq. ft.

Partner Level 700 \$32,000 = 1,000 sq. ft.

Partner Level 800 \$36,000 = 1,200 sq. ft.

B. Raw Space

This option is for businesses who want full control and responsibility over their space at the show. It means designing and building your own exhibit to showcase your products and services. IIDEXCanada is a hardwall show and exhibitors are responsible for providing hardwalls to create a seperation from adjoining booth(s).

\$35 per sq. ft. • Open Corner fee: \$315 per open corner • \$500 per Show Directory Profile.

Island - No Walls / Four Corners / Open on 4 Sides • Peninsula - One Back Wall / Two Corners / Open on 3 Sides

Corner - One Back Wall / One Corner / Open on 2 Sides • In-line - Three Walls / One Corner / Open on 1 Side

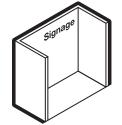
C. Turnkey Packages

These options are for businesses, agents or independent entrepreneurs who prefer IIDEXCanada to handle some of the build-out and save you time and money.

Basic Turnkey Booth

Includes: 8' walls, flooring, signage, electrical and Company Profile in Show Directory.





Cost:

50 sq. ft. (5' x 10'): \$3390*

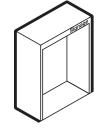
100 sq.ft. (5' x 20'): \$6668*

An easy and cost effective way to display samples, new products, and photos.

Turnkey Booth with Ceiling (ideal for lighting)

Includes: 10' walls, ceiling, flooring, electrical, signage and Company Profile in Show Directory.





Cost:

50 sq. ft. (5' x 10'): \$4033*

100 sq.ft. (5' x 20'): \$7885*

The simplest way to display lighting.

D. Sponsorship Opportunities

To extend your reach, sponsor one of our world-class keynote speakers, special features or educational seminars. Packages range from \$2,000 - \$10,000. We will work with you to customize a sponsorship package that aligns with your marketing strategy and brand.

See back page to contact your team member to learn more.

be inspired be connected be informed

Contact a Team Member

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