



## 2021 Builder Block Expo

### Trade Booth

### Bowie Bear Marketing

*“Let’s make 2021 a Time to Recover”*

## New Venue

The Builder Block is looking for *Trades/Products & Suppliers* for this prestigious industry event. This is our 5<sup>th</sup> annual event and it will be held at *Valley Ridge Golf Course* on November 2nd, 2021 from 1:00 pm – 5:00 pm. Please join us in this exciting new and bigger location! We like to call this private builder industry event a *“Builder Shopping Mall”*. It is truly one of the only events of its kind in the city.

We feature 30 to 40 of the top trades in their field who all offer *Bowie Bear* Incentives and Discounts to builders who want to experience their services and products. We reach out to over 200 builders to attend this event and The Builder Block Expo offers a completely complimentary 5-Star array of specialties throughout the day. We also offer ample free parking and no entrance fees for any builder/contractor or renovator who attends this magical event.

Additionally, we are also offering everything from corporate golf memberships to company car/truck packages, construction equipment rentals, fireplaces and much more. Last year’s event was a great safe event even in spite of Covid-19. Our official launch of the *“Innovation Room”* which featured all the cutting edge building supplies coming out in the market was a big hit with everyone.

## Charity

New and exciting this year is the *“Bowie Bear Cares”* Program. The Builder Block Expo is proud to announce the debut of a heartfelt new plan to “Help put a roof over a child in need”. The Builder Block Trade Expo is now partnering with the *Children’s Cottage Society* at [www.childrencottage.ab.ca](http://www.childrencottage.ab.ca). Through our event, I hope to create awareness and funds that will help The Children’s Cottage Society continue to provide a safe haven for children and families in need.

## Media

Your company will be continually advertised and promoted throughout the lead up to the show through daily communications to builders by the Builder Block sales team. We reach out to over 250 Builders in the industry. The Expo will also be featured 10 days prior to the event on 97.7 FM and will include an all- day show day remote.

We also do a full media campaign that includes television, newspaper and social media platforms. Additionally, we will advertise your company through our promotional video of the show which will be showcased on the website for a one year period after the Expo. [www.builderblock.ca](http://www.builderblock.ca).

## Trade Booth Fee

To secure a Trade Booth, the fee is \$2,000.00 made payable to Bowie Bear Marketing. The booths go on sale **January 15<sup>th</sup> and will close by April 1<sup>st</sup> 2021**. Please book as soon as possible as the trade booths fill up very quickly. To be part of this great show, booth fees must be paid for by e-transfer or cheque 5-7 days after verbally booking. Cheques can be mailed to:

Brianna Bowie

139 Springbank Villas SW

Calgary, AB T3H 4S9

Included in your fee:

- One (1) 5/6 ft. table with tablecloth and 2 chairs in the main room of the show.
- If you do not have a banner our Bowie Bear Banner Service will provide one at a reduced cost and we will deliver. Please contact our marketing partner RHP Marketing Services - Robert @ 403-272-0413.

Click [here](#) to view last year's event.

The Builder Block thanks you for your interest. I hope you'll decide to be part of this targeted, private and incredibly effective trade/networking event.

*Brianna Bowie - Event Host/President*

*403-366-0850*