



## 2022 Builder Block Expo

### Trade Booth

### Bowie Bear Marketing

*“The Best is yet to Come!”*

## New Venue

The Builder Block is looking for *Trades/Products & Suppliers* for this prestigious industry event. This is our 6<sup>th</sup> annual event, and it will be held at [Calgary Golf & Country Club](#) on November 3rd, 2022, 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 300 builders to attend this event and The Builder Block Expo offers a complimentary *Buffet Luncheon* that is available all day. There will be a complimentary array of 5-star specialties for all attendee’s sponsored by Douglas Developments along with a glass of Champagne offered by Willow Park Wines % Spirits.

We also offer ample free parking and no entrance fees for any builder/contractor or renovator who attends this magical event. Additionally, we are offering everything from company car/truck packages, construction equipment rentals, fireplaces and much more. Last year’s event was a great safe event even despite Covid-19. Our official launch of the *“Innovation Room”* which featured all the cutting-edge building products/ 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.childrenscottage.ab.ca](http://www.childrenscottage.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 the recently rebranded [C97.7 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 [\\$2,500.00](#) made payable to Bowie Bear Marketing. The booths go on sale from December 1<sup>st</sup>/2021 to February 1<sup>st</sup>/2022. 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 Spring Bank 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.
- Complimentary Luncheon
- If you do not have a banner, our Bowie Bear Banner Service will provide one through our marketing partner, RHP Marketing Services. Contact Robert Payne @ 403-272-0413. Delivery is free.

### Dress Code Alert!

Men

*-Business Casual.* The Calgary Golf & Country Club requires that attendees for the Builder Block Expo wear a collared shirt, no baseball caps, denim, jeans or khaki pants. Sports jackets are encouraged but not mandatory.

Women

*-Business Casual.* Dresses, skirts or blouses/sweaters/slacks or pant suits.

*"Thank you to everyone for dressing up for this special event at our new venue."*

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*