



2025 Builder Block Expo
Lead
Sponsor
Bowie Bear Marketing
Present
The Builder Block Expo!!
“Built on a Foundation of Success”

NEW VENUE

The Builder Block is looking for *Trades/Products & Suppliers* for this prestigious industry event. This is our 9th annual event, and it will be held at *The Valley Ridge Golf Course* on November 5th, 2025 from 12:00 pm – 5:00 pm. Please join us in this brand new location. We like to call this private builder industry event a “*Builder Shopping Mall*”. Trade Companies call it a salesman’s Christmas. It is truly one of the only events of its kind in the city. We are currently rated the *number 1* private builder industry event in the city.

We feature close to 50 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 400 builders to attend this effective private event. The Builder Block Expo offers complimentary *gourmet samplings and a complimentary glass of champagne*. *The food and champagne are proudly sponsored by* Douglas Homes and Crowfoot Liquor.

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 huge success as one of the trade companies secured a Million Dollar Deal. Our official launch of the “*New Trends 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 *The Big Brothers and Sisters* through our event. I hope to create awareness and funds that will help *The Big Brothers and Sisters* 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 also provide after-show day leads from our RSVP list. We reach out to over 400 Builders in the industry. The Expo will also be featured 30 days prior to the event on the recently rebranded *C97.7 FM* and will include an all-day show day remote.

We provide 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 our website for a one-year period after the Expo. www.builderblock.ca.

Lead Sponsor Trade Booth Fee

To secure a Lead Sponsor Booth, the fee is **\$ 7,500.00** made payable to Bowie Bear Marketing. 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. You can also go to www.builderblock.ca and pay by credit/debit card. Cheques can be mailed to:

Brianna Bowie

139 Springbank Villas SW,

Calgary, AB

T3H 4S9

Payment Plans

The Builder Block does accept 50% down and offers 60 days to pay the remaining 50%. If payment is not made on the agreed upon due date, you will forfeit the original 50%.

Included in your fee:

- One (1) 5/6 ft. table with tablecloth and 2 chairs in the New Trends Room of the show.
- 30 days of being the lead company name in all the radio ads and on the all-day live remote
- Top Position on all show signage
- 2-year marketing Plan
- Feature spot on the promo video
- Lead position on all proposals and marketing materials for the Expo that goes out to 400 builders
- Personal sales assistant to process leads from the show.

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
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