

BUILDEX

EDMONTON

Fast Fact Sheet



What is Buildex Edmonton?

Edmonton's largest and most current conference and trade show for Construction, Real Estate, Property Management, Architecture, Interior Design and Renovation.

A western Canadian success story the BUILDEX brand of trade events and conferences started over 17 years ago in Vancouver and was one of four- in- one co-located trade events which included The BC Construction Show, Design Northwest and the Homebuilder & Renovator Expo. Recognized as THE premier conference and trade show it has grown a solid presence in four west coast markets; Vancouver, Calgary, Seattle and EDMONTON. Today this line up of events has been re-branded under the one working brand name: BUILDEX. The Edmonton 2009 show is the 3rd annual show in this marketplace.

How many exhibitors are participating this year at the Edmonton event?

150 plus

What types of exhibitors are showing?

Products and services for the Construction, Real Estate, Property Management and Architecture and Design industries plus trade publications.

Who attends Buildex Shows?

Contractors, developers, real estate marketers, architects, designers, property managers, government officials and interested general public.

Last year over 2,100 registered visitors attended the BUILDEX Edmonton expo and conference.

What is the Conference part of Buildex Edmonton?

The Buildex Edmonton trade show is underlined with a valuable conference program that features over 50 speakers for 30 seminars who will address current and relative issues regarding real estate, construction, design and management.

Is there a key theme to the Buildex Edmonton Conference this year?

Green and Sustainability issues are hot topics as well as the impact of current economic conditions on real estate markets and development.

Who can attend the conference?

Primarily targeted to trade registrants but general public can register for the conference talks and attend the trade show.

Where and when is BUILDEX Edmonton?

The Tradeshow Runs: Tuesday, March 17th 10:00 am – 4:00 pm

Wednesday, March 18th 10:00 am – 3:00 pm

The Seminars run between 8:30 am – 4:00 pm daily.

Where: Shaw Conference Centre 9797 Jasper Avenue.

Entrance Fee: \$25.00 at the door or Free Early bird registration on-line.

Seminar Fees: Variable from \$35 - \$125 per session.

MORE INFORMATION: www.buildexedmonton.com Phone: 1 877 739 2112

Media Inquiries: Victoria Miachika vmiachika@mmart.com. Phone: 604 730 2068.

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Overview

BUILDEX Edmonton is Edmonton's leading trade and conference event for the real estate, construction and design industries. The Edmonton show is currently in its third year and is the local event for the original BUILDEX brand conference and exposition which was launched in Vancouver over 17 years ago. It is one of four separate trade shows, including The BC Construction Show, The Homebuilder & Renovator Expo and Designer Northwest. The original BUILDEX show was primarily targeted to the Real Estate Property Development and Management group while the others addressed construction and design professionals. In an effort to strategically cross promote and tap into overlapping audience demographics, the four shows were co-located at the Vancouver Trade and Convention Centre but marketed separately.

Over the years this four-in-one event has grown in success and continues to be sold out annually with waiting lists for floor space and full speaker sessions. In an effort to support requests for clarity and unity of marketing the four trade show event was re-branded in 2009 under the one banner name BUILDEX. Buildex is about buildings and underlines a strong clear message that is consistent with the event's format and mandates.

BUILDEX Edmonton 2009 is continuing a local market success story with over 150 exhibitors showcasing products and services for the two day show on March 17th and 18th at the Shaw Conference Centre.

EXHIBITORS

The 150 exhibitors for 2009 represent products and services that cater to the design, construction and management of real estate properties. These are relevant to all sectors of the market, residential, commercial and retail. From window coverings, concrete finishes, heating systems, building infrastructures to heavy equipment suppliers, the BUILDEX Edmonton Conference and Exposition provides an excellent one stop showroom for anyone dealing in real estate today. Whether looking for specific expertise or broader interest the diverse mix of exhibitors guarantees valuable returns on an attendee's investment of time.

ATTENDANCE

2008 recorded over 2,100 attendees to this annual two day conference and trade event. Early bird registration for 2009 is already indicating another year of strong numbers. Attendees come from numerous professional fields primarily being architecture, design, construction, development, real estate, government and property management. The general public is welcome and may find an interest in seminar talks such as real estate trends, design trends and professional skill development public.

SPECIAL FEATURE

A promotional feature of this year's event is the highlight of New OR Green products by exhibitors. For more information on participating exhibitors and a listing of the products visit: www.buildexedmonton.com/a_new_green_products.htm.

Underlining the GREEN theme are seminars and speakers focusing on sustainability, alternative energy case studies and green technologies and practices.

For a complete listing:

www.buildexedmonton.com/a_seminars2009.htm

CONFERENCE

In conjunction with the trade show is the two day conference event which presents over 50 professional speakers and presenters in more than 30 scheduled events. Providing a strong mix of topics relevant to current issues facing property management, construction and design professionals, all events take place in the numerous conference rooms at the Shaw Conference Centre.

Topics are sorted generally by the interest of audience demographic resulting in various streams:

- 1) Keynotes
- 2) Professional Development/General Interest
- 3) Design and Architecture
- 4) Construction
- 5) Property Management and Real Estate
- 6) Case Studies
- 7) Legal

Numerous speakers' events such as real estate market trends, changes in design, case studies, sustainability issues and soft skills development transcend streams and are easily relevant to general interest.

Each conference is priced individually so that attendees can attend one or many. Conference registration provides complimentary access to the trade floor.

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Speaker Highlights



ARCHITECT AND INTERIOR DESIGN FOCUS:

DESIGN KEYNOTE PANEL: DESIGN FOR CHANGE

A stellar panel of design professionals and strategic planners from across North America meet to share ideas and viewpoints on how design is evolving to respond to new economic, technological, social and environmental realities. How can designers and planners create environments that meet these demanding and complex challenges?

Date: Tuesday, March 17th 8:30 -10:30 am
Moderator: Jim Toy, President Interior Designers Institute of BC, Vancouver
Panel: Scott Francisco, Senior Consultant, DEGW North America, New York
Debbie Kennedy, Director Interiors, Olson Sundberg Kundig Allen Architects, Seattle
Joe Pettipas, Senior Vice President, Regional Practice Leader, HOK
Salvator Raffone, Associate, Skidmore Owings & Merrill LLP, New York
Lois Wellwood, Principal, Kasian Architecture Interior Design and Planning

COLOR AND DESIGN TRENDS: DE-MYSTIFYING FUTURE FORECASTS

Are trends on fast-forward mode, changing more rapidly than ever before? Or is the need to de-construct and re-construct, as well as a more volatile economy, actually slowing down and prolonging the life of a trend? For the answers to these important questions, come join our resident expert, Leatrice (Lee) Eiseman as she explains and illustrates them.

Date: Tuesday March 17, 11:00 am – 12:30 pm
Presenter: Ms. Leatrice Eiseman, Executive Director, Pantone Color Institute, ASID, IDSA, FGI, CMG, Seattle.

CONSTRUCTION FOCUS:

BUILDING ENVELOPE: The Basics and The Solutions.

Two very popular seminars that address the importance of a well planned building envelope and how it can influence the long term performance of thermal comfort, rain control, energy efficiency, vapor diffusion, air movement and more. From basic questions to suggested solutions, both workshops provide valuable information for long term results.

The Basics: Wednesday March 18, 9:00 – 10:30 am
Presenter: Aaron Skeates, Project Manager, Halsall Associates Ltd.

The Solutions: Wednesday March 18, 11:00 am – 12:30 pm
Presenter: Chris Love, General Manager, Halsall Associates Ltd.

BUILDEX Edmonton Speaker Highlights Continued.

PROPERTY MANAGEMENT AND REAL ESTATE FOCUS:

REAL ESTATE MARKET OUTLOOK FOR THE EDMONTON MARKET

What is really happening in the real estate market in Edmonton and Alberta as a whole? What can we expect over the next year? A panel of leading real estate senior executives will offer their insights on the strategic issues in reference to office, industrial, retail and multi-unit residential markets in Alberta.

Date: Tuesday March 17, 9:00 – 10:30 am

Moderator: David Judge, President, Humford Management Inc.
Presenters: Multi Unit Residential: Brad Gingerich, Senior VP CBRE
Industrial: Gregg Maimann, VP CB Richard Ellis
Retail: Arlyn Stoik, Partner, Avison Young Commercial
Office: Shaun Wushke, VP Edmonton, Bentall.

SUSTAINABLE DEVELOPMENT, SUSTAINABILITY, GREEN, ECO-FRIENDLY: WHAT DOES IT MEAN AND HOW DO YOU KNOW IF YOUR BUILDING IS?

The green building movement is awash with buzzwords, jargon and planet saving claims and most organizations are changing or have changed the way they do business to take account of increasing demand for green products. But do you know where the idea of “sustainable development” first came from and what it means? Once you know what sustainable development is and that you want it, how do you define it, measure it and ensure that you get it. This presentation will help you find your way through the maze of the green building industry, including a summary of how the subject is approached around the world.

Date: Wednesday March 19, 8:30 – 10:00 am
Presenter: Matt Grace, Division Head, Calgary Office, Enermodal Engineering.

CASE STUDIES RELATED TO GREEN INNOVATIONS:

GEOHERMAL CASE STUDY: Alberta Regional Council of Carpenters and Allied Workers Training Centre.

Date: Tuesday March 17, 11:00 am – 12:30 pm

SOLAR POTENTIAL IN ALBERTA: A Case Study

Date: Tuesday March 17, 2:00 – 3:30 pm

FOR A COMPLETE LISTING OF CONFERENCE TOPICS AND SEMINARS FOR BUILDEX Edmonton visit: www.buildixedmonton.com

For More Information: Ms Gillian Wright, Registrar 1 877 739 2112 press “0”.