

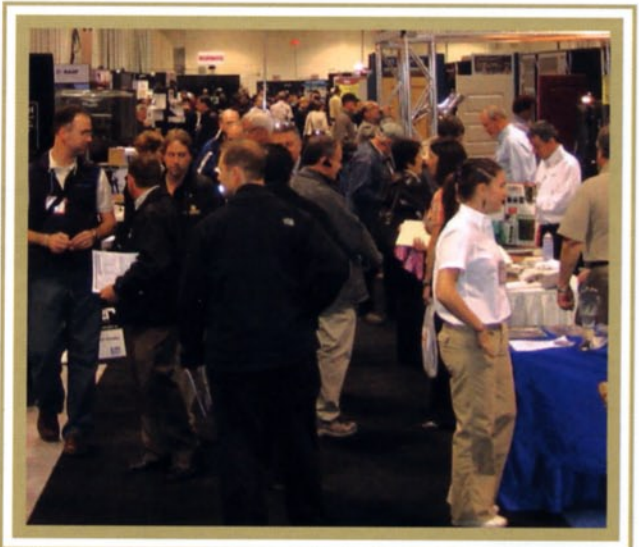
TRADE

Buildex Calgary



Paul Maryschak, the show director, is as excited as his exhibitors and attendees are in seeing the growth of the show dedicated to designing, building and managing real estate. The growth translates into "more business and ROI," he explained. But he's not all business: Maryschak said if he wasn't a show manager, the hockey fan would be "working with the Vancouver Canucks!"

THE SHOW WAS LAUNCHED IN: 2000. **IT WAS HELD LAST YEAR IN:** Calgary, Alberta. **IT WILL BE HELD NEXT YEAR IN:** Calgary. **THE SMARTEST THING WE DID WAS:** "Focus on and improve our relationships in the industry through face-to-face meetings." **THE BEST STROKE OF LUCK WE HAD WAS:** "The strength of Alberta's economy from 2006 to 2008." **I KNEW WE WERE GOING TO BE SUCCESSFUL WHEN:** "On-site renewals became the norm, instead of the exception, and the start of competition for high-profile spaces." **IF I COULD CHANGE ONE THING IT WOULD BE:** "To get people to respond more quickly to e-mails, voicemails and other communications. It's so frustrating to feel like you are stalking someone when you are simply trying to get them to act on something they are eventually going to do anyway." **BEST CELEBRITY APPEARANCE AT THE SHOW:** "Theo Fleury, ex-pro hockey player and local icon, who worked an exhibit booth in 2007." **THE FUNNIEST THING THAT EVER HAPPENED AT THE SHOW WAS:** "The unexpected interest in the Bobcat Square Dance by interior designers, architects and property managers, rather than simply the contractors and construction workers we anticipated would want to see four tractors do-si-do. It was a smash hit at the 2008 event."



"The one thing we have to do to keep growing is continue to raise the bar and keep the event fresh without compromising the core elements."—Paul Maryschak