

CANADIAN WASTE & RECYCLING

E X P O

Celebrating 10 years as Canada's ONLY tradeshow serving the waste, recycling and public works markets

November 28 - 29, 2007

Vancouver Convention
& Exhibition Centre
Vancouver, B.C., Canada

2007 Industry Partners



Exhibitor Prospectus

EXHIBIT NOW AT THE CANADA'S ONLY TRADE SHOW SERVING THE WASTE, RECYCLING AND PUBLIC WORKS MARKETS!

Where do you go to RECONNECT with your customers?

Attracting an estimated 2,500 visitors, the Canadian Waste & Recycling Expo provides key decision makers from some of the industry's most prominent and influential companies and municipalities across the country. Reach this lucrative market and meet face-to-face with these buyers searching for the most innovative products and services to improve their bottom line and yours.

30 days of work - DONE in 2!

Attendees are here to do business and your sales team can make more contacts and get more leads in two dedicated days of exhibiting than in months of sales calls. Take full advantage of this distinctive international platform that opens the door for you to reach your buying audience.



Our attendees are key buyers representing municipalities, the private and public sector, including collection, hauling, disposal service companies; construction / demolition companies; consultants / engineers; facility / site operators; ICI (industrial, commercial and institutional); landfill operators; manufacturers with waste streams; property managers; recycling coordinators; transportation / fleet maintenance personnel; waste managers; federal, provincial and municipal government employees responsible for waste management and public works; airport managers; road supervisors; lawyers related to the sectors; industry publishers and industry associations

How can I BENEFIT?

- **Targeting:** simple classifying of audience by title, buying power and industry. Attracts buyers who are hard to identify and reach.
- **Cost Efficiency:** exhibiting generates sales at a lower cost than other marketing techniques.
- **Sales Effectiveness:** personal contact with prospects. Easier to demonstrate products and takes less time and effort to close sale.
- **Image:** reputation of show & presentation of exhibits enhances the company's image.
- **Synergy:** offers a unique opportunity to tie in publicity, promotion, advertising & sales.
- **Longevity:** show influence on future sales can last for many months.

• **Seminar Program**

Seminars presented by industry experts, government officials and renowned speakers will cover a wide array of interests, policies, regulations, technologies and concerns. Sessions are designed to focus on trends and market developments to offer insight and an opportunity to discuss key issues. Providing a perfect balance between education and business opportunities on the exhibit floor, the seminar program will begin prior to the opening of the show.

• **Extensive Marketing Campaign**

A targeted advertising campaign contributes to increased attendance at the show through trade publication advertising, targeted direct and electronic mail.

A comprehensive telemarketing campaign, conducted by knowledgeable staff, ensures direct contact with attendee prospects, extends awareness and attracts the buyers you are most eager to see. This integrated approach will generate more interest and anticipation with the onset of the 2007 show in Vancouver.

• **Press Coverage**

With the success of the 2006 event and return to Vancouver, CWRE will be of considerable interest to the trade media. Press support will be solicited through meetings with editors and publishers along with a strategic advertising plan covering the different facets of the industry. Reap the benefit through your participation in 2007.

Reserve your space now!



"Good crowd. Quality contacts.

We will be back next time!"

Jean-Sebastien Voghel,
Voghel Enviroquip Inc.

How can you REINFORCE your participation?

Dedicated to connecting the right people to the right products, CWRE offers marketing initiatives to maximize your exposure and create a higher return for your investment.

How do you get RECOGNIZED?

Show your support of the waste & recycling industry while maximizing your exposure

Gain immediate recognition through our highly focused sponsorship programs. Availability is limited. This is the best time to capitalize on these exclusive opportunities.

Each sponsorship includes acknowledgement in each of the following:

- Conference Brochure
- Logo on sponsorship page of Show web site
- Logo and complimentary listing in Show Directory
- Acknowledgement in all onsite materials

• **Lanyards**

Your company name around the neck of every attendee (C\$3,500)

• **Registration Counter Pens**

Provide a convenience to buyers as they register for the show, take notes in seminars & on the show floor. (C\$1,000)

• **Billboard Ad Panels**

Your company name/logo & booth number displayed and placed throughout the show on a single-sided 37" x 87" panel. (C\$995)

• **Official Show Bags**

A convenient way for buyers to store information collected at the show, high visibility for your company & a lasting reminder for them to take home. (C\$2,500)

• **Official Show Bag Inserts**

Draw special attention to your products & your booth. Insert your promotional gift/materials into the Official Show Bag. (C\$500)

• **Customized Options Designed to Fit Your Budget**

• **VIP Passes**

Increase traffic to your booth with these personal invitations providing free trade show admission to your customers. VIP passes will be available by Summer 2007.

• **Show Directory**

List your company and description in this annual industry reference guide.

• **Official Show Website**

Join a host of other exhibitors with your listing on the official show website including a link to your company's website.

• **Web Banners**

Place web banners with the official show logo on your company's home page. Increase your exposure & draw additional traffic to your booth.

• **Post-show Attendee List**

Follow up the show with a post show mailing to the attendees.

The list is available at no charge to exhibiting companies through a bonded mailing house.

How do I RESERVE my space?

Contact us now!

Participation Fee:

Raw Space Only.

All prices in CDN\$ and are subject to 6% G.S.T.

- 100 - 399 NSF = \$19.00 per NSF
- 400 - 999 NSF = \$16.00 per NSF
- 1,000 + NSF = \$14.00 per NSF

Arnie Gess, Show Manager

Call 403.638.4410

Toll-free 877.534.7285

Fax 403.638.4413

Email arnie.gess@cwre.ca

Visit www.cwre.ca



"I found this expo to be great for the first time attending.

I also found the guest speaker was really good in the seminar that I attended."

Barney Lumsden,
THETA TTS
Precision Metal
Forming

"The expo was a great networking opportunity.

Small municipalities do not always have access to all information and suppliers. This was a great way to discover new products and initiatives. I plan to put in place many solutions based on contacts made at the expo."

Ginette Trottier,
Public Works,
Township of
Russell

Dates to remember

Summer 2007

Exhibitor Service Manuals Available

All forms and other information to guarantee show success

October 1

Due date for the remaining balance payment (50% deposit is due with the initial signed contract)

All signed contracts after this date require full payment.

November 26

Exhibitor Move-In

1:00 p.m. – 6:00 p.m.

November 27

Exhibitor Move-In

8:00 a.m. – 6:00 p.m.

November 28

Exhibit Hall Hours

10:00 a.m. – 4:00 p.m.

November 29

Exhibit Hall Hours

10:00 a.m. – 4:00 p.m.

Exhibitor Move-Out

4:01 p.m. – 10:00 p.m.

VANCOUVER

Vancouver Convention & Exhibition Centre

The breathtaking natural beauty of Vancouver will host the 2007 Canadian Waste & Recycling Expo on November 28 - 29, 2007, at the Vancouver Exhibition & Convention Centre.

Unparallel in both style and function, the Vancouver Convention & Exhibition Centre is an outstanding venue for presenting your products and services. The VCEC offers a spectacular waterfront setting, easy access from major U.S. and international destinations. These key components comprise the ideal location for attendees and exhibitors alike.

For more entertainment information about the enchanting city of Vancouver, visit www.tourismvancouver.com



Minutes from Downtown Vancouver



Steps away from more than 13,000 hotel rooms



Home to the 2010 Olympics



Home to 2nd largest international airport on the west coast of North America

www.cwre.ca