

Progressive Thinking. Practical Solutions.



CONSTRUCT
hanley ▲ wood

Exhibits: September 14-16, 2011
Education: September 13-16, 2011
CSI Annual Convention

McCormick Place | Lakeside Center
Chicago, IL

www.CONSTRUCTshow.com

Exhibitor Prospectus

Increase your visibility. Build your brand.

CONSTRUCT 2011 puts you face-to-face with thousands of architects, engineers, general contractors, specifiers, building owners, facility managers and more, giving you the opportunity to promote your products and services to the commercial design, specifications, engineering and construction industry segments to build profitable relationships.



CONSTRUCT 2011 is held in conjunction with the 55th CSI Annual Convention. Official Sponsor of CONSTRUCT 2011 is CSI. www.csinet.org



Official Publication of CSI is Construction Specifier. www.constructionspecifier.com

In partnership with: **ARCHITECT** **AL** eco-structure metalmag

- Have your products and services written into our attendee's specs as they design, build and renovate.
- Meet your current customers, build new business and meet your competitors head-on.
- Increased awareness, combined with the opportunity to meet one-on-one with qualified buyers with billion dollar purchasing power, equals serious results for your company.
- Non-conflicting Exhibit Hall and Education hours.

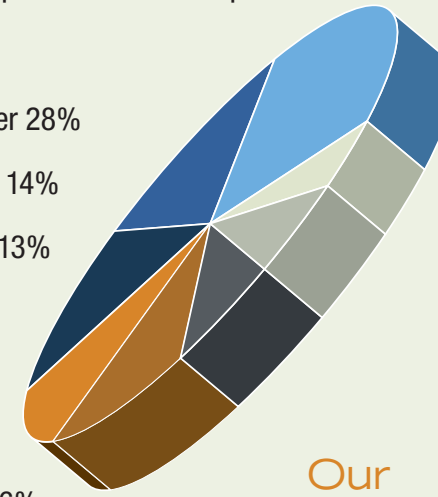
Face-to-face access to thousands of pre-qualified professionals
Our verified attendance was up 9% over last year

Our Attendees Have Billion Dollar Buying Power

25% of attendees represent firms that spend \$50M + per year

50% of attendees represent firms that spend \$10M + per year

- Architect/Designer 28%
- Owner/CEO/Pres 14%
- GC/Constr Mngr 13%
- Specifier 12%
- Consultant 13%
- Engineer 7%
- Project Manager 6%
- Facilities Manager 5%



Our Attendees' Job Titles

85% influence or make the buying decision

100% of our attendees visit the exhibit hall

75% of our attendees come for the exhibit hall only



Marketing Support Drives Attendance

Direct Mail and Promotional Advertising targets the key decision maker with the power to buy and spec your products into the plans.

- Advertising in over 25 trade publications
- Distribution of 250,000 direct mail pieces and 10,000 promotional passes
- Email blasts to .5 million prospective attendees
- Web advertising on industry sites
- Thousands of visitors to www.CONSTRUCTshow.com

The Sponsorship Advantage

Reinforce your messaging, your brand, and generate booth traffic. Create audience interest and recall through leveraging one or more of the sponsorships available pre-show, on show site, and post-show. The event offers a wide range of sponsorships and advertising opportunities created to fit your goals and budget. Take advantage of the additional exposure to keep your company top-of-mind. Once at show site, you can capture attendees' interests with sponsorships in the event's high-traffic, high-demand areas including the Education Pavilion or the Internet Center.

hanleywoodCONNECT, an online program, is included in the Exhibitor-Value-Added Package. Now you can have direct access to connect with and market to attendees.

Find more information at www.CONSTRUCTshow.com

Join us
September 14-16, 2011
in Chicago at
McCormick Place



Chicago Has Advantages

- ✓ Dual hub for commercial air travel, the city is easy to get to from virtually anywhere
- ✓ Chicago's premier location translates into real convenience for everyone
- ✓ Architectural diversity provides a strong base for attendee amenities
- ✓ Strong attendee base within driving distance
- ✓ New Exhibitor Rights at McCormick Place

Your New Rights at McCormick Place

Exhibitor rights now allow for true cost savings without requiring the use of paid labor hours or the billing of contractors.

- ✓ Can set up and dismantle booths provided it is simple set-up with use of hand tools and a ladder
- ✓ Power Hand Tools are now permitted
- ✓ Inside the booth, plug in and operate electrical equipment and reposition
- ✓ Load and unload from a privately owned vehicle with the use of a dolly or a non-motorized cart
- ✓ Work Rules and Electrical Services are more affordable and easier

It's Easy to Secure Space:

1. **VISIT** www.CONSTRUCTshow.com
2. **REVIEW** the Interactive Floor Plan and Select Your top 8 Booth Choices.
3. **COMPLETE** the online Exhibit Space Application/Contract and pay your deposit.

It's that simple to get your brand, products and company in front of thousands of industry professionals.

Pricing for 2011 continues to be held at the 2009 rate!

\$31.50/sq. ft. ON or BEFORE September 17, 2010
\$34.50/sq. ft. AFTER September 17, 2010

NOTE: 50% deposit of total space cost is required to reserve your space (based on total square footage requests). Balance due May 17, 2011. Contracts submitted after May 17, 2011 require 100% payment.

Space Draw

The Space Draw determines initial assignment of space. Space Draw will be conducted in a priority order for those companies who have an exhibiting history with CONSTRUCT. To qualify for the Space Draw, complete the Online Application/Contract process by September 17, 2010.

Contact the CONSTRUCT Sales Team today:
866.920.0207 | 972.536.6450
sales@CONSTRUCTshow.com
www.CONSTRUCTshow.com



Hanley Wood
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Progressive Thinking. Practical Solutions.



- ✓ Exhibit at **THE** commercial building and construction event
- ✓ Meet thousands of pre-qualified industry professionals
- ✓ Talk one-on-one with those that spec and source building products
- ✓ Establish new relationships and reconnect with current customers
- ✓ Non-conflicting Exhibit Hall and Education hours

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