

BUILDEX

VANCOUVER

**Buildex is about designing, building and
managing real estate**

media kit

APRIL 21 & 22, 2010

NEW VANCOUVER CONVENTION CENTRE WEST

www.buildexvancouver.com

PHOTO: Chris Collaerts, winner of Buildex Vancouver Northern Exposure Photo Contest

ABOUT THE SHOW

OVERVIEW

BUILDEX is Vancouver's leading trade and conference event for the design, construction and real estate industries. The Buildex brand was originally launched over twenty years ago – as a conference and trade show for Property Management. In recent years, however, the show has transformed into a one-stop-shop for information, education and product launches relating to any aspect of the Built Environment. First in 1996, the BC Construction Show and the Homebuilder & Renovator Expo were added to expand the target demographic of the show to professionals in the Construction and Renovation markets. In 2001 Design Northwest, BC's leading Interior Design tradeshow was also integrated into the event. The amalgamation of the four events was the result of an effort to strategically cross promote and tap into overlapping audience demographics. The four shows were co-located at the Vancouver Convention Centre East (formerly the Vancouver Trade and Convention Centre) but marketed separately.



Over the years, this four in one event grew in success, and continued to be sold out annually with waiting lists for floor space and full conference sessions. In an effort to support requests for clarity and unity of marketing, the co-located – four show event merged into one and was rebranded in 2009 under the banner name: BUILDEX. Buildex is about buildings, and underlines a strong clear message that is consistent with the event's format and mandates.

BUILDEX Vancouver 2010 is continuing its success story. It has grown out of its old location and moved to the *new* Vancouver Convention Centre West. This world-class facility features state-of-the-art technology and offers delegates an unparalleled exhibition experience. The new location is 20% larger than the old space, allowing for over 600 exhibits for the two day show on April 21st and 22nd. Sponsorships, partners and events are at a record high this year, proving the ongoing importance of the real estate construction market in BC.



EXHIBITORS

The 600 exhibitors for 2010 represent products and services that cater to the design, construction and management of real estate properties. These include relevancy to all sectors of the market: residential, commercial, institutional and retail design, construction and management. The BUILDEX exposition provides an excellent one-stop showroom for anyone dealing in real estate issues today. Whether specific expertise or broader interest, the diverse mix of exhibitors guarantees valuable return on an attendant's time investment.

ATTENDANCE

2009 recorded over 12,000 attendees to this annual two day conference and exposition. Early bird registration for 2010 is already indicating another year of grown and outstanding numbers. Attendees come from numerous professional fields. This primarily includes Design, Architecture, Property Managers, Construction, Developers, and Real Estate agents. Although not targeted to the general public, those interested may also attend. Seminars and lectures cater to a wide audience and interest in areas such as design trends, the real estate market, construction issues, green technologies and professional skill development is already evident.

SPECIAL FEATURES

Highlights of this year's show include a virtual showcase that previews new or green products by over 30 exhibitors. For more information on participating exhibitors and a listing of products, visit the New/Green showcase page at www.buidexvancouver.com.

Underlining the green theme are numerous seminars and speakers discussing sustainability, LEED initiatives, projects and ratings. All seminars tagged with a small green leaf are green themes. For a complete listing on green seminars, visit the Seminars & Professional development page of www.buidexvancouver.com.

New for 2010 is also the ClubONE VIP lounge, designed to enhance the Buildex experience. Members of ClubONE have access to a special lounge which includes complimentary refreshments and snacks, and internet kiosk, coat and parcel check, and a beer or win ticket for the BUILDDEX Vancouver Wine Bar. ClubONE also provides further networking opportunities to its members, which includes qualifying exhibitors, speakers, VIP media, and sponsors.



CONFERENCE

Coupled with the exposition is a two day conference event which presents over 100 professional speakers in over 50 scheduled events. Providing a strong mix of topics relevant to current issues, all events take place on the second floor of the Vancouver Convention Centre West.

Topics are sorted by interest of the audience demographic, resulting in four primary streams:



- Architects & Design
- Property Management
- Construction
- Professional Development

Numerous speaker events such as changes in design, planning, green technologies and community development transcend streams and are easily relevant to many interests.

Each conference is priced individually so that attendees can attend one or multiple. Conference attendance includes free access to the trade show floor.

For media inquiries, please contact:
Manika Bamrah, Event Manager, MMPI Canada
mbamrah@mmart.com, 604-730-0503

CONFERENCE HIGHLIGHTS

Architecture & Design

Interior Design Keynote Panel: Integrated Design

Collaboration among the many design disciplines is necessary to work on today's complex projects. Are there firms that practice integrated, collaborative design or do they simply pay lip service to the idea? If integrated firms do exist, to what extent? Join this panel of speakers to see examples of integrated design and discuss how to assist the broad design community in understanding what the future of (interior) design can be?

Moderator:

Carol Jones, Principal, KASIAN Architecture (Vancouver, BC)

Panel:

Beth Harmon-Vaughan, Head of Interiors, Gensler (Phoenix, AZ)
Phillip Hofstra PhD, AIA, Principal, POPULOUS (Kansas City, MO)
Heidi Painchaud, Vice President, Interior Design, B+H Architects (Toronto, ON)

Architectural Keynote Panel: Radical Pragmatism: New modes of architectural practice

What is the creative drive for the evolving global practice in today's market? How are new modes of practice emerging from within traditional approaches to design, and what is the result? What are the effects of advanced research, collaboration and advocacy on the 21st-century city?

Moderator:

David Dove, Principal, Busby Perkins+Will Architects (Vancouver, BC)

Panel:

Kevin Hydes, President and CEO, Integral Engineering (San Francisco, CA)
Marion LaRue, LEED AP, Principal & Operations Leader, Cannon Design Architecture Inc. (Vancouver, BC)
Donald Schmitt, Principal, Diamond & Schmitt Architects (Toronto, ON)
George Shaw, AIA, LEED AP, Partner, LMN Architects (Seattle, WA)

Property Management

The Real Estate Market Outlook for Vancouver

After a major drop in the real estate market, prices in Vancouver stabilized and began to rise in the end of 2009. Will this trend continue or will we see prices plateau in the near future? A panel of leading real estate senior executives will offer their insights on these and other strategic issues facing the real estate market in Vancouver and BC as a whole. Specific references will be made to the office, industrial, retail and multi-unit residential markets. The panelists will discuss where they see the real estate cycle leading over the next four quarters, and how the current economic state is affecting the market.

Moderator:

Cameron Muir, Chief Economist, BC Real Estate Association

Panel:

Lee Blanchard, Associate VP, Cushman and Wakefield
Michael Deighton, Vice President, CB Richard Ellis
Rob Greer, Principal, Avison Young
Sherman Scott, Associate Vice President, Colliers International

Legal Update for Strata Managers

Recent decisions from the Courts continue to clarify the provisions of the Strata Property Act and the processes and procedures used by strata corporations. This presentation will review the impact of recent Court decisions and provide practice tips on a variety of topics of concern to strata managers: Recent Litigation, Changes to Legislation, Rules and Regulations that impact Strata Property Managers and the Management of Strata titled properties.

Speaker:

Adrienne Murray, Principal, Adrienne Murray Law Corporation

Construction

Contractor's Keynote Panel: Where are we Now, Where are we Headed?

A panel of leading industry members will discuss current issues affecting the construction today and into the future. Addressing challenges such as skill shortages, long term sustainability as well as the pros and cons of different procurement methods, this session provides attendees necessary insight to plan business growth. Also on the slate is a benchmark review on the performance of Public Private Partnerships.

Moderator:

Keith Sashaw, President, Vancouver Regional Construction Association

Panel:

Michael Kennedy, Vice President & Regional Leader, Stantec

Anibal Valente, Vice President, PCL Constructors Westcoast Inc. and Chair of BC Construction Association

David Wilkinson, Associate Principal, Cannon Design

Mike Zaine, VP and Regional Manager, Lockerbie & Hole

Get Ready for the HST in BC – How will it Impact Construction?

The Harmonized Sales Tax (HST) is coming soon and BC businesses must prepare for it. Geared towards the real estate construction sector, this seminar will provide you with valuable and current information to understand and plan for the HST being implemented in BC effective July 1, 2010. Review benefits and issues of the HST, restricted input tax credits, new housing rebates, transitional issues, tax filings for 2010, and planning opportunities for the real estate construction industry.

Speaker:

Patrick Banham, Senior Manager, Indirect Tax, KPMG

Ed Militzer, Senior Manager, Enterprise Tax, KPMG

Professional Development

Exploiting Chaos: How to Spark Innovation during Times of Change

Exploiting Chaos is a beginning-to-end exploration of how to leverage viral trends and methodical innovation to generate breakthrough ideas. This presentation is visually engaging, packed with vivid examples and multimedia, and will provide opportunity for audience participation. Jeremy begins with addressing the importance of culture and customer obsession. He then enthralls the audience with captivating micro-trends, providing a toolkit to filter ideas down to "cluster of inspiration." Finally, he teaches the audience how to articulate their messages for viral domination.

Speaker:

Jeremy Gutsche, MBA, CFA; founder of TrendHunter.com

Re/Envision the Workplace

The office landscape is changing and times are turbulent. How are leading thinkers re-envisioning the workplace? Teknion will host a round table panel of industry leaders from Canada & the US to help address the tough questions facing designers today, and importantly to help illuminate some strategies and tactics that can aid in the development of an effective solution. This session will address how the role of the designer is changing, how design helped support the development of a corporate culture, how changing work styles in the office are impacting design and how generational and demographic forces are affecting workplace design.

Moderator:

Ron Hughes, Vice President Sales, Teknion (Toronto, ON)

Speakers:

Allan Guinan, Partner, figure3 (Toronto, ON)

Dean Matsumoto, Principal, Kasian Architecture (Toronto, ON)

Kay Sargent, Principal, IA Interior Architects (Washington, DC)

Georgi-Anna Sizeland, Principal, Sizeland Inc. (Victoria, BC)

Green & Sustainability

Green Roofs and Living Walls

Green Roofs and Living Wall systems are a relatively new phenomenon, but there is a staggering amount of data and information that argues for their widespread use of them in the built environment. The triple bottom line of “people, planet and profit” can be used to analyze a building’s envelope lifespan, energy performance, storm water runoff, amenity space, pollution filtration, contribution to the local economy, and potential use for urban agriculture. These different types of green roofs and living wall systems, along with their collective benefits will be examined. Specific projects in the Vancouver area will be discussed, including the roof of the Vancouver Convention Centre, as well as new forms of design and development.

Speakers:

Chris Bruntlett, Building Designer, AIBC and Senior Project Manager, GRO₂: GroRoofs™ and GroWalls™

Andrea Martinello, Marketing Manager, Green Roof Specialist, N.A.T.S. Nursery

The Greenest City: Renewable Energy for Vancouver’s Urban Buildings

Vancouver has a commitment to becoming the world’s greenest City by 2020, and cities throughout Metro Vancouver are striving to reduce carbon emissions. With over 30% of Metro Vancouver’s greenhouse gases relating to building heating and cooling and hot water demand, numerous economical, durable and proven sustainable renewable energy technologies can help meet this goal. Building owners and developers will gain insight into the economic, social and environmental benefits offered by these systems, and they will learn how renewable energy can protect them from fluctuating energy costs.

Moderator:

Ruben Arellano, P.Eng, LEED AP, Energy Projects Director, Hemmera

Speakers:

Kristen Mucha, Manager Business Development and Customer Relations, Terasen Gas

Dave Ramslie, Sustainable Development Program Manager, City of Vancouver

Richard Slegenthaler, BSc. (Mech Eng), Renewable Energy Specialist, Hemmera



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Show Date: **April 21 & 22, 2010**
Location: **Vancouver Convention Centre West**
City: **Vancouver, BC**

FAST FACT SHEET

What is BUILDEX Vancouver?

Buildex is about design, building and managing real estate. BUILDEX Vancouver is western Canada's largest and most current conference and exposition for interior design, architecture, property management, construction, real estate and renovation.

This home grown success story started ten years ago. BUILDEX Vancouver was one four in one co-located trade events including Design Northwest, BC Construct and the BC Home Renovation shows. Today, all shows that were a part of this event have been rebranded into one working brand name: BUILDEX. It has become an annual networking and business opportunity for over 12,000 people each year.

Recognized as THE premier conference and trade show in its industry, BUILDEX has grown a solid presence in four west coast markets: Vancouver, Edmonton, Calgary and Seattle.

How many exhibits are present at this year's Vancouver event?

BUILDEX Vancouver has relocated to the *new* Vancouver Convention Centre West. It is over 20% larger – allowing for over 600 exhibits in 2010!

What types of exhibitors are showing?

Exhibits include products and services for the Design, Architectural, Property Management, Construction, and Real Estate industries, as well as trade publications.

Who attends BUILDEX shows?

Attendees include Interior designers, architects, property managers, contractors, developers, building owners, engineers, spec writers, facility/operations managers, strata councils, government officials and buyers, hotel and hospitality professionals, and interested general public. Last year over 12,000 visitors attended both the exposition and the conference.

What is the conference portion of BUILDEX Vancouver?

Buildex is underlined with a valuable conference program that features over 100 speakers for 45 seminars who will address current and relative issues regarding design, construction, real estate, management and professional development.

Is there a key theme to the BUILDEX Vancouver this year?

Green and sustainability issues take front stage during this event, which falls over EarthDay 2010 - as well as timely and important information for professionals touching on hot topics, such as the impact of the HST and economic forecasts relevant to all Vancouver professionals.

Who can attend the conference?

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

When and where is BUILDEX Vancouver?

BUILDEX Vancouver is on April 21 & 22, 2010, at the *new* Vancouver Convention Centre West.

Learn more at www.buildexvancouver.com

Low-res images from Buildex can be viewed at www.buildexvancouver.com/a_media.htm.

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MEDIA ACCREDITATION FORM

In order to attend BUILDEX Vancouver, all members of the media must be accredited. Please fax back this completed form to **604.739.2124** to receive accreditation. If you have any questions please contact Gillian Wright at 604.730.2058 or gwright@mmart.com.

Name: _____ Title: _____

Company/Organization: _____

Address: _____

City: _____ Province/State: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Website: _____

TYPE OF MEDIA

- Newspaper (daily)
- Newspaper (weekly)
- Newspaper (community)
- Radio
- Television
- Magazine (monthly)
- Magazine (bi-monthly)
- Magazine (quarterly)
- Newsletter
- Other: _____

AREAS OF INTEREST

- General Interest
- Headline News
- Business & Finance
- International Markets/Trade
- Technology
- Policy & Regulation
- Other: _____

Media Passes will NOT be mailed. You will only hear from us if your accreditation is not accepted.

Media Passes and registration will be on site at the EXHIBITOR/MEDIA registration area, located on the Exhibition Level of the Vancouver Convention Centre West.

Applicant's Signature: _____ Date: _____

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