

Exhibitor Prospectus

www.SIBOexpo.ca

SIBO IS BACK!

CCI Canada, Inc., the owner of the Toronto Woodworking Machinery & Supply Conference and Expo (WMS), proudly relaunches Salon Industriel du Bois Ouvre' (SIBO) at the new Centrexpo Cogeco in Drummondville.

The three-day SIBO 2020 will present the largest gathering place for Quebec woodworking professionals to connect with each other and with key manufacturers and suppliers of equipment, computer software, hardware, raw materials and more.

Woodworkers will come to SIBO to find innovative products and solutions to help them increase productivity, improve quality, expand into new markets and grow their profits. SIBO will allow them to:

- Compare products and services offered by multiple vendors;
- Upgrade machinery to manufacture wood products more efficiently;
- Find tooling, software and accessories to help them get more productivity out of existing machinery; and
- Learn new concepts and ideas that will help them fine tune or reinvent their operations.



Reach the Decision Makers

SIBO 2020 is your best opportunity to connect with key executives of the Quebec wood products industry, most of whom do not attend any other woodworking trade show. Take advantage of the biennial SIBO expo to showcase your company's products and services to Quebec manufacturers of furniture, cabinets, windows, store fixtures and other wood products.

Of those responding to a survey of buying power at the most recent SIBO:

48% Approve the purchase of machinery, products and services

24% Recommend the supplier or product

16% Evaluate products for purchase

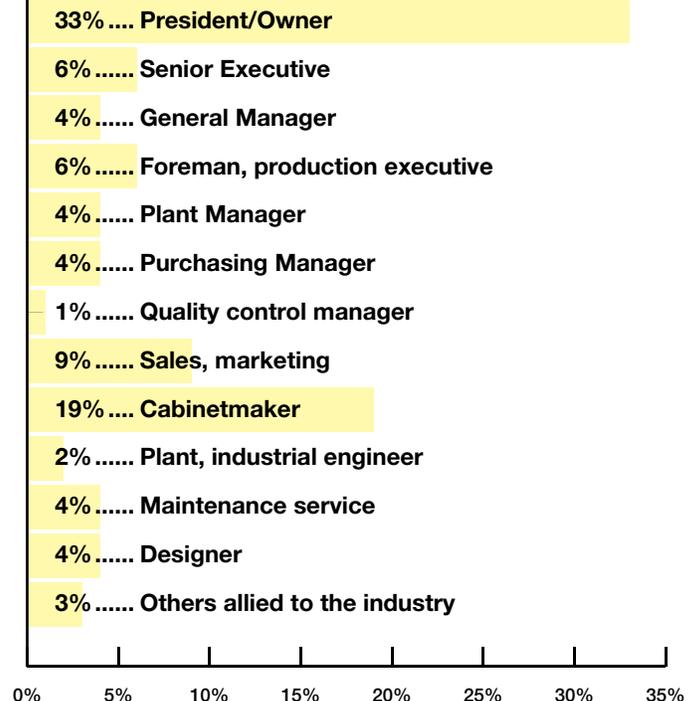
Only 12% have no involvement in purchasing decisions

Clearly these are the types of buyers with which you need to engage.

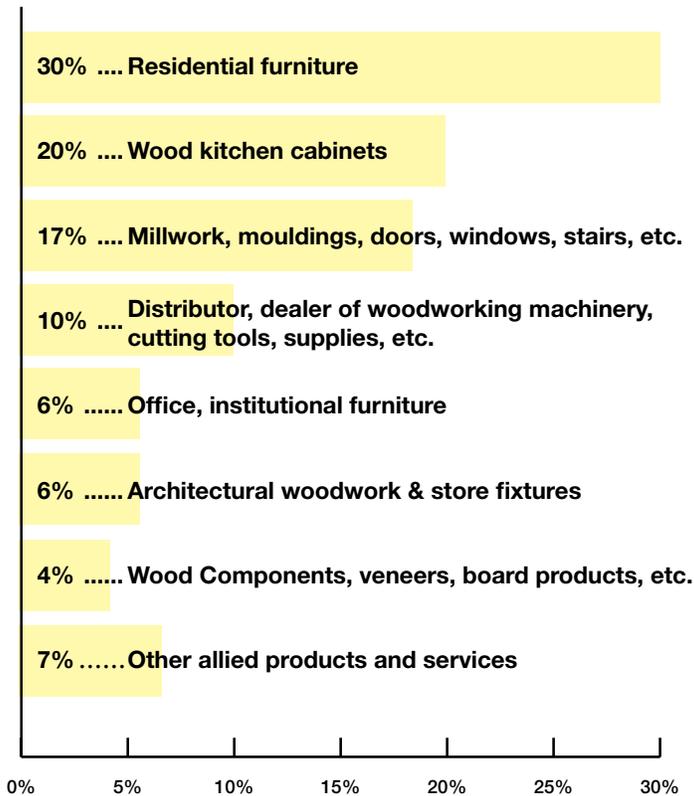
58% are top managers



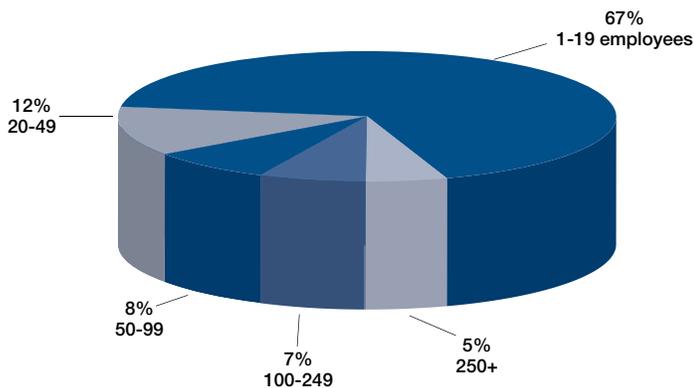
Job Title



From a wide variety of wood product sectors



Number of Employees



Doing Business in Drummondville

The Centrexpo Cogeco in Drummondville is within a 90-minute drive of 70% of the population and the vast majority of businesses in Quebec. It is the newest exhibition center in Quebec and it has the infrastructure to easily accommodate the needs of industrial woodworking machinery, plus the amenities to serve a large crowd of visitors. The Grand Times Hotel, which is connected to Centrexpo Cogeco, has more than 600 rooms and a variety of restaurants. Several other hotels are nearby.

Distances to the Centrexpo Cogeco

Quebec | 154 km

Montreal | 96 km

Trois-Rivières | 73 km

Sherbrooke | 80 km

Drummondville, located in Centre-du-Québec, halfway between Montreal and Quebec, is at the crossroads of the most important road junction in Quebec (A 20 and A 55). Easily accessible Drummondville is an important place of business tourism.

A region full of attractions

On the banks of the St-François River, Drummondville enjoys a magnificent setting. It offers a number of major cultural and recreational activities, including the Village Québécois D'Antan and the Mondial des Cultures, both of which are true institutions.

Recognized for its industrial and commercial dynamism, the Drummondville region is a development model with solid and diversified economic activity.



Promotional Blitz

Your participation as a SIBO 2020 exhibitor is backed by an aggressive attendance promotion program that reaches all corners of Quebec, throughout Canada and the United States. Show Management will use a variety of methods to reach the top industry executives including:

- A multiple-piece direct mail campaign to a targeted list of more than 25,000 prospective attendees;
- A totally redesigned and dynamic event website featuring up-to-date show news, exhibitor products, exhibitor lists and conference information;
- A print and online advertising campaign including the leading Canadian media and the woodworkingnetwork.com, FDMC, and Closets & Organized Storage.
- A proactive electronic communication plan providing attendees and prospects with compelling reasons to attend SIBO; and
- The involvement of leading regional and industry associations attracting members to their meetings, presentations and the exhibit floor.

Build More Traffic to Your Booth

Get the attention of Canada's woodworking professionals beginning when they visit the event's website to register and plan their visit, through their arrival to Centrexpo Cogeco to explore the show floor. SIBO offers advertising and sponsorship opportunities exclusive to exhibitors. Once your exhibit space is confirmed you will be provided information on these opportunities designed to fit all budgets.

Event Schedule



Move In

Monday, April 20

8am-5pm

Tuesday, April 21

8am-5pm

Wednesday, April 22

8am-5pm



Exhibit Hall Open

Thursday, April 23

10am-5pm

Friday, April 24

10am-5pm

Saturday April 25

10am-3pm



Move Out

Saturday, April 25

3pm-5pm

Sunday, April 26

8am-Noon

For more information or to reserve exhibit space, contact:

SIBO Exposition Management

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