

CREXPOCT™

CANADIAN ROOFING EXPO | EXPO CANADIENNE DE LA TOITURE



JANUARY 19-20, 2027 | TORONTO
THE INTERNATIONAL CENTRE, HALL 5

Proudly Owned by:

CRCA | **ACEC**
CANADIAN ROOFING CONTRACTORS ASSOCIATION | ASSOCIATION CANADIENNE DES ENTREPRENEURS EN COUVERTURE

canadianroofingEXPO.ca

**EXHIBITING
AND SPONSORSHIP
SALES PROSPECTUS**

JANUARY 19-20, 2027 | TORONTO

THE INTERNATIONAL CENTRE, HALL 5



Welcome to the 2027 Canadian Roofing Expo and our newly developed sponsorship and exhibitor sales prospectus. As you will see, we not only made significant changes to the sponsor packages that include more sponsor benefits and creative ways to engage show attendees but have also created several new sponsor levels for your consideration.

We sincerely look forward to your feedback and to having you join us as a sponsor and exhibitor.

About the Canadian Roofing Expo (CREXPOCT)

Canada's only dedicated purchasing, networking and educational event covering all aspects of roofing systems, technologies and maintenance, featuring more than 150 exhibitors.

Designed by the roofing industry, this event provides architects, building inspectors, contractors, engineers, property managers, building operations professionals, roofing consultants, and specifiers with an excellent opportunity to connect and stay current in the ever-evolving Canadian roofing industry.

About the CRCA

The Canadian Roofing Contractors Association (CRCA) represents the leading roofing contractors, manufacturers, and suppliers across Canada.

As the national voice of the roofing industry since 1960, CRCA brings together decision makers from coast to coast to advance professionalism, technical excellence, and long-term industry sustainability.

CRCA advocates on matters of national importance, supports workforce development, and provides trusted technical resources that help members build safer, stronger, and more competitive businesses.

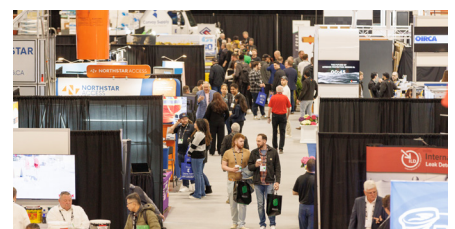
Through collaboration, education, and national leadership, CRCA connects the people, products, and ideas shaping the future of Canada's roofing industry.

About MediaEdge Communications

For over 40 years, our award-winning organization has been a leader in delivering innovative communication solutions across a wide range of industries.

We proudly offer a comprehensive suite of B2B services, including print and digital media, trade show and conference management, social media strategy, and online learning solutions through MEC Real Learning.

We are also recognized as a trusted partner to associations, helping generate meaningful non-dues revenue while delivering high-value, no-cost benefits to their members through a diverse portfolio of innovative products and services.



Unlike broader construction events, CREXpoCT delivers direct access to a highly concentrated audience focused specifically on roofing systems, technologies, products, and services.

Who Attends:

- Roofing Contractors
- Engineers
- Property Managers
- Procurement Professionals
- Architects
- Consultants
- Building Owners
- Specifiers
- Facility Managers

Book your exhibit space and sponsorship NOW!

Premium exhibit locations and sponsorship opportunities historically sell out well in advance.

WHY YOU SHOULD EXHIBIT/SPONSOR?

- **SHOWCASE** your products and services in front of thousands of customers and prospects
- **DEVELOP** strong and profitable relationships with senior decision makers who have buying power
- **ENGAGE** directly with roofing, construction, building ownership, and property management professionals
- **MEET** and present your offerings to qualified buyers
- **INCREASE** brand awareness
- **LAUNCH** or introduce new products and services
- **GENERATE** qualified leads and accelerate sales opportunities
- **MEET** new supplier partners
- **MONITOR** your competition and stay ahead
- **BENEFIT** from a very robust Show Education Program with industry-leading presenters, you will hear about current trends, new technologies, new techniques and other important issues that impact day-to-day building operations
- **PLEASE NOTE THAT** all sponsors will be provided a “first right of refusal” for their sponsorship for the 2029 CREXpoCT

Dates & Times:

Exhibit Hours

Tues Jan 19 9:00am – 4:30pm
Wed Jan 20 9:00am – 3:30pm

Move-in

Mon Jan 18 9:00am – 8:00pm

Move-out

Wed Jan 20 3:30pm – 9:00pm



EXHIBIT SPACE INFORMATION

Exhibit Rates (+HST)

Until August 30, 2026

CRCA Members	\$29.00/sq.ft.
Non-Members	\$34.00/ sq.ft.
Bulk Equipment (minimum 500 sq.ft.)	\$24.00/sq.ft.

After September 1, 2026

CRCA Members	\$34.00/sq.ft.
Non-Members	\$39.00/sq.ft.
Bulk Equipment (minimum 500 sq.ft.)	\$26.00/sq.ft.

All 2025 CREXpoCT exhibitors will have first option on prime exhibit space locations until June 15, 2026.

Included with Your Space

- Draped side and back walls
- 24-hour security
- Complimentary digital invitations to send to clients and prospects that includes your company name and booth number
- Unlimited booth staff badges
- Corporate listing in official show guide that includes company name, mailing address, email address, phone number and 25-word company description
- Listing and link to company webpage on CREXpoCT website
- Complimentary water, coffee and tea

Not Included with Your Space

- Wi-Fi is not included on the trade show floor but is available in the outside corridor.
- Additional booth materials
- Flooring
- Electrical
- Furniture
- Signage
- Shipping/receiving

Payment Terms

- Initial 50% due within 30 days of receiving the first invoice
- Remaining 50% due October 2, 2026
- All contracts signed after October 2, 2026 require 100% payment upfront.
- Please note that full payment of your booth is required prior to booth set-up

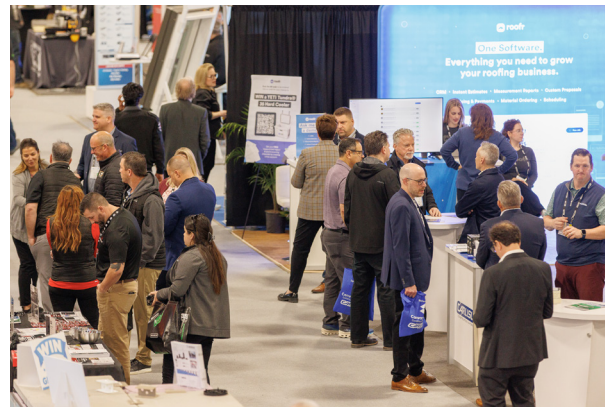
Contact Information

For exhibiting or sponsorship opportunities, please contact:

Jason Krulicki

Phone: 416-512-8186 ext. 234 or 647-535-0217

Email: jasonk@mediaedge.ca



SPONSORSHIP OPPORTUNITIES



Please note that for the 2027 show, we have added a series of new sponsor benefits for each level, as well as several new sponsor levels that did not exist previously.

Book your sponsorship (and exhibit space) TODAY, as the show sells out very quickly!

DIAMOND: Lead CREXpoCT Sponsor *(1 sponsor opportunity)*

Position your firm as the lead 2027 CREXpoCT sponsor which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$15,000 / Non-member Rate \$20,250

Sponsorship Benefits include:

Marketing and Advertising

- Company logo (top positioning) on all pre-show emails promoting CREXpoCT.
- Three, company sky advertisements on CRCA e-newsletter with link to your landing page.
- Two, dedicated company email blasts to all pre-registered attendees (one pre-show and one post-show).
- Four, dedicated company posts on all four CRCA social media channels (three pre-show and one post-show) content TBD.
- One, full page company article in Roofing Canada Magazine.
- One, full page company advertisement in Roofing Canada Magazine.
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo (top positioning) on the confirmation email that is sent once each attendee registers.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name (top positioning) on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo (top positioning) and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- An exclusive opportunity to book vendor/client meetings in your own private meeting room inside the International Centre for both days.
- Company logo (along with CRCA) on the show lanyards that are worn by all show attendees.
- Opportunity to bring welcoming remarks at Chair's Reception.
- Complimentary 10ft x 20ft trade show booth. If your

organization would like a larger booth space, it will need to be purchased as an additional item.

- Opportunity to present one non-commercial education session subject to CRCA approval.
- Opportunity to provide either a morning or afternoon food or beverage item to attendees from your booth space on both days of the show.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program

Signage

- Company logo (top positioning) and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo (top position) on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo (top positioning) and sponsor level name on the front cover.
- Company logo (top positioning) and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, full page company advertisement placed on the outside back cover (OBC).

PLATINUM: Attendee Registration Sponsor (1 sponsor opportunity)

Position your firm as one of two highly positioned platinum level sponsors and the exclusive attendee registration sponsor of the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$12,500 / Non-member Rate \$16,875

Sponsorship Benefits include:

Marketing and Advertising

- Company logo and sponsor level name placement (exclusive to your company only) on the official attendee, online registration system.
- Company logo (secondary positioning) on all pre-show emails promoting CREXpoCT.
- Two, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (post-show) content TBD.
- Two, dedicated company posts on all four CRCA social media channels (one pre-show and one post-show).
- One, half page company article in Roofing Canada Magazine.
- One, half page company advertisement in Roofing Canada Magazine.
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo (secondary positioning) on the confirmation email that is sent once each attendee registers.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name (secondary positioning) on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo (secondary positioning) and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Company logo and sponsor level name placement (exclusive to your company only) on signage located at the registration desk where attendees check in.
- Opportunity to book vendor/client meetings in your own private meeting room inside the International Centre for both days.
- Complimentary 10ft x 10ft trade show booth. If your organization would like a larger booth space, it will need to be purchased as an additional item.

- Opportunity to provide either a morning or afternoon food or beverage item on either day one or day two of the show to attendees from your booth space.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo (secondary positioning) and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo (secondary position) on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Company logo and sponsor level name placement (exclusive to your company only) on signage located at the registration kiosks.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo (secondary positioning) and sponsor level name on the front cover.
- Company logo (secondary positioning) and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, full page company advertisement placed on the inside front cover (IFC).

PLATINUM: Demonstration Area Sponsor (1 sponsor opportunity)

Position your firm as one of two highly positioned platinum level sponsors and the exclusive demonstration area sponsor of the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$12,500 / Non-member Rate \$16,875

Sponsorship Benefits include:

Marketing and Advertising

- Company logo (secondary positioning) on all pre-show emails promoting CREXpoCT.
- Two, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (pre-show) content TBD.
- Two, dedicated company posts on all four CRCA social media channels (one pre-show and one post-show).
- One, half page company article in Roofing Canada Magazine.
- One, half page company advertisement in Roofing Canada Magazine.
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo (secondary positioning) on the confirmation email that is sent once each attendee registers.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name (secondary positioning) on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo (secondary positioning) and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Exclusive host positioning of the demonstration area located on the trade show floor where the latest products, solutions and technologies will be showcased by leading suppliers.
- Verbal acknowledgement of your company as lead sponsor of the demonstration area prior to each demonstration.
- Opportunity to book vendor/client meetings in your own private meeting room inside the International Centre for both days.
- Complimentary 10ft x 10ft trade show booth. If your

organization would like a larger booth space, it will need to be purchased as an additional item.

- Opportunity to provide either a morning or afternoon food or beverage item on either day one or day two of the show to attendees from your booth space.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo (exclusive positioning) and sponsor level name on sponsor banner located in the demonstration area.
- Company logo (secondary positioning) and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo (secondary position) on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo (secondary positioning) and sponsor level name on the front cover.
- Company logo (secondary positioning) and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, full page company advertisement placed on the page facing the CRCA welcome message.

Chair's Reception Sponsor *(2 sponsor opportunities)*

Position your firm as one of two highly positioned Chair's Reception sponsors for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$8,000 / Non-member Rate \$10,800

Sponsorship Benefits include:

Marketing and Advertising

- Company logo on all pre-show emails promoting CREXpoCT.
- Two, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (pre-show).
- Two, sponsor recognition posts on all four CRCA social media channels (one pre-show and one post-show).
- One, half page company advertisement in Roofing Canada Magazine.
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo on the confirmation email that is sent once each attendee registers.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Sponsor positioning as the co-host of all attendees, speakers, and guests at our day one Chair's Reception from 3:30-4:30 pm.
- Company logo on all complimentary drink tickets that will be given to attendees at the registration desk.
- Opportunity for your company to hand out complimentary drink tickets to attendees onsite, either from your booth or at the reception area.
- Company logo prominently displayed on signage at designated refreshment and food stations during the reception.

- Company logo and sponsor level positioning on prominent signage before and during the Chair's Reception on day one.
- Opportunity to provide either a morning or afternoon food or beverage item on either day one or day two of the show to attendees from your booth space.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, half page company advertisement.

Networking Reception Sponsor (4 sponsor opportunities)

Position your firm as one of four highly positioned networking reception sponsors for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$6,000 / Non-member Rate \$8,100

Sponsorship Benefits include:

Marketing and Advertising

- One, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (post-show).
- One, sponsor recognition posts on all four CRCA social media channels (pre-show).
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Sponsor positioning as the co-host of all attendees, speakers, and guests at our day two networking reception from 2:30-3:30 pm.
- Company logo on all complimentary drink tickets that will be given to attendees at the registration desk.
- Opportunity for your company to hand out complimentary drink tickets to attendees onsite, either from your booth or at the reception area.
- Company logo prominently displayed on signage at designated refreshment and food stations during the reception
- Company logo and sponsor level positioning on prominent signage before and during the networking reception on day two.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided)
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, quarter page company advertisement.

Education Theatre Sponsor *(2 sponsor opportunities)*

Position your firm as one of two highly positioned education theatre sponsors for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$6,000 / Non-member Rate \$8,100

Sponsorship Benefits include:

Marketing and Advertising

- One, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (post-show).
- One, sponsor recognition post on all four CRCA social media channels (pre-show).
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- The moderator of each education session and product talk will acknowledge and thank your company for sponsoring the education theatre and their session while stating your booth number.
- Company logo (exclusive) and sponsor level name on signage located at the education theatre.

Passport Program

- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided)
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo (exclusive) and sponsor level name on signage located at the education theatre.
- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, quarter page company advertisement.

Delegate Bag Sponsor *(2 sponsor opportunities)*

Position your firm as one of two highly positioned delegate bag sponsors for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$6,000 / Non-member Rate \$8,100

Sponsorship Benefits include:

Marketing and Advertising

- Your company logo will be displayed on all delegate bags handed out to attendees at the registration desk.
- One, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (post-show).
- One, sponsor recognition post on all four CRCA social media channels (pre-show).
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Your company logo and sponsor level will be displayed on all delegate bags handed out to attendees at the registration desk.
- Opportunity for your firm to place literature or a small gift inside each delegate bag.
- Each sponsor will receive 100 delegate bags to use for their internal purposes.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, quarter page company advertisement.

Show Guide Sponsor *(1 opportunity)*

Position your firm as the exclusive 2027 CREXpoCT show guide sponsor which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$6,000 / Non-member Rate \$8,100

Sponsorship Benefits include:

Marketing and Advertising

- One, company sky advertisements on CRCA e-newsletter with link to your landing page.
- One, dedicated company email blast to all pre-registered attendees (pre-show).
- One, sponsor recognition post on all four CRCA social media channels (pre-show).
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Your company name, logo, and show guide positioning on the front cover of the show guide that will be provided to all show attendees at the registration desk.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, quarter page company advertisement.

Coffee Sponsor (2 opportunities)

Position your firm as a coffee co-sponsor for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$5,000 / Non-member Rate \$6,750

Sponsorship Benefits include:

Marketing and Advertising

- One, sponsor recognition post on all four CRCA social media channels (pre-show).
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Company positioning as the morning coffee sponsors on both days of the show that will be served in the lounge area located in the centre of the trade show floor.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).

- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level positioning on signage near the coffee stations that are located in the main lounge area.
- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.
- One, quarter page company advertisement.

Water Sponsor *(1 opportunity)*

Position your firm as the water sponsor for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$2,500 / Non-member Rate \$3,375

Sponsorship Benefits include:

Marketing and Advertising

- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Company logo and booth number on the attendee passport program (see below for additional details).

CREXpoCT Website

- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twelve months after the event.

On-site Benefits

- Company positioning as the official water sponsor with branded water stations located throughout the trade show floor.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).
- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.

- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company logo and sponsor level positioning on signage near the four water stations that are located on the trade show floor.
- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.

Product Talks Demo (4 opportunities)

Position your firm as a Product Talks sponsor for the 2027 CREXpoCT which provides a significant amount of exposure and sponsorship benefits as listed below.

CRCA Member Rate \$2,000 / Non-member Rate \$2,700

Sponsorship Benefits include:

Marketing and Advertising

- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.

CREXpoCT Website

- Your company name, the name of your product talk presentation, and the day and time of your presentation will be listed in the official show schedule.
- Company logo and sponsor level name on all sponsor landing pages (site wide), with a direct link to your website.
- Highlighted company listing on the exhibitor list.
- Your corporate logo and sponsor level name will remain posted for twenty months after the show concludes.

On-site Benefits

- Opportunity to deliver a 20-minute presentation related to your products, solutions and technologies to a captivated audience in the education theatre located on the trade show floor.

Passport Program

- Your company logo and booth number will be featured on the official attendee passport.
- Each attendee receives a passport at registration and is encouraged to visit each passport sponsor's booth to collect stamps (stamps will be provided).

- This creates consistent booth traffic and valuable opportunities to engage directly with attendees.
- Once all stamps are collected, attendees will place their completed passport into a daily prize draw.
- Draw prizes are awarded at the end of each show day, with added recognition for your organization as a supporting sponsor of the passport program.

Signage

- Company name, presentation topic, and time listed on signage that will show the education theatre's session schedule for that day.
- Company logo and sponsor level name on sponsor signage located at the registration desk, trade floor entrance and on the trade show floor.
- Rotating company logo on PowerPoint screens at the beginning of each education session and throughout the day in the education theatre.
- Sponsor recognition sign for your exhibit space.

CREXpoCT Show Guide

- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.
- Highlighted booth location on the trade show floor plan.

Exhibitor Food & Beverage Sponsorship *(Morning or Afternoon)*

Position your firm as a food and beverage (F&B) sponsor for the 2027 CREXpoCT which will draw traffic into your booth, increasing your exposure and engagement.

Attendees of the 2025 CREXpoCT indicated that they would like enhanced food and beverage options for the 2027 show and with your support, we will deliver on their request.

All F&B sponsorships include the following sponsor benefits, regardless of what item(s) you select:

- Opportunity to serve your selected F&B item directly from your booth.
- Company logo, sponsor level and booth number on dedicated attendee digital invitations sent by your company.
- Highlighted company listing on the exhibitor list posted on the website and in the show guide.
- Highlighted booth location on the trade show floor plan in the show guide.
- Your booth will be highlighted as a F&B sponsor on trade show floor plan signage located at the entrance of the trade show floor.
- Verbal sponsor recognition over the trade show floor sound system throughout the show.
- Sponsor recognition sign for your exhibit space.
- Company logo and sponsor level name on a full-page CREXpoCT sponsor advertisement.
- Highlighted company listing on the exhibitor list.

Please note that only one F&B sponsorship exists for each item listed below per day, and that they will be provided on a first-come, first-served basis. To double your exposure and booth traffic, you can select one F&B item that will be served from your booth on both days of the show!

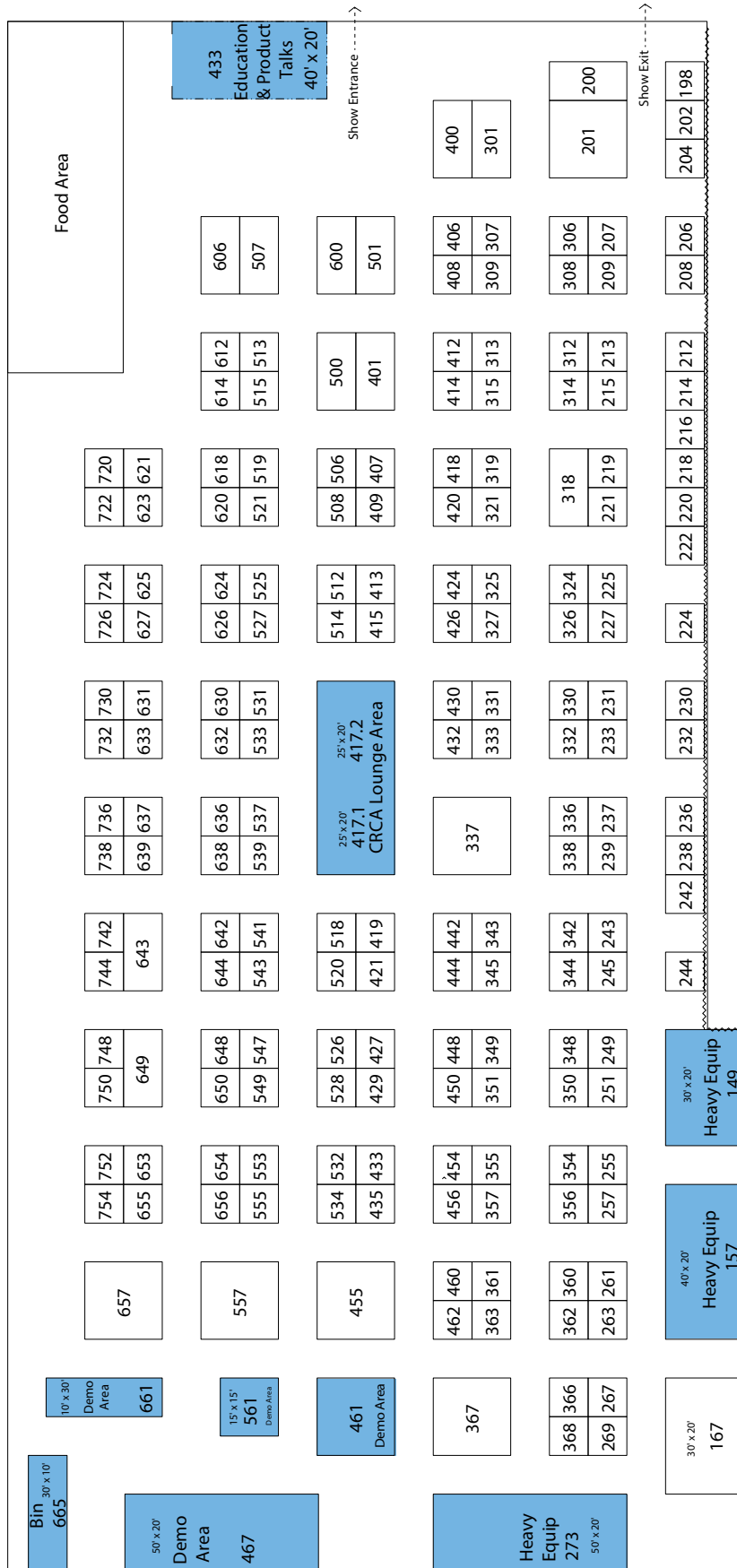
Your breakfast options and pricing include:

- 100, Mini Whole Wheat Bagels with Cream Cheese and Jam for \$1,750/day
- 100, Freshly Baked Assorted Gourmet Muffins (Banana, Lemon Cranberry, Chocolate Chunk and Carrot) for \$1,750/day
- 100, Assorted Mini Muffins (Gluten-free) for \$1,750/day
- 100, Freshly Baked Cookies (Chocolate Chip, Oatmeal, White Chocolate Macadamia, Salted Caramel Crunch, Shortbread) for \$1,750/day
- 100, Individual Yogurts for \$1,750/day

Your lunch and snack options and pricing include:

- 192, ¼-size sandwich pieces, (Albacore Tuna, Shaved Roasted Beef, Ham and Cheese, Turkey, and Egg Salad) for \$1,750/day
- 192, ¼ size wraps, (Grilled Pesto Chicken, Teriyaki Beef, and Grilled Vegetables with hummus) for \$1,750/day
- 100 servings, Wings and Mac N Cheese (Chicken Wings Two Ways - Buffalo and Asian + Truffle & Wild Mushroom Mac N Cheese) for \$1,750/day
- Snack Option - Popcorn Package (Includes kernels, popcorn machine, and a server) for \$1,250/day.

THE INTERNATIONAL CENTRE, HALL 5



EXHIBITOR CONTRACT



January 19-20, 2027 | Toronto
The International Centre, Hall 5

1. AGREEMENT MADE BETWEEN:

Name	Company
Title	City
Address	Postal/Zip Code
Province/State	Country
Telephone	Cell
Email	Website
Logistics Contact	Phone/Email

2. EXHIBIT RATES:

1st Choice	Booth Number	2nd Choice	Booth Number	3rd Choice	Booth Number
Space Required		Rate / sq.ft. = \$			
HST (13%) \$					
Total \$					

Exhibit Rates (+ HST)

Until August 30, 2026	
CRCA Members	\$29.00/sq.ft.
Non-Members	\$34.00/ sq.ft.
Bulk Equipment (minimum 500 sq.ft.)	\$24.00/sq.ft.

All 2025 CREXpoCT exhibitors will have first option on prime exhibit space locations until June 15, 2026.

After September 1, 2026	
CRCA Members	\$34.00/sq.ft.
Non-Members	\$39.00/sq.ft.
Bulk Equipment (minimum 500 sq.ft.)	\$26.00/sq.ft.

Payment Terms

- 50% due with contract
- 50% due October 2, 2026
- All contracts signed after October 2, 2026 require 100% payment upfront.
- Payments can be made via wire transfer, ACH, credit card or cheque
- Please note that full payment of your booth is required prior to booth set-up
- Questions regarding invoicing:
E: bradm@mediaedge.ca
T: 416-573-6741

Exhibitor Cancellation and Relocation Policy:

Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by show management are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the exhibitor service manual. Show management reserves the right to relocate the assigned exhibitor booth(s) to an alternate space. The organizer reserves the right to reassign booth locations as needed to optimize floor plan design, traffic flow, or operational requirements, with or without prior notice, while maintaining overall event integrity.

EXHIBITOR CONTRACT



January 19-20, 2027 | Toronto
The International Centre, Hall 5

3. CONTACT PERSON FOR YOUR EXHIBIT

Name	Company
Title	City
Address	Postal/Zip Code
Province/State	Country
Telephone	Cell
Email	Website

4. SHOW LISTING:

Please state the name of your organization as it should be listed:

5. BOOTH REQUIREMENTS:

- EXHIBITOR agrees to carry a minimum of \$5 million commercial general liability insurance naming MediaEdge Communications and Canadian Roofing Contractors Association and T.I.C.C. Limited (o/a International Centre) as additional insured for the duration of the Show including move-in and move-out. A show insurance package will be available for purchase if your company does not have the required coverage.
- EXHIBITOR agrees to comply with Ontario's Occupational Health & Safety Act and its applicable regulations (Industrial and Construction) as it pertains to shows and to ensure that all staff and third party contractors are equipped with required appropriate personal protective equipment including steel toed footwear and hard hats which must be worn on the show floor during Move-in and Move-out.

Canadian Anti-Spam Legislation requires that we secure your express consent to allow third party vendors of event services to contact you directly via email in order to make arrangements for your participation at the Event. Such express consent will only allow these authorized service providers to contact you in connection with services related directly to your participation in this event. Receipt of your express consent to receive commercial electronic communications from these suppliers is a condition to MediaEdge Communications accepting your Application. As a result, please check the box below indicating that you consent to receive such commercial communications.

MediaEdge Communications

- I agree that MediaEdge Communications ("MediaEdge") may contact me about other MediaEdge trade shows, events and services (collectively, "MediaEdge Communications Events") that may be of interest to me by [] email, [] regular mail, [] fax or [] phone (including by providing pre-recorded phone messages that may include marketing content).

Third Party Vendor Communications

MediaEdge Communications has selected third party vendors of event services (such as material handling, parking, and lighting and electrical supply) who can assist with your preparation and participation in the MediaEdge Communications event for which you are registering. These approved and official suppliers are familiar with the event and will notify you of such things as advance service order deadlines - that may help you save time and money or marketing and PR opportunities. These third party vendors require your authorization to contact you directly. For a list of these third party vendors, please refer to the exhibitor manual that show management will provide.

- Yes, I agree for MediaEdge Communications to share my details to the list of third party vendors below, to contact me with information about services they can provide me for the MediaEdge Communications event for which I have registered and any other services they provide.

MediaEdge Communications is obtaining consent on behalf of the third party vendors. You can withdraw your consent at any time by following the instructions in any of the vendor emails. If you require further assistance, please contact MediaEdge Communications, 2001 Sheppard St. E., Suite 500, North York, ON, M2J 4Z8 (416-512-8186).

Invoicing - Accounting should receive a copy of the signed contract. Orders with payment installments will generate invoices based on the payment plan and the amount due at that time. Contract totals and future installments are not included in this format. If you wish to pay in full, please indicate to your sales representative to remove payment plan with installments.

I understand that by signing below I agree to the Exhibitor Contract Terms & Conditions, Exhibitor Health and Safety requirements document and comply with the provincial Occupational Health & Safety Act and its applicable regulations (Industrial and Construction) as it pertains to Shows and to ensure that all staff and third party contractors are equipped with appropriate personal protective equipment including steel toed footwear which must be worn on the Show floor.

Payment Information / Acceptance of Contract

By:	Title:
Signature	Date:
Office Use only: DO NOT WRITE	
Space Assigned:	Email your signed exhibitor contract to Jason Krulicki Phone: 416-512-8186 ext. 234 or 647-535-0217 Email: jasonk@mediaedge.ca
Accepted for CREXpoCT by:	

SPONSORSHIP CONTRACT



AGREEMENT MADE BETWEEN:

Name	Company
Title	City
Address	Postal/Zip Code
Province/State	Country
Telephone	Cell
Email	Website
Logistics Contact	Phone/Email

Sponsorship Rates (+HST)

Contract Description Summary	Qty	CRCA Member Rate	Non-Member rate	Amount
<input type="checkbox"/> Lead CREXpoCT Sponsor / Diamond		\$15,000	\$20,250	
<input type="checkbox"/> Attendee Registration Sponsor / Platinum		\$12,500	\$16,875	
<input type="checkbox"/> Demonstration Area Sponsor / Platinum		\$12,500	\$16,875	
<input type="checkbox"/> Chair's Reception Sponsor		\$8,000	\$10,800	
<input type="checkbox"/> Networking Reception Sponsor		\$6,000	\$8,100	
<input type="checkbox"/> Education Theatre Sponsor		\$6,000	\$8,100	
<input type="checkbox"/> Delegate Bag Sponsor		\$6,000	\$8,100	
<input type="checkbox"/> Show Guide Sponsor		\$6,000	\$8,100	
<input type="checkbox"/> Coffee Sponsor		\$5,000	\$6,750	
<input type="checkbox"/> Water Sponsor		\$2,500	\$3,375	
<input type="checkbox"/> Product Talks Demo		\$2,000	\$2,700	
<input type="checkbox"/> Exhibitor Food & Beverage Sponsorship		\$1,750	\$1,750	
	HST (13%) \$			
	Total			

Payment Schedule

Deposit Payment Due: 50% Due **Now**

Final Payment Due: 50% Due **October 2, 2026**

All contracts signed after October 2, 2026 require 100% payment upfront.

Please note that full payment of your booth is required prior to booth set-up

Sponsorship Cancellation Policy

Show Management shall in no event be required to make any rebate or refund to Sponsor in connection with any cancellation of this Agreement. The Sponsor is required to make full payment on all contracted Sponsorship and cancellation of Sponsorship does not relieve the Sponsor of their obligations.

Payment Information / Acceptance of Contract

By:	Title:
Signature	Date:

Office Use only: DO NOT WRITE

Sponsorship Assigned:	Email your signed sponsorship contract to Jason Krulicki Phone: 416-512-8186 ext. 234 or 647-535-0217 Email: jasonk@mediaedge.ca
Accepted for CREXpoCT by:	