

Promotional Campaign

Advertising and Media Plan Overview



TORONTO | FEB 7-8, 2018
THE INTERNATIONAL CENTRE

Media Sponsors



The Canadian Concrete Expo promotional campaign kicked off in August 2017 and will run continuously until after the show in February 2018.

CCE will be heavily promoted by leading concrete industry and construction media outlets in both print and digital. The print advertising campaign includes full page full color ads with high exposure positioning. The digital advertising campaign includes homepage takeovers, e-blasts, newsletter, and large banner ads.

Media partners are committed and engaged with the promotion of CCE to their networks.

- Hanley Woods
- Concrete Construction Magazine
- Concrete Producer
- On-Site Canada's Construction Magazine
- Construction Canada Magazine
- Ontario Construction Report
- Road Builders Magazine
- Rock To Road Magazine
- ACI Concrete International Magazine
- TCA Builders Digest Magazine
- CSDA Concrete Openings Magazine
- Ottawa Construction Assoc. Construction Comment Magazine
- Calgary Construction Assoc. Constructor Magazine

Co-Sponsors



CCE co-sponsors include an impressive display of industry organizations representing a large membership group across Canada and the United States. Co-sponsors are fully committed to the promotion of CCE to their members and affiliates through website advertisements and announcements, emails, newsletters, direct mail, and social media.

Canadian Construction Association Endorsements

CCE is officially endorsed by the largest construction associations across Canada which are engaged with promotion to their association members and affiliates through newsletters, emails, website ads and announcements, events and meetings, and other communication.

Ontario General Contractors Association	Ottawa Construction Association	Niagara Construction Association
Council of Ontario Construction Associations	Northeastern Ontario Construction Association	London Construction Association
British Columbia Construction Association	Barrie Construction Association	Windsor Construction Association
Saskatchewan Construction Association	Hamilton Halton Construction Association	ACI - Quebec and Eastern Ontario Chapter
Calgary Construction Association	Grand Valley Construction Association	ACI - Manitoba Chapter ACI - Atlantic Chapter

Internal Campaign

- Multiple Direct Mail Campaigns to every Concrete Producer, Precast Manufacturer and Concrete Pumping Contractor in Canada
- Ongoing Media Releases to applicable Media and North American concrete related Associations
- Ongoing email updates to pre-registered attendees
- Mail out to all pre-registered for CCE
- Digital promotion through exhibitors and pre-registered attendees
- 10,000 Show Guides handed on on-site and digital version distributed online