

# CIPHEX VIRTUAL

Canada's online trade show and conference for plumbing, hydronics and HVACR

## NOVEMBER 2-27, 2020 EVERYWHERE!

Participate in **CIPHEX VIRTUAL** this November to engage with a national audience of contractors, wholesalers, engineers, builders, renovators, designers, general contractors, government and municipalities, utilities and other industry buyers and decision-makers looking for new products, new technologies and new solutions.

The **CIPHEX VIRTUAL** experience will include all the key elements our customers have come to expect from the physical event in a new **digital format**.

We look forward to getting back to face-to-face events in 2021 and beyond, but **CIPHEX VIRTUAL** gives you an incredibly cost-effective way to connect with buyers and decision-makers looking for new products, technologies and solutions now.

### RATES AND WHAT'S INCLUDED WITH YOUR CIPHEX VIRTUAL BOOTH

- Your virtual booth will include your logo, company information, product information (and pdf's that attendees can download) and promotional videos.
- Networking features allow attendees to contact you, but also allows you to contact attendees.
- After the show, you will receive a complete list/summary of the visitors who entered your virtual booth. No matter how busy you are, you will never miss a lead.
- When you upload "New Products" to your virtual booth, the system will automatically display them in the general "New Product" area.

CIPH MEMBER RATE	NON-MEMBER RATE
<b>\$650</b> if you book by September 1, 2020	<b>\$800</b> if you book by September 1, 2020
<b>\$750</b> after September 1, 2020	<b>\$900</b> after September 1, 2020

### Passport Program to build traffic

There will be a **Passport program with prize draws to encourage attendees to "check in" at your booth to help you build booth traffic and generate sales leads.**

### WHAT DOESN'T CIPHEX VIRTUAL HAVE?

**No costs** for shipping, flights or hotel rooms – exhibitors and attendees can participate from anywhere.

**No limits** – the virtual format will deliver countless opportunities to connect with buyers and decision-makers from across Canada.

### DATES AND HOURS

- **CIPHEX VIRTUAL November 2-27, 2020.** Throughout the four weeks, your booth will be open so that visitors can get company and product information, view videos you choose to upload and email you with questions and requests so that you can respond at your convenience (we strongly recommend that you respond within 24 hours or less).
- **Three special "live" days** Still virtual, but on these three days, you can chat, video chat or email "live" with attendees in your booth. Each day will have a different live time (four-hour period) according to the different time zones around Canada to make it convenient and accessible to as wide an audience as possible.
  - November 5 10am to 2pm, Eastern Time
  - November 12 5pm to 9pm, Eastern Time
  - November 19 8am to 12pm, Eastern Time
- **Web and Mobile Accessible** **CIPHEX VIRTUAL** can be accessed from a desktop, laptop, tablet or mobile phone making it totally accessible to exhibitors and attendees on their preferred devices.

## CIPHEX VIRTUAL CONFERENCE

A full program of webinars will be offered throughout the four weeks of **CIPHEX VIRTUAL**. The virtual format will allow us to offer a wide selection of exhibitor presentations. You must be a confirmed **CIPHEX VIRTUAL** exhibitor to be a presenter.



### Option 1 Present One Webinar

Present your webinar along with a 30 second video advertisement preceding your presentation. You will receive a Promo Code which you can send to your customers so that they can register for the Virtual Trade Show and one (1) webinar for free. Following the session, you will receive the list of webinar attendees for post event follow up.

**Cost: \$250**



### Option 2 Present Two Webinars

Present your webinar along with a 90 second video advertisement preceding your presentation. You will receive a Promo Code which you can send to your customers so that they can register for the Virtual Trade Show and three (3) CIPHEX Virtual webinars between November 2 and 27 for free.

Following the session, you will receive the list of webinar attendees for post event follow up

**Cost: \$400**



## EXHIBITOR SUPPORT

- You'll receive a special link to login in and upload company information, your logo, product "brochures" and even upload videos to your **CIPHEX VIRTUAL** booth plus a short instructional powerpoint to guide you along.
- If you are already a confirmed CIPHEX West (now taking place in November 2021) exhibitor, we will import the information posted in your CIPHEX West eBooth to get you started with your **CIPHEX VIRTUAL** booth.
- Our virtual event platform/software is easy to use and provides clear instructions to set up your booth; and the CIPHEX team is available if you need assistance.



**Canadian Institute  
of Plumbing & Heating**

**www.ciph.com**

CIPHEX SHOWS ARE OWNED  
AND PRODUCED BY THE CANADIAN  
INSTITUTE OF PLUMBING &  
HEATING (CIPH).