

canadian waste & recycling expo

www.cwre.ca

November 9 - 10, 2011 Palais de congrès de Montréal Montréal, QC



MONTREAL

Canadian Waste & Recycling Expo is going to Montréal!

Canada's Only trade event serving the Waste, Recycling and Public Works Markets



The Leading Companies in the Industry

Our international event proudly hosts the industry's most prominent companies in the waste, recycling and public works markets. Each of them will showcase products and services designed to meet the needs of the marketplace through their in-booth product demonstrations, educational symposium program, waste sector facility tours and a host of networking opportunities.

Don't miss the chance to analyze and outshine your competition! Attracting qualified visitors, CWRE appeals to key decision makers from some of the industry's most prominent and influential companies and municipalities across Canada.

Who Should Attend?

Industry professionals in the following areas:

- Construction/Demolition
- Collection/Hauling/Disposal
- Landfill Management/Operations
- Fleet/Transportation
- Government Officials
- Property Management
- Waste Management
- Wastewater

Why Exhibit?

As an exhibitor at CWRE, you will benefit from an extensive attendee marketing plan designed to bring the most qualified buyers directly to your booth. In addition to extensive traditional media campaigns, our multi-media audience development program targets key buyers across North America.

Delivering the buyers

- Direct-mail campaigns targeting both past visitors and other industry professionals
- E-mail campaigns reaching every major target market
- Attendee newsletters distributed to pre-registered & potential buyers with up-to-date exhibitor lists and show developments
- Partnerships with several organizations promoting the show to their extensive membership lists

In addition, prospective participants will also see

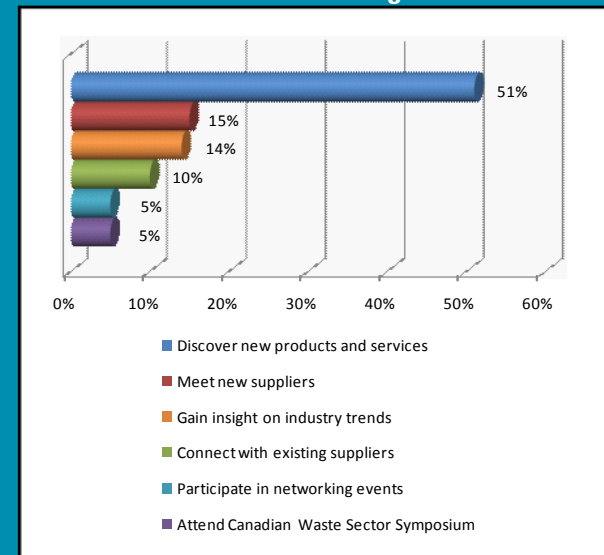
- Extensive advertising and editorial coverage in top industry publications as well as banner ads on several industry-related Web sites
- Information booths at other industry events attracting buyers and specifiers

"This show gave [us] excellent exposure to this market. We worked the show hard and got several good leads. We were able to close orders within 1 week of the show."

Bob Marshall
Marshall
Industrial Inc.



Influential Factors in Attending





What does my booth include?

- Booths are piped and draped from adjacent exhibitors and include Exhibitor ID sign
- Company listing with product category references in official Show Directory
- Company listing on the CWRE Web site
- Printed VIP passes and e-VIP passes for distribution to your current clients and top prospects
- Expo passes for your staff and booth personnel
- Exhibitor Services Manual with checklist and forms to stay abreast of deadlines for a successful show
- Frequent exhibitor updates with information on show developments
- A myriad of networking events hosted by our industry partner groups including their annual conventions and membership meetings held in conjunction with CWRE.

What are the show dates & hours?

Wednesday, November 9
10:00 am - 4:00 pm

Thursday, November 10
10:00 am - 4:00 pm

How can I get more exposure at CWRE?

Once you have secured a booth space, consider some of the many opportunities to put your products, services and sales staff in front of key decision makers.

New Product Showcase. More than half of the attendees consider "seeing new products" one of their top priorities for attending the show. Be sure to drive traffic to your booth by introducing your new products at the 2011 Canadian Waste & Recycling Expo with an entry in the New Product Showcase. Participants are highlighted on the Web site, on the show floor and will continue to benefit from considerable exposure in numerous trade publications.

High Profile Sponsorship Opportunities.

Availability is limited and some options are exclusive, so don't wait to explore the following opportunities for a wide range of budgets:

- Customized badge lanyards
- Welcome Models
- Attendee Badge Tickets
- Refreshment stations
- Signage & columnwraps
- Web Banner Ads
- Customized registration pens

Show Directory Advertising. Whether it's the addition of a logo to supplement your company listing, a half-page ad, or full-color spread, the directory is an effective way to get in front of your clients and prospects at the show and beyond. The publication will remain a valuable reference tool until the 2012 event!



"CWRE was a good Fair. It gave us a good exposure to clients, develop a new market and to get more leads for our business."

Orbit Metal Co.,
Ltd., Simon Assaf



TO SECURE A BOOTH

Call: 403.589.4832
E-mail: arnie.gess@cwre.ca
Visit: www.cwre.ca

Contact Us Today!



What product categories are shown at CWRE?



Composting Systems / Components: composting systems / components; composting svcs.

Construction & Demolition Waste / Scrap Recycling: battery collection and recycling; collection, hauling & disposal services; construction and demolition and; scrap metal recycling / magnets; shredders

Incineration / Gasification / Thermal Technologies: incineration / thermal systems

Infrastructure Redevelopment / Public Works: building maintenance / facility management; consulting / engineering; laboratory testing services; waste auditing / environmental mgt; waste to energy technology; parks & recreation products & svcs; traffic / pedestrian control; portable toilets; street cleaning equipment; road & ground maintenance

Landfill Operations / Systems: IC&I waste management; landfill management systems (caps, daily covers, liners, gas / leachate collection & disposal); landfill operators; odor control; occupational health & safety products and services

MRFs / Transfer Stations / Storage / Containers: compactors / crushers; containers (bins, bags & carts); scales / weighing systems; casters / wheels; lifts / hoists; transfer equip.

Recycling Equipment / Services: balers; conveyors / belts; electronic recycling & destruction; glass recycling; instrumentation, control, sampling and monitoring equipment; paper recycling / collection; plastics recycling / collection; recycling, sorting and separation equipment; tire recycling, wood recycling equipment / parts (grinders, delimiters, debarkers, trommel screens, chippers, etc.)

Trucks & Transportation Equipment / Heavy Equip.: GPS tracking systems; heavy equipment, attachment / parts; load cells; material handling equip.; moving floor sys.; trailers - manufacturing / services; transportation / fleet maintenance; trucks, hauling equipment - refuse vehicles, front loaders; roll-offs, luggers, hook lifts, etc.; lifters / tippers; snow / ice control equip.; truck, tire / equipment washing sys.; truck chassis equipment / parts; OEMs; hydraulic components; tarping systems; backing safety sys.

Waste Treatment / Disposal: pumps, valves, meters; sludge filtration, dewatering / dredging; medical / infectious / special waste; wastewater collection / treatment; industrial chemical cleaners; hazardous waste equipment & services

Software / Technology / Education: software, internet / multi-media technologies; industry associations; industry information, technical resources, publishing; information technology recovery; training & continuing education; wireless communications

Our Attendees are here to do business!

You can make more contacts and get more leads in two dedicated days of exhibiting than in months of sales calls. Reach this lucrative market and meet face-to-face with these buyers searching for the most innovative products and services to achieve their waste minimization and recycling goals.

78% of Canadian Waste & Recycling Expo attendees plan to purchase products from exhibiting companies within the next 12 months.*

*2010 Canadian Waste & Recycling Expo Attendee Survey

71% of Canadian Waste & Recycling Expo Attendees are Influencers / Decision Makers in the purchasing decision.*

*2010 CWRE Attendee Registration Report

“Found exactly what I was looking for.”

City of Orillia,
Gary Barnes

“Good range of equipment and products!”

EPM International,
Hardy Wong



Top 5 Attendee Areas of Interest

1. Recycling Equipment and Services
2. Construction / Demolition Waste / Scrap Recycling
3. Waste Treatment / Disposal
4. Trucks / Transportation / Heavy Equipment
5. Composting Systems / Components / Service

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Thursday, November 10, 2011 10:00 AM - 4:00 PM

Location: Palais de congrès de Montréal, Montréal, QC, Canada

Exhibitors: Leading companies displaying the latest technologies, equipment and services for the waste, recycling and public works markets include:

Composting Systems / Components: composting systems / components; composting services

Construction & Demolition Waste / Scrap Recycling: battery collection and recycling; collection, hauling & disposal services; construction and demolition and; scrap metal recycling / magnets; shredders

Incineration / Gasification / Thermal Technologies: incineration / thermal systems

Infrastructure Redevelopment / Public Works: building maintenance / facility management; consulting / engineering; laboratory testing services; waste auditing / environmental management; waste to energy technology; parks & recreation products and services; traffic / pedestrian control; portable toilets; street cleaning equipment; road and ground maintenance

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Waste Treatment / Disposal: pumps, valves, meters; sludge filtration, dewatering / dredging; medical / infectious / special waste; wastewater collection / treatment; industrial chemical cleaners; hazardous waste equipment & services

Software / Technology / Education: software, internet / multi-media technologies; industry associations; industry information, technical resources, publishing; information technology recovery; training & continuing education; wireless communications

Visitors/Buyers: Attendees from Canada and the United States include: collection, hauling, disposal service companies; construction / demolition companies; consultants / engineers; facility / site operators; ICI (industrial, commercial and institutional); landfill operators; manufacturers with waste streams; property managers; recycling coordinators; transportation / fleet maintenance personnel; waste managers; federal, provincial and municipal government employees responsible for waste management and public works; airport managers; road supervisors; lawyers related to the sectors; industry publishers and industry associations

Participation Fee Raw Space Only. All prices are in CDN\$ and are subject to both G.S.T. and Q.S.T.
• 100 - 399 NSF = \$20.00 per NSF • 400 - 999 NSF = \$17.00 per NSF • 1,000+ NSF = \$15.00 per NSF

Seminars / Special Events Innovative educational sessions and a variety of special events hosted by our Industry Partner Associations

Admission: Trade Visitors / Buyers Only. All prices are in CDN\$ and are subject to both G.S.T. and Q.S.T.

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**SECURE
YOUR
BOOTH**

**Contact Us
Today!**