

canadian waste & recycling expo

November 9 - 10, 2011

Palais de congrès de Montréal

Montréal, QC



*Join us in Toronto in 2012!
November 14 - 15*

2011 Post Show Report

www.cwre.ca

“The Canadian Waste & Recycling Expo allowed me to see some of the latest products and newly improved ones as well. I will return to CWRE.”

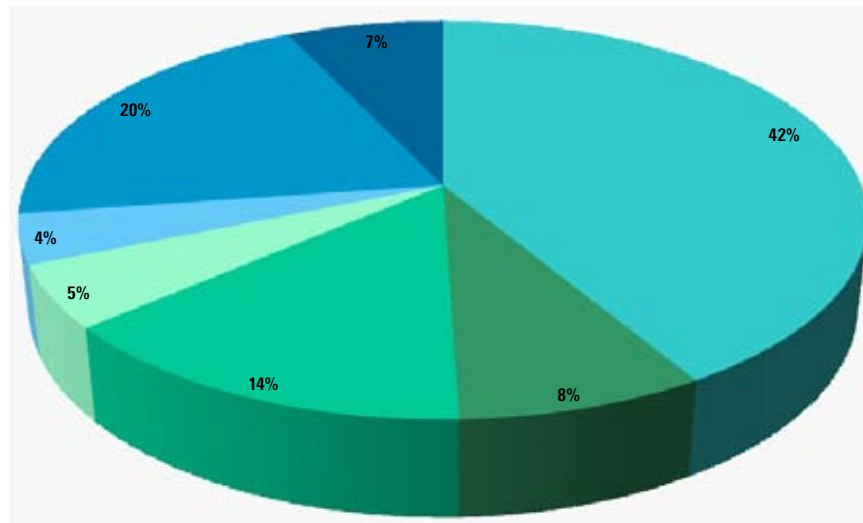
Peter Maurmann, COO, GEEP Global

“I have met with new suppliers and was introduced to many new products and services. I enjoyed the show enormously.”

Colin Smith, McDonalds Restaurants of Canada Limited

Attendees

For the first time, the Canadian Waste & Recycling Expo held its event in the city of Montreal. A total of 2,259 attendees participated in the 2011 trade show.



- Discover new products and services / Découvrir de nouveaux produits et services
- Meet new suppliers / Rencontrer de nouveaux fournisseurs
- Connect with existing suppliers / Communiquer avec vos fournisseurs actuels
- Attend Canadian Waste Sector Symposium / Visiter le Symposium canadien du domaine du déchet
- Participate in networking events / Prendre part aux activités de réseautage
- Gain insight on industry trends / Obtenir des perspectives sur les tendances de l'industrie
- Other, please specify / Autre, veuillez préciser



84% of Canadian Waste & Recycling Expo attendees plan to spend up to \$250,000 with exhibiting companies.*

**2011 Canadian Waste & Recycling Expo Attendee Survey*

72% of attendees met or exceeded their expectations regarding CWRE 2011*

**2011 Canadian Waste & Recycling Expo Attendee Survey*

Canadian Waste & Recycling Expo attendees are comprised of the following business sectors:

- Composting Systems /Components
- Construction / Demolition Waste / Scrap Recycling
- Incineration / Gasification / Thermal Technologies
- Infrastructure Redevelopment / Public Works
- Landfill Operations / Systems
- MRFs / Transfer Stations / Storage / Containers
- Recycling Equipment / Recycling Services
- Trucks & Transportation / Heavy Equipment
- Waste Treatment / Disposal
- Software / Technology / Education

"Best CWRE event ever for FleetMind."

Marcie Weber, Fleetmind

"The quality of visitors and prospects were excellent."

Samantha Goetz, Orbis Corporation

Exhibitors

CWRE is Canada's ONLY trade event serving the waste, recycling and public works markets. This premier event is for the waste and recycling professionals representing companies in the following sectors:

- Collection, Hauling, Disposal
- Construction & Demolition
- Facility / Site Operation
- Federal, Provincial and Municipal Government
- Landfill Management & Operations
- Recycling
- Public Works
- Airport & Road Management
- ICI
- Transportation & Fleet Maintenance
- Property Management
- Engineering
- Waste Management
- Wastewater.

For the 14th edition of the Canadian Waste & Recycling Expo, 182 exhibitors from 4 countries found the event to be extremely beneficial for brand awareness and profitability.

"We got good leads - real leads.
It was an effective expo!"

Pierre Levasseur, Deloupe Inc.

"CWRE offers our company a means to
reconnect with our current customer
base and establish new customers all
in one convenient location."

Jackie W. Barlow, II Vice President,
Paradigm Software



96% of exhibitors were satisfied with the
quality of buyers at the show*

"It was a Great first experience for us!"

Robert Laviolette, JECC

Product Innovation Participants

INTCO Recycling

Keith Walking Floor

Norseman Environmental Products

ProcesSoft

QMI - SAI Global

Serio-US Lock

“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

Marketing

A comprehensive marketing strategy ensures that the Canadian Waste & Recycling Expo delivers high quality attendees.

Direct Mail

Buyers receive various printed marketing collateral throughout the year.

Electronic Promotional Campaign

Targeted e-cards containing clear, concise messaging along with website links to the show website create a consistent awareness of the upcoming event. In addition, newsletters with pertinent industry information and show details retain visitor interest. This is all coupled with exhibitor & industry association partner's commitment to promotion through their respective websites and banner ads on their home pages as well.

Media Coverage

Press releases, articles and media partnerships with industry leading publications reach thousands of industry decision makers and heighten the excitement of the upcoming event as well as assist in the broadcast of show details.

Print and Electronic Media

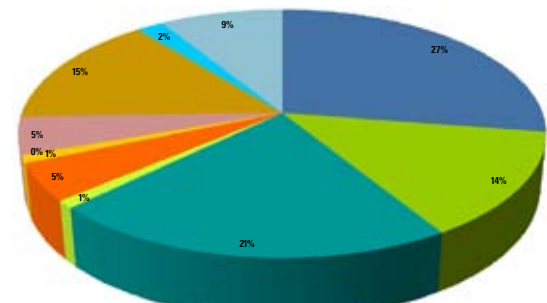
Industry related magazines and newspapers are critical in the dissemination of information and to maximize show exposure.

2011 Media Partners

American Recycler
American Waste Digest
BioCycle
Compost News
Environmental Science & Engineering
Magazine 3Rve
MSW Management
Paper Stock Report
Pollution Equipment News
Publiquip Magazine
Recycling Product News
Recycling Today

Resource Recycling
Scrap Magazine
Shredding & Security News
Soil & Mulch
Producer News
Solid Waste & Recycling Magazine
Waste Advantage
Waste Age
Waste & Recycling News

Promotional effort most used to register for CWRE* Canadian Waste & Recycling Expo 2010 Attendee Survey Results



■ Email promotion from CWRE / Promotions par courriel provenant de la CWRE
■ VIP Invitation from CWRE / Invitation VIP de la CWRE
■ Banner Ad from industry publications / Publicité imprimée dans une publication de l'industrie
■ Printed Ad from industry publications / Publicité imprimée dans une publication de l'industrie
■ Banner Ad from associations / Publicité web d'une association
■ Attendee Planning Guide Brochure / Guide de planification du visiteur
■ Postcard from CWRE / Carte postale du CWRE
■ Website - www.cwre.ca / Site web - www.cwre.ca
■ Social Media outlet (Facebook, Twitter, LinkedIn) / Médias sociaux (Facebook, Twitter, LinkedIn)
■ Other, please specify / Autre, veuillez spécifier

*Canadian Waste & Recycling Expo 2011 Attendee Survey Results

More than 50% of our attendees are influencers and / or decision makers.*

***2011 CWRE Attendee Registration Report**



"It was worthwhile attending and reconnecting with industry business partners."

Crestar Communication Group, Martin Tiernay, Owner

"The Symposium provided excellent networking opportunity."

Manitoba Conservation, Raj Rathamano

Added Value

2011 CWS Symposium Program

Delivering on its commitment to the industry, the Canadian Waste & Recycling Expo worked in cooperation with the Ontario Waste Management Association (OWMA) as they produced the second annual Canadian Waste Sector Symposium Program. This event provided participants with excellent training and educational opportunities. This year, CWSS partnered with RESEAU Environment and the Council of Environment Services Industry.

In 2 1/2 days, the program featured more than 35 seminars divided into 5 workshop tracks, covering topics such as hazardous waste management and landfill disposal regulations to green energy, waste disposal / transfer and organic waste management. The program attracted many professionals looking to learn about the latest policies and technology impacting today's market.

2011 CWSS Waste Sector Facilities Tour

In addition to the symposium program, CWSS also hosted a one day tour of several facilities throughout the Montreal area, giving an insiders' look at the daily operations.

Show Organizer

Messe Frankfurt is Germany's leading trade fair organizer, with 457* million euros in sales and 1,769* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organized 101 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*  (2011)

 **canadian waste sector**
symposium

 **Council of Environment Services Industry**

 **RESEAU** environnement



Contact

Messe Frankfurt, Inc.

1600 Parkwood Circle, Suite 615

Atlanta, GA 30339

Tel.: +1 403 589 4832 Fax: +1 770 984 8023

Web www.cwre.ca

Arnie Gess, Consultant/Show Manager

Arnie.Gess@CWRE.ca