Overview/Mission Description

STEP worked with the organizer of the show Rose Fernandez to organize a group of booths for STEP members to showcase municipal products and services. Three of the booths were in the same aisle, the remaining one was in the main aisle by the entrance. The delegates would tour the tradeshow in between conference sessions for half an hour to 45 minutes and then return to the sessions. There were numerous networking opportunities both for exhibitors and delegates, so ample time to meet with the representatives. The tradeshow saw around 200 attendees, mostly COAs from the rural municipalities resulting in good conversations and great leads.

Summarized Agenda

Monday, May 27, 2019

10:00 – 15:00  Exhibitor Registration & Tradeshow set-up
11:00 – 20:00  Delegate Conference Registration
17:30 – 18:00  President’s Reception for Sponsors and Exhibitors
   Room 2000CD
18:00 – 21:30  Opening Reception at Tradeshow

Tuesday, May 28, 2019

07:00 – 16:30  Delegate Conference Registration
09:00 – 09:15  Opening Ceremonies
09:15 – 10:30  Opening Keynote
10:30 – 11:00  Tradeshow Refreshment Break
11:00 – 12:00  Plenary Session
13:00 – 13:30  Dessert and Coffee in the Tradeshow Area

13:30 – 14:30  Concurrent Sessions

14:30 – 15:00  Tradeshow Refreshment Break

15:00 – 16:00  Concurrent Sessions

Evening  STEP Mini Reception & Social (Cloche Penche Bistrot)

Wednesday, May 29, 2019

07:00 – 15:00  Delegate Conference Registration

08:15 – 09:45  Plenary Session

09:45 – 10:15  Tradeshow Refreshment Break

10:15 – 11:15  Plenary Session

11:15 – 12:15  Closing Keynote

13:15 – 13:45  Closing Ceremonies and Tradeshow Draws

14:00 – 18:00  Exhibitor Tradeshow Dismantle

Market Information

- 200 decision makers at the event from all over Canada
- Looking for ways of being more efficient in their market place
Results

STEP recruited 4 exhibitors for this show and sold out the show early on in the recruitment process, some members had expressed interest in the event for future consideration and relied on STEPs representation at the event for this show. The conference saw between 200-250 delegates from all over Canada representing individual rural municipalities. All good decision makers at the purchasing level and good contacts to have for future business and opportunities.

The tradeshow is used a filler for breaks for this event so time is best used efficiently and both delegates and exhibitors are direct in what they are looking for and the conversations that take place are very valuable. Some networking events take place and are good to develop relationships with the delegates. STEP had 3 members in 1 aisle towards the back of the room and one member towards the entrance.

Quantitative Results

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<table>
<thead>
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<tbody>
<tr>
<td>Trade Leads:</td>
<td>51</td>
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<tr>
<td>New In Market (NIM):</td>
<td>11</td>
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<tr>
<td># of Companies Participating:</td>
<td>4</td>
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<tr>
<td># of Companies Represented:</td>
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Recommendations

- The show is a good representation of purchasers or contacts for purchasing.
- Working with the show directly for support on delegate lists for contacts and tradeshow space is extremely valuable, also good for networking purposes as the director has a lot of key contacts within this market and the board members.
- Continue to stay close conference centre but not necessary to stay directly on site or hotel attached, Quebec City is beautiful and most hotels in downtown Quebec offer an easy walk to the venue. The members all appreciated the effort that went in to the organization of the hotels and booth space.
STEP Contact for Further Information

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Pictures
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