



Centrexpo Cogeco  
Drummondville  
Québec, Canada

October 27-29, 2022



## Exhibitor Prospectus

A **Woodworking Network** Event

[www.SIBOexpo.ca](http://www.SIBOexpo.ca)

# The only serious woodworking event in Quebec in over 15 years!

CCI Canada, Inc., the owner of the Toronto Woodworking Machinery & Supply Conference and Expo (WMS), proudly relaunches Salon Industriel du Bois Ouvré' (SIBO) at the new Centrexpo Cogeco in Drummondville.

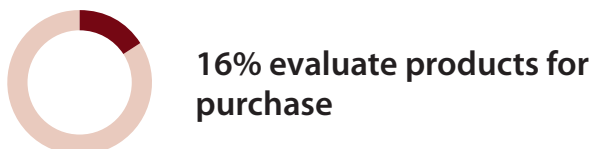
As the first major woodworking event in Quebec in the post-pandemic era, the three-day SIBO 2022 will present the largest gathering place for Quebec woodworking professionals to connect with each other and with key manufacturers and suppliers of equipment, computer software, hardware, raw materials and more.

Woodworkers will come to SIBO to find innovative products and solutions to help them increase productivity, improve quality, expand into new markets and grow their profits. SIBO will allow them to:

- Compare products and services offered by multiple vendors
- Upgrade machinery to manufacture wood products more efficiently
- Find tooling, software and accessories to help them get more productivity out of existing machinery
- Learn new concepts and ideas that will help them fine tune or reinvent their operations

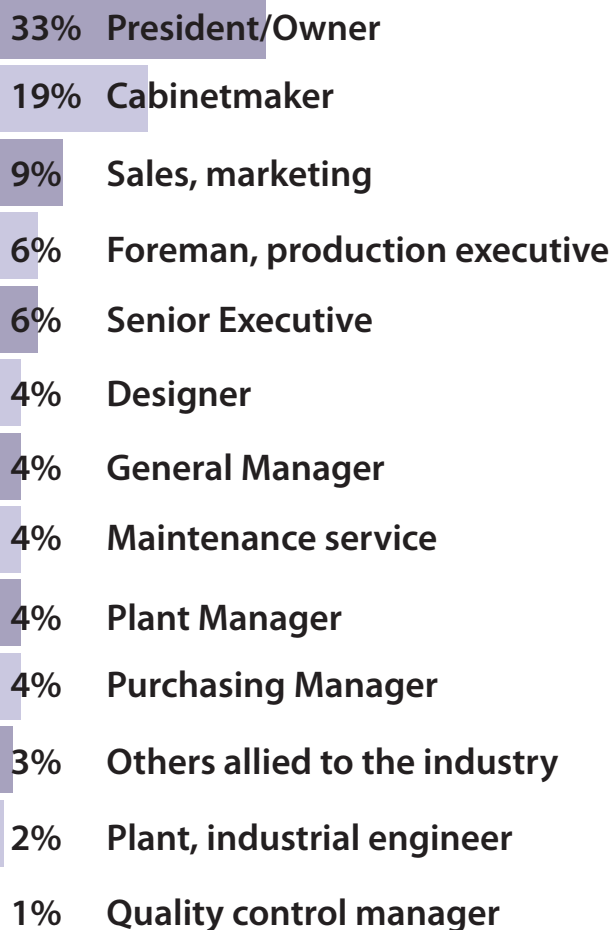
SIBO 2022 is your best opportunity to connect with key executives of the Quebec wood products industry, most of whom do not attend any other woodworking trade show. Take advantage of the biennial SIBO expo to showcase your company's products and services to Quebec manufacturers of furniture, cabinets, windows, store fixtures and other wood products.

Of those responding to a survey of buying power at the most recent SIBO:



*Clearly these are the types of buyers with which you need to engage.*

## Job Title





## From a wide variety of wood product sectors

**30%** Residential furniture

**20%** Wood kitchen cabinets

**17%** Millwork, mouldings, doors, windows, stairs, etc.

**10%** Distributor, dealer of woodworking machinery, cutting tools, supplies, etc.

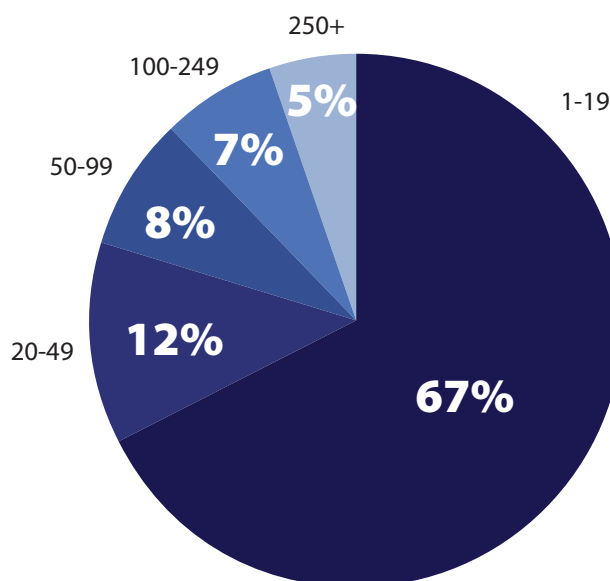
**6%** Office, institutional furniture

**6%** Architectural woodwork & store fixtures

**4%** Wood components, veneers, board products, etc.

**7%** Other allied products and services

## Number of Employees



# DRUMMONDVILLE

## Doing Business in Drummondville

The Centrexpo Cogeco in Drummondville is within a 90-minute drive of 70% of the population and the vast majority of businesses in Quebec. It is the newest exhibition center in Quebec and it has the infrastructure to easily accommodate the needs of industrial woodworking machinery, plus the amenities to serve a large crowd of visitors. The Grand Times Hotel, which is connected to Centrexpo Cogeco, has more than 600 rooms and a variety of restaurants. Several other hotels are nearby.

## Distances to the Centrexpo Cogeco

Quebec | 154 km  
Montreal | 96 km  
Trois-Rivières | 73 km  
Sherbrooke | 80 km

Drummondville, located in Centre-du-Québec, halfway between Montreal and Quebec, is at the crossroads of the most important road junction in Quebec (A 20 and A 55). Easily accessible Drummondville is an important place of business tourism.

## A Region Full of Attractions

On the banks of the St-François River, Drummondville enjoys a magnificent setting. It offers a number of major cultural and recreational activities, including the Village Québécois D'Antan and the Mondial des Cultures, both of which are true institutions. Recognized for its industrial and commercial dynamism, the Drummondville region is a development model with solid and diversified economic activity.

## Promotional Blitz

Your participation as a SIBO 2022 exhibitor is backed by an aggressive attendance promotion program that reaches all corners of Quebec, throughout Canada and the United States. Show Management will use a variety of methods to reach the top industry executives including:

- A multiple-piece direct mail campaign to a targeted list of more than 25,000 prospective attendees
- A totally redesigned and dynamic event website featuring up-to-date show news, exhibitor products, exhibitor lists and conference information
- A print and online advertising campaign including the leading Canadian media and the [woodworkingnetwork.com](http://woodworkingnetwork.com), [FDMC](http://FDMC), and [Closets & Organized Storage](http://Closets & Organized Storage)
- A proactive electronic communication plan providing attendees and prospects with compelling reasons to attend SIBO
- The involvement of leading regional and industry associations attracting members to their meetings, presentations and the exhibit floor

### Build More Traffic to Your Booth

Get the attention of Canada's woodworking professionals beginning when they visit the event's website to register and plan their visit, through their arrival to Centrexpo Cogeco to explore the show floor. SIBO offers advertising and sponsorship opportunities exclusive to exhibitors. Once your exhibit space is confirmed you will be provided information on these opportunities designed to fit all budgets.

## Event Schedule

### Move In

**Monday, Oct. 24**

8am-5pm

**Tuesday, Oct. 25**

8am-5pm

**Wednesday, Oct. 26**

8am-5pm

### Exhibit Hall Open

**Thursday, Oct. 27**

10am-5pm

**Friday, Oct. 28**

10am-5pm

**Saturday, Oct. 29**

10am-3pm

### Move Out

**Saturday, Oct. 29**

3pm-9pm

**Sunday, Oct. 30**

8am-Noon

**For more information or to reserve exhibit space, contact:**

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CCI Canada is owned by CCI Media, a business-to-business media company focused exclusively on industrial wood products manufacturing markets in North America. CCI Media's flagship publication, FDMC magazine, circulates monthly in print and digital formats. CCI Media also publishes the bi-monthly Closets & Organized Storage Magazine.