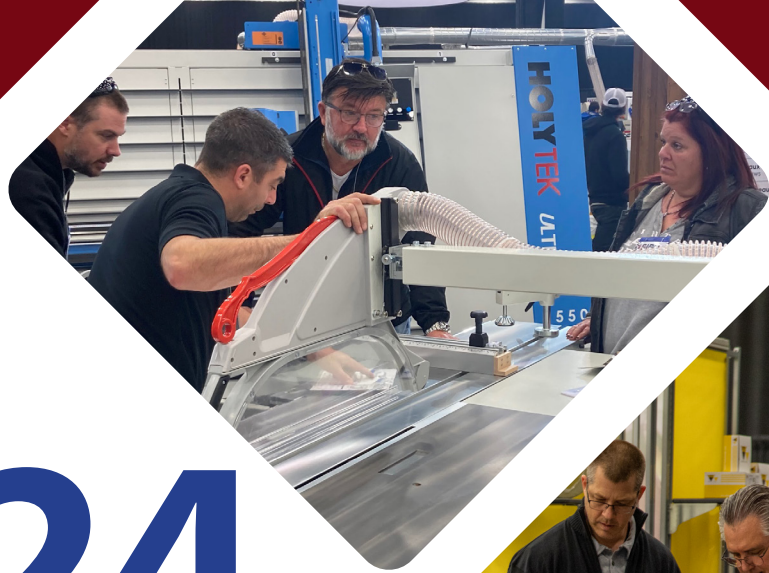


Centrexpo Cogeco  
Drummondville  
Québec, Canada



**2024**  
October 24-26



**SIBO**  
Salon Industriel du Bois Ouvré  
**Expo**  
Quebec's Industrial  
Woodworking Show

**Exhibitor Prospectus**

A **Woodworking Network** Event

*Returning in 2024 for an  
even larger show after  
the triumph of  
SIBO 2022!*



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

# Meet your buyers at the most important event for Quebec's secondary wood products industry!

CCI Canada, Inc., the owner of the Toronto Woodworking Machinery & Supply Conference and Expo (WMS), is bringing Salon Industriel du Bois Ouvré' (SIBO) back to Centrexpo Cogeco in Drummondville in 2024. SIBO 2022 attracted nearly 1,000 professional woodworkers, your buyers, to the Centrexpo Cogeco, proving once again why SIBO is known historically as the most important event for Quebec's secondary wood products industry. The event was well-received by the majority of surveyed exhibitors and attendees. Many participants acknowledged that they were grateful to once again have a woodworking show dedicated to Quebec's robust \$8.2 billion wood products economy.

SIBO 2024 will once again present the largest gathering place for Quebec woodworking professionals to connect with each other and with key manufacturers and suppliers of wood manufacturing equipment and supplies.

## Why they come to SIBO

- 93%** To discover new products
- 91%** To see specific products and/or exhibitors
- 87%** To evaluate and compare for future purchase
- 25%** To network with peers
- 3%** To attend the conference at SIBO Live stage

The #1 reason woodworkers come to SIBO is 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 2024 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 2022 SIBO:



*"I feel like I received as much information in one day as in one year's worth of experience!"*

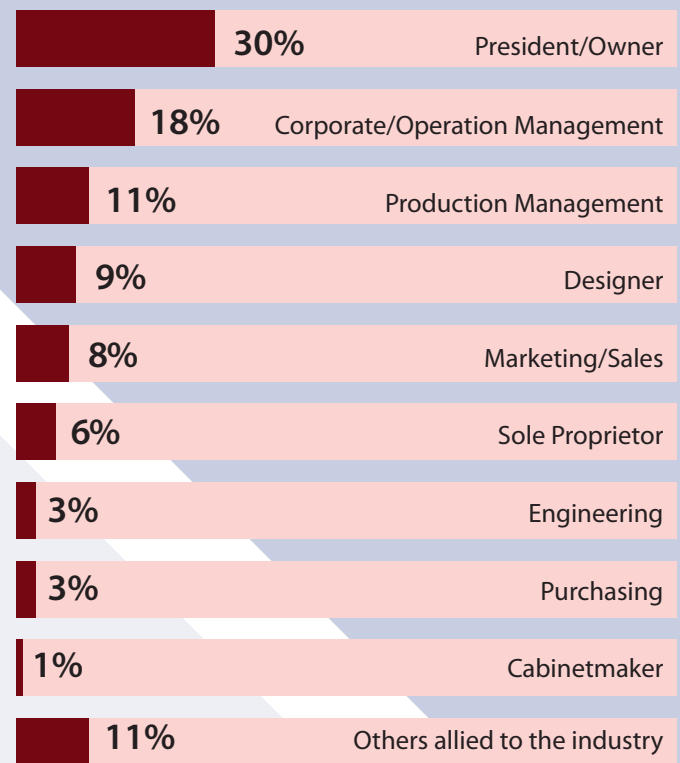
**2022 SIBO Attendee**  
- Paul Eric Pageau, President,  
And Some Wood



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

A majority of SIBO attendees are in management.

## Job Title



# They represent a wide variety of wood product sectors

*A majority of SIBO attendees are in cabinets, millwork, components and furniture.*

## Number of Employees

1-19  
**67%**

20-49  
**15%**

50-99  
**10%**

100+  
**8%**



*"A large number of suppliers who are passionate about their customers! A great opportunity to ask questions and network with suppliers and colleagues."*

2022 SIBO Attendee  
- Francois-Olivier Huot Beaumont,  
Owner and Cabinetmaker,  
FOHB Cabinetmaking

# 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

More tools for SIBO 2024 to build attendance.

Your participation as a SIBO 2024 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, *FDMC*, and *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

## Sponsorship Opportunities

### 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. 21**

8am-5pm

**Tuesday, Oct. 22**

8am-5pm

**Wednesday, Oct. 23**

8am-5pm

### Exhibit Hall Open

**Thursday, Oct. 24**

10am-5pm

**Friday, Oct. 25**

10am-5pm

**Saturday, Oct. 26**

10am-3pm

### Move Out

**Saturday, Oct. 26**

3pm-9pm

**Sunday, Oct. 27**

8am-Noon

Secure your exhibitor space today! For more information or to reserve, contact:

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**Show Management**

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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*.