SUBTRADE SOFTWARE

CALGARY
FEBRUARY 2027

BY INVITATION · BUILDERS ONLY

BUILDERS NIGHT

One afternoon, one room, Calgary builders. **50+ pre-qualified subs expected, from every trade**, ready to bid your 2027 work. Come enjoy the food and drinks, on us.

WHEN

WED, FEB 10, 2027

2:00 to 5:00 pm. May extend to 5 hours of exhibiting, based on interest.

WHERE

CALGARY CENTRAL

Venue TBD. May change based on the number of guests.

YOUR TABLE

FREE

Limited tables, first come, first served. After that, guests $25.

CONFIRM BY FRIDAY, DECEMBER 4

Hosted by **SubTrade**
Built by subcontractors, for subcontractors

THE NIGHT

THREE HOURS. ONE ROOM. EVERY TRADE YOU HIRE.

Bid day is too late to find out a sub can't staff your job. Builders Night puts you face to face with the trades first: 50+ pre-qualified subs expected, from every trade, and a limited number of builder tables so every one of them gets real time with the room.

WHAT YOUR TEAM GETS

YOUR OWN TABLE

A 6 ft table, 2 chairs and a white tablecloth. You bring your own banner and promo items. Up to 2 people from your team.

TRADES COME TO YOU

Subs work the builder tables during the open floor. Tell them what you're bidding in 2027 and which trades you need.

THE ATTENDEE LIST

Every sub who attended, sorted by trade, with their pre-qual answers. In your inbox within 48 hours.

HOW THE NIGHT RUNS

12:00
BUILDER SETUP
Set up your table, banner and promo items.

2:00
SHOW STARTS
Subs scan in, badge by trade, and come straight to the builder tables. Food and drinks on us all afternoon.

5:00
CLOSE
Home for dinner.

WHAT TO BRING

YOUR 2027 BID LIST
The projects and trades you'll be tendering.

THE RIGHT PEOPLE
Whoever builds your bidders lists. Up to 2.

YOUR BANNER
Plus promo items and business cards.

WHO'S IN THE ROOM

EVERY SUB IS PRE-QUALIFIED. DON'T QUALIFY, NO TICKET.

Subs can't just show up. Before anyone gets a ticket they answer our pre-qualification questions, so the people at your table are people you could put on a job.

WCB ALBERTA
Must be covered by WCB Alberta.

LIABILITY INSURANCE
$3M minimum in commercial general liability. $5M or more is ideal.

ENOUGH MANPOWER
We made sure they have the manpower to take on your jobs.

COR OR SECOR
Asked of every sub. Not required, but certified subs stand out.

WORK FOR GCS
Have they worked for general contractors before, and which ones.

YEARS IN BUSINESS
How long they've been running their company.

HOW A SUB GETS IN

01 APPLY
Answers the pre-qual questions.

02 QUALIFIED
WCB, $3M+ liability, enough manpower.

03 PAYS $25
Gets a QR ticket. Capped per trade.

04 IN THE ROOM
Scanned at the door, badged by trade.

TRADES IN THE ROOM

FRAMING & DRYWALL · ELECTRICAL · PLUMBING · HVAC & MECHANICAL · CONCRETE · PAINTING · FLOORING · INSULATION · CEILINGS · MILLWORK · GLAZING · ROOFING · FIRE PROTECTION · DEMOLITION

> Each trade is capped at 6 to 8 subs so you see a full spread, not 20 of the same. Subs answer the questions themselves. Who you hire is always your call.

SPONSORS GET SEEN

BEFORE, DURING AND AFTER.

Sponsors get promoted from the day they sign until after the event, not just for three hours on one afternoon. Here's where your name shows up.

FROM THE DAY YOU SIGN

BEFORE

- Your logo on the Builders Night sponsor wall at subtradesoftware.com
- A post on SubTrade's LinkedIn, Facebook and Instagram announcing you as a sponsor
- Presenting, food and drinks: your logo in the reminder emails to every registered sub and builder
- Presenting: "presented by" on the invites and the registration page

FEBRUARY 10

DURING

- Your logo on the welcome sign at the door, sized by sponsor level
- Your sign at the spot you sponsor: food, bar, coffee, check-in or coat check
- Your flyer or giveaway handed out at check-in
- Photographer sponsors: your logo with every photo we post
- Presenting: a table by the entrance, the first stop for every sub

THE WEEK AFTER

AFTER

- Your logo in the thank-you email to every attendee
- A thank-you post with event photos, tagging our sponsors
- Your logo on the photo gallery everyone downloads
- Presenting: the pre-qualified sub list a week before the event

THE SPONSOR WALL

On the event page and the welcome sign. Bigger spot, bigger logo.

PRESENTED BY

SUBTRADE SOFTWARE | YOUR LOGO | YOUR LOGO | YOUR LOGO

FOOD & DRINKS

YOUR LOGO | YOUR LOGO | YOUR LOGO | YOUR LOGO

STATION & SUPPORTING SPONSORS

LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO

WHERE YOU'RE SEEN	PRESENTING	FOOD / DRINKS	STATION SPONSORS	SUPPORTING
Sponsor wall, event page	Large	Medium	Small	Small
Sponsor announcement post	Own post	Own post	Group post	Group post
Logo in reminder emails	✓	✓	–	–
Welcome sign at the door	✓	✓	✓	✓
Your own sign at your station	Entrance table	✓	✓	–
Flyer or giveaway at check-in	✓	✓	✓	✓
Thank-you email and photo post	✓	✓	✓	✓

SPONSORSHIP · OPTIONAL

YOUR TABLE IS FREE. WANT MORE OF THE ROOM?

Sponsor spots are open to builders, suppliers and vendors. Totally optional. Your free table is the same either way.

SPOT	WHAT YOU GET	SPOTS	PRICE
PRESENTING	Builders Night presented by SubTrade and your company. Your logo on the invites, the registration page and every sign. The pre-qualified sub list a week early, and a table by the entrance.	3	**$2,500**
FOOD OR DRINKS	Your sign at the food tables or the bar, all afternoon	2 each	**$1,500**
PHOTOGRAPHER	Your logo with every event photo: under the gallery on our website and on the photos everyone downloads and shares	4	**$500**
CHECK-IN	Your logo on the check-in table and the QR poster at the door	1	**$500**
COFFEE STATION	Your sign at the coffee station, all afternoon	2	**$400**
COAT CHECK	Your sign at the coat check, the first thing people see	1	**$400**
SUPPORTING	Your logo on the welcome sign and your flyer or giveaway at check-in	Up to 10	**$500**
DOOR PRIZE OR GIVEAWAYS	Donate a prize or branded toques for every attendee	Open	**You supply it**

Prices plus GST. Pick one or a few.

LOCK YOUR TABLE BY FRIDAY, DEC 4

1. Reply to Fabian's invite email and say you're in.
2. Send the name and email of each person coming (up to 2) so they get the reminders.
3. Bring your own banner and promo items. Want a sponsor spot? Name it in the same reply.

TABLES GONE? COME AS A GUEST.

Tables go first come, first served. Miss one and your team is still welcome: $25 a person, the same entry the subs pay, to network with every trade in the room.

WHY IS IT FREE?

SubTrade builds software for subcontractors. We'll have our own table where subs can see it. You meet the trades, we get to show them SubTrade.

FABIAN VARGAS

Owner, Quality Gypsum Services
Co-Founder, SubTrade Software
subtradesoftware.com

SUBTRADE SOFTWARE