

EQCO

ÉVOLUTION DU QUÉBEC EN CONSTRUCTION



THURSDAY MARCH 21 2024

SPONSORSHIP PLAN

Plaza Rive-Sud, 500 Golf Avenue, La Prairie, Quebec J5R 0A5

PLAZA

RIVE-SUD



CONFERENCES
POWERED BY:

LES GRANDS || BÂTISSEURS

OUR CONCEPT

On March 21st, at Plaza Rive-Sud, the very first edition EQCO will take place, bringing together key players in the residential construction industry in Quebec. It will be an exceptional opportunity for entrepreneurs, developers, and professionals in the sector to network and attend high-level conferences aimed at contributing to the development of various sectors related to the construction industry in Quebec.

Event ambassadors, including Hugo Girard, Kim Bruneau, and Adam Reid, will host the event throughout the day, which will begin with a welcome speech from Mr. Jean-Paul Mouradian, Co-Founder of the EQCO event.

Participants will have the opportunity to discover the latest practices and disruptive technologies in the reception hall. Among the topics covered are artificial intelligence, electric transportation, robotics, the Internet of Things, clean energy, and innovative materials. Six conferences led by renowned guests, whose achievements have been praised by their peers, will allow participants to learn more about the most innovative strategies in the construction and residential real estate industry.



This memorable day will conclude with a sumptuous gala dinner in an enchanting atmosphere. Furthermore, a donation collection will punctuate this colorful evening to support the Charles-LeMoyne Hospital Foundation. It will be the perfect opportunity to forge invaluable professional connections during our exclusive networking session.

During this event, attendees will have the privilege of meeting a multitude of companies operating in the housing sector in Quebec.

EQCO promotes the exchange of ideas and highlights the latest trends in the residential construction industry. It's the perfect opportunity to establish new business relationships and expand your professional network by interacting with companies that are pushing the boundaries of residential construction in Quebec.

PRODUIT PAR:



WELCOME SPEECH



JEAN-PAUL MOURADIAN

Co-Founder of EQCO / Vice President of Construction Covico Inc. / President and Founder of Solutions Marketing JPM / Co-Promoter of the Grand Prix Festival on Crescent and Vice President of Feldman Entertainment Quebec Inc.

It is with great pleasure and pride that I welcome you to this significant event, EQCO: Evolution of Quebec in Construction. The Gala-Conference on Innovation in Construction brings us together to celebrate and highlight innovation in the construction industry, a sector that plays an essential role in the transformation and evolution of our communities.

I have the honor to inform you that I will have the privilege of addressing you in a welcome speech. In addition to my role as a co-promoter of the Grand Prix Festival on Crescent and as Vice President at Feldman Entertainment Inc, I am also Vice President of Construction Covico Inc.

Throughout my career, I have had the opportunity to contribute to the entertainment and construction industries, and these experiences have instilled in me a deep appreciation for the spirit of innovation that we celebrate today. I have learned firsthand the importance of pushing boundaries, embracing innovation, and adapting to the ever-evolving landscape of these dynamic fields.

In the construction industry, innovation goes beyond cutting-edge technologies and advanced materials; it also encompasses how we design our spaces, manage our resources, and promote sustainability. I am proud to be part of a community dedicated to a greener and more sustainable future, committed to promoting responsible construction practices.

This conference gala provides an ideal platform for us to share our knowledge, learn from each other, and spark new ideas. The renowned speakers and experts joining us for this occasion will guide us on an exciting journey through the latest trends and innovations shaping our industry.

I encourage each of you to make the most of this evening by engaging in meaningful dialogues, networking with your peers, and inspiring positive change. Together, we have the power to build a more promising future for our communities.

Jean-Paul Mouradian

OUR AMBASSADOURS



HUGO GIRARD / AMBASSADOR

Hugo Girard, an individual with diverse skills, has had a remarkable professional journey. His career began as a police officer for the city of Gatineau in 1996, which marked the starting point of a diversified career. Today, he stands out as a fitness coach, television host, speaker, and ambassador for BMR. However, Hugo Girard doesn't stop there; he has a rich background as a strongman athlete, bodybuilder, and organizer of strongman championships. His entrepreneurial spirit is evident in his management of dietary supplement lines and his workwear brand, Hugo Strong.



KIM BRUNEAU / AMBASSADOR

In 2008, Kim Bruneau began her career in the real estate sector within a company specializing in commercial services. Thanks to her studies in communication and interior design, she naturally gravitated towards residential projects. Her passionate interest in the world of construction and new real estate projects led her to contribute to multiple initiatives on the South Shore as well as in various locations on the island of Montreal. Her expertise grew in the art of off-plan sales. This eventually led her to establish her own company specializing in the sale and promotion of new construction projects.



ADAM REID / MASTER OF CEREMONIES

Adam is a bilingual master of ceremonies, repeatedly awarded, who has hosted hundreds of events, shows, and galas for brands across North America. His passion for personal growth, combined with his life achievements, has positioned him as an undeniable keynote speaker. His presentation titled "CHANGE YOUR PERSPECTIVE. CHANGE YOUR LIFE." will empower listeners to feel more capable of seeing the world through clearer lenses. The goal? To provide you with the tools to identify where changes are needed in your daily life and how to take action starting today.

OUR SPEAKERS



Vincent H. Kou Chief Investment and Development Officer - Brivia Group

Mr. Vincent Kou is responsible for acquisitions, investments, and partnerships, including investor relations and public relations, at Groupe Brivia. Additionally, Mr. Kou oversees the pre-construction and planning department as well as sales and marketing. Prior to joining Groupe Brivia, he held several significant positions within the legal and commercial team at the multinational mining company, Rio Tinto, working internationally for 15 years, which took him to Shanghai, Beijing, and Hong Kong.



Mike Jager Co-Founder- Rosefellow

Mike Jager, co-founder and visionary co-chairman of Rosefellow, leads a dynamic real estate development powerhouse headquartered in the city of Montreal. Teaming up with his partner and co-chairman, Sam Tsoumasous, Mike has propelled Rosefellow to rapid success since its establishment in 2019. In a short span of time, the company has amassed an impressive portfolio of over 25 million square feet of developable land, complemented by 3.5 million square feet dedicated to ongoing projects. Rosefellow's mission is to break away from the norm in its field by constantly pushing the boundaries of sustainable innovation.



Bobby Correia EMBA - Chief Executive Officer - Rinox Group

Over the past two decades, he has had the privilege of evolving within every department at Rinox, transitioning from summer work that involved stacking bricks and pavers to key roles within the company. The heart of the Rinox Group lies in the manufacturing of concrete pavers and retaining walls, but over the years, the company has expanded its range to include a variety of construction materials such as masonry, premium aluminum exterior cladding (Rialux), masonry products, and fiberglass pools (Dolphin and Aquarino).



Anik Girard Chief Executive Officer and Publisher - Constructo Group

A leader and manager with a strong background in general management and strategic planning for a B2B organization, she contributes to the sustainable success and growth of the company she leads. Passionate about people, she describes her role as a facilitator for members of her organization. Her aim is to remove unnecessary obstacles for them, allowing each individual to remain passionate about their work and, in doing so, surpass their objectives.



Laurent Messier Chief Executive Officer and Partner - Devimco Group

With over 15 years of experience in the financial field, he joined Devimco Immobilier in 2014, where he oversees partnership establishment, financing, budgets, and transactions. Since 2020, Laurent has been the partner in charge of the development of the Solar site within the company.



Claude Marcotte Executive Vice President and Partner - Carbonleo

With his extensive experience spanning over 30 years, Claude Marcotte is a reference in the field of real estate. He has been notably involved in the planning of the Griffintown district and the implementation of the Tour des Canadiens and Bois-Franc projects. Today, as Vice President and Partner at Carbonleo, he is responsible for managing agreements with municipal stakeholders and external consultants involved in the planning and execution of Carbonleo's projects.

SPONSORSHIP PROGRAM

Title Sponsor

As the title sponsor, you will be the premier partner of the first edition of our conference event. You will enjoy exceptional visibility with your target audience, thereby strengthening your position as the undisputed leader in your industry and enhancing your brand image. You will receive exclusivity in your category of expertise, service, or product.

Maximum Visibility:

- Your logo as the title sponsor will be part of the EQCO logo:
 - It will be placed above the EQCO logo.
 - It will be displayed wherever the event logo is shown, including on social media, the website, and physical displays during the event (multimedia walls/screens, etc.).
- Your logo will be featured on EQCO's social media when announcing you as the title sponsor.
- Your logo will be included in the sponsor section of the official EQCO website.
- Your company will have a post announcing your services/products or expertise on our social media.
- Your logo will appear on all our LED displays in the event venue (large and small formats).
- Customized water bottles with your logo will be distributed to the guests.
- Your logo will identify your table at the Gala.
- Your logo as the title sponsor will be included in the event's post-mortem.

Mention :

- Naming Rights as Title Sponsor
- Special mention of the title sponsor during the Gala by the Master of Ceremonies.
- Public recognition of your commitment as the title sponsor by the team, on stage, and in the media.

Media Exposure:

- Your logo as the title sponsor of EQCO will be on the event booklet's cover page.
- The central pages of the event booklet will be reserved to showcase your company's products, services, or expertise. (Advertising content provided by the sponsor)
- Your logo will have prominence on the step & repeat media wall among other sponsors.
- Your logo as the title sponsor will have prominence in the photobooth and on souvenir photos taken of the guests.

Inclusions and VIP privileges at the event for your ten (10) guests:

A full-day pass to the EQCO event, including:

- Welcome cocktail with coffee/tea, juice, and pastries,
- Lunch buffet with gourmet delights,
- Access to all conferences on the Evolution of Construction in Quebec,
- Evening cocktail reception with refined cold and hot appetizers, and exclusive champagne bottle service for your guests,
- 3-course gala dinner at a personalized table for your 10 guests with exclusive champagne bottle service for your guests.

Special Activation Zone:

Half of the Heron and Agami rooms will be dedicated to your company's more niche presentation for the entire duration of the event.

One (1) 10-foot table and one (1) LED screen included.
(The sponsor is responsible for their activation).



SPONSORSHIP PROGRAM

Presenting Sponsor

As the presenting sponsor, you will hold a prominent position as a major partner of our conference event. You will enjoy exceptional visibility and recognition among your target audience, and you will be associated with one of the most significant aspects of our event, further solidifying your leadership position in your industry. You will receive exclusivity in your category of expertise, service, or product.

Visibilité maximale :

- Your logo as the presenting sponsor will be incorporated into the EQCO logo with the caption "Presented by":
 - It will be placed below the EQCO logo.
 - It will be displayed wherever the event logo is shown, including on social media, the website, and physical displays during the event (multimedia walls/screens, etc.).
- Your logo will be featured on EQCO's social media when announcing you as the title sponsor.
- Your logo will be included in the sponsor section of the official EQCO website.
- Your company will have a post announcing your services/products or expertise on our social media.
- Your logo will appear on all our LED displays in the event venue (large and small formats).
- Customized water bottles with your logo will be distributed to the guests.
- Your logo will identify your table at the Gala.
- Your logo as the title sponsor will be included in the event's post-mortem.

Mention :

- Special mention of the title sponsor during the Gala by the Master of Ceremonies.

Media Exposure:

- Your logo as the presenting sponsor of EQCO will be on the event booklet's cover page.
- The first page of the event booklet will be reserved to showcase your company's products, services, or expertise. (Advertising content provided by the sponsor)
- Your logo will have secondary prominence on the step & repeat media wall among other sponsors.
- Your logo will be in a secondary prominent position in the photobooth and on souvenir photos taken of the guests.

Inclusions and VIP privileges at the event for your ten (10) guests:

A full-day pass to the EQCO event, including:

- Welcome cocktail with coffee/tea, juice, and pastries,
- Lunch buffet with gourmet delights,
- Access to all conferences on the Evolution of Construction in Quebec,
- Evening cocktail reception with refined cold and hot appetizers,
- 3-course gala dinner at a personalized table for your 10 guests.

Special Activation Zone:

Half of the Heron and Agami rooms will be dedicated to your company's more niche presentation for the entire duration of the event.

One (1) 10-foot table and one (1) LED screen included.
(The sponsor is responsible for their activation).



SPONSORSHIP PROGRAM

Collaborating Sponsor (s) (4)

As a collaborating sponsor, you will have the opportunity to align with our conference event and gain increased exposure to your target audience. You can promote your company to an engaged and motivated audience while enhancing your brand image and establishing connections within your industry's community. You will receive exclusivity in your category of expertise, service, or product.

Maximum Visibility:

- Your logo will be featured on EQCO's social media when announcing you as a collaborating sponsor.
- Your logo will be included in the sponsor section of the official EQCO website.
- Your company will have a post announcing your services/products or expertise on our social media.
- Your logo will appear on all our LED displays in the event venue (large and small formats).
- Your logo will identify your table at the Gala.
- Your logo as a collaborating sponsor will be included in the event's post-mortem.

Mention :

- Special mention of the collaborating sponsor during the Gala by the Master of Ceremonies.

Media Exposure:

- Your logo as a collaborating sponsor of EQCO will be on the back cover page of the event booklet.
- One page of the event booklet will be reserved to showcase your company's products, services, or expertise. (Advertising content provided by the sponsor)
- Your logo will be on the step & repeat media wall among other sponsors.
- Your logo will be present in the photobooth and on souvenir photos taken of the guests.

Inclusions and VIP privileges at the event for your ten (10) guests:

A full-day pass to the EQCO event, including:

- Welcome cocktail with coffee/tea, juice, and pastries,
- Lunch buffet with gourmet delights,
- Access to all conferences on the Evolution of Construction in Quebec,
- Evening cocktail reception with refined cold and hot appetizers,
- 3-course gala dinner at a personalized table for your 10 guests.

Special Activation Zone:

One of the four (4) exhibition spaces in the lobby will be allocated to you for the duration of the event for the presentation of your company.

One (1) 10-foot table and one (1) LED screen included.
(The sponsor is responsible for their activation).



SPONSORSHIP PROGRAM

Official Partners

As an official partner, you will have the opportunity to gain significant visibility among your target audience as a valuable supporter of our conference event. You can effectively promote your company while strengthening your presence on our various media platforms.

Inclusions:

- Two (2) general admission tickets for the full day, including conferences and the gala.
- One (1) 15-second commercial spot to be rotated among others on 15 LED screens throughout the event to capture the audience's attention and enhance your company's visibility.
(Video advertisement in MOV format without sound provided by the partner)
- Posting of one (1) message with a visual representation of your company on EQCO's social media to reach a wider and engaged audience.
(Message and visual provided by the sponsor)
- One-page advertisement in the EQCO booklet accompanied by a detailed presentation of your company's services, products, or expertise, as well as your direct contact information to facilitate interactions and networking with participants.
(Advertising content provided by the partner)

Company Showcase

As an official partner, you will have the opportunity to gain significant visibility among your target audience as a valuable supporter of our conference event. You can effectively promote your company while strengthening your presence on our various media platforms.

Inclusions:

- One (1) presentation booth for the entire duration of the event in the lobby, where you can showcase your company's innovations, recent projects, or services in an engaging manner.
One (1) 6-foot table and one (1) LED screen included.
(The showcasing company is responsible for its activation)
- The right to offer giveaways, host a contest, or present promotional offers.



OUR NON-SPONSORSHIP RATES

A- One (1) General Admission Ticket - \$750

An exceptional day of conferences on the evolution of construction in Quebec awaits you, followed by a 3-course Gala Dinner.

- **Welcome Cocktail (10:00 AM - 11:00 AM):**
 - Warm welcome, fresh coffee, pastries.
 - Welcome speech by Mr. Jean-Paul Mouradian.
- **Buffet Lunch (12:00 PM - 1:15 PM):**
 - Gourmet delights served in buffet style in the Reception Hall.
- **Conferences on the Evolution of Construction in Quebec (1:30 PM - 3:00 PM / 4:00 PM - 5:30 PM):**
 - Six captivating conferences by industry experts.
 - Topics: technological innovation, sustainability, project management, etc.
- **Cocktail Reception (3:00 PM - 4:00 PM):**
 - Refined hot and cold appetizers
(gourmet canapés, artistic mini sandwiches, quiches, and miniature pies)
- **3-Course Gala Dinner (7:00 PM - 12:00 AM):**
 - The evening concludes with a sumptuous 3-course gala dinner and show, featuring exceptional cuisine from PMG Catering. Choose from a menu of classic or innovative varied dishes. An opportunity to experience a unique evening, creating memorable memories adorned with great encounters.

B- One (1) VIP Table - \$7 500

As a visionary leader in your industry, this simple choice is for you if you are looking for an unforgettable experience that will allow you to make a significant presence at this exclusive event on the future of construction in Quebec. Opt for a VIP Table (10 people) and enjoy all the benefits of general admission, enhanced with exclusive bonus options designed to showcase your company and strengthen your impact.

• Inclusions :

Here's what awaits you:

- 10 General Admission Tickets for the entire day (Valued at \$750 per person)
- A complete table for the gala dinner
- Table identification for the gala dinner with your logo, highlighting your presence and commitment to the event.

FLOOR PLAN

Our upcoming event promises to be an exceptional experience, and to ensure you make the most of every moment, here is a detailed overview of our carefully orchestrated floor plan:

Héron Impérial :

This room will be the heart of our event, where experts will share their ideas and visions. The conferences will take place here, providing an ideal platform for the exchange of knowledge and inspiration.

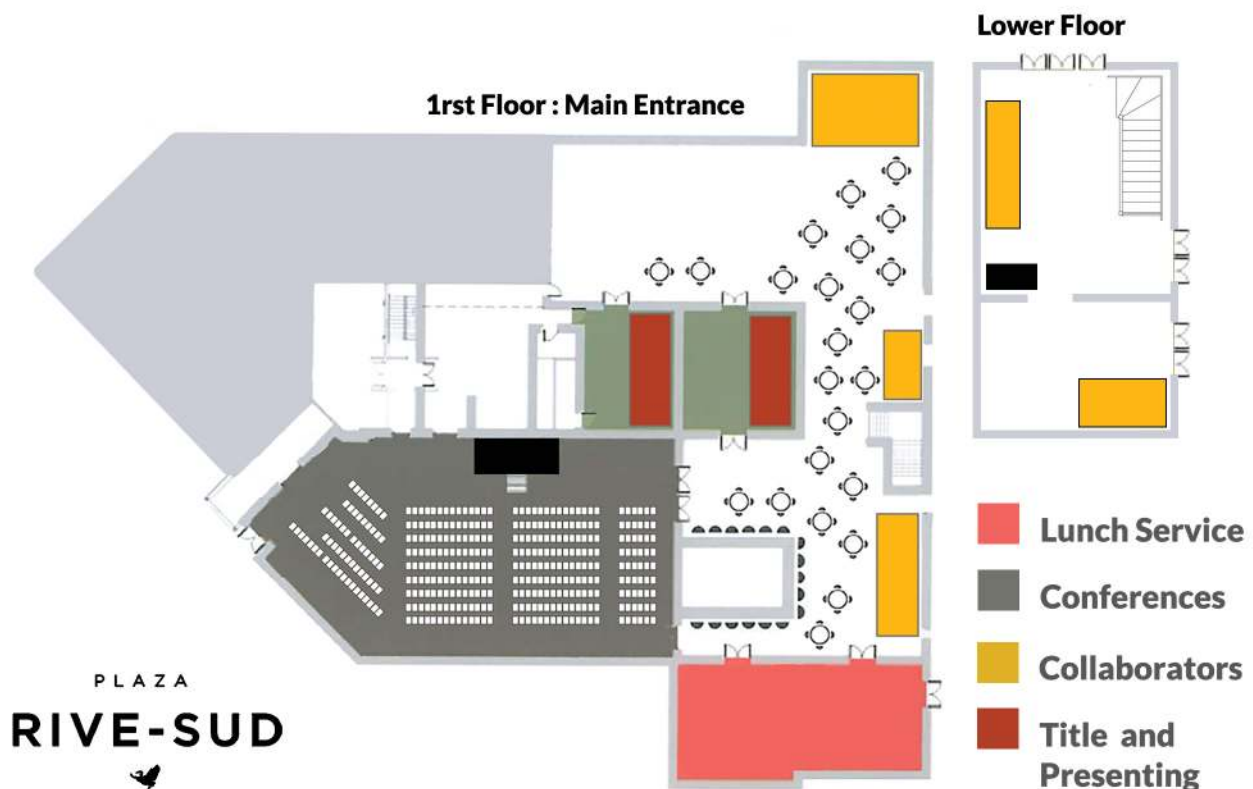
The Reception Hall:

This section will be dedicated to our collaborating sponsors and the 4 company showcases. Each partner company will have the opportunity to present its products, services, and innovations in a personalized way. This is where business relationships will strengthen, and partnerships will materialize. This section will be open for the entire duration of the event.

Héron Agami ou Cendré :

The Title and Presenting Sponsors will have a place of honor in these rooms to highlight their company, achievements, and values during special presentations. These rooms will also offer a privileged space for meetings with their clients and partners throughout the day. The opening hours of these sections will be at the discretion of the sponsors.

We have carefully designed this floor plan to ensure that every moment of our event is optimal for our participants, partners, and sponsors. We look forward to welcoming you to this dynamic environment where ideas will flourish, partnerships will strengthen, and businesses will shine.



EVENTS OF THE DAY

G	ARRIVAL AND REGISTRATION	● 10h00 AM TO 11h00 AM
N	WELCOME COCKTAIL	● 10h00 AM TO 11h00 AM
I	WELCOME SPEECH	● 11h30 AM TO 11h45 AM
L	SPEAKERS PRESENTATIONS	● 12h00 AM TO 1h15 PM
U	LUNCH EXPOSITIONS <i>Reception Hall</i>	● 12H00 TO 1H15 PM
D	GENERAL CONFERENCE <i>1ST GUEST SPEAKER</i>	● 1H30 PM TO 1H50 PM

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E	CONFERENCE 2	● 2H00 PM TO 2H20 PM
H	CONFERENCE 3	● 2H30 PM TO 3H00 PM
S	COCKTAIL	● 3h00 PM TO 4H00 PM
S	CONFERENCE 4	● 4H15 PM TO 4H30 PM
	CONFERENCE 5	● 4H30 PM TO 4H45 PM
	CONFERENCE 6	● 4H45 PM TO 5H00 PM
	HONORARY GUESTS' CONFERENCES	● 5H00 PM TO 5H30 PM
	FREE TIME	● 5H30 PM TO 7H00 PM
	GALA DINNER	● 7H00 PM TO 12H00 PM

MAKING A DIFFERENCE

We are proud to announce our collaboration with the Charles-LeMoyne Hospital Foundation as part of our construction conference event.

This partnership reflects our commitment to actively contribute to the improvement of health and well-being in our community. We are determined to support the Charles-LeMoyne Hospital Foundation in a significant way, and as such, a portion of the proceeds will be donated to the Foundation.

Our commitment goes even further! During the gala dinner, we will showcase a high-end product auction to offer participants the opportunity to acquire exceptional products while supporting the cause. The funds raised will help address the urgent needs of the Charles-LeMoyne Hospital.

Together, we can make a difference in the lives of patients and families at Charles-LeMoyne Hospital!



 **Fondation**
Hôpital Charles-LeMoyne
Le + pour votre Hôpital

OUR PARTNERS

OUR CONFERENCE PARTNERS

CARBONLEO



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EQCO CO-PRODUCTION PARTNERS



FOUNDATION OF CHOICE FOR EQCO 2024



AUDIOVISUAL PARTNERS



IF YOU WISH TO BECOME A SPONSOR OF EQCO,
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Sponsorship Agency
JPM Marketing Solutions
6300 Avenue Auteuil, office 222
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514-835-2328



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The real innovation in the world of construction lies in our ability to build buildings that not only consume less energy, but also produce energy.

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