

EXHIBITOR & VENDOR PACKAGE

Exhibitor & Vendor Package

Building Thinking Classrooms Across the Curriculum Conference —
Calgary 2026

November 6–7, 2026 · TELUS Convention Centre · Calgary, Alberta



Thinking is not a Subject. It's a Skill.

Welcome

Thank you for your interest in exhibiting at the Building Thinking Classrooms Across the Curriculum Conference — Calgary 2026. This is the inaugural large-scale Canadian conference dedicated to applying the *Building Thinking Classrooms* framework across every subject area, K–12 — and it is one of the most targeted and valuable audiences an education-focused exhibitor can reach.

If your products, resources, or services support classroom teachers and school leaders, this is your room. We'd love to have you with us.

Note: organisations interested in community partnership opportunities — including naming rights, keynote recognition, and other high-profile investments — are welcome to explore our Community Partner & Sponsorship Package alongside or instead of an exhibitor table. Contact us to discuss.

About the Conference

The Short Version

If you're already familiar with Building Thinking Classrooms, you know the kind of educator this conference attracts. Feel free to skip ahead to the exhibitor tiers.

For those newer to the framework, here's the context:

Building Thinking Classrooms (BTC) is a research-based instructional framework developed by Dr. Peter Liljedahl at Simon Fraser University. Grounded in 15 years of Canadian classroom research, BTC outlines 14 high-impact practices that help teachers create environments where genuine student thinking — not mimicry, not compliance — becomes the norm. It has since grown into a worldwide movement, adopted by hundreds of thousands of teachers across North America, Europe, Australia, and beyond.

This conference is the first major Canadian gathering dedicated to expanding that movement beyond mathematics — into science, social studies, English, the arts, physical education, and every other subject area. Over two days at the TELUS Convention Centre in downtown Calgary, we are bringing together with capacity for up to 1,000 participants from across Canada and internationally: classroom teachers, school and district leaders, curriculum consultants, instructional coaches, and researchers — all united by a shared commitment to transforming how students engage with learning.

Why Exhibit?

Your Audience

The delegates who attend this conference are not casual participants. They are educators and leaders who have sought this out — who have read the research, implemented the practices, and are now hungry to go further and wider. They include:

- Classroom teachers across all subject areas and grade levels, K–12
- School and district administrators making resource and professional development decisions
- Curriculum consultants and instructional coaches
- Faculty of education instructors and researchers
- System and provincial leaders shaping policy and practice

This is an audience that influences purchasing decisions, professional development investments, and school-wide instructional direction. They are engaged, motivated, and they trust the community they are part of. A brand that shows up authentically in this space earns something advertising rarely can: genuine credibility with practitioners.

The Numbers



A highly targeted audience united by a shared instructional framework, and a self-selecting, committed professional cohort.

The Moment

BTC is not a trend. It is a research-backed movement that has been building for fifteen years and is now accelerating. This is the first major Canadian conference dedicated to its expansion across the curriculum. Exhibitors who come in at the inaugural event establish themselves as foundational partners in that story — not latecomers.

What to Expect on the Floor

The exhibit space is located in Macleod Hall within the TELUS Convention Centre — the heart of delegate traffic throughout both days. Every attendee passes through this space on arrival, during breaks, and at mealtimes. There is no better place to start a conversation.

Delegates at this conference are practitioners — they come to learn, but they also come to discover tools, resources, and partners that can support their work back in their schools. The most successful exhibitors at education conferences are those who show up with something genuinely useful to offer: a conversation starter, a hands-on resource, a problem worth solving together. If that describes what you do, this is your room.

Exhibitor Tiers

All exhibitor tables are draped and include two chairs, Wi-Fi access, and one electrical outlet. Table placement is assigned by the organising committee. Up to 20 exhibitor tables are available across all tiers, with potential for additional overflow space — early commitment is strongly encouraged.

ORANGE EXHIBITOR

\$3,500 CAD

Limited to 4 spots

- ✓ Two (2) draped 6' display tables in a premium, high-traffic location
- ✓ Three (3) complimentary conference registrations (valued at up to \$1,485)
- ✓ Logo and company profile on the conference website
- ✓ Logo and listing in the conference program
- ✓ Up to two (2) inserts in delegate bags
- ✓ Acknowledged by name at the opening keynote
- ✓ Post-conference audience report

BLUE EXHIBITOR

\$2,000 CAD

- ✓ One (1) draped 6' display table
- ✓ Two (2) complimentary conference registrations (valued at up to \$990)
- ✓ Logo and company profile on the conference website
- ✓ Logo and listing in the conference program
- ✓ One (1) insert in delegate bags
- ✓ Post-conference audience report

GREEN EXHIBITOR

\$1,200 CAD

- ✓ One (1) draped 6' display table
- ✓ One (1) complimentary conference registration (valued at up to \$495)
- ✓ Logo and listing in the conference program
- ✓ One (1) single-page flyer insert in delegate bags
- ✓ Post-conference audience report

À La Carte & In-Kind Opportunities

In addition to exhibitor tiers, a range of individual sponsorship opportunities are available — from coffee station and lanyard sponsorships to in-kind donations of branded whiteboard markers, sticky notes, and delegate bag items. These can be taken as standalone investments or layered on top of an exhibitor tier commitment.

In-kind opportunities are particularly well-suited to suppliers of classroom and professional learning materials — putting your branded product directly in the hands of educators in a context where it is immediately relevant and appreciated.

If you have a specific element of the conference you'd like to be associated with, or a product you'd like to get into delegates' hands, we'd love to hear from you. Reach out to discuss what's possible.

Logistics & Important Details

Exhibit Space

The exhibit space is located in Macleod Hall within the TELUS Convention Centre, 120 9 Ave SE, Calgary, AB. Table placement is assigned by the organising committee, with Orange Exhibitors receiving priority placement in highest-traffic areas. Up to 20 tables are available, with potential overflow space if needed.

Exhibitors are required to maintain a staffed, operational booth for the duration of exhibit hours. Displays must be dismantled and materials removed by the close of the conference on November 7, 2026.

Exhibit Schedule

Full exhibitor logistics — including setup windows, exhibit hours, floor plan, and teardown schedule — will be shared with all confirmed exhibitors upon commitment. Please reach out to sponsors@btccalgary.com to confirm your space and receive complete details.

Shipping & Receiving

Exhibitors are responsible for arranging delivery and pickup of their own materials. Shipping instructions and venue receiving details will be provided to confirmed exhibitors closer to the conference date.

Delegate Bags & Inserts

Inserts for delegate bags must be delivered by a deadline to be confirmed with the organising committee. Items should be clearly labelled with your organisation name. The organising committee reserves the right to approve all bag insert materials prior to inclusion.

In-Kind Items

In-kind contributors are responsible for producing and delivering branded items in the quantities confirmed with the organising committee. Delivery details and deadlines will be confirmed upon commitment. All items are subject to organising committee approval.

Post-Conference Audience Report

The post-conference audience report provides aggregate demographic data on conference attendance and will be shared with all confirmed sponsors and exhibitors within 30 days of the conference closing.

Invoicing & Tax

All exhibitor investments are invoiced by The Consortium (Calgary Office). GST will be applied where applicable. Please contact sponsors@btccalgary.com for invoicing inquiries.

Cancellation Policy

Cancellation notifications must be submitted in writing to sponsors@btccalgary.com. The following refund schedule applies:

CANCELLATION WINDOW	REFUND
Before August 1, 2026	Full refund less \$150 admin fee
August 1 – October 1, 2026	50% refund
After October 1, 2026	No refund

CONTACT

Ready to reserve your exhibitor space, or want more information?

Email our conference sponsorship committee at sponsors@btccalgary.com.

We look forward to having you on the floor.

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