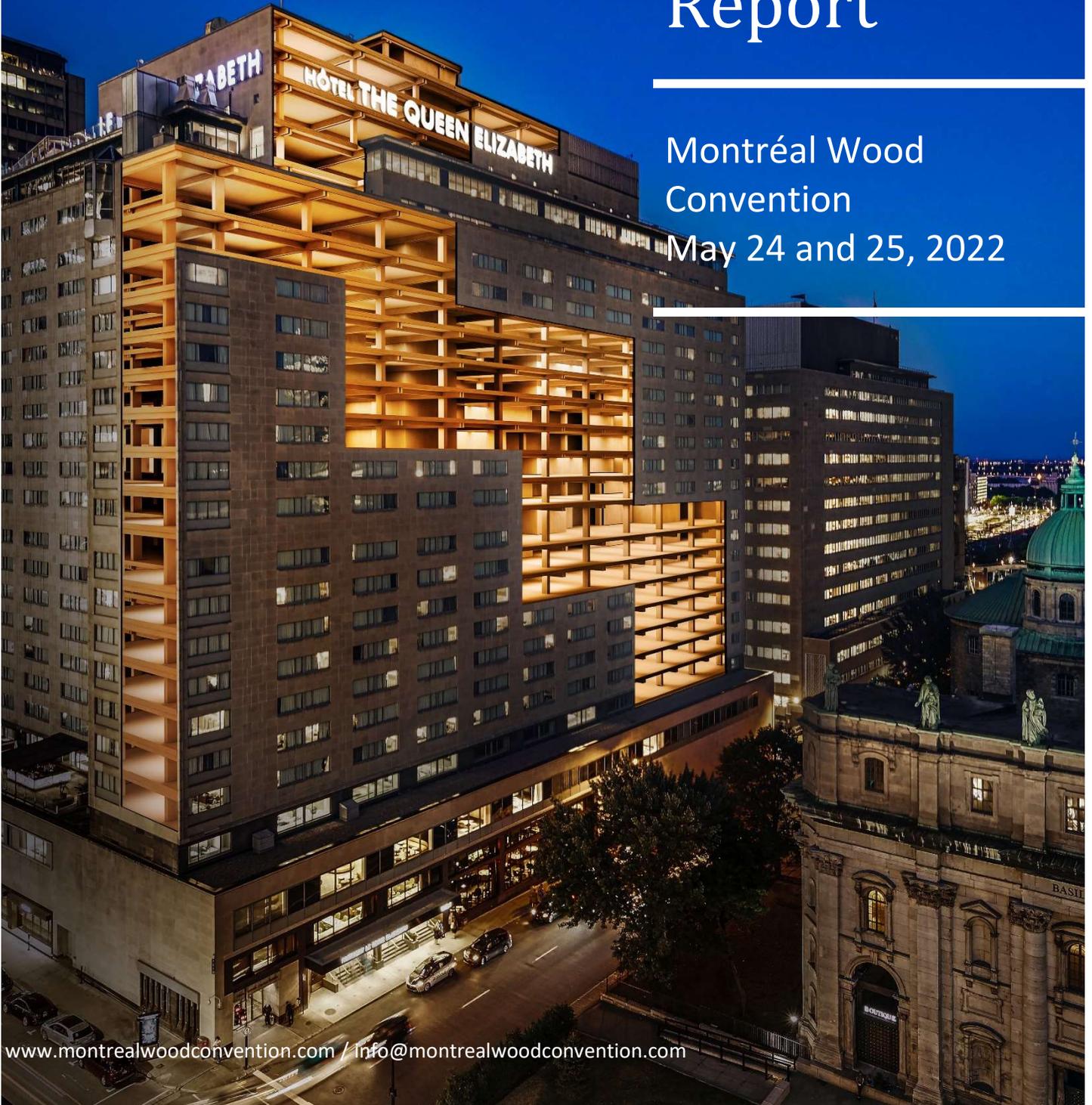


CONGRÈS DE MONTRÉAL SUR LE BOIS



# Visibility Report

Montréal Wood  
Convention  
May 24 and 25, 2022



[www.montrealwoodconvention.com](http://www.montrealwoodconvention.com) / [info@montrealwoodconvention.com](mailto:info@montrealwoodconvention.com)

Québec  Canada 

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## 1. Event overview

The Montréal Wood Convention was back in person at the Fairmont the Queen Elizabeth Hotel on May 24 and 25, 2022. Previously planned to happen in March, the organising committee decided to postpone the event after the government of Quebec had closed many industries because of COVID. Gradually, the sanitary measures were canceled, so there were none at the moment of the event. The slow start of the registration in November was attributed to the severe measures in the province at that time. An increase in registrations was noted each time a sanitary measure was lifted. Finally, close to 900 participants and 95 exhibiting companies attended the MWC.

The organizing committee, members of the Quebec Wood Export Bureau (QWEB), the Québec Forest Industry Council (QFIC), the Maritime Lumber Bureau (MLB), and the Ontario Forest Industries Association (OFIA), is pleased with the results that surpassed the expectations of the Convention 2022.

Considered one of North America's leading events for the wood products trade, the Montréal Wood Convention made it possible to renew ties with clients and generate business contacts that are vital for creating and maintaining alliances between buyers, lumber manufacturers, and service providers.

Due to the uncertainty of the sanitary situation and travel restrictions, the overseas program was canceled for 2022. The Convention still attracted a few participants from all over the world.

### 1.1 Targeted Audience

- North American buyers (manufacturers, distributors, wholesalers, builders, retailers)
- Lumber and value-added wood products manufacturers
- Regional and national economic development officers
- Equipment and service suppliers for the wood products industry
- Overseas buyers (importers, distributors, agents, and manufacturers)

### 1.2 Event Purpose

- Promote exchange between Canadian companies and their customers
- Allow companies to make new business contacts
- Permit service and equipment providers to network with their customers in the industry
- Increase participants' knowledge of the North American market
- Introduce Canadian suppliers to overseas customers

## 2. Activities

To see the full program, go to annex 1.

### 2.1 Industry Seminar on Economy and Markets, Tuesday, May 24th

This year, the seminar was held in a room on the convention floor level instead of the usual room on the lobby floor. Because of a few sanitary measures still in effect, the seating capacity was somewhat reduced, but the room was close to full. Mr. David Logan from the NAHB was the first speaker. He gave a portrait of the U.S. housing market and finished by singing opera. A first at the MWC! The second speaker was Daryl Swetlishoff of Raymond James Ltd. He shared the results of the research on capital allocation decision-making in the lumber industry.

After the coffee break, the attendees listened to a panel about logistic challenges faced by the North American wood product industry. The panel was formed by Saulo Peranton of Interfor, Jordan Frasier of Forest City Trading Group LLC, and Coby W. Bullard of CP. Mathieu Cyr of CPCS Transcom led the conversation with important questions.

Karina Lehoux, founder, and president of the professional animation firm Eklosion was the emcee. Once again, the organizing committee was pleased with her performance.

This part of the event was sponsored by Canadian Pacific (CP) and the speakers' gifts were offered by Price Waterhouse Cooper (PWC).

All the conferences were streamed live via the Swapcard event application. Participants were also able to ask questions directly with the help of this platform. Videos and pdfs have been made available on the MWC website and Youtube page.



## 2.2 Lunch with keynote speaker: Alexandre Bilodeau, Tuesday, May 24<sup>th</sup>

The participants were honored by the presence of Alexandre Bilodeau that shared his experience as an athlete and how it influenced his present career. It was an inspirational testimony.

Alexandre Bilodeau joined the Walter Capital Partners' team in 2019. As a Senior Associate, he is actively involved in evaluating potential acquisitions, conducting due diligence on new investment opportunities, and monitoring portfolio companies. Before starting his professional career in accounting and finance, Mr. Bilodeau competed in freestyle skiing at the international level. Over his 9 years on the World Cup circuit, he won multiple World Championship honors. He won his first Olympic gold medal in Vancouver in 2010 and he repeated the exploit in 2014 in Sochi.

The lunch took place in room Place du Canada and gathered close to 500 people. The sponsors were Autolog/Carbothech and GreenFirst Forest Products.

This conference was streamed live on the event App.



## 2.3 Exhibitor hall, Tuesday and Wednesday, May 24<sup>th</sup> and 25<sup>th</sup>

The exhibition hall floor plan was based on the one in 2019. It includes a total of 118 booth space capacity, of which 95 were sold this year. At the last minute, it was decided to modify the floor plan to take out the empty booths and put seating instead. Attendees had a few options to sit down and have informal meetings.

Even if the booths are in different rooms, it was easy to see that everyone had many visitors. According to exhibitors, the first day was very busy and the second was very different. The committee will have to modify the schedule to make sure no other activities or conferences are happening during the trade show. The show hours were Tuesday from 1:30 pm to 5 pm and Wednesday from 9:30 am to 2:30 pm.

Because of the uncertainty of the situation during almost all the preparation of the Convention, the usual crowd changed slightly. Canadian companies and even more locals of the province of Québec registered, for the first time, as exhibitors. The Convention policies require that manufacturers with a certain volume of wood products production must have a booth, which allows buyers to meet them. Priority is given to those companies. The approach is very appreciated by all participants.

A new opportunity was offered to the exhibitors in 2022. They were able to set up a virtual booth in the event app and start connecting with attendees in advance of the Convention. Just a few grabbed the opportunity.



List of all exhibitors:

ANDRITZ Ltd  
Annex Business Media  
ARBEC  
Aspen Planers Ltd  
Autolog  
Barrette-Chapais Ltée  
Baumann Sideloaders Canada  
BC Wood Specialties Group  
BID Group Technologies Ltd.  
Binderholz Timber Inc.  
Bois Aisé de Montréal inc.  
Bois Bonsaï inc.  
Border Brokers  
Boscus Canada Inc  
BPWood  
Bramwood Forest Inc.  
BRUKS SIWERTELL AMERICAS  
Buchanan Sales Inc  
Canadian Wood Products  
Canfor  
Cathild  
Combilift USA  
Conifex Timber  
Dakeryn Industries  
DK-Spec Inc.  
DO2 Industriel  
Dunkley Lumber Ltd  
EACOM Timber Corporation  
Effecto  
Emballages AT / AT Packaging  
Fabrication RY  
Fenner Dunlop Americas  
Fontaine Lumber  
Forex Inc.  
Formabois  
Fromm Packaging Canada Inc  
Gilbert  
Goodfellow Inc  
GreenFirst Forest Products  
Groupe Crête inc.

Groupe GDS  
Groupe IVEY Group  
Groupe Lebel Inc / Bois  
Daaquam  
Hampton Lumber  
HS Timber Group GmbH  
IDEA CONTROLE INC.  
Interfor  
J.D. Irving Limited  
JAMEC  
Kebois Itée  
KING CITY NORTHWAY  
FORWARDING LTD  
Lavern Heideman & Sons Ltd.  
Lean Expert  
Legna Software  
Les Bois du Fjord  
Les Bois Indifor Inc.  
LINCK GmbH  
Lulumco inc.  
MaterialsXchange  
Matériaux Blanchet  
Mercer Timber Products  
Midway Lumber Mills Ltd.  
Nicholson  
Nordic Structures / Chantiers  
Chibougamau  
Nyle Dry Kilns  
Opting Solutions  
Pakira, Inc.  
Piché  
Produits Forestiers DG Ltee  
Produits forestiers Résolu  
Quebec Wood Export Bureau  
S. Huot  
Samuel Packaging Systems  
San Industries  
Sawquip International  
Scierie Alexandre Lemay et fils  
inc.  
Scierie Landrienne

Scierie St-Michel inc.  
Séchoir Mec inc  
Signode Canada  
Sinclar Group Forest Products  
Ltd  
SmartMill  
SPRINGER USA Inc.  
Thomas Bellemare Ltée  
Tolko Marketing and Sales  
Twin Rivers  
USNR  
VAB, A Timber Automation  
Company  
Vallée  
Veer Plastics Canada Inc.  
Wellons Canada  
West Fraser  
Weston Forest  
Wolftek Industries  
WRC Lumber/White River  
Forest/Hornepayne LBR.

## 2.4 Cocktail Reception, Tuesday, May 24th

The cocktail offered on Tuesday evening is a very well-attended point of the program. The room was crowded, participants were delighted and the conversation was bustling. The music of the jazz trio, as well as the light effects, were the perfect mix to create a festive and relaxed atmosphere for networking.

Weston Forest, a loyal principal sponsor supported the activity again. A little over 600 participants attended.



## 2.5 Breakfast with Speaker: Dr. Brynn L. Winegard

For the first time in 2022, the committee decided to offer breakfast and invited a high-quality speaker with a subject a little “out of the box” but still related to business.

Currently ranked in the top 3 in the world for human behavior experts working in business, Dr. Brynn Winegard is a multiple award-winning professor, speaker, and expert in business-brain sciences. Brynn completed her formal education in Business, Marketing, Neuroscience, and Psychology. To this day, Professor Winegard retains Faculty Positions at 3 prestigious business schools. Her conference “Boost my Business Brain” gave many tricks to the people listening on how to feel better and, be more efficient. A good subject after those two years of remote work.

The event was very much appreciated by the audience in the room. More than 600 people had signified they would attend but a mere 200 showed up. The sponsor of this activity, Interfor, was pleased by this addition and conference. They saw a good opportunity to invite clients and have privileged conversations before and after a light educational speech.

The lecture was streamed live on the Swapcard app but the video is not available on our website. However, it is possible to download a cheat??? sheet of the shared tips.



## 2.6 The Trade Panel, Wednesday, May 25th

A recurrent suggested subject from previous years: trade. The committee decided to make it a panel and invite different key actors from the industry so that they could each give their thoughts. The conversation was led by Paul F. Jannke of Forest Economic Advisors. Bart Bender from Interfor, Hugues Simon from Resolute Forest Products, and Steve Rhone from Weston Forest were the panelist.

This industry panel was introduced to the MWC in 2019 and repeated for the Experience in 2021. It’s a well-attended and appreciated activity. The sponsor was USNR.

This discussion was streamed live in the app and is available on the website and Youtube page.



## 2.7 Buffet lunch, Wednesday, May 25th

A buffet lunch was offered to the participants before the end of the event. It was held from noon to 1 pm in room Place du Canada. Dessert was served in the foyer and the exhibition hall to liberate the room to make it ready to hold the After-Show.

There were nearly 500 people who attended. This meal was sponsored by LBM Advantage

## 2.8 NAWLA Regional Meeting and After Convention, Wednesday, May 25th

Since the event was postponed to May and the hotel could not find a consecutive 3-day spot to present the event with the regular schedule, it was decided to combine NAWLA's regional meeting and the After Convention. Together with their main sponsor Nicholson & Cates, NAWLA opted for a light program with three stand-up comedians. Arcade games were in the room for people to have a little fun while having a drink and networking.

Lottery tickets were distributed at the door and gifts, up to a value of \$150 each, offered by the After-Convention sponsors, were drawn. There were seven sponsors for this event. They were given 50 coupons each for redistribution to Convention participants of their choice as an invitation to attract them to join the After Convention. The coupons could be exchanged for a drink. The sponsors were given special signage to put in their booth so participants could go and look for them and obtain a drink coupon. There was also a page in the participant's guide that mentioned the sponsors and invited participants to look for them.

The joint NAWLA-MWC event took place in room Place du Canada. Unfortunately, it did not achieve the same popularity as in 2019. Attendance was low. Between 50 to 100 people, eager to continue networking with each other, had very little interest in the show on the stage. For sure this format is not to be repeated and going back to the original version of both events would be preferred.

The sponsors of the After Convention were : Bois Bonsaï Lumber, Les bois Indifor Lumber, J.D. Irving, Limited, Matériaux Blanchet, Sawquip International Inc. and NC Nicholson and Cates.



## 2.9 Coffee breaks, Tuesday, May 24<sup>th</sup>, and Wednesday, May 25<sup>th</sup>

The three coffee break sponsors got very good visibility this year since they were in the Foyer of the meeting rooms, the center of all the action. Coffee and snacks were served on Tuesday at 10:30 am, at 3 pm, and on Wednesday at 10 am. These moments are very much appreciated by our participants and they were sponsored by OLMA, DK Spec, and Boise Cascade.

## 3. Mobile Application

The pandemic brought good things such as lots of development of new and existing technologies. The team was introduced to a platform used by international trade shows all around the world. Over the last two years, they have adapted their product to online and hybrid events. It is called Swapcard. It can be used on a computer or a mobile device.



The platform was connected to the registration system, so participants were automatically added just a few minutes after they had completed the form and paid. Exhibitors, sessions, and visuals had to be manually added to the App by the organising team.

It presented interesting features such as online chat, appointments for in-person or virtual meetings, live streaming of the sessions, and virtual booths. It was also possible to collect the coordinates of the people who had exchanged messages or with the QR code for the participants that were on site.



The statistics indicate that half of the participants connected and used the app to some extent. It is excellent for the first year. Communication needs to be improved to make sure attendees understand the benefits of using the platform at the 2023 event.

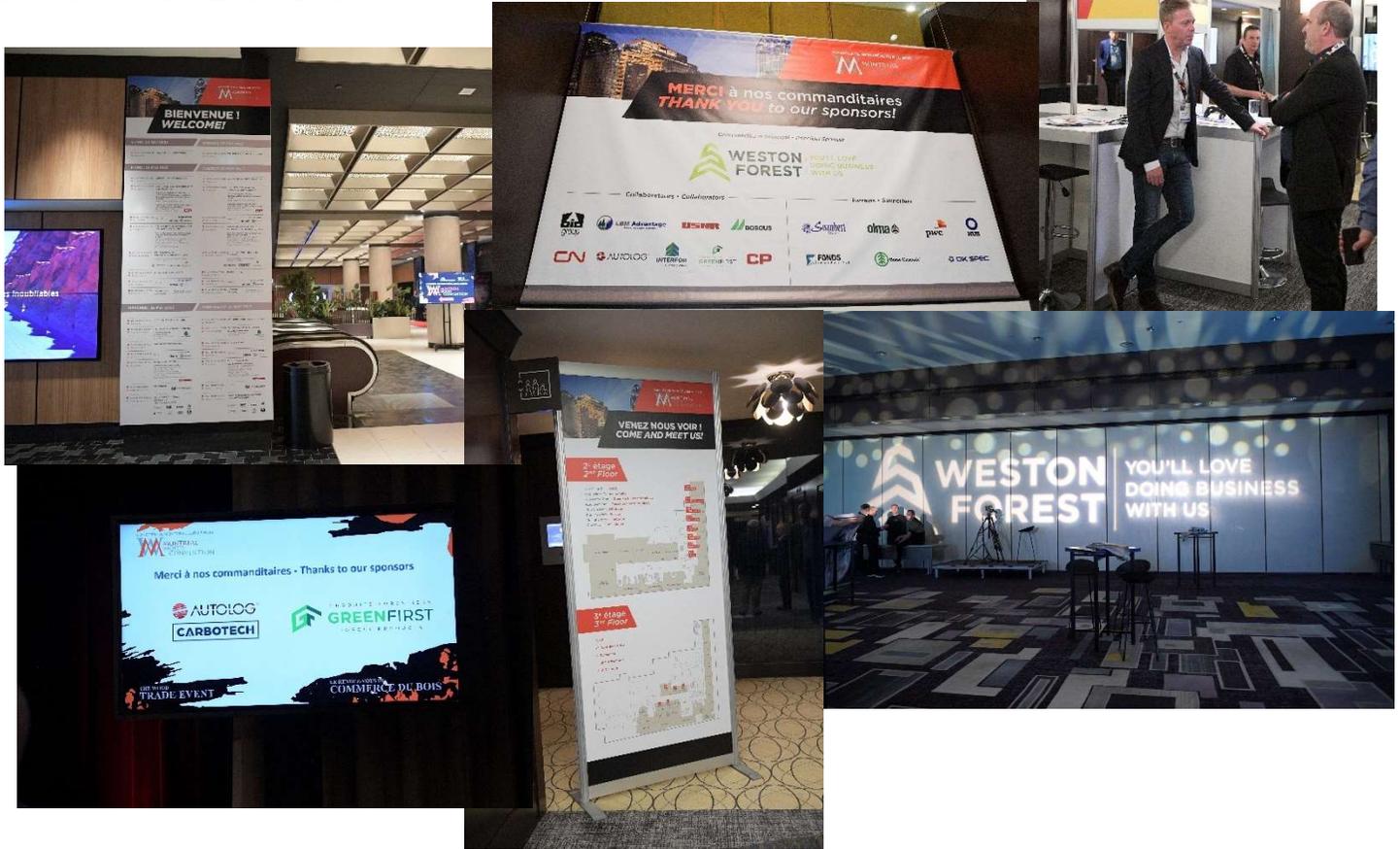
On the mobile device, a homepage with the sponsor Soanbert Corp. logo appeared every time someone opened the application. On the computer, the same image was visible on the right of the screen of the home page.

## 4. Signage

Every year, we have signage in strategic locations at the hotel to guide our participants, inform them and highlight our sponsors. This year's signage was simple since everything was on the same floor. Usually, there is a freestanding sign on the lobby level with the program but this year, it was posted directly on the wall beside the escalator. A TV screen was announcing the registration desk was at the top of the escalators.

On the Convention floor, where the main activities were being held, we had a free-standing poster next to the elevators to indicate where individual companies had their meeting rooms. Screens had been installed in strategic locations, to list the exhibitors and their booth numbers. Between the two escalators leading up to the Convention floor, the traditional

poster “Thanks to our sponsors” was set up. On the wall, right beside the conference room, there was a poster thanking our three coffee break sponsors. Obviously, we did not forget the sponsors of the seminars, the meals, and the cocktail by displaying their logos on the screens available in the rooms. Weston Forest, sponsor of the Tuesday evening cocktail had gobos with their logo that allowed us to project it on some of the walls of the reception room. As for LBM Advantage, sponsor of the buffet lunches, they took the opportunity to broadcast some slides about their company. A place near the registration desk had been reserved to thank the partner associations: NAWLA and BC Wood.



## 5. Promotion

### 5.1 Web site

In 2021, the MWC website was completely redone. Visuals, layout, and pages needed to be updated to give the team a better tool and for the participants to have an enhanced experience. Like the previous site, it is continually updated with news and information about the program, the sponsors, the speakers, the registrations, the accommodation, and the exhibitors. There is even an archive section where you can find the details from previous editions.

The most visited pages are the exhibitor's list and the companies list where the names of registered companies are published. The site is also used after the event, to add the presentations from seminars and panels in PDF format and a Youtube video link so visitors can view the entire conference.

## 5.2 LinkedIn and Twitter pages

The LinkedIn page and the Twitter account of the event are fed throughout the year. The team publishes news about each sponsor as soon as they have signed their agreement and about the speakers, the partners and the collaborators, the hotel that hosts the event, and even the city of Montreal. Once in a while, news is published about the number of registrations and exhibitors to help increase the enthusiasm. It's an easy way to stay up to date with the event all year! The number of subscribers to the page and the account is constantly increasing, but there is always a bigger increase just a few weeks before the Convention. People were encouraged to use # Mtlwood22 in their posts. There have been several publications on both platforms more particularly from exhibitors. We believe this participation will continue to increase over the years. There are 1295 followers on LinkedIn and 317 followers on Twitter.

## 5.3 Newsletters

The organizing committee moderately uses this method of solicitation, to avoid as much inconvenience as possible to the people contacted. E-mails are used to make big announcements before they are shared on social media or to give more precise information on specific subjects. The sanitary measures in place and how to use Swapcard were some of them.

The information is sent to convention participants of previous years and people who wish to subscribe to this event's newsletters. If you are interested in reading them, please contact us.

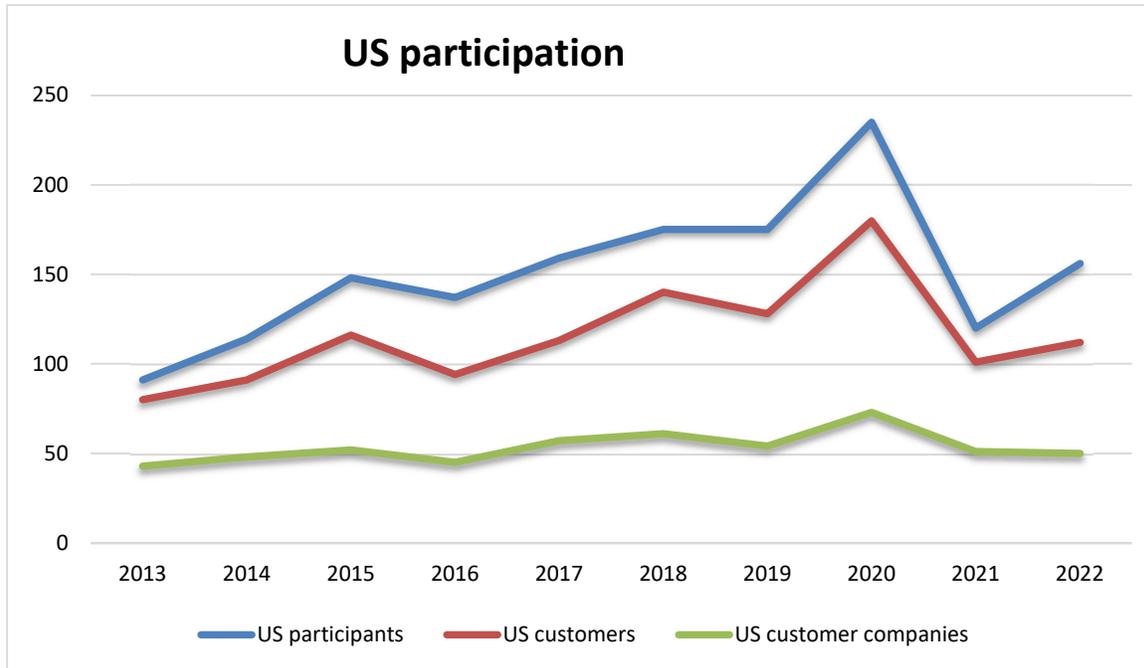
## 5.4 Printed and Electronic Publicity

To stay effective with publicity and to reach the clientele targeted for our event, these media have been carefully selected. Emphasis is placed on electronic publications, but some paper media remain essential.

- November 2021, *The Working Forest*, electronic
- November 2021, *Random Lengths Weekly*, electronic
- November/December 2021, *Atlantic Forestry*, electronic
- November/December 2021, *Hardwood Weekly-Review*, paper
- December 2021, *Canadian Forest Industries*, paper
- December 2021, *Opérations forestières et de scierie*, paper
- December, E-blast, *Canadian Forest Industries*, electronic
- December, E-blast, *Opérations forestières et de scierie*, electronic
- December 2021, *Building Products Digest*, paper
- December 2021, *Random Lengths Weekly*, electronic
- January and February, *Building Products Digest*, electronic
- January/February 2022, *Atlantic Forestry*, electronic
- March, E-blast, *Canadian Forest Industries*, electronic
- March, E-blast, *Opérations forestières et de scierie*, electronic
- April, E-blast, *Canadian Forest Industries*, electronic
- April, E-blast, *Opérations forestières et de scierie*, electronic
- April 2022, *Spotlight, Canadian Forest Industries*, electronic
- April, 2022, *Spotlight, Opérations forestières et de scierie*, electronic
- April 2022, *Random Lengths Weekly*, electronic
- May 2022, *Canadian Forest Industries*, paper
- May 2022, *Random Lengths Weekly*, electronic

## 5.5 Recruitment of new American companies

Strong participation of US buyers of forest products is key to the success of the Montréal Wood Convention. The organizing committee keeps a list of American companies attending the convention since the first edition in 2013 (fig below)



## 6. Sponsors and partners

The Convention is fortunate to have loyal sponsors and partners. After the MWC got canceled in 2020, they all agreed to use part of their sponsorship for the online experience in 2021, and the remaining part was transferred to 2022. With the sanitary restrictions being lifted we got more interest from additional sponsors for the luncheon with the keynote speaker and the breakfast conference. We were glad to welcome new companies to support the event.

The telephone charging station was back again and offered by CN. This element seems well appreciated by the participants. The "After Convention" sponsors were added to NAWLA's sponsors for the joint event.

Here is the sponsor's list:

Principal: Weston Forest

Collaborator:

- Autolog / Carbotech
- Bid Group
- Boscus
- CP
- CN
- GreenFirst
- Interfor



- LBM Advantage
- USNR

Supporters:

- Boise Cascade
- DK Spec
- Fonds de solidarité FTQ
- Hub
- PWC
- OLMA
- Soanbert Corp.



Sponsors of the « After-Convention »

- Bois Bonsaï Lumber
- Bid Group
- Les bois Indifor Lumber
- J.D. Irving, Limited
- Matériaux Blanchet
- NC Nicholson and Cates Limited
- Sawquip International Inc.



Media partners:

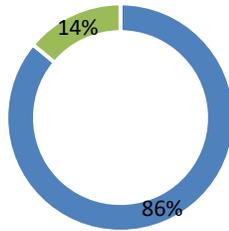
- *Opérations forestières et de scierie / Canadian Forest Industries*

Partners:

- NAWLA
- BCWood

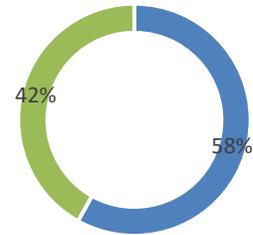
## 7. Participant Statistics

### Statistics by gender



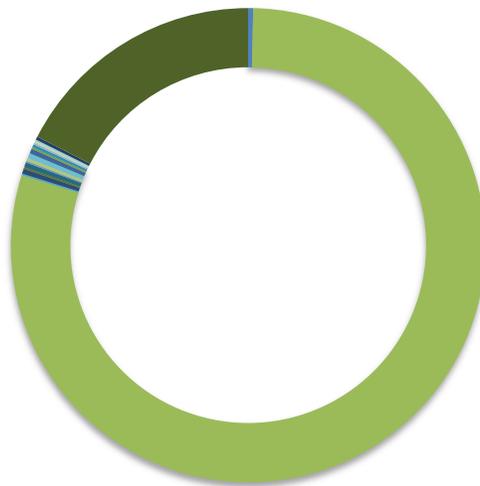
■ Male ■ Female

### Statistics by spoken language



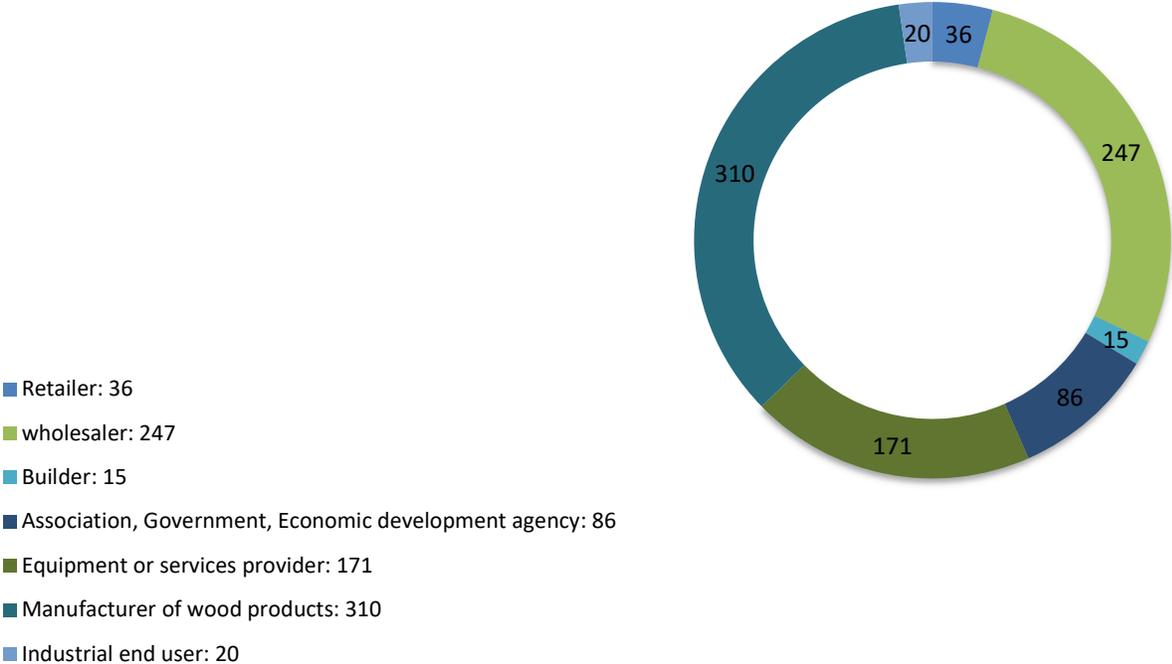
■ English ■ French

### Statistics by Country

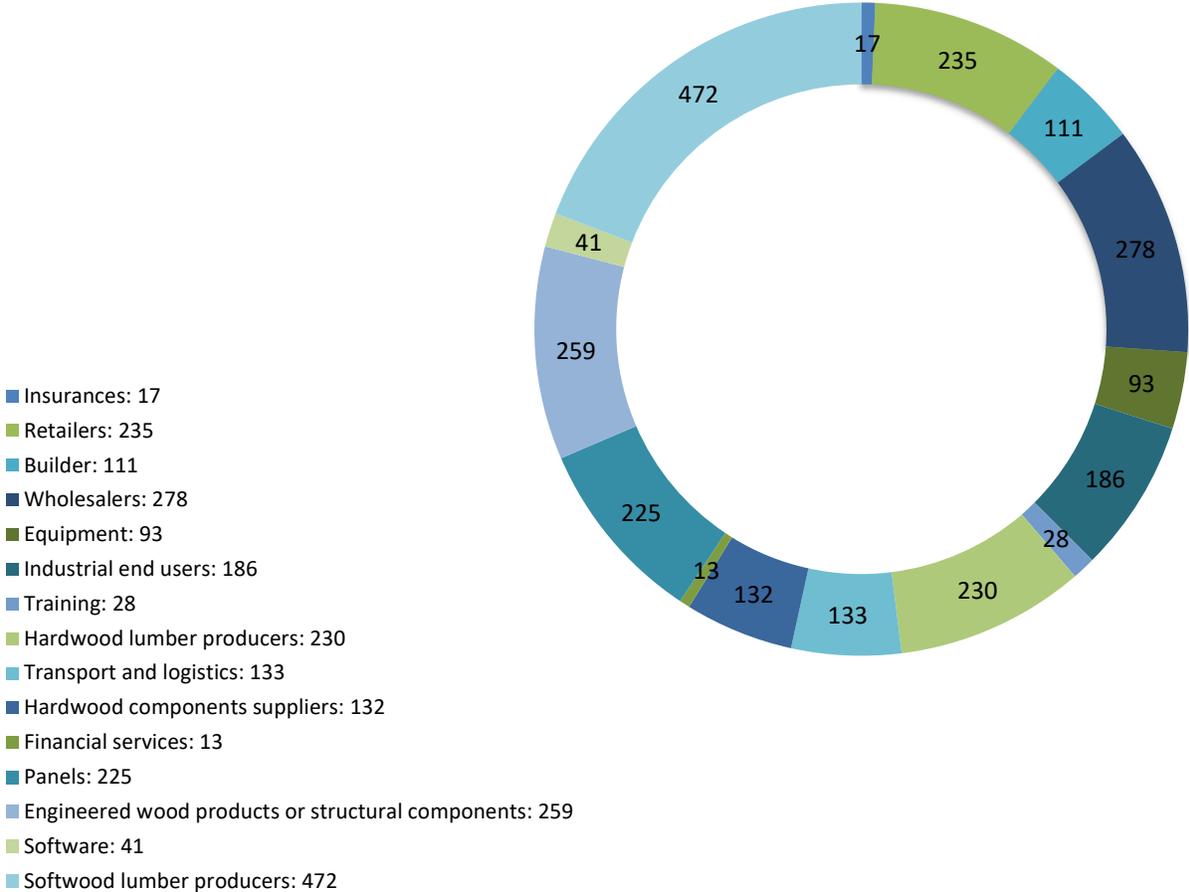


■ Austria: 3    ■ Canada: 711    ■ Chile: 1    ■ France: 3    ■ Germany: 1  
■ Georgia: 3    ■ India: 1    ■ Italy: 2    ■ Japan: 3    ■ Jordan: 3  
■ Latvia: 1    ■ Pakistan: 2    ■ Singapore: 1    ■ South Korea: 1    ■ Sweden: 1  
■ United Kingdom: 2    ■ United-States: 156

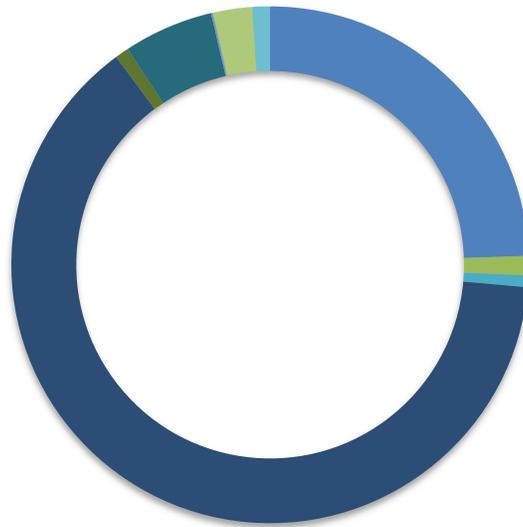
### Type of companies



### Types of companies searched for contact



## Category of participants



■ Exhibitor: 200      ■ Virtual exhibitor: 10      ■ Speakers: 6  
■ Participants: 519      ■ Virtual participant: 7      ■ Guests: 46  
■ Media: 1      ■ Participants of a group: 20      ■ Staff: 9

## 8. Appreciation survey answers

See appreciation survey answers in annex 2.

## **Annex 1. Event Program**

## PROGRAM

MONDAY, 23 MAY 2022

 From 16:00 to 18:00 **WELCOME AND REGISTRATION**  
 Mezzanine

TUESDAY, 24 MAY 2022

 From 08:30 to 18:30 **WELCOME AND REGISTRATION**  
 Mezzanine

 From 09:00 to 10:00 **INDUSTRY SEMINAR ON ECONOMY AND MARKETS**  
 Av. Laurier

**US Housing Industry - The Recovery Continues as Material & Labor Challenges Persist**  
David Logan, NAHB, United States

**A Research Analyst's View on Capital Allocation Decisions in the Lumber Industry**  
Daryl Swetkshoff, CFA, Raymond James Ltd, Canada



 From 10:00 to 10:30 **BREAK**  
 Sq. Victoria



 From 10:30 to 12:00 **INDUSTRY SEMINAR ON ECONOMY AND MARKETS (CONT.)**  
 Av. Laurier

**Logistics Outlook for the North American Wood Products Industry**  
Mathieu Cyr, CPCS Transcom, Canada  
Saulo Peranton, Interfor, Canada  
Jordan Fraser, Forest City Trading Group LLC, United States  
Coby W. Bullard, CP, Canada

 From 12:00 to 13:30 **LUNCHEON WITH KEYNOTE SPEAKER**  
 Place du Canada

  
Alexandre Blodeau, Walter Capital Partners', Canada  


 From 13:30 to 17:00 **TRADE SHOW**  
 Étage congrès

 From 15:00 to 16:00 **BREAK**  
 Sq. Victoria



## PROGRAM

🕒 From 17:30 to 19:00  
📍 Place du Canada

### NETWORKING COCKTAIL



## MERCREDI, 25 MAI 2022

🕒 From 07:30 to 14:30  
📍 Mezzanine

### WELCOME AND REGISTRATION

🕒 From 08:00 to 09:30  
📍 Place du Canada

### BREAKFAST WITH SPEAKER

**Boost My Business Brain**  
Dr. Brynn L. Winegard, United States



🕒 From 09:30 to 14:30  
📍 Étage congrès

### TRADE SHOW

🕒 From 10:00 to 10:30  
📍 Sq. Victoria

### BREAK



🕒 From 10:30 to 12:00  
📍 Av. Laurier

### THE TRADE PANEL

**Wood Commerce Trade Panel**  
Paul F. Jannka, Forest Economic Advisors LLC, United States  
Bart Bender, Interfor, Canada  
Hugues Simon, Produits forestiers Résolu, Canada  
Steve Rhone, Weston Forest, Canada



🕒 From 12:00 to 13:00  
📍 Place du Canada

### LUNCH



🕒 From 15:00 to 17:00  
📍 Place du Canada

### NAWLA REGIONAL MEETING / THE AFTER SHOW

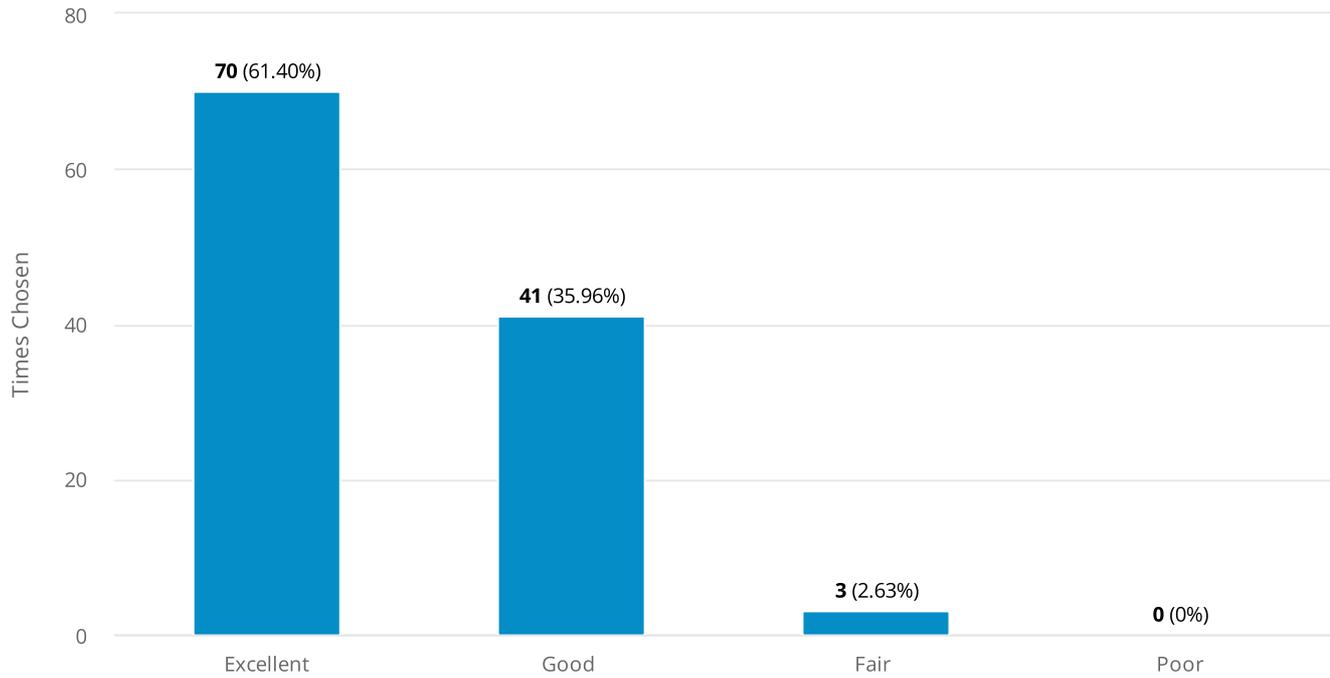


## **Annex 2. Appreciation survey answers**

# Appreciation Survey MWC 2022 sondage d'appréciation

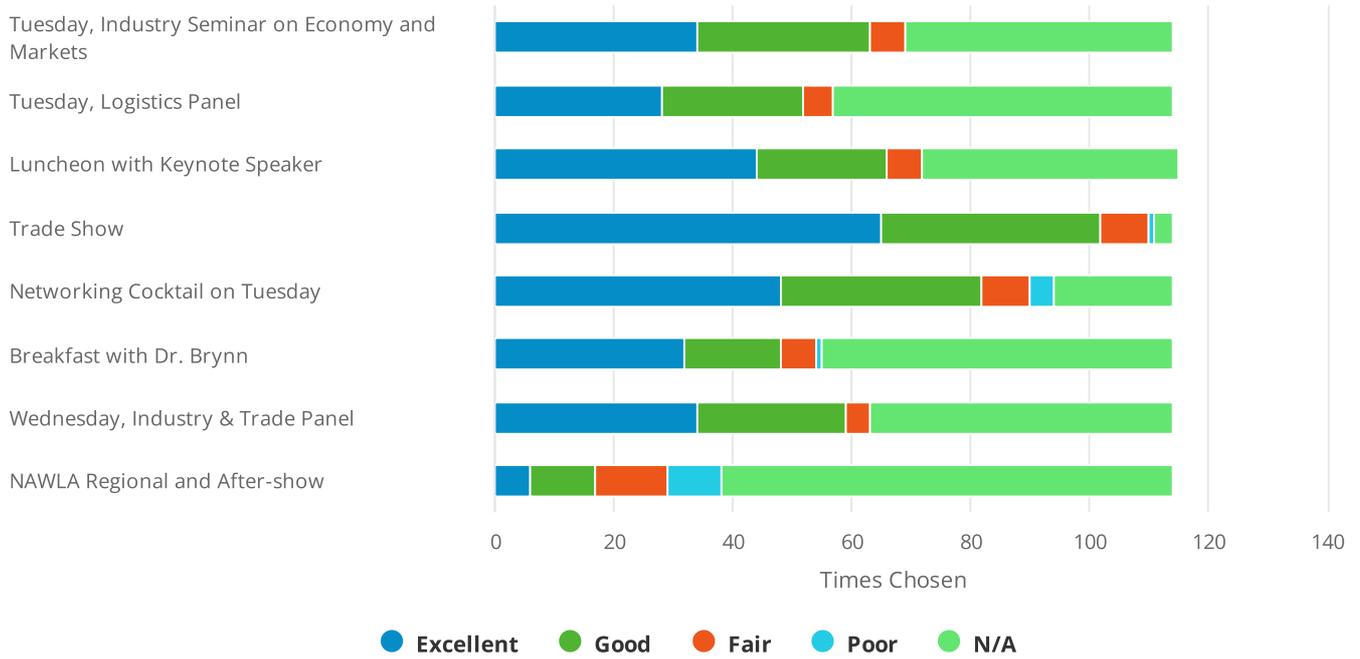
## What is your overall appreciation of the Montréal Wood Convention

Number of responses: 114



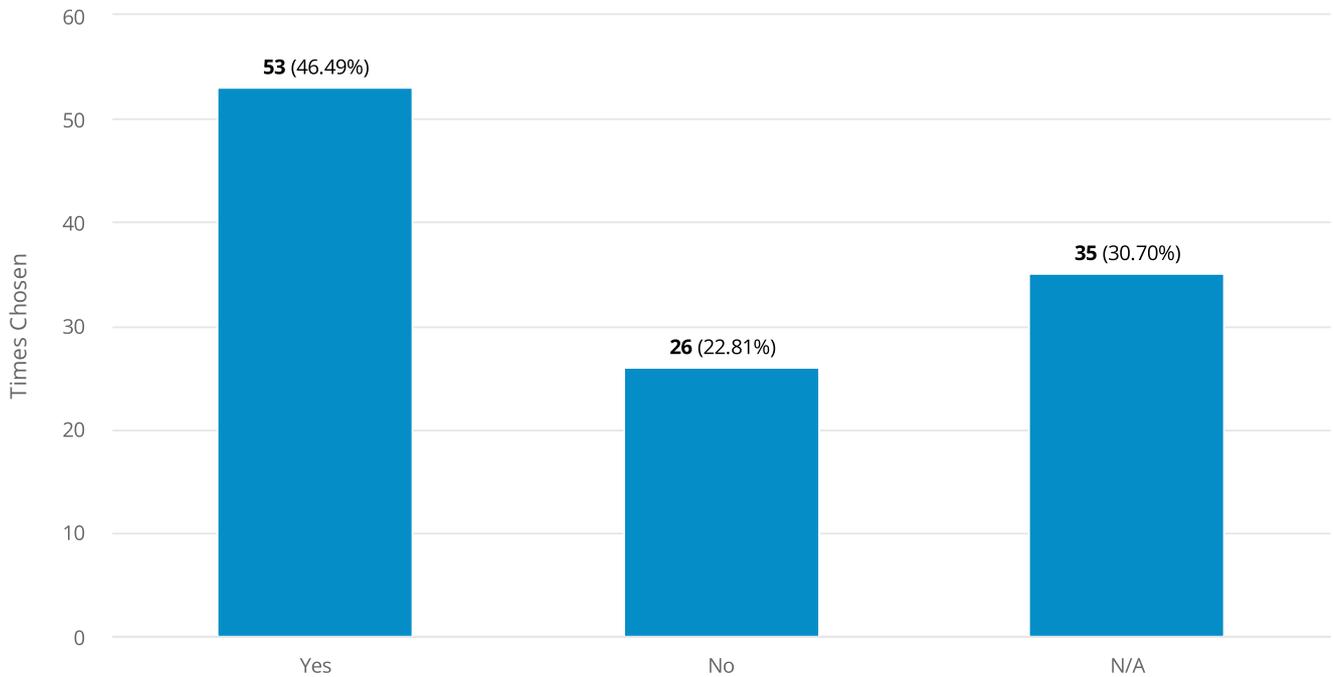
## Please rate these elements

Number of responses: 114



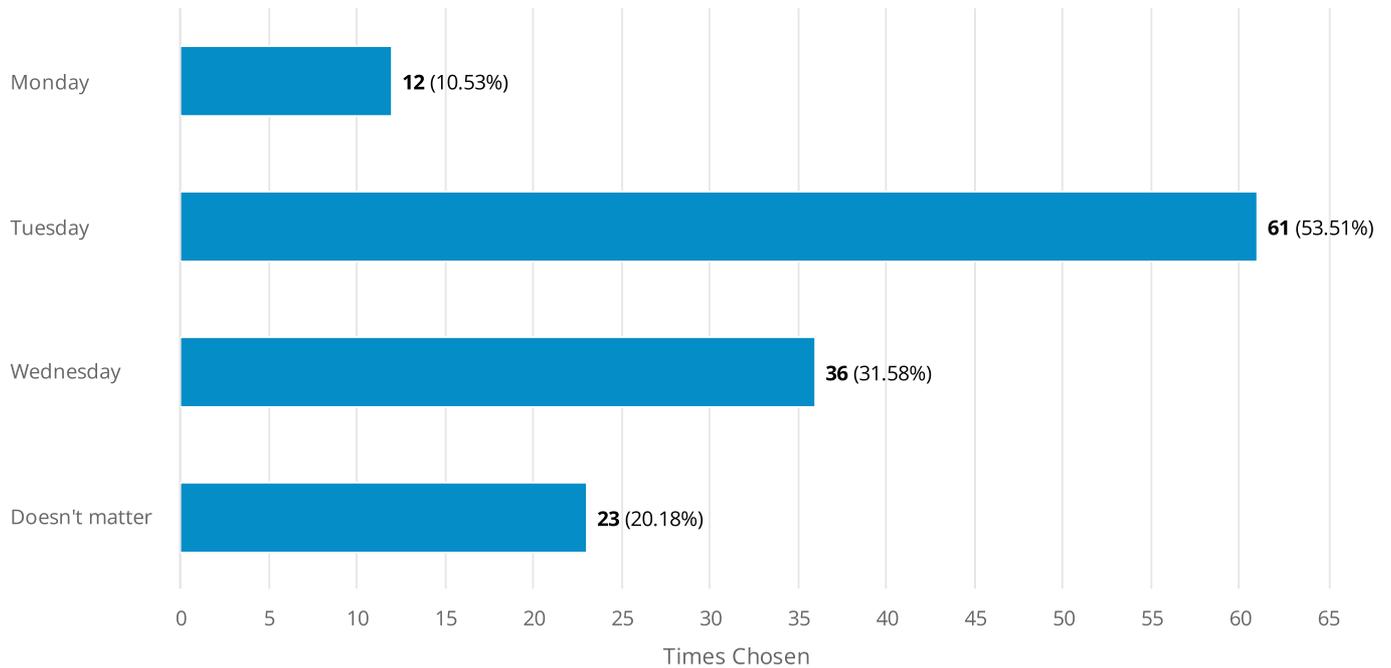
## Was the event App Swapcard a useful tool?

Number of responses: 114



## Which day of the week (Monday, Tuesday or Wednesday) would you prefer the convention to start?

Number of responses: 114



## Please give us your general comments and suggestions :

Number of responses: 76

Text answers:

Good turnout, nice to meet in person.

More longer trade show

Nice just like a school reunion !

LBM Advantage is a regular participant and sponsor of the MWC but this was the first in-person event since I began in this role. I was very impressed with the number and quality of attendees, the knowledge and relevance of guest speakers and topics, the venue was good and the city of Montreal (especially in May!) was fantastic. Sven and Natalie were very helpful and did a great job. There is no doubt the MWC is the can't miss event for those of us in the lumber business. I'm looking forward to next year. Tim Johnson LBM Advantage

Bon show. En espérant que ce soit au mois de Mai encore l'an prochain

The May date was way better than March. The shorter trade show hours were good; i don't think all day is necessary. Would choose a date not after a long weekend.

Time of year much better than in February or March.

(1) Please keep the show in May (would be tough to go back to Feb or March). Montreal is awesome in May. (2) The Queen needs to be more prepared to handle a convention. The bars closing @ 10pm was highly frustrating in meeting up with fellow convention goers returning after dinners. Also, doing breakfast in the hotel restaurant was frustrating in that they were understaffed and very late in getting food out during meetings, so much so that it made me late for meetings scheduled later in the morning. Overall, though the MWC was a big success and it was great to be back in person and I'm already looking forward to next year!

Keep MWC in May

Didn't use swapcard, and don't understand what value it was supposed to bring to me. Also it would be beneficial if we could have a more "intentional" networking, rather than just having a glass of wine and wandering the room trying to connect to strangers.

Having all the contacts on SwapCard (instead of a sortable list) made it hard to sort out who was at the convention. It wasn't easy to scroll through the whole list, and it couldn't be filtered by name, alphabetically by company, or by province, etc.

Il serait bien de pouvoir offrir un prix pour un billet supplémentaire au kiosque plus avantageux.

Open the lobby bar!

would have liked the convention to have an extra day. it was difficult to meet with everyone i would like, spend time on the trade show floor and see the seminars.

I prefer to have the convention start on Thursday and end on Friday.

3 days convention would give us more time to meet people and take advantage of the booths

It was really well done and the accommodation was beautiful.

It was a fantastic venue. What a great opportunity for networking with existing customers and suppliers as well as making new contacts.

Please keep the dates in May just not the week after the long weekend

The conference was extremely well planned and executed. I must also say that Corrina did an exceptional job hosting the sessions.

Perfect

It has to be held in May again it was amazing possibly not the long weekend week though

APP needs work. Happy to help if they need me

Excellent show, my first time attending and I found it very helpful and well organized. Almost not enough time to get everything done in 2 days. Some vendors seemed to be closing booths early on Wednesday.

Très bien organisé, la maitresse de cérémonie était très bien. Les intervenants de qualité.

More time for the industry panel - good conversation.

Love having it in Montreal in May. No more winter meetings, please.

I think the exposing organizations was just too short it should be 2 complete days for those whom could not be there the first day and on the second they started to pack at noon on Wednesday not so good .

Great to have everyone together and the weather was great to enjoy the city a little bit. Space out the show and the speakers a little bit as attending to all the presentations did not leave enough time to see all the booths.

It was a shame that no one listened to the comedians. I suppose they are used to it, but still I felt bad for them. everyone was still interested in just networking!

Show very slow on Wednesday

N/A

Félicitations pour le bel événement! J'aimerais avoir une copie des présentations.

for the after show ....it's a period of time to relax a bit , please no stand up comics

Très bel événement bien organisé. L'événement pourrait se terminer avec un diner la 2e journée au lieu de se prolonger après le diner. Les gens prendraient le temps de consolider leur réseautage et il n'y avait plus aucune interaction dans les kiosques après le diner. Le démontage des kiosques se ferait après le diner et ceux qui ont de la route à faire seront aussi heureux de quitter pas trop tard.

We had our room not ready until 8 PM. That was the only problem.

It was our first year, it was booked last minute and we expected more interaction with prospects. I would like to ask that we get access to the list of attendees because the app did not work as expected.

Very good moment ! It would be interesting to find something to circulate people in all the aisles of showroom after the lunch on Wednesday, to avoid exhibitors leaving too early

TRade show should only be 1 day , even if you add an hour to the one day. No need for two days as second day was very slow

nice networking

Keep getting Western participation

Nice shot this year, congrats to all of you

Aftershow cannot be everything at once. What's its purpose? I felt bad for the comedians that only few people could pay attention to. Games and stand up comedy do not mix. It's a bad joke!

Music too loud at the meet and greet

Love having the show in the spring and warmer weather, it encourage more person to person interaction and just more pleasant.

You should have an incentive in place for people to visit the supplier booths. Amount of visitors was extremely weak.

Très intéressant

Maybe an app that generates french subtitles during the different presentations would be appreciated by the french speaking people attending. I had personally no problem to understand, but I know some people who did. Overall a great event, thanks for your hard work.

Early May would be the perfect time of the year. I would make sure the hotel has the bar and restaurant open all days.

Please have in Early May every year!

I would make clusters of booth by business type (Mills together, Machinery together etc.) Put more garbage can and hand sanitizer around the place. A Phone charging station that actually works.

I would suggest that a trade show only pass be available for people with limited time for the show

It was my 1st time. Good communication, good time of year, great speakers, food was ok/good.

Exhibitors should all be in the same spots not some in the hallway. To tight in space for exhibitors in the hallway.

NE PAS AVOIR DE DINER DANS UNE SALLE AVEC SERVICE. SEULEMENT AVOIR UN DINER STYLE BUFFET DANS L'ESPACE DES ESPOSANTS POUR PERMETTRE AUX GENS DE FAIRE PLUS DE CONTACT.

Open the bar in the hotel

You can increase the traffic around the trade show booths by serving tea/coffee/snacks/pastries right there in the various trade show areas. This would stimulate more engagement and business. The food staff did this on Wed afternoon, but it was already too late.

March is generally a very busy month for customer trade shows and with the last two weeks as Spring break for us in Vancouver. It was very nice to have the show in a less busy time for the industry. Please consider the MWC going forward in April or early May.

A lot of great presentations made it difficult to get by all exhibitors booths

good show

I would prefer it did not start on a national holiday. Also, the renovation of the hotel has made the trade show very discombobulated. It used to be in a huge room, all the exhibits. This time we had to go from room to room. Weird.

I thought both panels were great and Paul Janke was great at leading his. The content presented and discussed was extremely well presented and discussed.

Have it in May all the time. Just no adjacent to the long weekend.

Mardi c'est ma préférence, mais pas quand il y a un congé le lundi précédent.

MWC is better during springtime

Please schedule future events away from Us and Canadian long weekends

Beaucoup de personne présente. Absence de gros joueurs américains. Impossible de répondre aux demandes via l'application en parlant au clients et en étant au kiosque. Tops de notifications sur le téléphone et à l'approche de la convention.

not a good idea to do this whih memorial day and la fête des Patriotes on the same week and in the same time of the convention

Hotel parking was full by the time we got there, had to park at an overpriced not convenient at all parking and walk for a while with a lot of stuff to carry only to get in late... Hotel bar was closed. Wifi was absolutely brutal (couldn't even load a Youtube video for our booth). This place is definitely overated, I'm sure several other locations in Montreal could offer reasonably priced rooms, convenient parking, decent wifi and amenities that are at least as good. Also, choosing a date right after a provincial/federal holiday was a bummer. A lot of people coming back home very late Monday after a long weekend trip had to leave very early on Tuesday to be there on time for the trade show without much sleep. We might reconsider going next year if it starts on the first day of a week, we need at least a day at the office before going to set everything up.

that was a really nice convention. everything was perfect

Le service des repas sans allergène devrait être revu. Je suis coeliaque, j'avais confirmé le tout avant l'événement et lors du premier dîner trois serveurs sont venus me certifier que mon repas était sans gluten. Malheureusement, il s'agissait de saucisses de seitan, du gluten pur. J'ai été très malade et je n'ai pas pu assister aux événements du reste de la journée.. Cela engendre énormément de désagréments. Le lendemain matin, personne n'était en mesure de me dire si les patates étaient cuites dans la même huile que les autres fritures. Je n'ai donc rien mangé, je ne faisais plus confiance à leur service. Il serait donc primordial de revoir cela, car clairement ils ne maîtrisent pas la gestion des allergènes.

One day of trade show for an extended period of time would be excellent

the booth should be only one day, the first day was very good, but the second days was very bad, we receive more people the morning we install the booth than the second day

Mai est une excellente période. Peut-être éviter une semaine de 4 jours.

really happy to be back - end of May is the PERFECT time to hold the event - however the show was a too short - too jam packed - not enough time to interact with other participants

I liked the timing of the show better this year. May vs March. NAWLA Leadership is in March plus kids spring break makes it harder to commit to this show.

## **For manufacturers: Please give us an estimate total (\$) of your transactions generated during and following the Convention**

Number of responses: 20

Text answers:

I don't know at this moment

None

N/A

500k \$
TBD
Very hard to quantify but some some very strong exchanges for the near future , was a great convention .
N/a
N/A
1over 1 millions
NA
0\$
0
-
le rapport qualité cout est excellent. Bon travail au comité... à l'an prochain
500 000
n/a
n/a
0
5000
NA

**If you wish, give us your full name and email address for a chance to win your 2023 participation**

Number of responses: 68