

CANADA HUB 2027

Pavilion Concept Book

A scalable Canadian destination for global rail markets.

Planning edition | Asia Pacific Rail and InnoTrans Asia 2027

TELL US WHAT YOU NEED. WE WILL SIZE THE FOOTPRINT FROM THERE.

connect@canadarailhub.com



CLIENT PLANNING EDITION

Choose the level of presence that fits the objective.

Start with the annual platform, then add only the space or market support required for each event.

ANNUAL MEMBERSHIP

2027 Hub Partnership

CAD 2,500 / year

Company profile, Opportunity Brief listing, collective campaigns, partner recognition and programme briefings. No exhibition space or on-floor representation is included.

Own Booth + Hub Connection

+ CAD 2,500 / event

For companies keeping their own stand: Canada map and campaign presence, briefing, shared invitations and qualified referrals to your booth.

Hub-Represented Presence

+ CAD 5,500 Bangkok | 6,000 Singapore

Approved company story, host briefing, relevant lead capture and post-event report. No permanent counter or staffed workpoint.

Shared Pavilion Showcase

+ CAD 8,000 Bangkok | 8,500 Singapore

Defined branded panel, lockable counter, basic power and a staffed selling position, supported by shared reception and infrastructure.

Dedicated or Contiguous Bay

Custom all-in quotation

9 m2 or more, exclusive and contiguous, with dominant company expression, counter, screen option and access to shared pavilion services.

TARGET MARKET ACTIVATION

From CAD 7,500 / market

Target account selection, market briefing, personalised outreach, response coordination and follow-up. Third-party acceptance is never guaranteed.

The annual partnership is paid once for 2027. Event-specific services are added only for the events selected.

Three footprints. One coherent Canadian presence.

The architecture scales after demand is confirmed. Every format protects visibility, circulation and a usable commercial role.



3 x 3 m | Anchor Showcase

One hero company and one Hub host in a polished corner presence. A second company can be represented without a permanent workpoint.



3 x 6 m | Market Gallery

The first collective format: one expanded anchor, two compact showcases and a visible Canada Hub welcome point.



6 x 6 m | Market Pavilion

A four-sided destination with permanent showcases, reception and a bookable meeting zone. Capacity can be rebalanced to demand.

WHAT CHANGES AS WE SCALE

9 m2
1 staffed company
2 open sides
Standing conversations

18 m2
3 staffed companies
Open frontage
1 two-seat huddle

36 m2
4 staffed in the rendered plan
4 open sides
Reception + meeting

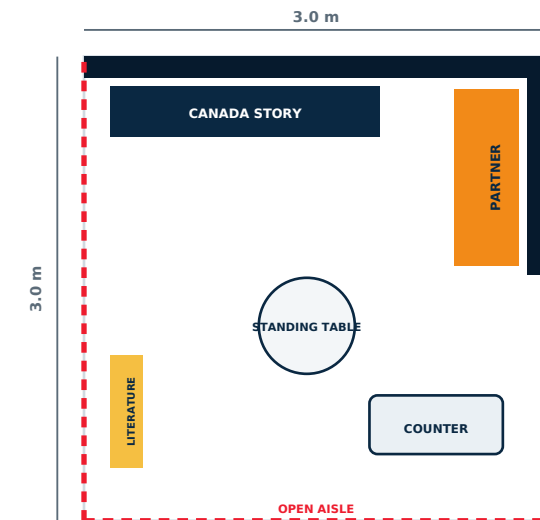
Selection principle: confirm participant needs first; commit only to the footprint that can deliver each promised role credibly.

3 x 3 m | Canada Hub Anchor Showcase

A premium launch footprint for one visible company, not a miniature national pavilion.



TOP VIEW | MATCHED TO THE RENDERED CONFIGURATION



RENDERED CONFIGURATION

Mountain and Canada story wall, partner screen wall, lockable counter, central standing table and literature rack.

FUNCTIONAL CAPACITY

1 staffed company + 1 Hub host. 2-3 visitors comfortably. Two open aisle faces.

COMMERCIAL VARIANTS

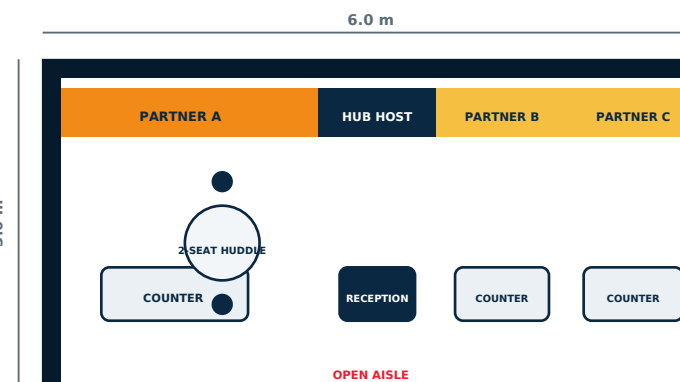
Hero company + Hub. A second represented company may be added. Two compact brands require scheduled use, not simultaneous micro-booths.

3 x 6 m | Canada Hub Market Gallery

A true collective format with one expanded anchor, two compact showcases and a shared host point.



TOP VIEW | MATCHED TO THE RENDERED CONFIGURATION



RENDERED CONFIGURATION

Expanded Partner A zone with counter and two-seat huddle; central Hub reception; compact Partner B and C stations.

FUNCTIONAL CAPACITY

3 staffed companies + 1 Hub host. One anchor huddle. Continuous open frontage.

COMMERCIAL VARIANTS

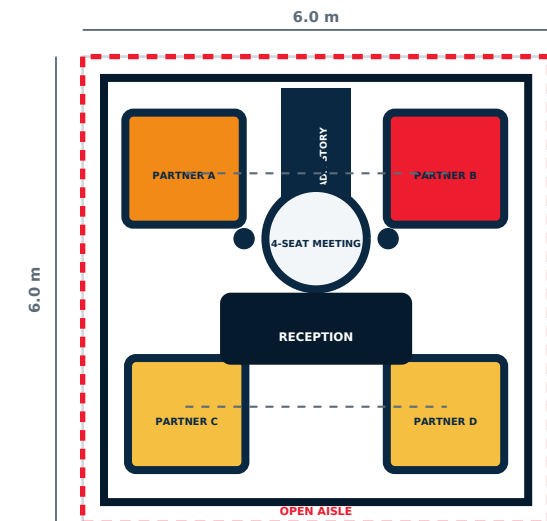
As shown: 1 anchor + 2 compact showcases. Refit options: 3 equivalent showcases, or 2 dedicated 3 x 3 bays with a reduced Hub point.

6 x 6 m | Canada Hub Market Pavilion

The rendered configuration prioritises four strong showcases, reception and a bookable four-seat meeting zone.



TOP VIEW | MATCHED TO THE RENDERED CONFIGURATION



RENDERED CONFIGURATION

Four feature showcase stations, central Hub reception, Canada story spine and a rear four-seat meeting table.

FUNCTIONAL CAPACITY

4 permanently staffed showcases in the rendered plan. Up to 6 compact staffed positions in a capacity-led refit. Up to 8 companies represented through rotation.

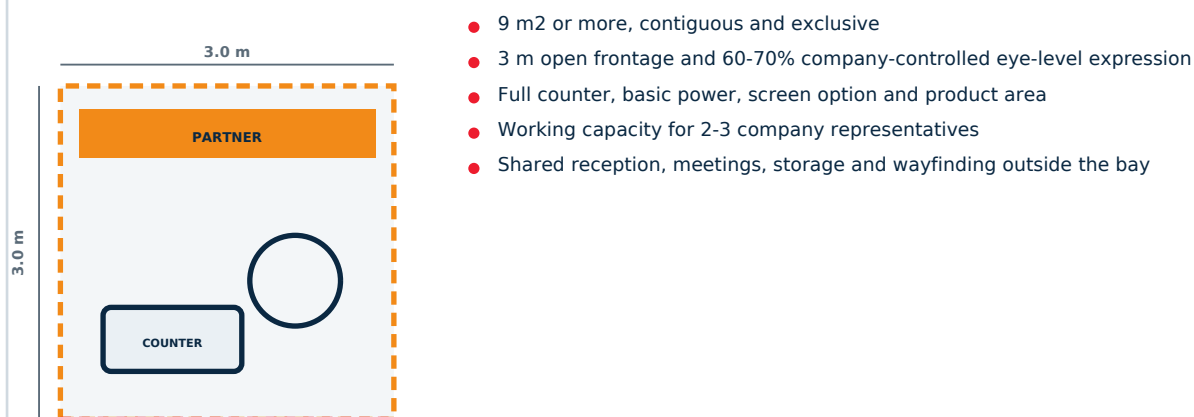
COMMERCIAL VARIANTS

Meeting-led: 4 strong showcases + meeting. Capacity-led: up to 6 compact stations and no meeting. Representation-led: scheduled digital and print rotation for additional brands.

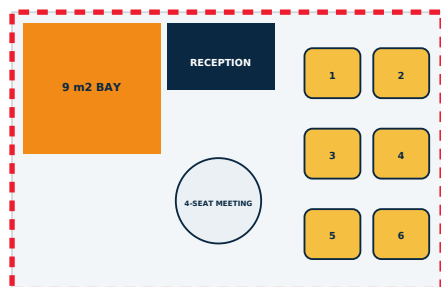
Dedicated space can remain part of the collective destination.

An anchor company can retain a serious, autonomous selling area while benefiting from a coherent Canada Hub identity and shared services.

DEDICATED 9 m2 BAY | MINIMUM STANDARD



6 x 9 m | CANADA PAVILION SCALE-UP



Recommended next scale when seven or eight companies require real physical roles. Illustrative test-fit: one dedicated bay + six shared showcases, or two bays + four showcases, with reception, meeting and back-of-house.

ONE CLEAR, ALL-IN SCOPE Dedicated bays are quoted transparently after organiser confirmation. The written total combines the approved space, build, shared infrastructure, programme and Hub management. The annual partnership is included in that total, not added later.

From non-binding interest to a confirmed pavilion.

The planning process stays flexible at the front end and precise before any financial commitment is made.

1 Needs profile

Tell us the event, space, visibility and market support you are considering. No payment or commitment.

2 Organiser validation

We confirm pavilion status, co-exhibitor rights, placement, branding rules, services and deadlines.

3 Footprint selection

We match confirmed demand to the smallest configuration that delivers every promised role credibly.

4 Written proposal

Each participant receives a clear scope, inclusions, exclusions, payment schedule and cancellation terms.

5 Final design

The builder test-fit reflects the actual participant mix, products, staffing, AV and accessibility requirements.

6 Activation and delivery

The Hub coordinates the shared programme, on-site hosting, lead capture and agreed follow-up.

2027 PRIORITY ACTIVATIONS

Asia Pacific Rail | Bangkok | 5-6 May 2027

InnoTrans Asia | Singapore | 7-9 September 2027

PLANNING BASIS

Prices and configurations reflect current organiser terms, preliminary supplier allowances and the participation mix shown. The final footprint, deliverables and total are confirmed in writing for each event once participant needs, organiser approvals and supplier quotations are known. No material change is committed without participant approval.

Concept visuals are for planning and sales. Final construction drawings require organiser and supplier approval. Prices are in CAD and exclude tax, travel, freight and specialised AV unless expressly included in the written scope.

Help shape the 2027 programme. connect@canadarailhub.com | canadarailhub.com/interest