

# we're hosting an event

# STEELDAY2012

Canadian Institute of Steel Construction  
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## SteelDay Promotional Talking Points

SteelDay is a networking event for members of the design, construction and structural steel industry. It's your chance to get to know the steel industry – personally!

### Every building professional wants to reduce their risk and manage their costs.

SteelDay allows us to show that building with structural steel is a very effective strategy toward meeting these goals and ensuring a successful project delivered on time, on budget. Attending a SteelDay event, building relationships with your local structural steel industry and seeing how the steel industry operates first hand will help all building professionals learn how to:

1. **Reduce your risk & manage your costs:** Structural steel is the most economical building framing material. Project costs are lowered as a result of reduced labor and equipment requirements, lower foundation costs, and lower ongoing building maintenance expenses.
2. **Accelerate your project:** Structural steel is fabricated off-site under controlled conditions ensuring a high-quality product and reducing the number of costly fixes at the job site. This also allows for just-in-time delivery, accelerating overall project schedules.
3. **Maximize your revenue:** Structural steel provides owners with buildings that generate revenue earlier, maximize the amount and use of floor space, are easy to modify, easier to sell, and are aesthetically pleasing.
4. **Leverage technology:** Structural steel leads the construction industry with a fully integrated supply chain using advanced technology at all stages of design and construction. This technology has been proven to reduce or eliminate errors, improve safety and lower project costs.
5. **Build sustainably:** Structural steel has a recycled content of over 93% and steel is the most recycled material on the planet. At the end of a building's life 100% of the steel frame can be recycled or reused – reducing the need for landfills and mining. Green buildings are easier to lease / sell, and have lower operational and maintenance costs.

### Why attend a SteelDay event?

- It's educational.
- There's (most likely) one near you, check the map on the SteelDay.ca website for details.
- It's free networking with local construction industry professionals.
- Learn about the steel industry by seeing it first hand and by being able to ask steel experts the questions you want answers to.

So keep September 28<sup>th</sup> free. We invite, encourage and challenge building professionals to visit structural steel facilities and attend seminars across the nation to learn more about how working with the structural steel industry can help them build a better project.

Learn more about SteelDay at [www.SteelDay.ca](http://www.SteelDay.ca).

STEEL: A history of strength. A sustainable future of possibilities.