



# MARKETING KIT

February 8 to 11, 2024

**OLYMPIC STADIUM**

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the white space.

MORE THAN A SHOW,  
**AN EXPERIENCE**  
TO MAXIMIZE YOUR VISIBILITY

As a company, you are best at understanding your product(s) and therefore, the best people to sell at the Show. As for us, we are your communications expert and specialist. By placing your trust in us, we can help propel your company's image and help you maximize on your investment by generating quality leads.

Our visitors will be able to find more information about your company through our website, then meet you at the Show and see your products, hear about your services, and most importantly, gain your trust! Advise them prior to the show, thanks to our digital tools, that you will be there and invite them to your booth! **Show them at the Show that you are present, be visible and stand out from your competitors!**

In order to get the best visibility, before, during and following the Show, we can assist you in your communications strategy thanks to a vast and up-to-date selection of promotional tools.



**EXPO**  
HABITATION  
de Montréal

PRÉSENTÉE PAR



**duProprio**



# NEWLETTERS

## YOU ARE BENEFITING FROM:

- ▶ Nearly 20,000 followers in our qualified database

Provide us with descriptions of your company, new products, promotions and increase your much deserved visibility to your future clients !

## PROMOTIONAL PACKAGES AVAILABLE:

N°	DESCRIPTION	COST
1	Editorial or promotional text (about 50 words) + 1 image or company logo + 1 hyperlink leading to your website	1 000 \$
2	1 WEB banner +1 hyperlink leading to your website	1 000 \$
3	Editorial or promotional text (about 50 words) + 1 image or company logo + 1 WEB banner	1 500 \$

1



Filiale de l'Association de la construction du Québec (ACQ), l'ACQ Résidentiel propose des plans de garantie conçus pour protéger l'intérêt des consommateurs et adaptés aux réalités des entrepreneurs, et ce, depuis maintenant plus de 25 ans. Vous souhaitez rénover votre maison, votre plex, votre copropriété ou votre chalet ?

2



3



**Alerte:** Vente de plantes tropicales au kiosque 810 durant toute l'exposition. Passez nous voir pour vous procurez une de nos petites merveilles.

Vous souhaitez redonner vie à votre espace? Verdier votre quotidien? Les Fermes ExotiQC vous propose un large éventail de plantes tropicales, originales et de haute qualité.



# BANNER ON SHOW WEBSITE

## ► WHY CONSIDER ADVERTISING ON OUR SHOW WEBSITE ?


- 122 622 PAGES VIEWED
- 86 021 UNIQUE VISITORS
- 248 687 SESSIONS

**Outshine your competitors with your company branded banner !**

*The banner will be online 60 days prior to the show and remain for a full year.*

N°	BANNER TYPE	DIMENSIONS	COST
1	Big Box rotating	300 x 250 px	2 000 \$

1



### RÉPERTOIRE INTERACTIF DES EXPOS

Vous trouverez de tout dans notre répertoire interactif des expos : la toiture, et tout ce qui se trouve entre les deux. Trouvez des infos, un magasin et de contact et envoyez des courriels directement aux exposants pour plus d'informations.

LISTE DES EXPOSANTS

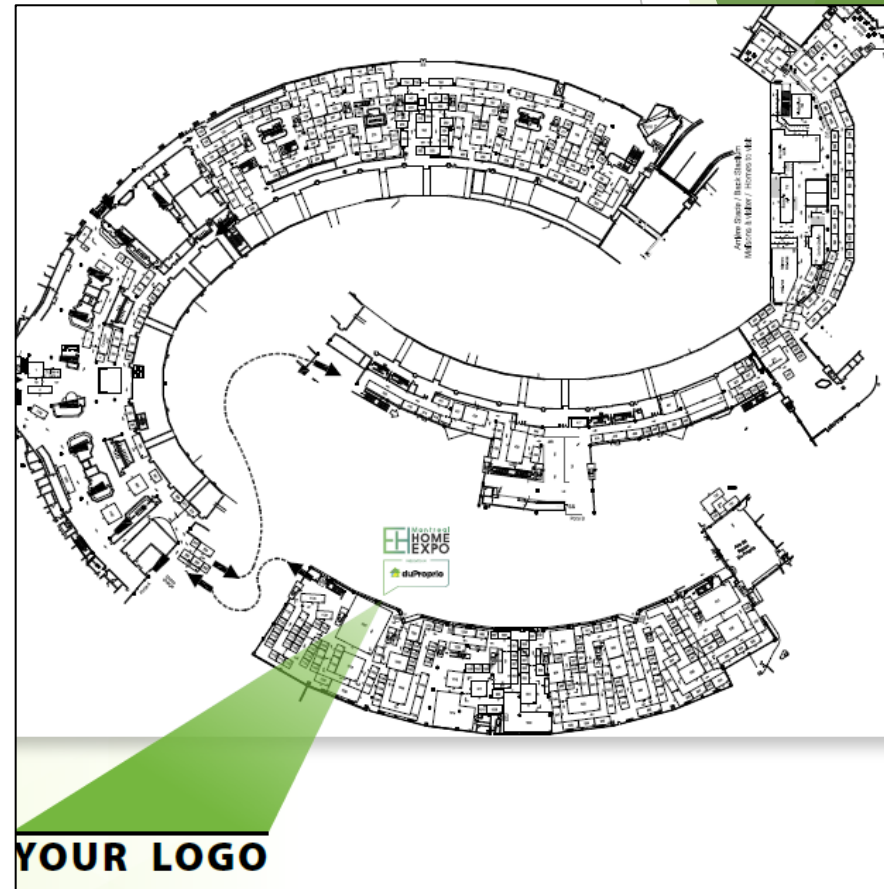


#### DEVENIR EXPOSANT

Faites l'équivalent d'une année de ventes en 4 jours!

# YOUR LOGO ON SHOW FLOOR PLAN

- ▶ ADDING YOUR LOGO ON THE SHOW FLOOR PLAN IS A GREAT WAY TO ADD SOME SPOTLIGHT TO YOUR BOOTH:
  - the floor plan at the info booth,
  - the floor plan distributed to visitors,
  - the final floor plan on the Show's website.
- ▶ CONDITIONS :
  - Need to have a 400 sq.ft. Booth or larger.
  - Send us your logo in vector format.
  - Limited offer to 10 exhibitors.  
First come, first served.
- ▶ **COST : 500 \$**



# SHOW SIGNAGE

- Effective local identification of your booth
- Better brand image

## 1. SIGNAGE DISPLAY IN FRONT OF YOUR BOOTH

- 4 decals on the floor in the aisles to lead traffic to your booth (20 x 20 inches)
- Your company logo in front of your booth (dimensions to be determined)

**COST : 800 \$ | Production excluded**

1



## 2. SIGNAGE DISPLAY ON A BACKLIT SCREEN

- On the show floor

**COST : 950 \$ | Production excluded**

2





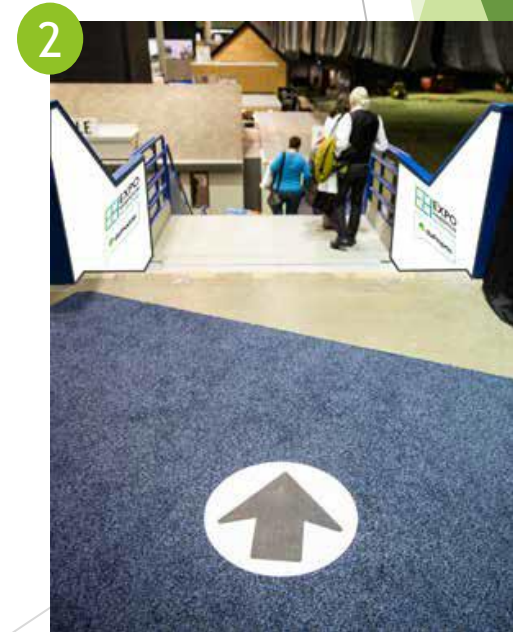
# SHOW SIGNAGE

## 3. COLUMN SIGNAGE

**COST : 1 500 \$ | Production cost extra**

## 4. SIGNAGE ON THE GATES OF THE ENTRANCE AND EXIT TO THE SHOW

**COST : 8 590 \$ per gate | Production cost extra**



# DISTRIBUTION OF FLYERS AND PROMOTIONNALS OBJECTS

## 3 OPTIONS :

### 1. Distribution of flyers at the Show entrance.

This opportunity does not include a host. You are responsible for providing your staff to distribute your promotional material. First come, first served. *Limited opportunities*

**COST : 1 500 \$**

### 2. Distribution of exhibitor, professional and media badge lanyards

**COST : 1 500 \$ | Production excluded**

### 3. Distribute your company's promotional material at the show exit.

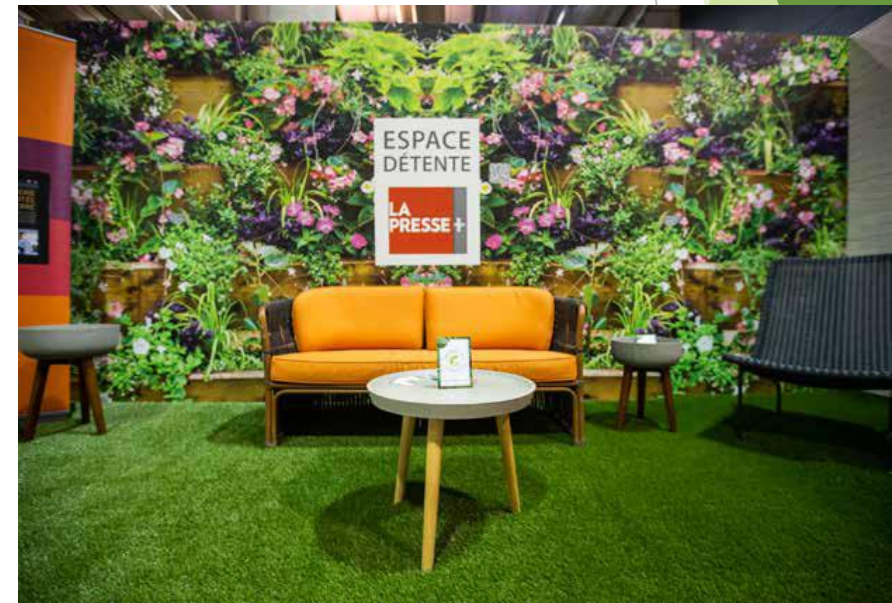
This opportunity does not include a host. Your are responsible for providing your staff to distribute your promotional material. First come, first served. *Limited opportunities.*

**COST : 5 500 \$**

# FEATURE SPONSORSHIP

- ▶ Insertion of your company's name and/or logo each time the feature is mentioned (web, print, social networks, signage at the Show)
  - > Personalization according to needs and visibility expectations

**COST :** Contact-us for more information



# OFFICIAL SPONSORSHIP CATEGORY

- ▶ Your banner in one of our newsletters
- ▶ Your logo in the 'Partners & Sponsorship' page of the Show web site
- ▶ Your logo on the floor plan
- ▶ 4 floor decals to lead traffic to your booth
- ▶ A promo code (your company name) to invite your clients and prospects offering them a 5\$ discount on a regular adult ticket.

**COST : 2 500 \$**

# OFFICIAL SHOW BAG SPONSORSHIP

- ▶ Sponsor the Official Show bag (distribution determined beforehand).
- ▶ Very practical for our visitors and provides great visibility during and after the Show.
- ▶ Your logo, product name(s) and/or our slogan printed on the bag.

**COST : 15 000 \$ | Production excluded**

**SOLD**





# ONLINE TICKET SPONSORSHIP

- ▶ Your logo on each page and document of the online ticketing platform
- ▶ Your company name and logo in all the purchased media campaign elements :
  - ❖ TV
  - ❖ Radio
  - ❖ Web Campaign
  - ❖ Print
- ▶ Online ticket banners in the Show newsletters
- ▶ Post on the Facebook Show page each time online ticketing is mentioned
- ▶ 2 exclusive posts within our show's social media network
- ▶ Your logo in the Partners and information web page on our website
- ▶ A web banner in rotation on all the pages of the Show's Website

**COST : 30 000 \$**

# SHOW PRESENTOR

- ▶ Your logo linked to the Show logo at all times
- ▶ Your company name and logo in all the purchased media can elements:
  - TV
  - Radio
  - Web cam,
  - Prints
- ▶ 3 exclusive posts in the Show website network
- ▶ 1 article in 2 issues of the Show
- ▶ Your logo on the Partner web page and a banner in rotation on all the pages of the Show Website.

**COST : Contact-us for more information**

**SOLD**

