

# Marketing Kit

**November 3 to 5, 2023**



**SALON INTERNATIONAL  
TOURISME VOYAGES**

PRÉSENTÉ PAR

**YUL**

Aéroport International  
Montréal-Trudeau  
International Airport







# Our marketing tools



Newsletters



Show Website and  
LaPresse + Show  
Guide



Conferences



Cooking Stage  
Presentations



Onsite signage  
and promotional  
material



Sponsorship



# Welcome aboard !

Let us help you get the best visibility before, during and after the show with our vast selection of engaging promotional tools! Let the show and our marketing campaign propel your company's, country's or destination's image and help you maximize on your investment by generating client contact and brand visibility.

Our 28 145 visitors not only attend a show, but get to live a world travel experience.

Whether you wish to increase your visibility online (newsletters, social media, website ads) or in person at the show (sponsor an attraction, hand out promotional items to our visitors, or even feature your country's cuisine at our cooking stage), we have the tools for you!





# Newsletters

Advertise in our newsletters! Provide us with descriptions of your company, country, destination, new product or promotion, and increase your visibility to your future clients.

Benefits:

- More than 48,000 targeted readers
- Open rate of 25%
- Click rate 7%

	Description	Price
1	Editorial or promotional text (50 words) + 1 video (3 minutes maximum) + hyperlink leading to your website	\$2450
2	Editorial or promotional text + 1 web banner + 1 image + hyperlink leading to your website	\$2150
3	Editorial or promotional text + 1 image + hyperlink leading to your website	\$1550
4	1 web banner + hyperlink leading to your website	\$1550

1

Voyages Traditions : plus de 110 destinations sur 5 continents

Rendez-vous au kiosque S-28 pour rencontrer les spécialistes des voyages organisés au détail et en gros. Vous y découvrirez des itinéraires uniques dans plus de 60 pays à travers le monde.

[Lire la suite](#)



2

Deux villes à ne pas manquer au Portugal

Lisbonne

Située à l'embouchure d'un majestueux fleuve, le Tage, qui s'en va à la rencontre de l'océan Atlantique, la ville de Lisbonne (Lisboa en portugais) compte aujourd'hui plus de deux millions d'habitants dans son agglomération. En flânant à travers ses différents quartiers, vous pourrez observer combien la capitale du Portugal est une ville aux multiples visages.

[Lire la suite](#)





3

Montréal-Trudeau accueille 16 millions de passagers par année et est relié par vol direct à plus de 140 destinations dans le monde offert par 30 transporteurs. Ce qui place Montréal au 2e rang des aéroports canadiens pour le nombre de destinations internationales directes.

[Lire la suite](#)





Le Guatemala est le pays où le printemps réside toute l'année, avec une multitude d'attractions. Unique par sa beauté et son héritage culturel et traditionnel de la civilisation Maya, c'est la destination idéale pour votre prochain voyage.

[Lire la suite](#)

AÉROPORTS DE  
**MONTRÉAL**

**Guatemala**  
Cœur du Monde Maya

4





# Advertise on our website

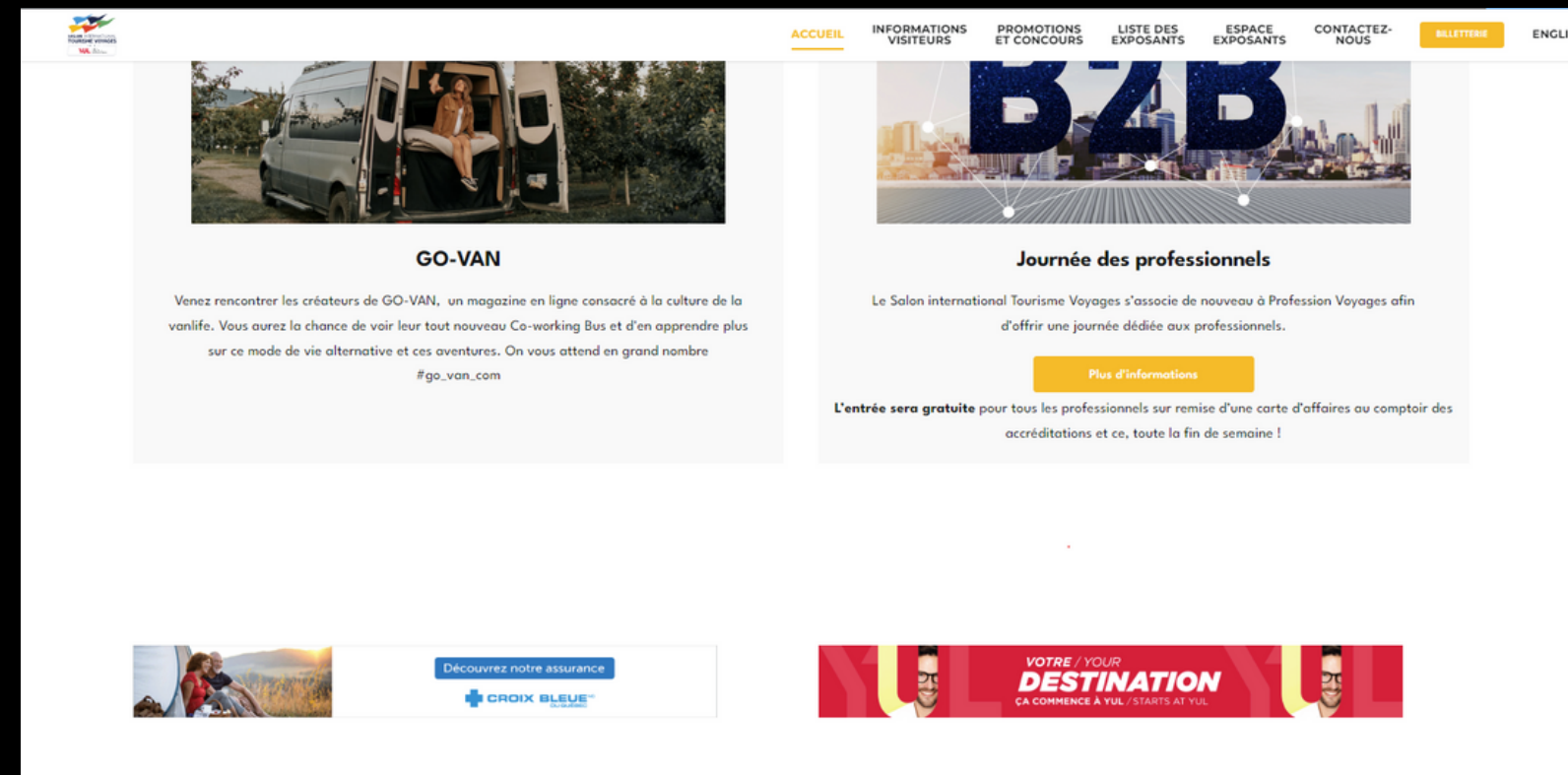
Advertise on the Show's website and stand out from your competitors!

## Benefits:

- 101,743 unique visitors over the 3-month period preceding the Show
- The banner will be online 60 days prior to the Show and remain for a full year

## Banners on main page - 12 months

Dimensions: 728 x 90 px (GIF possible) **Cost: \$1850**





# Exclusive promotions

Allow your best deals and contests to shine through our "Exclusive Promotions" page.

Benefits:

- Mentionned on our social media pages
- Promoted via our newsletters (48,000 subscribers)

Deadline: October 4th 2023

Cost: \$600





# Conferences

Host a conference in one of our conference rooms!

## Benefits:

- 56% of our visitors attend our conferences
- 60 seat capacity
- Audio-visual system included
- Full-time audio-visual technician onsite
- 25 minute time-slot(s)
- Conference schedules displayed at the Show
- Conference schedules published on website and in the official Show Guide
- Limit of 4 conferences per client (2 per day)

## Cost:

- Price per conférence : \$210

## Inventory:

- Friday: 15 time slots
- Saturday: 12 time slots
- Sunday : 12 time slots





# Cooking stage

In collaboration with *École des métiers de la restauration et du tourisme de Montréal*, share and introduce your country's cuisine to our visitors!

## Includes:

- Short presentation of the recipe by the students
- The chefs, the ingredients and the cooking equipment
- The audio-visual system
- 80 seat capacity
- Sampling of food to visitors

## Additional bonus:

- The schedule will be published on our website and included in the Show Guide distributed to visitors
- Promoted via social media, PR, our newsletters

Cost: \$385

## Inventory:

- Friday: 8 recipes
- Saturday: 6 recipes
- Sunday: 6 recipes





# Onsite Signage

1

## DIRECTIONAL FLOOR DECALS

- In the aisles to lead traffic to your booth
- Your enterprise, country, destination logo in front of your booth

Round - 20 inches of diameter

Production cost not included

Price: \$900

2

## AERIAL VISIBILITY

- Printed banners hanging above your booth

Dimensions to be determined

Production and hanging cost not included

Price: \$1500

3

## MAIN AISLE DISPLAY

Panels located in the middle of the central aisle

\*Production cost not included

Price for the first one: \$1175

Price for 2nd and more: \$950





# Onsite Signage

4

## PALAIS DES CONGRÈS VISIBILITY

- Advertising banners in the common areas of the Palais des congrès

*Dimensions to be determined*

\*Production cost not included

a) Self-Standing Structure. Placed in high traffic area of the Palais des congrès.

**Price: \$6 000**

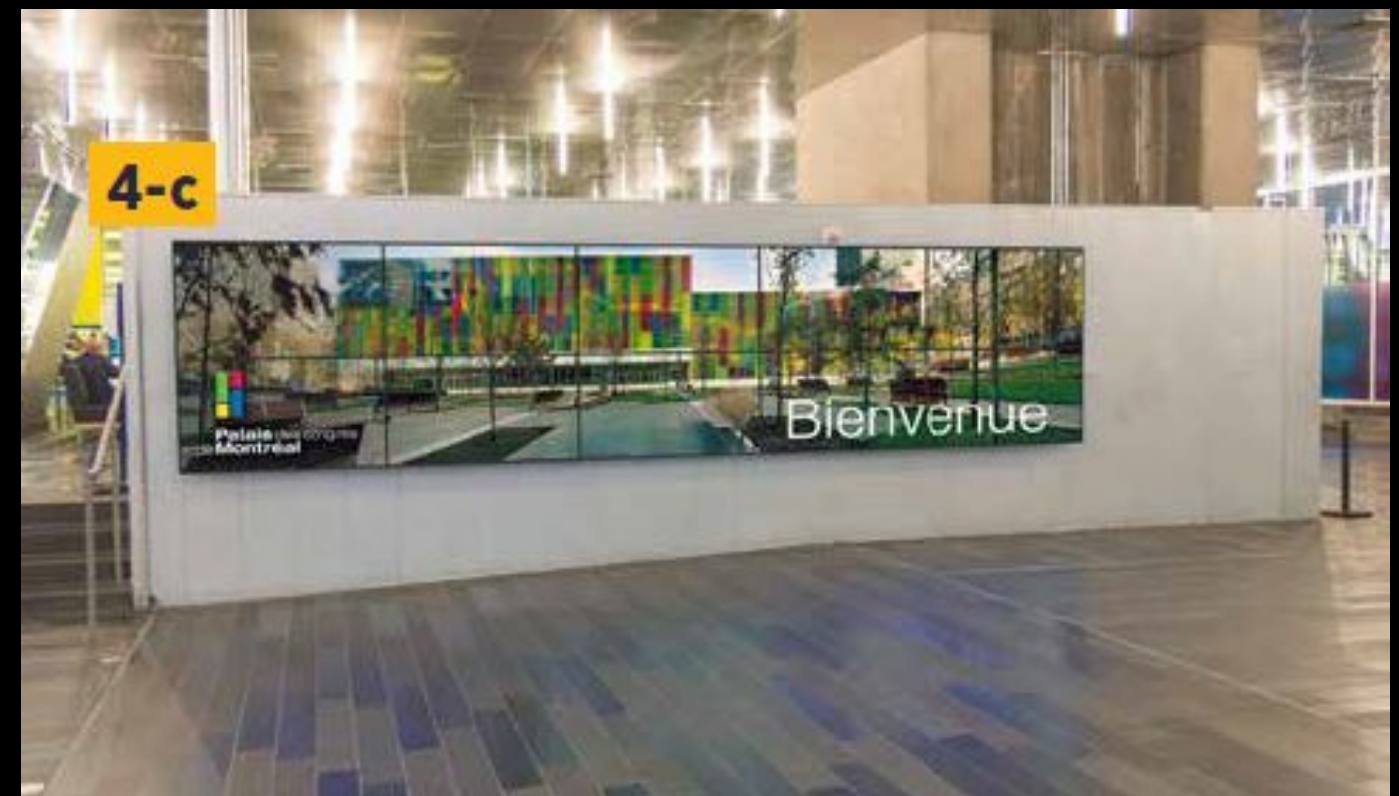
b) Escalators. Placed in high traffic area of the Palais des congrès. Limited offer. First come, first served.

**Price: \$9 000**

c) Video Wall. Strategically placed in the heart of the Palais des congrès.

**Price for exclusivity: \$12 000**

**Price for rotation: \$6 000**





# Advertise in the Official Show Guide



Our complete Show Guide is available on the La Presse+ application as of the Sunday preceding the Show and available for 7 days.

What is La Presse+ :

- Over 600,000 readers each week
- Measurable visibility via monthly indicator reports
- Reader profile coherent with your target clientele
  - Majority between 25-54 years old (63%, index: 121)
  - High purchasing power (47% of readers have a revenue of \$100,000 or more, index: 271)



# Advertise in the Official Show Guide

3 options available:

1

## FULL SCREEN + FREE 1/2 SCREEN CONTENT

Includes:

- choose from 30 interactive animations to highlight your company as you see fit
- your logo
- link to your website
- video (as needed)
- artistic concept with La Presse's artistic director

The 1/2 screen content consists of:

- An article written by a La Presse + journalist
- Publication of informational or engaging content about your company / product / service / company

Cost: \$14 400





# Advertise in the Official Show Guide



2

## 1/2 SCREEN + FREE 1/4 SCREEN CONTENT

Includes:

- choose from 30 interactive animations to highlight your company as you see fit
- your logo
- link to your website
- video (as needed)
- artistic concept with La Presse's artistic director

Cost: \$9 100



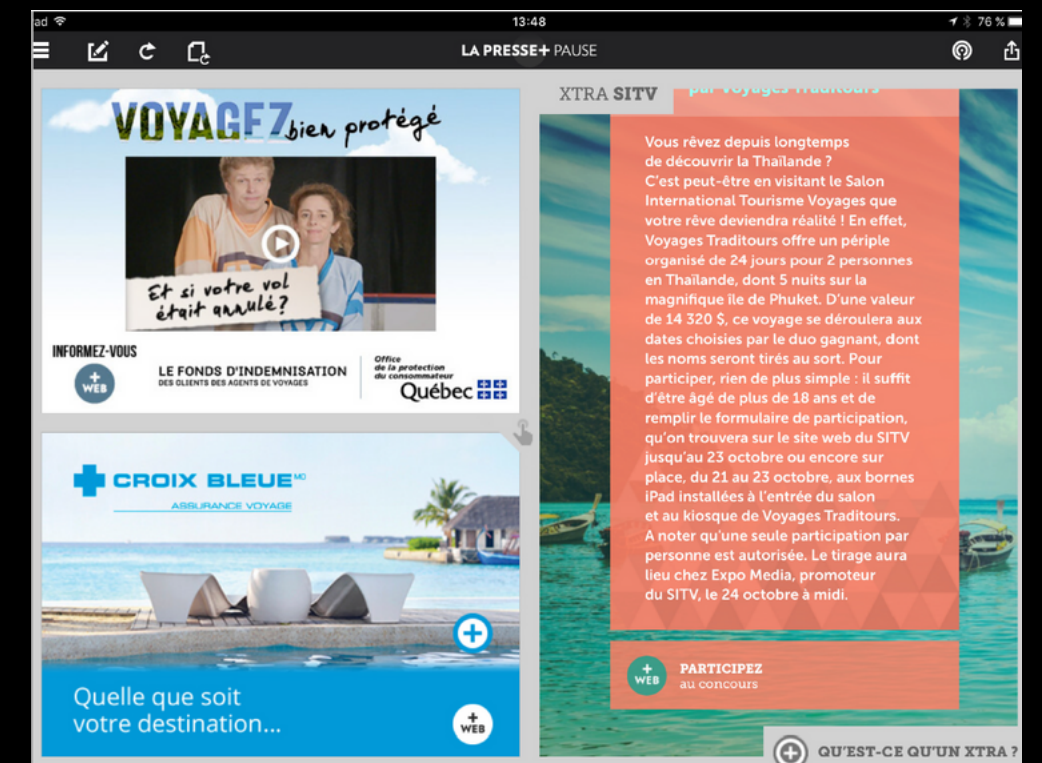
3

## 1/4 SCREEN CONTENT

Includes:

- choose from 30 interactive animations to highlight your company as you see fit
- your logo
- link to your website
- video (as needed)

Cost: \$5 200





# Distribution of flyers and promotional objects

4 options available:

1

DISTRIBUTION OF FLYERS AT THE SHOW ENTRANCE OR AT THE FOOD COURT

\*Production excluded.

\*Host/ess not included. You are responsible for providing staff to distribute your promotional material.

\*First come, first served. Opportunities limited

Cost: \$2 500

2

DISTRIBUTION OF EXHIBITOR, PROFESSIONAL AND MEDIA BADGE LANYARDS

\*Production excluded

\*Distribution at exhibitor & media accreditation's counter included.

\*First come, first served. Opportunities limited

Cost: \$6 500

3

DISTRIBUTION OF PROMOTIONAL ITEMS AT THE EXIT OF THE SHOW

\*Production excluded.

\*Host/ess not included. You are responsible for providing staff to distribute your promotional material.

\*First come, first served. Opportunities limited

Cost: \$6 000

4

DISTRIBUTION OF SHOW BAGS

\*Production excluded.

\*Distribution at entrance included by Show.

Cost: \$13 000





# Major Sponsorship

- Insertion of your name and/or logo each time the feature is mentioned on our website, printed ads, social media, press releases, official Show Guide in LaPresse+ and printed signage and handouts at the Show
- Customization according to the activity you wish to present, as well as visibility expectations and needs. Contact us today!

**1** MAIN STAGE  
Cost: \$19 500

**2** CONFERENCE ROOM(S)  
Cost: \$9 500 per conference room

**3** CUISINE DU MONDE  
Cost: \$6 500

**4** OFFICIAL SHOW PRESENTER  
Cost: Contact us for more information

**5** ONLINE TICKETING SPONSOR  
Cost: Contact us for more information

**6** OFFICIAL SHOW CONTEST  
Cost: Contact us for more information

**SOLD**

**SOLD**

