



MARKETING KIT

October 22 to 25, 2020
OLYMPIC STADIUM



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.





NEWSLETTERS

YOU ARE BENEFITING FROM:

➤ More than 17,000 in our qualified database

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

PROMOTIONAL PACKAGES AVAILABLE

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

[Réservez vos billets pour le Salon](#)[ExpoHabitation d'Automne 2019](#)[voir dans le navigateur](#)



BESOIN D'UN EXPERT ?
DU 24 AU 27 OCTOBRE 2019
Stade olympique

[INFORMATION](#) | [LISTE DES EXPOSANTS](#) | [ATTRACTIONS](#) | [ACHETEZ VOS BILLETS](#)

L'ExpoHabitation d'Automne ouvre ses portes ce jeudi jusqu'à la fin de la semaine. Ne passez pas à côté de la chance de rencontrer des centaines de véritables experts en habitation.

[Obtenez 2 billets pour le prix d'1 en les achetant maintenant avec le code promo SEMAINE.](#)
L'offre expire le 23 octobre 2019.

Nous avons hâte de vous rencontrer ce weekend !

1



Confort Design
La micro-habitation de Confort Design est la seule maison dont l'intérieur est entièrement complété en usine, ce qui vous permet de sauver temps et argent. Lors de la livraison de votre maison, les étapes de finitions telles que les jointures, la peinture, le revêtement de plancher et la pose des moulures seront déjà complétées, le tout dans un environnement parfaitement contrôlé en usine.
[En savoir plus.](#)

2



MICROHabitations
par 

3

Cab & Co.
Planifiez vos rénovations avec Cab & Co. ! Laissez les designers d'intérieur de chez nous vous inspirer et transposer votre personnalité en créant, en structurant et en transformant votre espace. Vous voulez rénover votre cuisine, votre salle de bain ou votre résidence dans son entièté, mais vous ne savez pas par où commencer et quel montant investir pour rentabiliser votre projet ? Venez rencontrer notre équipe d'experts qui calculera vos rénovations en fonction de la valeur marchande de votre propriété.
[En savoir plus.](#)



LA CORPIQ
OUTILLE
LES PROPRIÉTAIRES
DU QUÉBEC



BANNER ON SHOW'S OFFICIAL WEB SITE

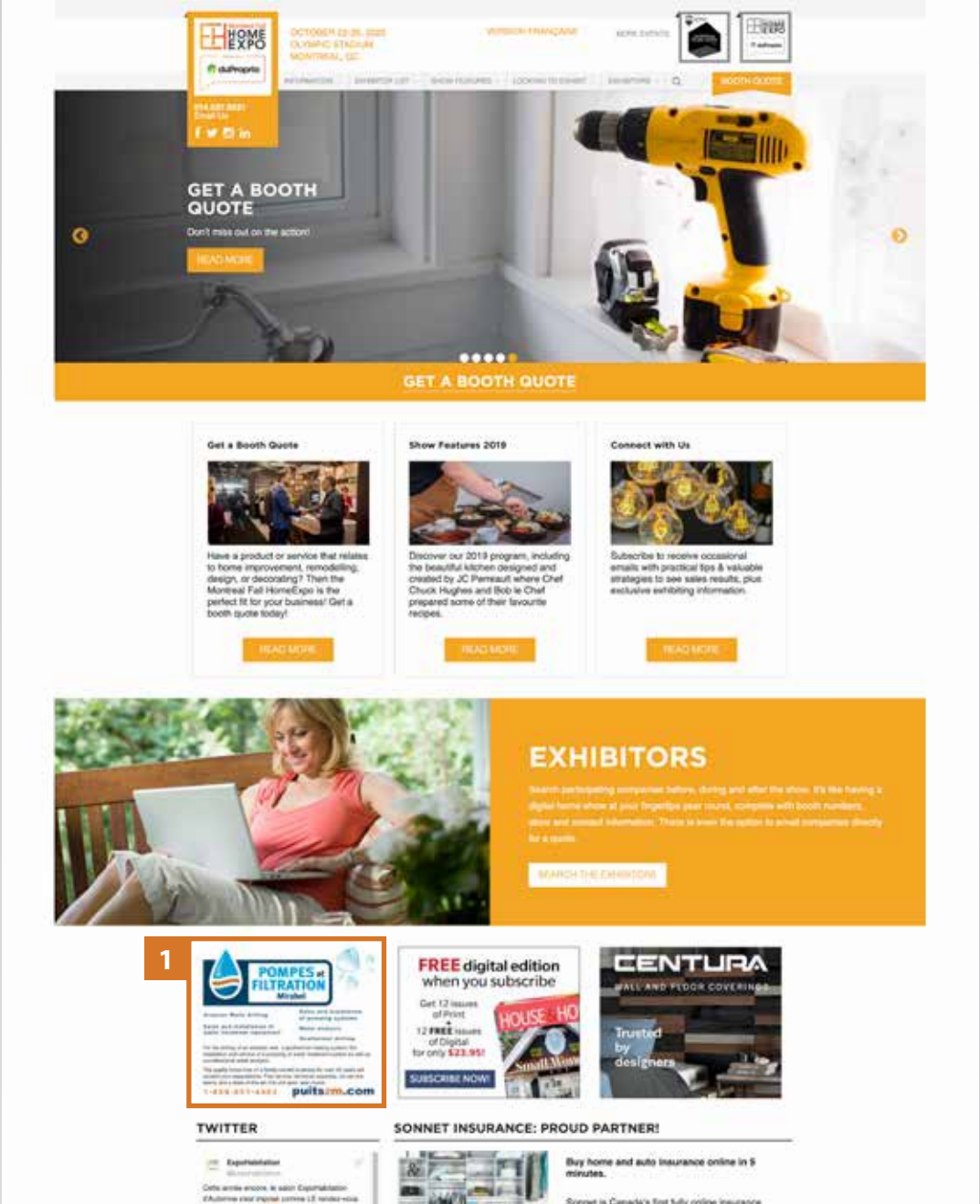
WHY CONSIDER ADVERTISING ON OUR SHOW WEB SITE?

- > 159,773 pages viewed
- > 44,252 unique visitors
- > 2.63 pages viewed per session

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 in rotation	300 x 250 px	\$1,500



YOUR LOGO ON SHOW FLOOR PLAN

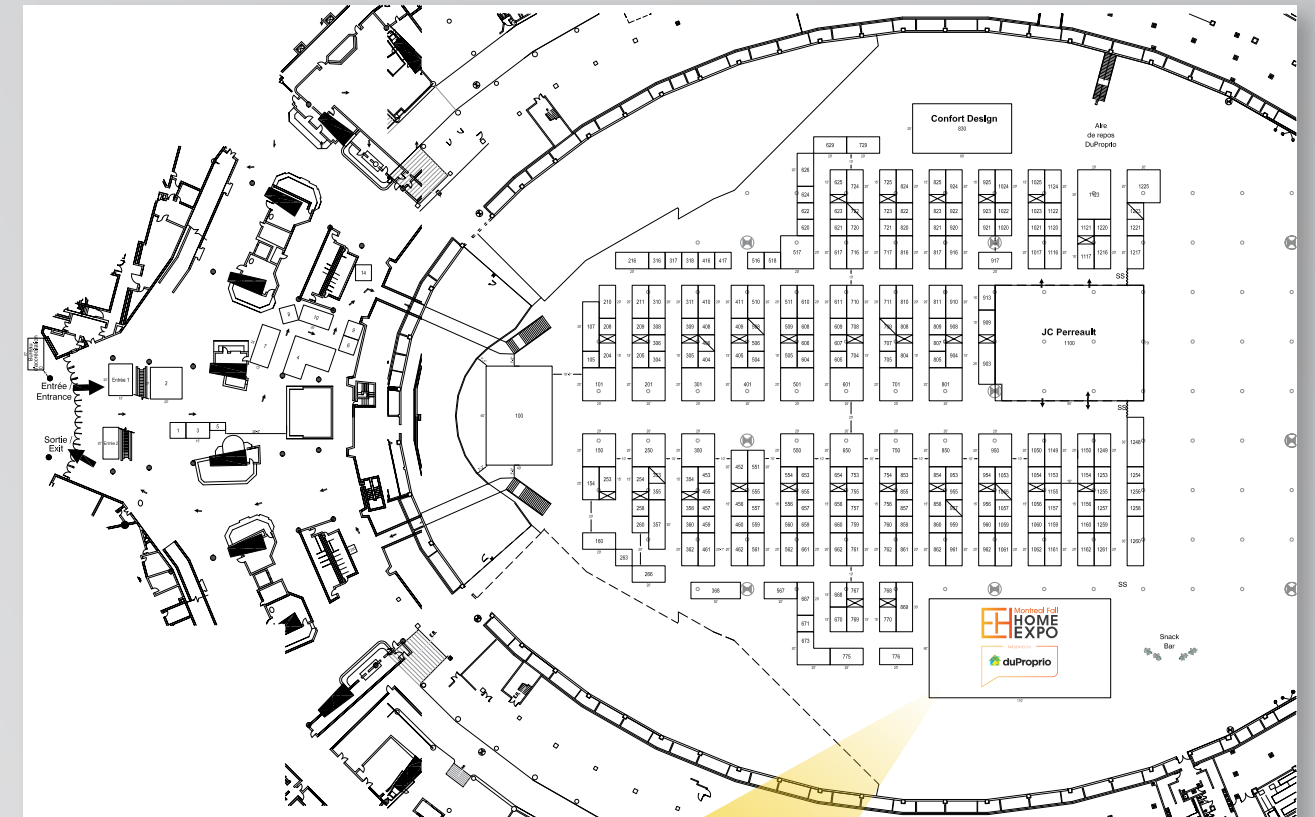
ADDING YOUR LOGO ON THE SHOW FLOOR PLAN IS A GREAT WAY TO ADD SOME SPOTLIGHT TO YOUR BOOTH:

- the floor plan at the information booth
- the floor plans 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



YOUR LOGO

SHOW SIGNAGE

- > effective local identification of your booth
- > better brand image.

1 - SIGNAGE DISPLAY IN FRONT OF YOUR BOOTH

- > 10 footprint decals on the floor in the aisles to lead traffic to your booth
- > Your company logo in front of your booth
Dimensions to be determined

COST: \$750 | Production cost extra



2 - SIGNAGE DISPLAY ON A BACKLIT SCREEN

- > on the show floor

COST: \$900 per screen | Production cost extra



SHOW SIGNAGE

3- COLUMN SIGNAGE

COST: \$1,000 | Production cost extra



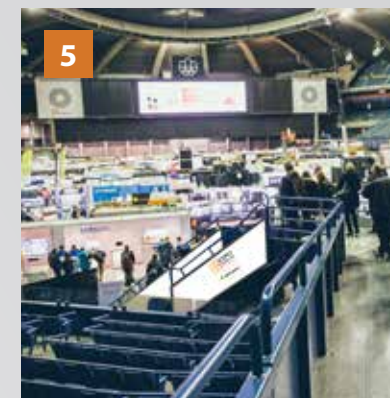
4 - SIGNAGE ON THE WALLS AT THE ENTRANCE AND EXIT OF THE SHOW

COST: \$2,000 | Production cost extra



5 - SIGNAGE ON THE GATES OF THE ENTRANCE AND EXIT TO THE SHOW

COST: \$8,000 per gate | Production cost extra



SHOW SIGNAGE

6- MAIN SCREEN SIGNAGE

- **POSITION 1 :**

- A video and your logo on the middle screen
- Your logo on the top left
- Exclusive

COST: \$10,000

- **POSITION 2 :**

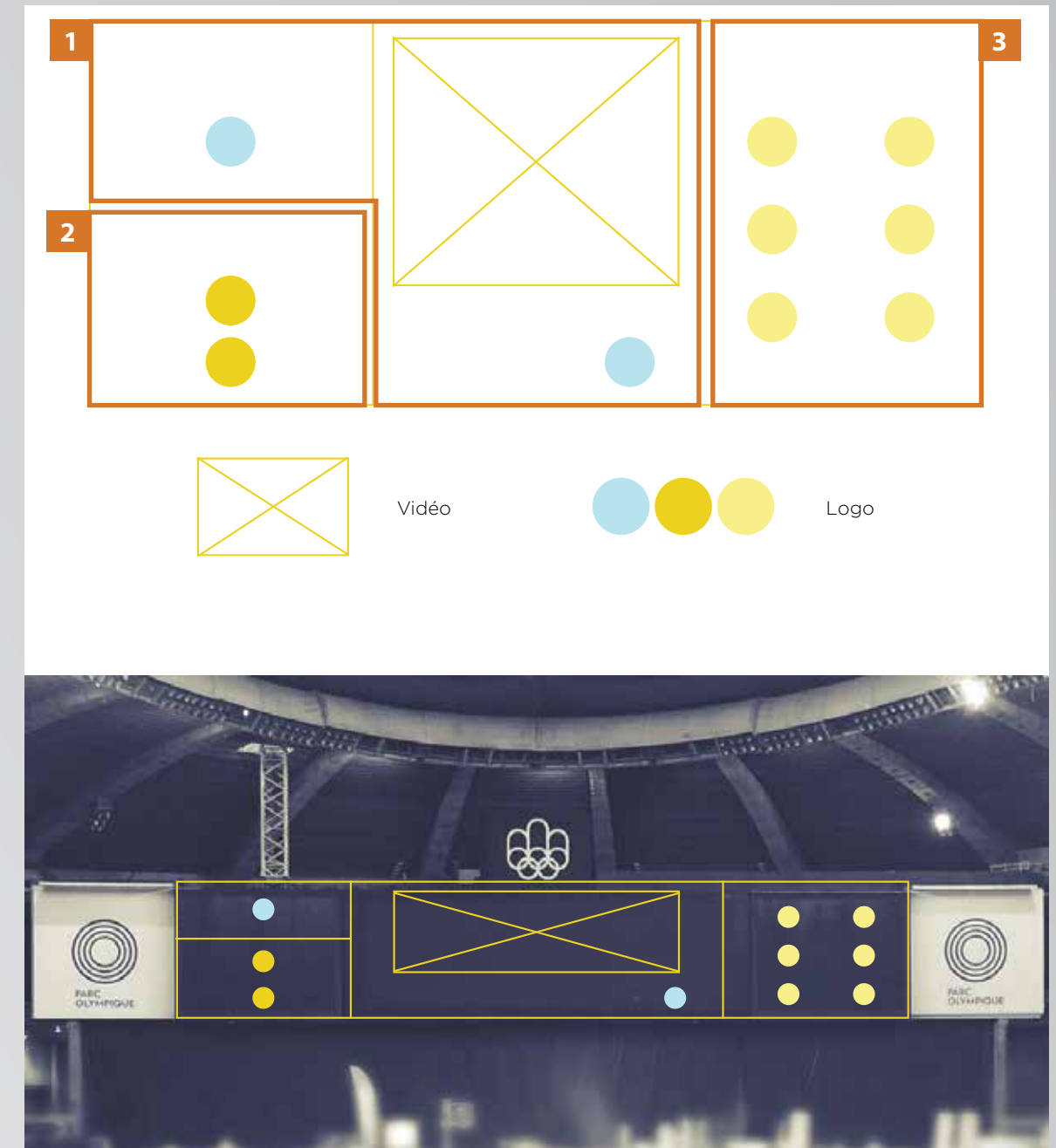
- Your logo at the bottom left
- 2 places available

COST: \$6,000

- **POSITION 3 :**

- Your logo on the right of the main screen
- 6 places available

COST: \$2,000



DISTRIBUTION OF FLYERS AND PROMOTIONNALS OBJECTS

3 OPTIONS:

- Distribution of flyers at the Show entrance.

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

COST: \$1,500

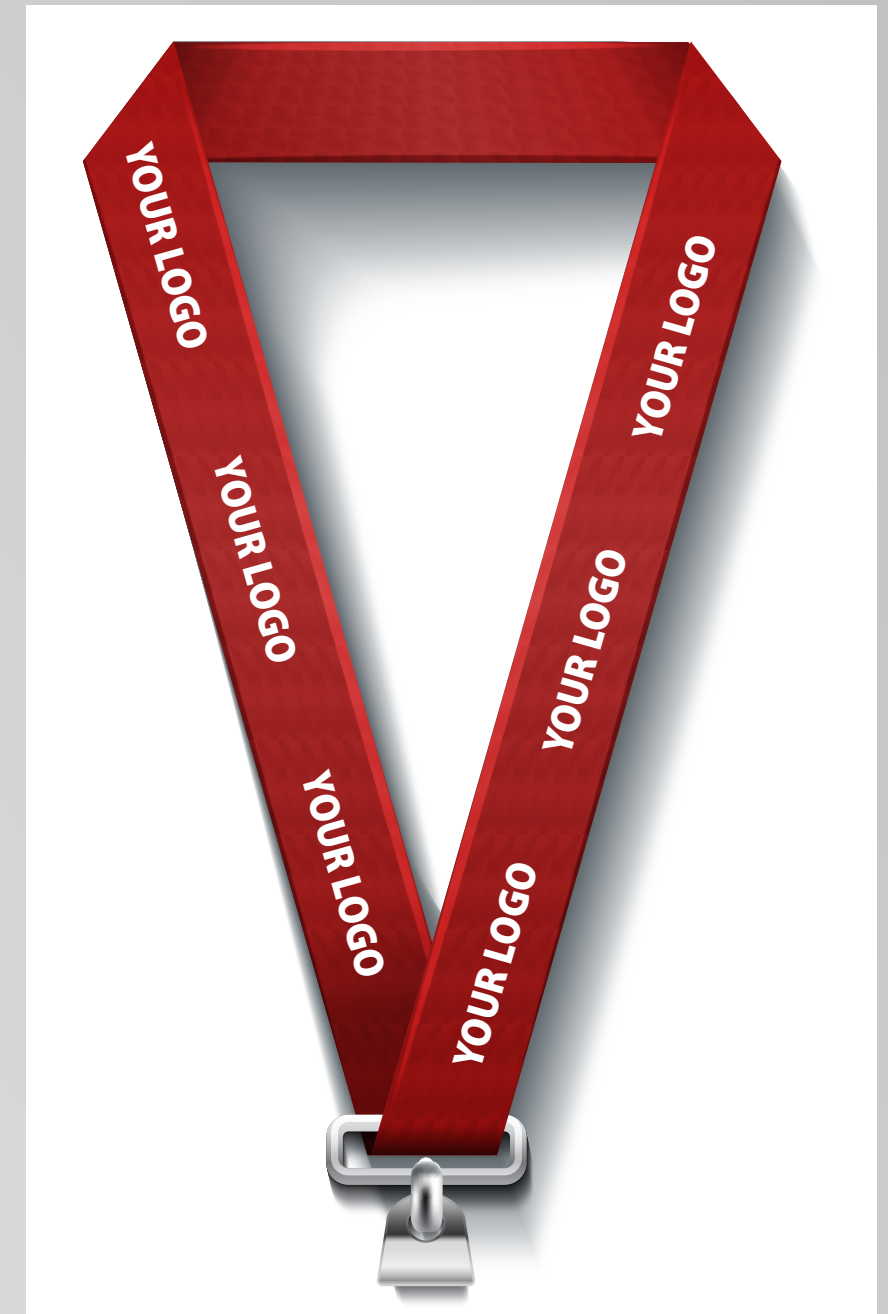
- Distribution of exhibitor, professional and media badge lanyards.

COST: \$1,500 | Production excluded

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

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

COST: \$5,500



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



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 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 image(s) and your slogan on bag

COST: 5,000 production excluded

SOLD



ONLINE TICKET SPONSORSHIP

- > Your logo on each page and document of the online ticketing
- > Your company name and logo in all the purchased media campaign elements:
 - TV
 - Radio
 - Web campaign
 - Print
- > Online ticket banners in the Show's website
- > Posts on the Facebook Show page each time an online marketing activity is mentioned
- > 2 exclusive posts within our show's social media network
- > Your logo in the Partners and information web page on our web site
- > A web banner in rotation on all the pages of the Show web site

COST: \$30,000



The screenshot shows a web interface for selecting a ticket. At the top is a red header with the text "Sélection de billet". Below it is a form with a label "Code promotionnel (si applicable):" followed by an empty input field. A message below the input field reads: "L'inscription « Promotion acceptée » apparaîtra si vous avez indiqué le bon code promotionnel. Veuillez inscrire votre code promotionnel et appuyer sur 'Entrée'". Below this is a section for ticket selection with a label "Admission" and a dropdown menu showing "14,00 \$ chaque" and a value of "0". To the right of this is a "Total: 0,00 \$" label. Below the dropdown is the BP logo and the text "LA CIE MATÉRIAUX DE CONSTRUCTION BP CANADA vous remercie d'avoir acheté vos billets en ligne." At the bottom, there is a note: "Billetterie - Entrée gratuite pour les enfants de 5 ans et moins. Les billets pour les adultes, aînés, enfants et les passeports famille seront disponibles à la billetterie les jours de salon. Toutes taxes incluses."

SHOW PRESENTOR

- Your logo linked to the Show logo at all times
- Your company name and logo in all the purchased media campaign elements:
 - TV
 - Radio
 - Web campaign
 - Print
- 3 exclusive posts in the Show's social media network
- 1 article in 2 newsletters of the Show
- Your logo on the Partner web page and a banner in rotation on all the pages of the Show's website

COST: Contact us for more information

SOLD

