

A modern living room with a white sofa, a coffee table, and a chandelier. The sofa is decorated with several pillows in white, black, and yellow. The coffee table is a dark, low-profile design with a glass top, holding a few decorative items. The chandelier is a large, multi-tiered crystal chandelier with many hanging crystals. The background is a solid orange color.

MARKETING KIT

≈≈≈ MARCH 8-17, 2019 ≈≈≈
PLACE BONAVENTURE

**MORE THAN A SHOW,
A 360° EXPERIENCE
TO MAXIMIZE YOUR VISIBILITY.**

You have chosen to participate in the 2019 Montreal National Home Show, THE reference in Canada for everything related to renovation, decoration and outdoor landscaping for 40 years now, and we thank you.

As an enterprise, you are the best connoisseurs of your product(s) and therefore, the best ambassadors to sell such at the Show. As for us, we are your communications expert and specialist: Put your trust in us and let us propel your company's image and help you maximize on your investment by generating client contacts.

Our visitors can first find the information on the web and can then come and meet you at the Show, see your products / services, and buy them! Let them know, thanks to the Show's digital tools, that you will be there and invite them to your booth!

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



HIGYOMAL

NEWSLETTER

Take part and benefit from:

- More than 88,000 targeted and volunteer readers
- An open rate of 27%.


Provide us with descriptions of your company, headlines, new product(s), promos and increase your visibility to your future clients!

3 WAYS TO GET NOTICED:


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



1 Techno Area
Domotic and Eco Energy
Find all the home automation and eco-energy under one roof!
From the control of solar panels to car refills, including watering and snow removal, everything related to energy and home automation is grouped in the Zen Products Building. A completely new concept to see absolutely!
Landscaping is created by [Paysagement Moka](#).
[READ MORE](#)



3 Wood burning fireplace new regulations
Visit us at Actions Multiflammes' booth (1271) and choose your new wood burning fireplace. They meet the new EPA emission standards. From October 1st, 2018, the old models will not be any more tolerated. Take advantage of our great **Promotion**, next winter be warm and comfortable in complete safety.
[READ MORE](#)



EXCITEMENT IS BUILDING
Be the first to know about exclusive offers from Toyota.
[Register Now](#)



2  MAISON ETHIER

YOUR LOGO ON THE SHOW FLOOR PLAN

Adding your logo on the show floor plan, a great way to put your booth in the spotlight on:

- 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.*

COST: \$500

YOUR LOGO



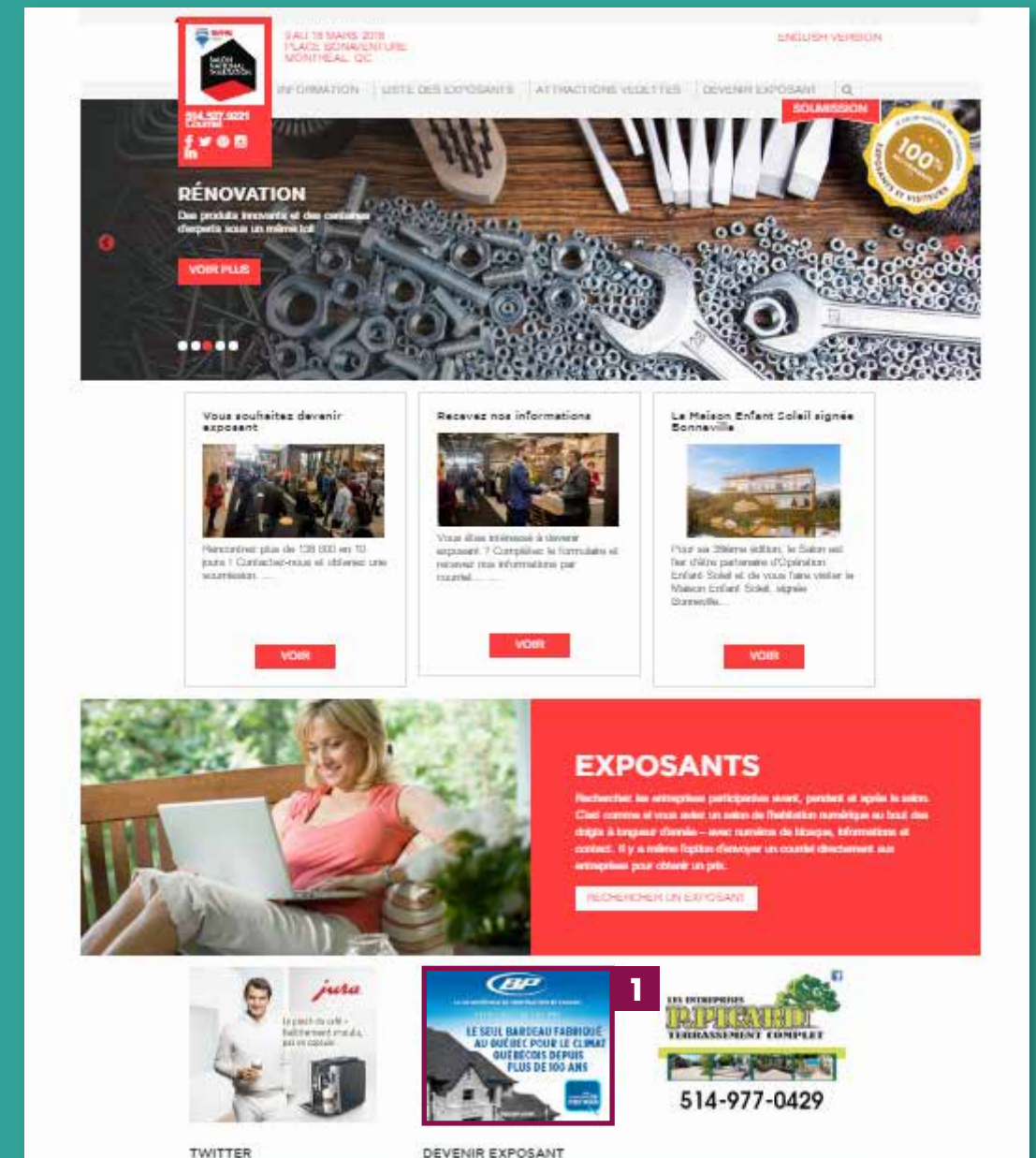
WHY CONSIDER ADVERTISING ON OUR SHOW WEB SITE?

The Show website is...

- 436,000 view pages
- 115,000 users
- 148,000 sessions
- 76% of Show visitors consult it before attending the Show (ticket purchase, plan their visit, look up exhibitor information).

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.



NO	TYPE OF BANNER	DIMENSIONS	COST (\$)
1	1 Rotating - Big Box	300 x 250 px	\$3,000

ONSITE SIGNAGE

Why consider onsite signage?

- stand out by identifying your booth location,
- inexpensive way to improve your brand image.

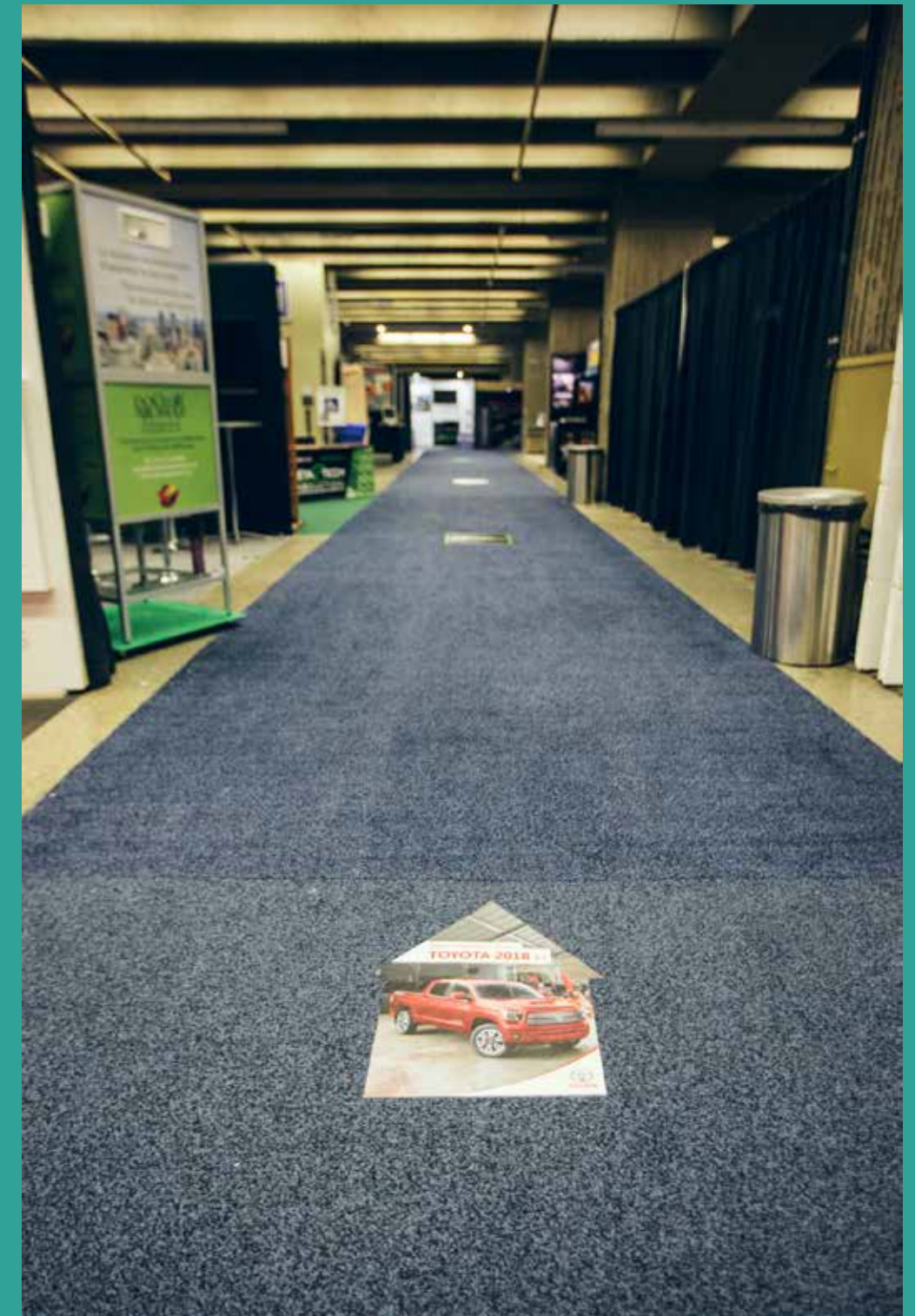
DIFFERENT SIGNAGE OPTIONS TO CHOOSE FROM:

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

AERIAL VISIBILITY

- Printed banners suspended above your booth.

Dimensions to be determined.

COST: \$1,000
PRODUCTION/LABOUR COSTS EXTRA

3

STAIR SIGNAGE

- Riser panels

*Dimensions and number of stairs to be determined.
Limited offer. First come, first served.*

COST: \$7,500 | PRODUCTION COST EXTRA

Stair signage



ADVERTISING IN THE OFFICIAL SHOW GUIDE

Complete Show file available on La Presse+ tablet application throughout the 10-day Show period and consultable for 60 days following the Show in special “hors série” section.

As an exhibitor, you will be visible in this complete Show file in the exhibitor listing.



LA PRESSE + | INFORMATION AT YOUR FINGERTIPS:

- Over 600,000 readers each week.
- **Measurable media** via monthly indicator reports (audience, web visits, number of clicks, etc.).
- **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).
 - Strong plans on doing renovations within the next 2 years (54% of those between 25 – 54 yrs, index 115).
 - Have a large budget (over \$10,000 for the 25-54 year olds that indicated wanting to renovate, index: 166).
 - 60% of La Presse+ readers are influencers in their entourage with regards to renovations either through their personal knowledge or opinions on the matter.



B ADVERTISING

Purchase advertising spots which are strategically inserted in the Show file content of la Presse+.

3 OPTIONS AVAILABLE:

1 FULL SCREEN

Includes:

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

COST: \$12,000



2

1/2 SCREEN

Includes:

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

COST: \$8,000

