



MARKETING KIT

≈≈≈ MARCH 9-12, 2023 ≈≈≈
PALAIS DES CONGRÈS

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

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

In order to get the best visibility before, during and following the Show, take advantage of the variety of promotional tools offered by the show. Our digital tools are here to help you attract visitors right to your booth to see and hear about your products and gain your trust.

Let us help propel your company's image and help you maximize on your investment with tools that will help you stand out from your competition. Whether through onsite visibility or through our digital tools, we can customize a marketing package to suit your needs.



NEWSLETTER

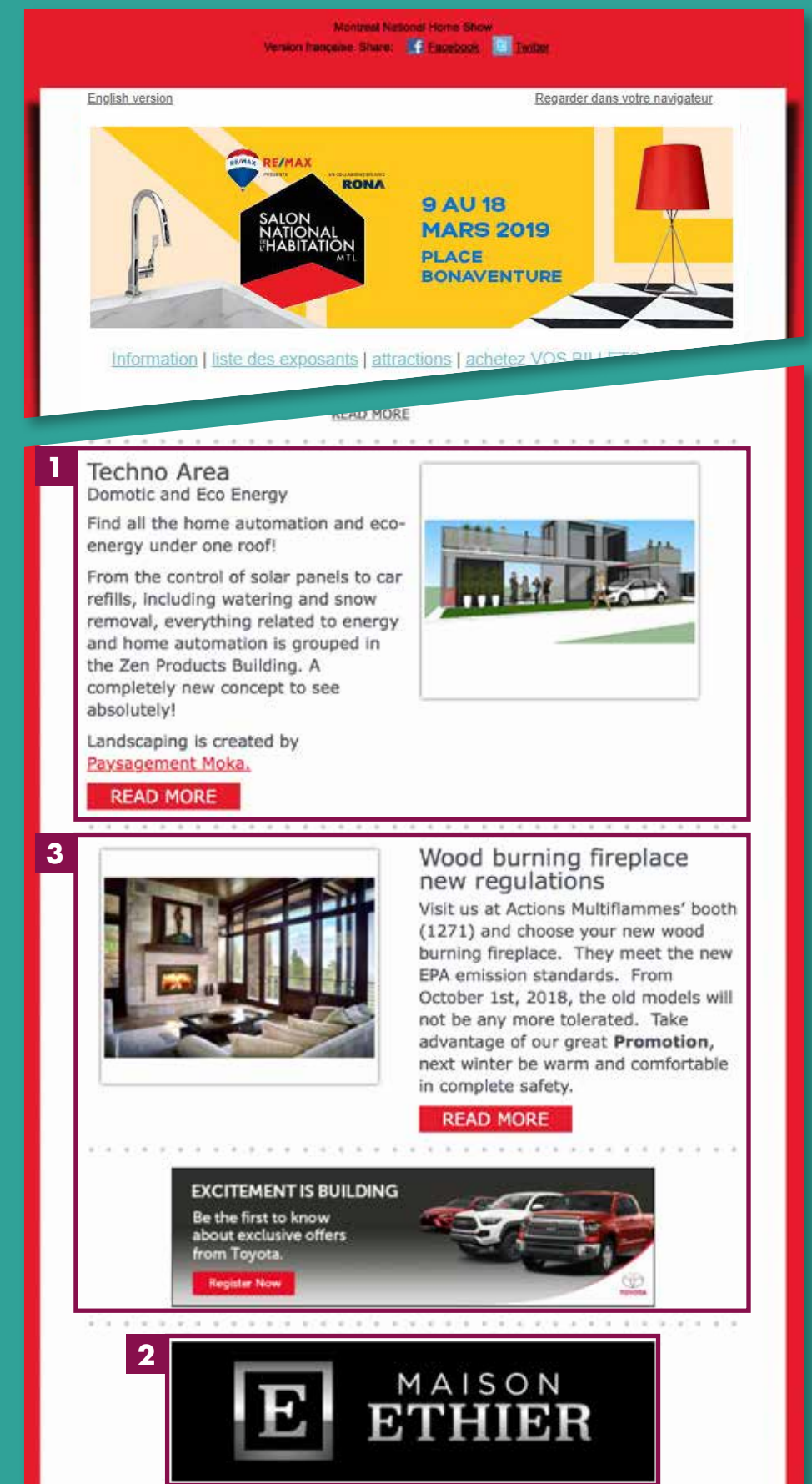
Take part and benefit from:

- More than 99,000 targeted and volunteer readers
- An open rate of 26%.

Provide us with descriptions of your company, headlines, new product(s), promotions 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



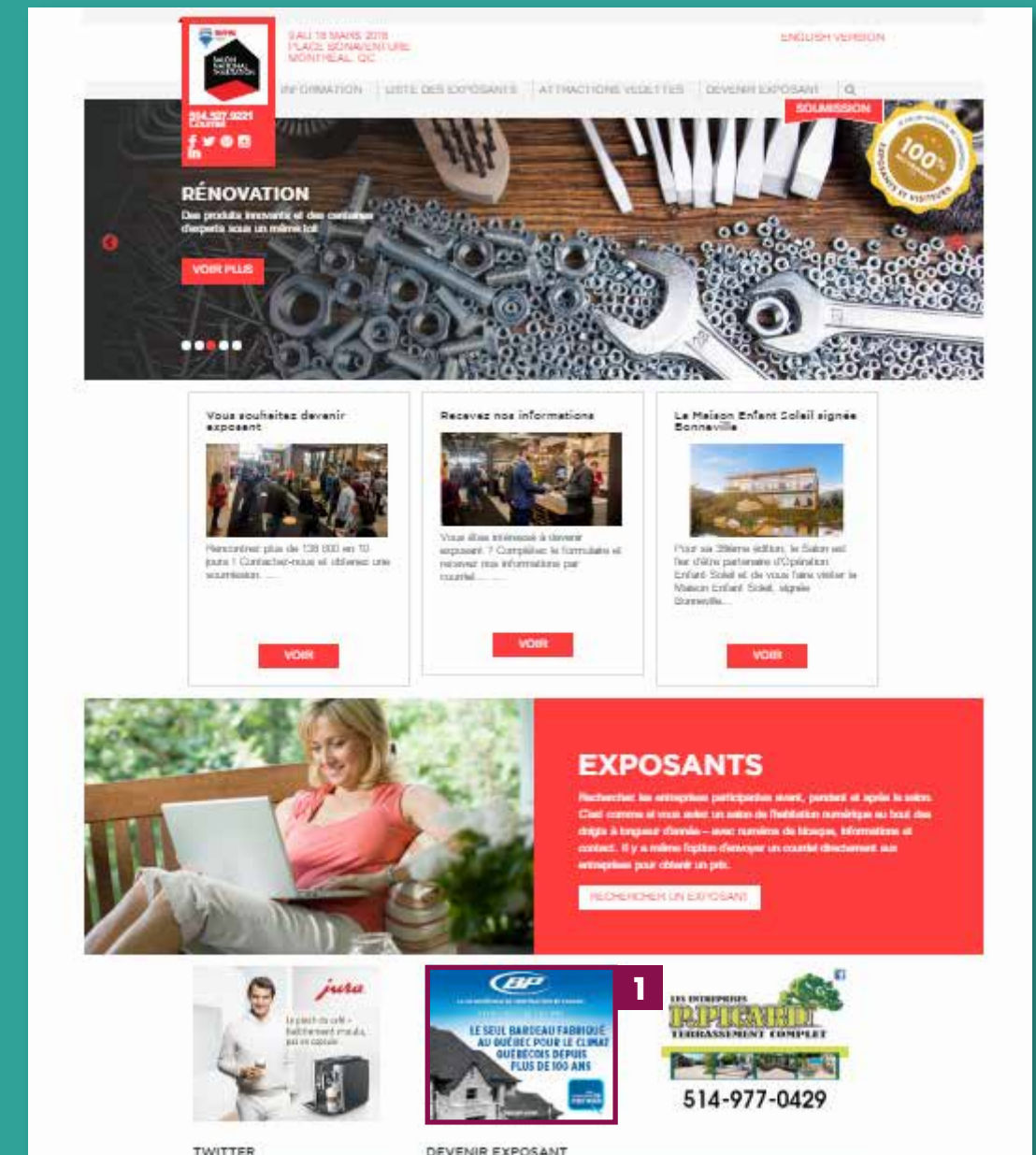
YOUR WEB BANNER ON THE SHOW WEB SITE

The Show website is...

- 446,000 viewed pages
- 131,000 unique visitors
- More than 184,800 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

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:

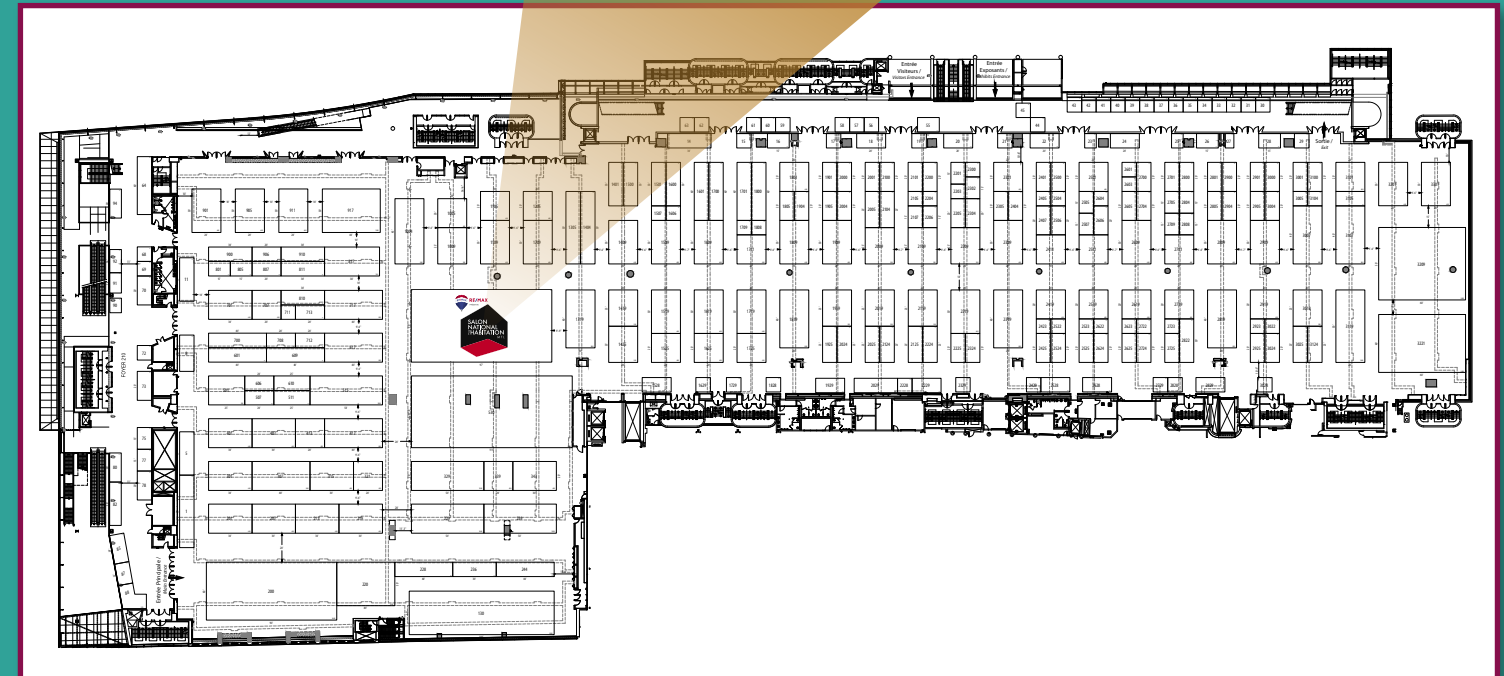
- the floor plan at the information booth,
- the floor plans distributed to visitors,
- the final floor plan on the Show's website.

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



ONSITE SIGNAGE

Why consider onsite signage?

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

The installation of signage is permitted at the Palais in a wide variety of public and common spaces: corridors, escalators, halls, registration area, food concession stands, information tower, commercial gallery.

DIFFERENT SIGNAGE OPTIONS TO CHOOSE FROM:

1

FLOOR DECAL

- 10 floor decals 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

TV SCREENS

- Exclusive display of your content
- Choice of number of screens

The content must be delivered 10-days before the move-in of the Show. Limited offer

COST: \$1,000 | PER SCREEN



4

VISIBILITY IN THE PALAIS

- a) Advertising banner in the common areas of the Palais

COST: \$5,000 PRODUCTION COST EXTRA

- b) Escalators

Dimensions to be determined. Limited offer. First come, first served.

COST: \$7,500 PRODUCTION COST EXTRA

- c) Video Wall

Strategiccally placed in the heart of the activity of the Palais

- Only one advertiser

COST: \$10,000

- Multiple advertisers

COST: \$5,000



ADVERTISING IN THE OFFICIAL SHOW GUIDE

A complete Show file will be available on the La Presse+ tablet application throughout the 4-day Show period as well as the 60 days following the Show in the “hors série” section.

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



LA PRESSE +

- **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 guide in 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



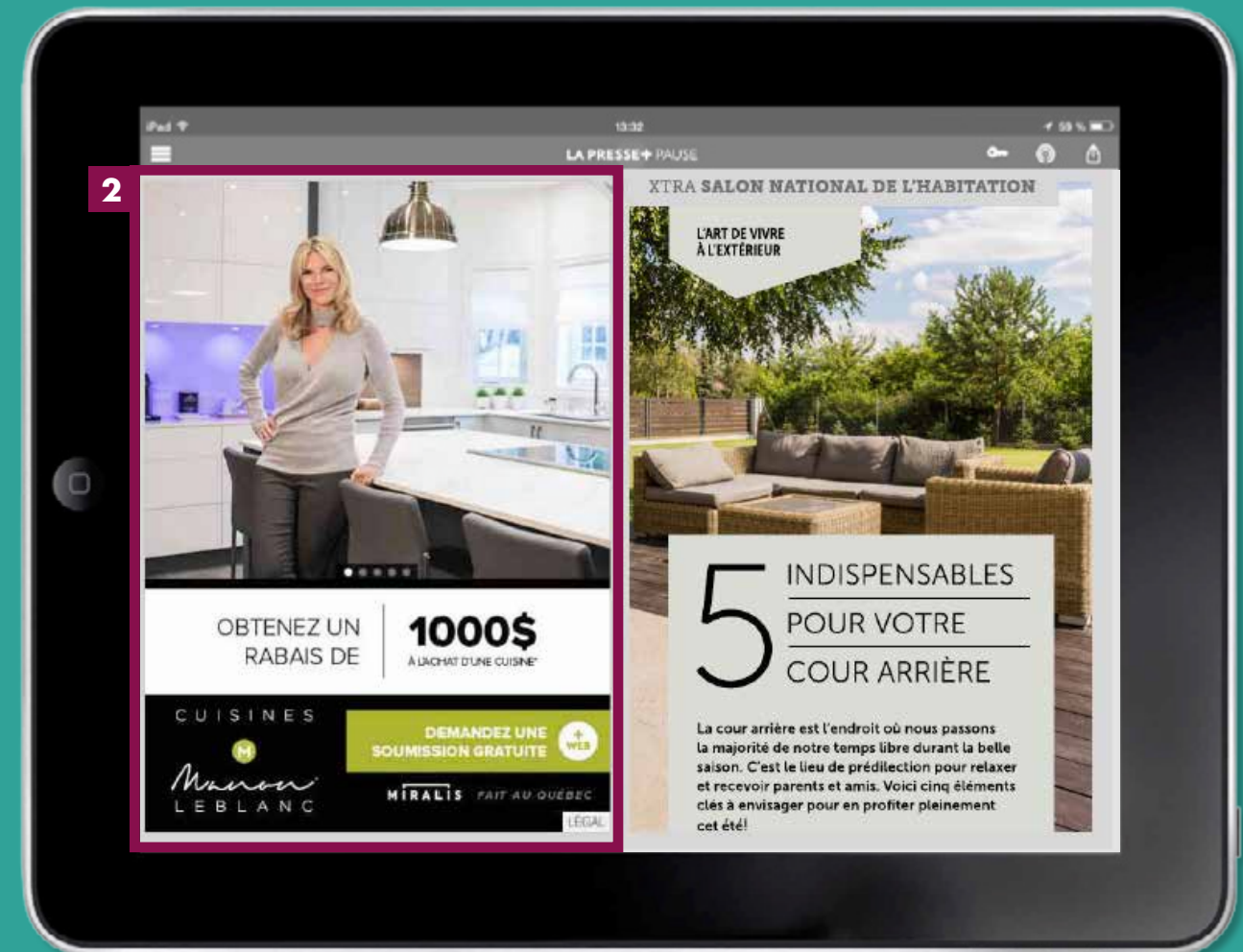
2

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



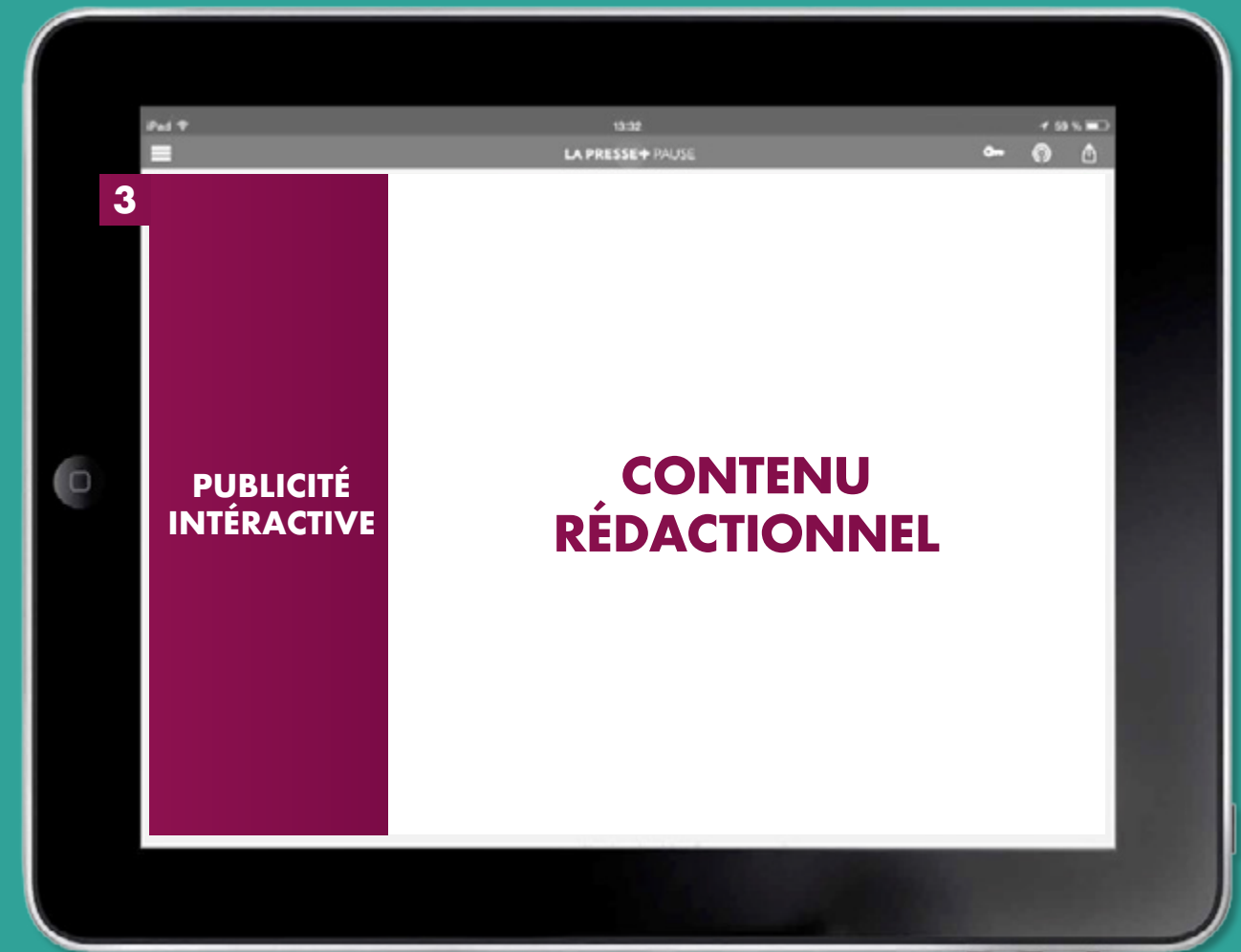
3

1/4 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: \$5,000





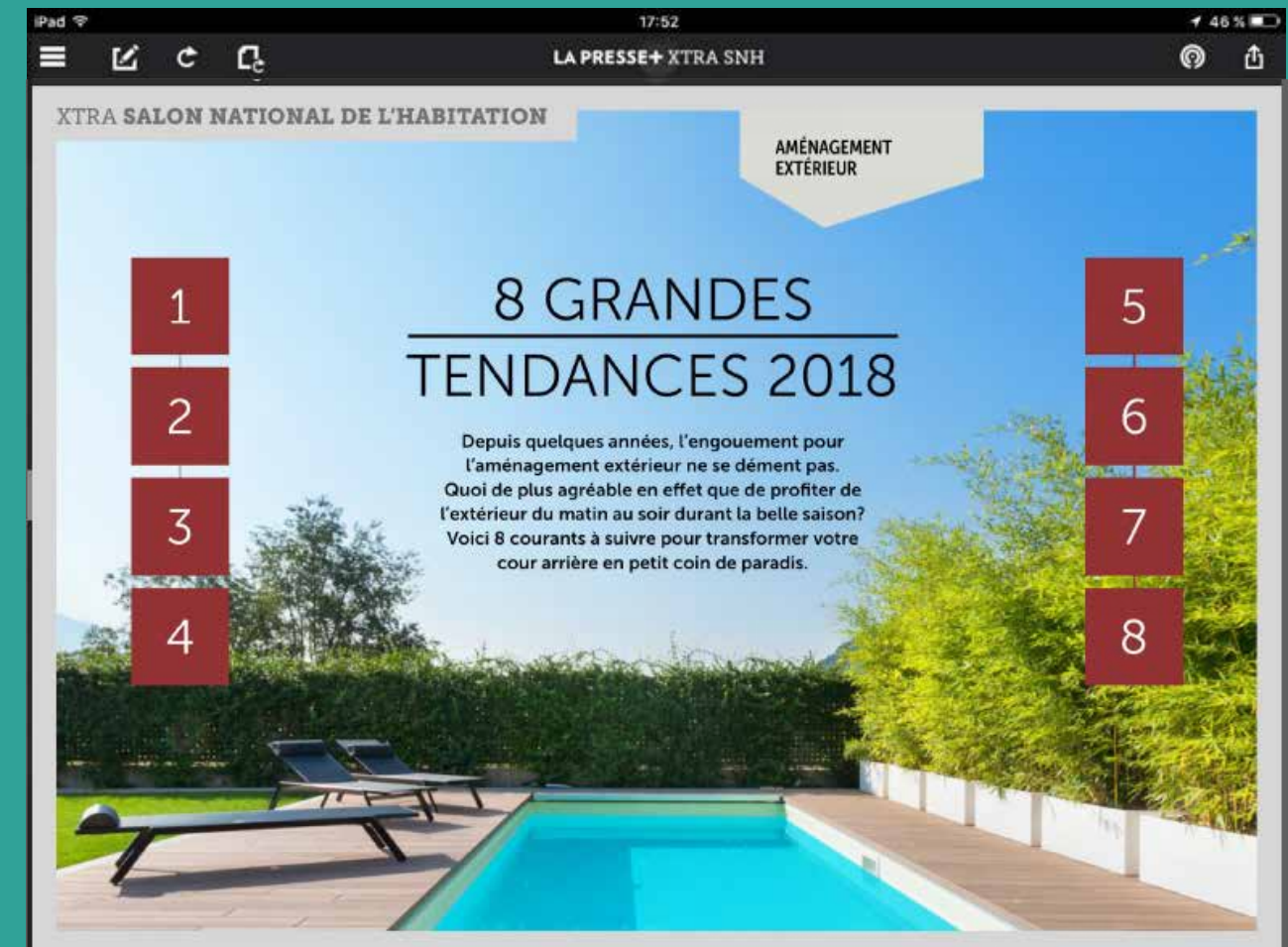
EDITORIAL CONTENT

Purchase an editorial and informative content spot to put forth your products/services, achievements, technologies. (1/2 screen)

Includes:

- Photos
- Your company logo
- Link to your website
- Composition by a la Presse journalist
- Artistic concept with la Presse's artistic director

COST: \$6,000



PROMOTIONAL DISTRIBUTION AT SHOW EXIT

Finish off with a bang! Have your visitors/prospects leave the Show with your company in mind by distributing your promotional material or items at the exit.

This offer does not include host/ess. You are responsible in providing your own to distribute your promotional material. First come, first served. Opportunities limited.

COST: \$5,500



CATEGORY OFFICIAL SPONSORSHIP

Become a category official sponsor and benefit from even more visibility!

You'll optimize your brand image and showcase your products/services.

What we offer:

- Your logo with a link to your web site in La Presse+
- 100 complementary tickets
- A promo code on behalf of your company to invite your customers and prospects by offering a \$5 discount on the regular adult admission price to the Show
- Your web banner in one of our newsletters (88,000 subscribers)
- Your logo on the "Sponsors and Partners" page of the Show's website.

COST: \$1,750



SHOW BAG OFFICIAL 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/or
your slogan printed on bag.

COST: \$15,000



SHOW CONTEST

Become the sponsor of the show's official contest. Benefit from additional visibility before and during the Show all while collecting consumer opt-ins.

COST: Contact us for more information



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



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 newsletters
- Posts 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 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 tickets. At the top, a red header bar contains the text "Sélection de billet". Below this, there is a form with a label "Code promotionnel (si applicable):" followed by a text input field. A message below the field states: "L'inscription « Promotion acceptée » apparaîtra si vous avez indiqué le bon code promotionnel. Veuillez inscrire votre code promotionnel et appuyer sur 'Entrée'".

Below the promotional code section, there is a table-like structure. The first row is labeled "Admission générale adulte" on the left and "14,00 \$ chaque" on the right, with a dropdown menu showing the number "0". Below this, a "Total:" label is followed by the amount "0,00 \$".

At the bottom of the form, the OACIQ logo is displayed, followed by the text "vous remercie d'avoir acheté vos billets en ligne." Below this, a note states: "16\$ à la billetterie – Entrée gratuite pour les enfants de 5 ans et moins. Les billets pour les étudiants, aînés, enfants et les passeports famille seront disponibles à la billetterie les jours de salon. Toutes taxes incluses."

THE EXHIBITOR WEB BUTTON

Import the Show logo at no cost, and place it on your company web site.

Your site visitors can access with a click of a button the Show's exclusive offers, contest, conferences and features.

IMPORT THE SHOW WEB BUTTON, IT'S EASY!



1. To receive the logo, e-mail us at: marketing@expomediainc.com
2. Save the logo (above) on your desktop
3. Import it to your WEB site
(you can decrease size to fit your needs)
4. Create a hyperlink so that the jpeg image is linked to our website. Use the following address: <http://salonnationalhabitation.com/fr/accueil.snh>