



MARKETING KIT

🌊 MARCH 7-10, 2024 🌊

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.



AMÉNAGEMENT
SOLEIL

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 website	\$2,000
2	1 Web banner + 1 hyperlink to your website	\$2,000
3	Editorial or promotional text (approx. 50 words) + 1 image or your company logo + Web banner	\$3,500

Montreal National Home Show
Version française: Share: [Facebook](#) [Twitter](#)

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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**



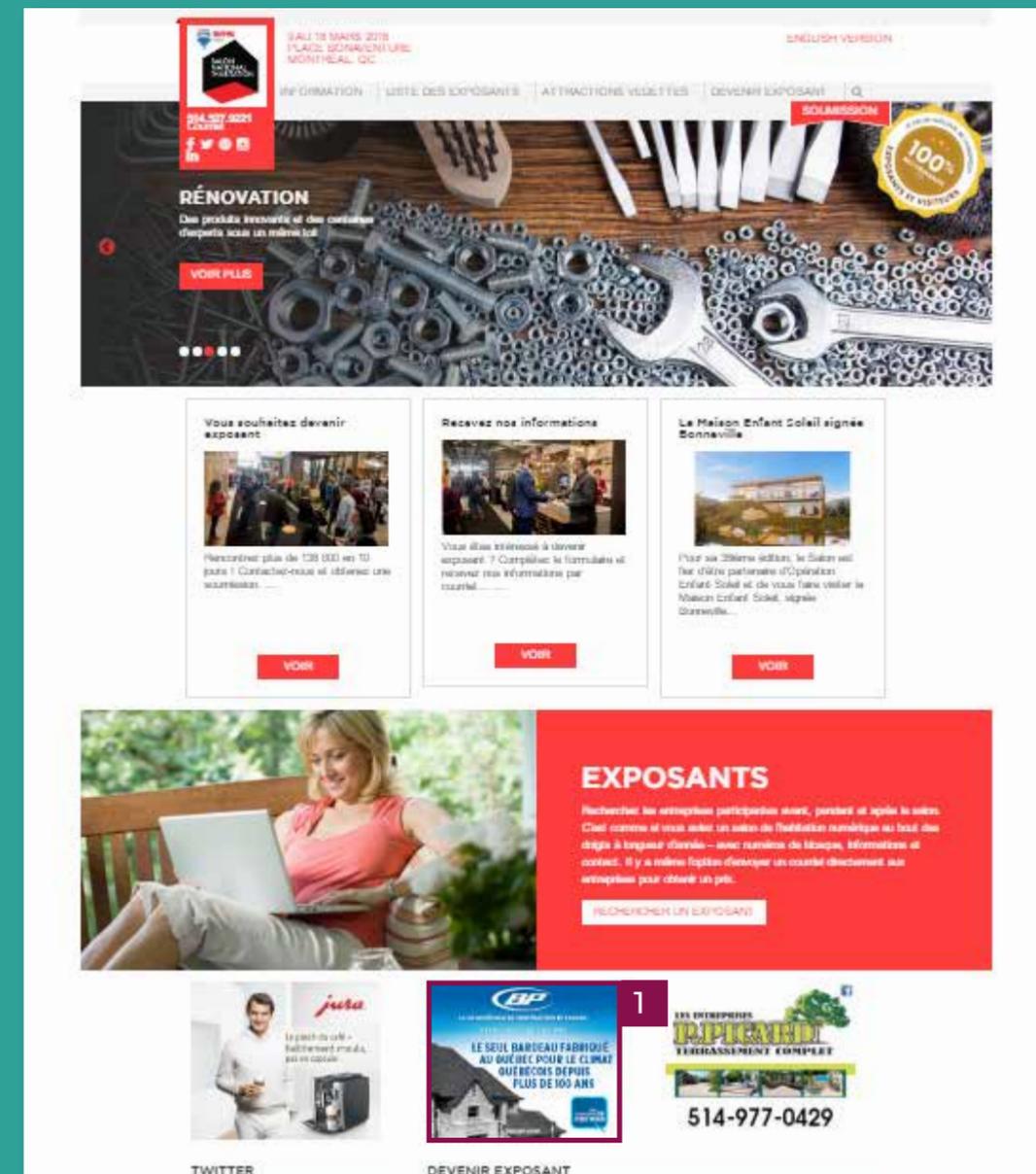
YOUR WEB BANNER ON THE SHOW WEBSITE

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:

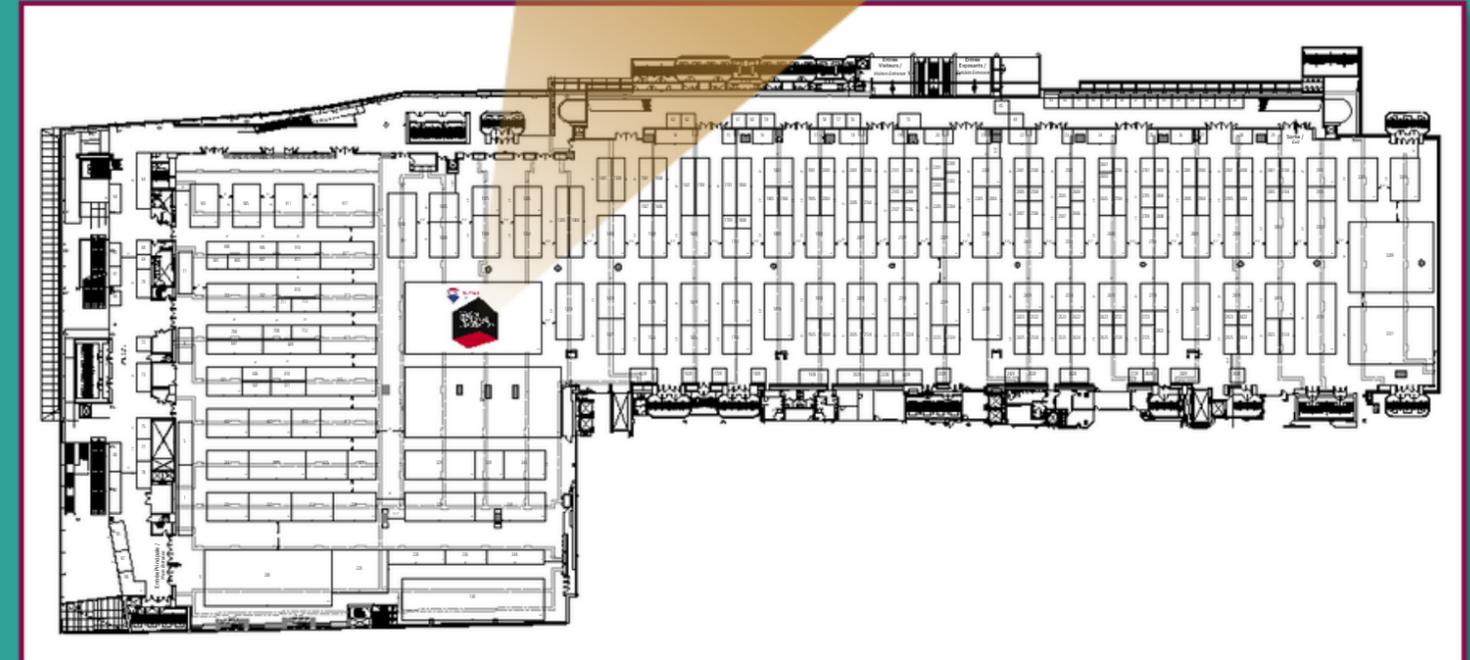
- the floor plan at the information booth,
- the floor plans distributed to visitors,
- the final floor plan on the Show's website.

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:

FLOOR DECAL

- 4 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 in unencers 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



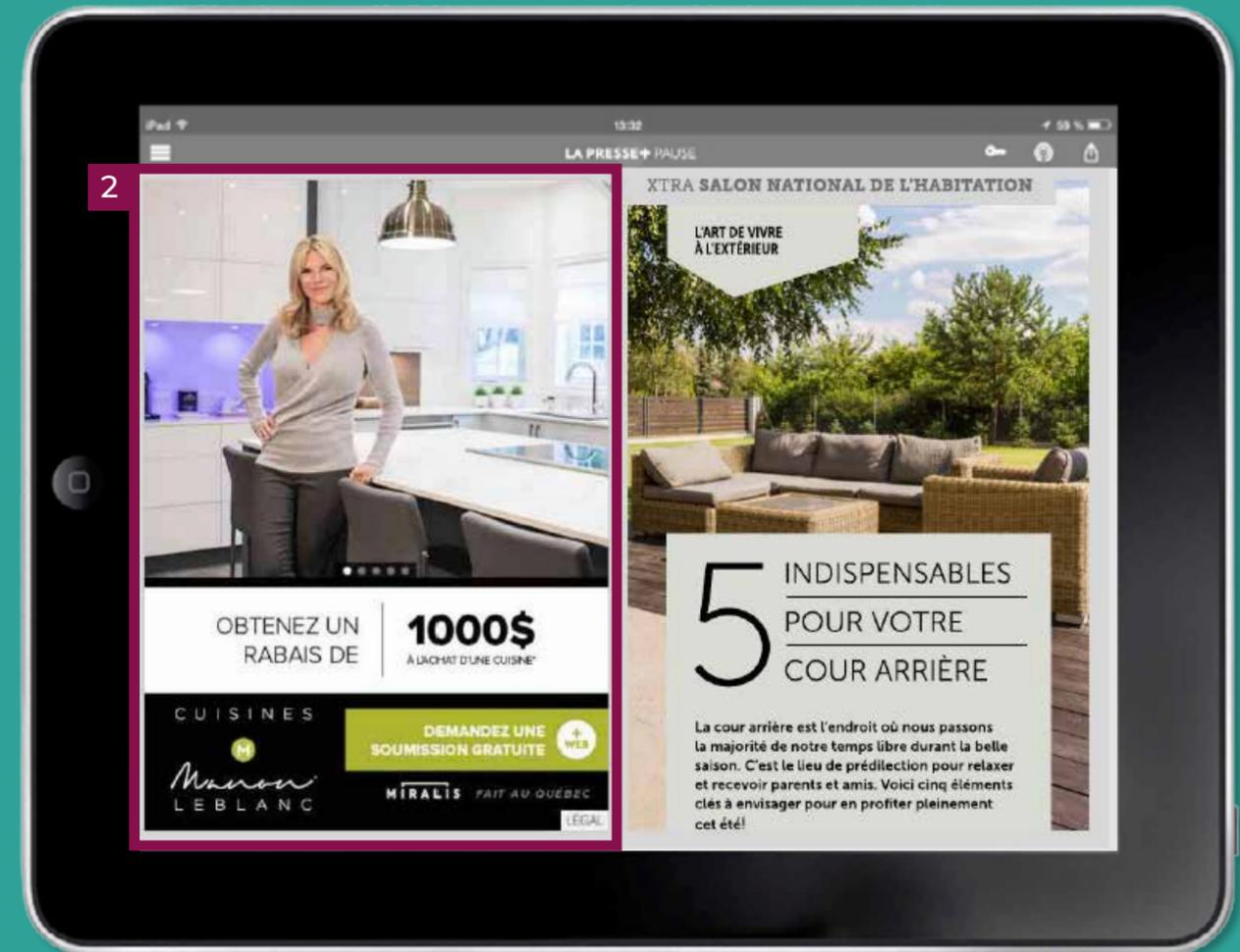
2

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





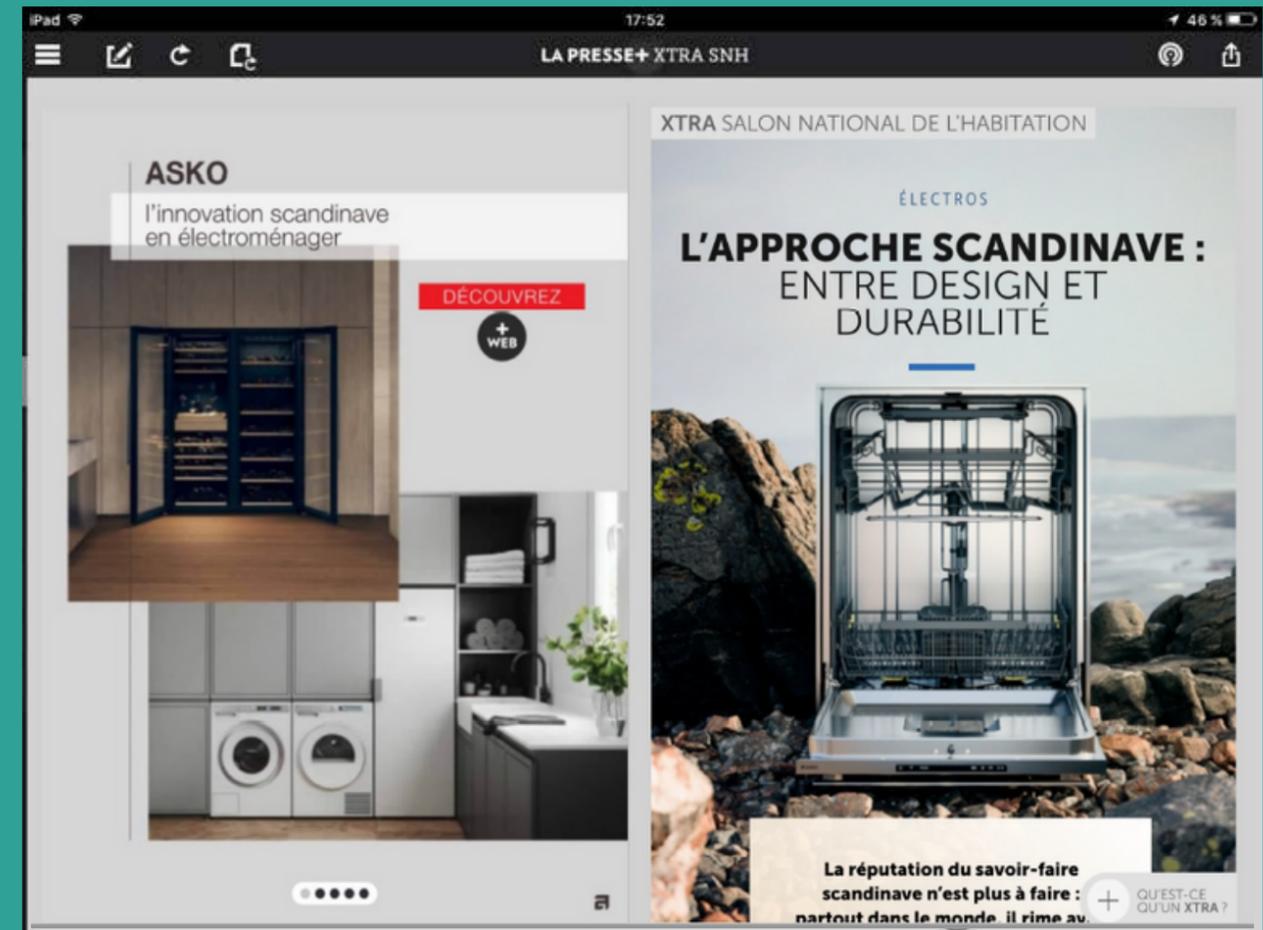
EDITORIAL CONTENT

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 of cial 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 during the online ticketing
- Your company name and logo in all the purchased campaign elements:

- TV
- RADIO
- WEB CAM
- PRINT

• Ticket booth for the Show on the website or on social media (Facebook, Twitter, YouTube, etc.)

- Exclusive posts with your show's social media network
- Logo in the partners and information website
- Web banner in rotating on the pages of the Show website

COST: \$30,000



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 t 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>

SHOW PRESENTOR

Your logo linked to the Show logo at all times

Your company name and logo in all the purchased print and digital campaign

elements:

- TV

- Radio

- Web content

- Prints

3 exclusive posts in the Show social media network

1 article in 2 Show letters of the Show

Your logo on the Partner website and a banner in rotation on all the

pages of the Show website.

SOLD

COST: CONTACT-US FOR MORE INFORMATION