

# MARKETING KIT 2025



Presented by



March 13th to 16th 2025  
PALAIS DES CONGRÈS DE MONTRÉAL

**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.

As a company, you are the experts of your product(s) and service(s), and therefore the best ambassadors to showcase and sell them at the Show. As for us, we are your Communications Specialists: allow us to propel your company's image and maximize your return on investment by generating customer contacts.

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 propel your company's image and help you maximize on your investment with tools that will allow 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.





# OUR MARKETING TOOLS



# NEWSLETTERS

- Provide us with a description of your company, headlines, new product(s), promotions and increase your visibility to future clients!
- Take part and benefit from :
  - More than 99 000 targeted and volunteer readers
  - An open rate of 33%.

## ➤ 2 WAYS TO GET NOTICED :

OPTION	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	Editorial or promotional text (approx. 50 words) + 1 image or your company logo + 1 web banner	3 500



**ON SE VOIT DEMAIN!**  
**25% DE RABAI SUR VOS BILLETS**

INFO SALON | EXPOSANTS & PARTENAIRES | ACHETER EN LIGNE

C'est avec beaucoup d'enthousiasme que nous vous présenterons le Salon national de l'habitation à partir de demain, jeudi le 7 mars à compter midi, et ce jusqu'au 10 mars !

Venez rencontrer des centaines d'exposants experts en décoration, rénovation et aménagement pour votre cour extérieure.

[Voir le plan du salon](#)

**1**

**Groupe SOMA** est un regroupement d'experts. Qu'il s'agisse d'un nouvel habillage de fenêtres (intérieur ou extérieur avec nos toiles motorisées), d'un nouveau système de chauffage et climatisation (vente, installation et entretien) ou d'un nettoyage de conduits, il n'y a pas de meilleur équipe que celle du Groupe Soma. Notre mission est de redonner de l'éclat à l'environnement de nos clients et de le rendre plus confortable.

Changement de **fenêtres en vue?** **PRESIDENT PORTES-FENÊTRES**  
CLIQUEZ POUR VOIR!

**PRESIDENT** vous invite à porter un nouveau regard sur le monde des portes et fenêtres car nous croyons fermement que chacun des propriétaires-occupants devrait avoir accès au **CONFORT** qu'il mérite en s'offrant des produits de **QUALITÉ SUPÉRIEURE ET DURABLES, FABRIQUÉS AU QUÉBEC** et homologués **ENERGY STAR, INTALLÉS SELON LES NORMES.**

**À GAGNER**

Notre forfait d'accompagnement et de visibilité le plus complet pour la vente de votre propriété.

**Participez et faites équipe avec nous!**

Ce concours se termine le 31 mars 2024. Règlements du concours disponibles au lien.

**duProprio** **Valeur de 1850\$**

**2**

Gagnez un spa d'une valeur de 13 000\$

**bullfrog** spas

tonaouy

Créez votre zone de confort de toute pièce.

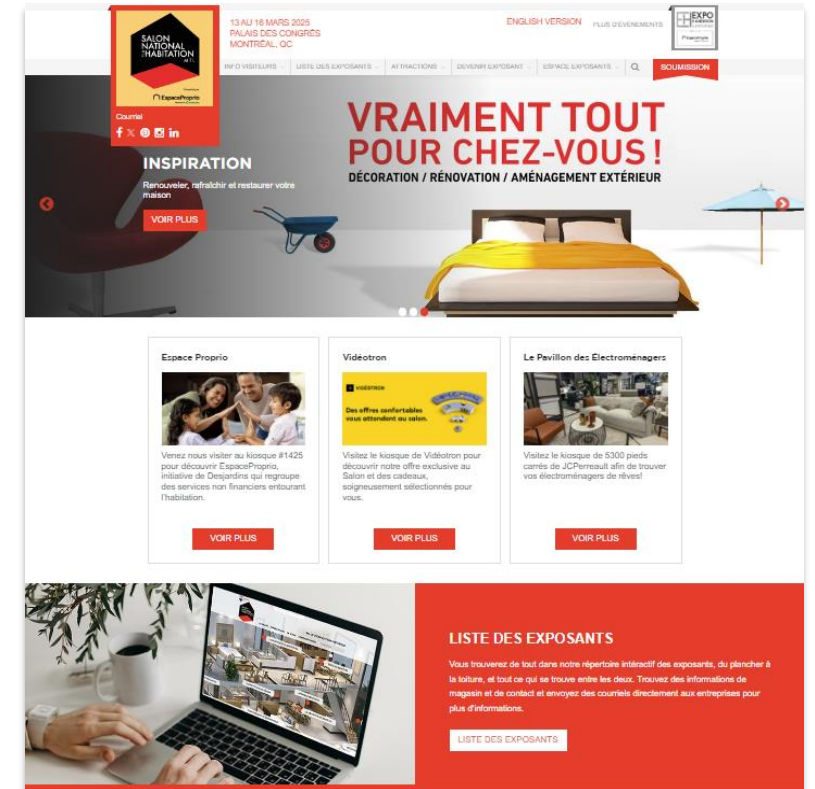
# BANNER ON OUR WEBSITE

- Outshine your competitors with your company branded web banner! Increase your visibility to the thousands of visitors who visit our website every year.

The Show website is :

- 412 422 viewed pages
- 153 922 unique visitors
- More than 212 900 sessions
- 78% of Show visitors consult it before attending the Show (ticket purchases, plan their visit, look up exhibitor information).

QTY	DESCRIPTION	DIMENSIONS	COST (\$)
1	Big box on rotation	300 x 250 px	3 000



# YOUR LOGO ON THE SHOW FLOOR PLAN

➤ Adding your logo on the Show floor plan is 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 floor plan located on the Show's website
- **Conditions:** for 400 sq.ft. booths or larger

QTY	DESCRIPTION	COST (\$)
1	Logo	500



# ONSITE SIGNAGE

Why consider onsite signage?

- Stand out by identifying your booth location,
- Inexpensive way to improve your brand image.





## AERIAL BANNER – MAIN AISLE

- Hanging banner located in the main aisle of of the Show.

VISIBILITY FEE: 1 500\$

- ✓ Banner production fees not included
- ✓ Banner hanging fees not included – to be ordered with the Palais des congrès



## AERIAL BANNER – ABOVE YOUR BOOTH

- Hanging banner located above your booth space.

VISIBILITY FEE : 500\$

- ✓ Banner production fees by exhibitor not included
- ✓ Banner hanging fees not included – to be ordered with the Palais des congrès



## COLUMN SIGNAGE

- Banners decorating the (x6) columns along the main aisle.

**VISIBILITY FEE: 1500\$**

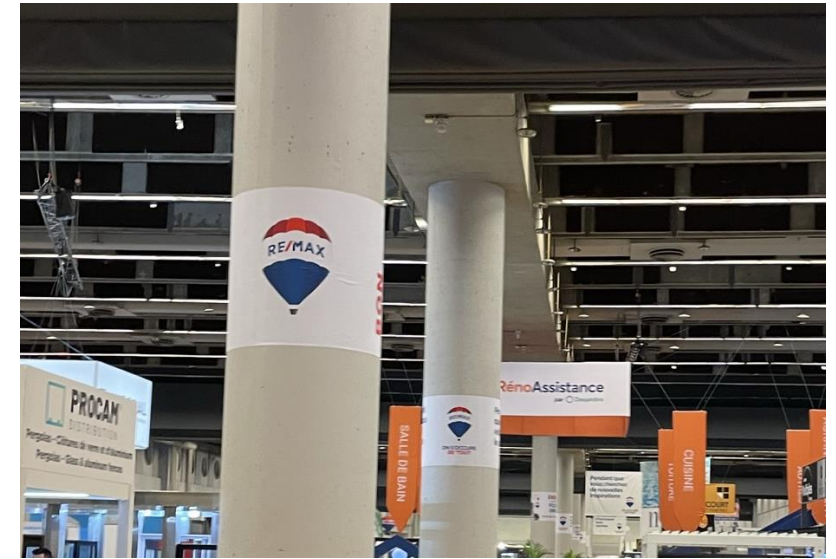
- ✓ Banner production fees by exhibitor not included
- ✓ Banner hanging fees not included – to be ordered with the Palais des congrès

## FLOOR DECALS

- Four (4) floor decals located in the aisles to lead traffic to your booth.

**PRIX : 900\$**

- ✓ Location strategically chosen by our team
- ✓ Dimensions: 20'' x 20''
- ✓ Signage, production and installation costs by Expo Media included



# SIGNAGE ALONG THE MAIN AISLE

- Advertising panels located along the main aisle.
- Production costs by Expo Media not included.

**PRIX** : contact us for more information



# SIGNAGE IN THE PUBLIC AREAS OF THE PALAIS DES CONGRÈS

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



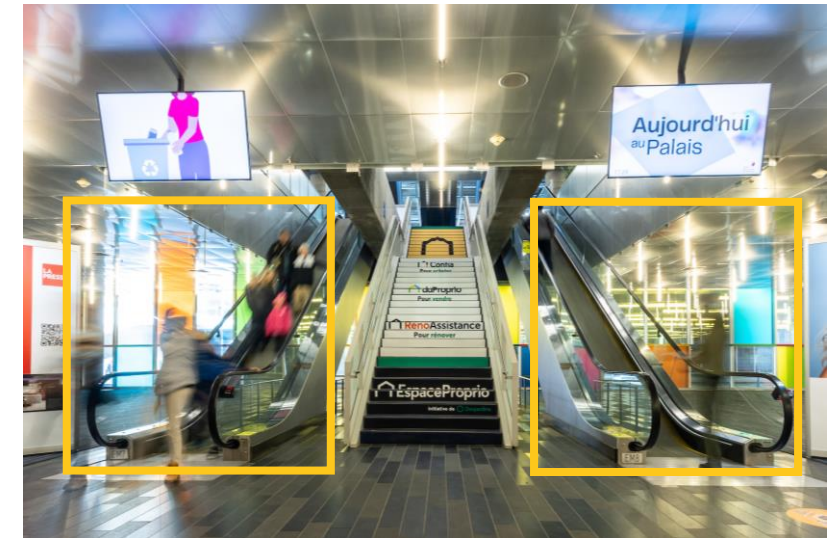
# POP-UP STRUCTURE

- Advertising structure strategically placed at the heart of the activity at the Palais des congrès
- Imagery on four (4) sides
  - ✓ Production and installation fees by Expo Media not included.
  - ✓ Palais des congrès visibility fee not included.
  - ✓ Cost: on demand



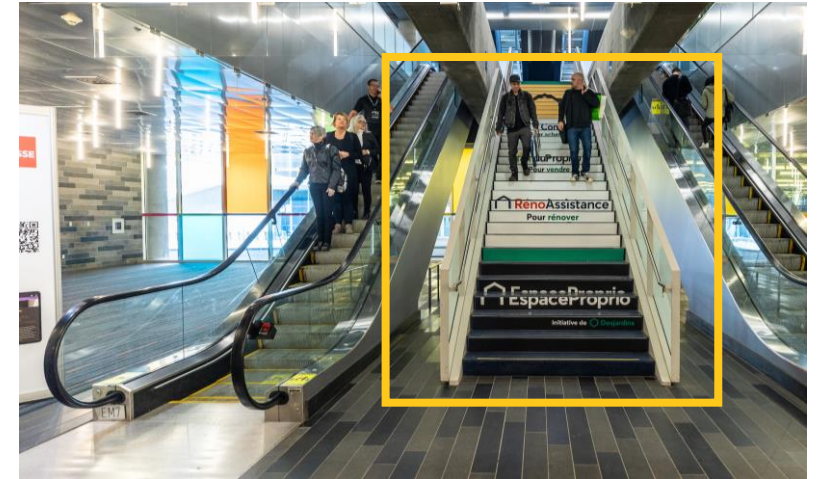
# ESCALATORS

- Decorated the escalators at the heart of the Palais des congrès.
  - ✓ Production and installation fees by Expo Media not included.
  - ✓ Palais des congrès visibility fee not included.
  - ✓ Cost: on demand



## STAIRS

- Brand the stairs to your image at the heart of the Palais des congrès.
  - ✓ Production and installation fees by Expo Media not included.
  - ✓ Palais des congrès visibility fee not included.
  - ✓ Cost: on demand



## VIDEO WALL

- Video wall strategically placed at the heart of the activity of the Palais des congrès.

**COST FOR EXCLUSIF ADVERTISER: 12 000\$**

**COST FOR MULTIPLE ADVERTISERS: 6 000\$**



# ADVERTISING IN THE OFFICIAL SHOW GUIDE LA PRESSE +



A complete Show guide 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 Séries” section.

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

La Presse + is:

- More than **600 000** readers each week
- **Measurable media** via monthly indicator reports (audience, web visits, number clicks, etc.).
- **Reader profile coherent with your target clientele:**
  - Majority between 25-54 years old with a strong purchasing power (47% of readers have a revenue of \$100,000 or more)
  - Strong plans of doing renovations within the next 2 years.



# ADVERTISING OPPORTUNITIES

➤ Purchase advertising spots which are strategically inserted in the Show guide in La Presse +

➤ 3 OPTIONS AVAILABLE:

## FULL SCREEN

- ✓ Choose from 30 interactive animations to highlight your company as you see fit,
- ✓ Your company logo, link to your website, and video content (as needed),
- ✓ Artistic concept with La Presse's artistic director

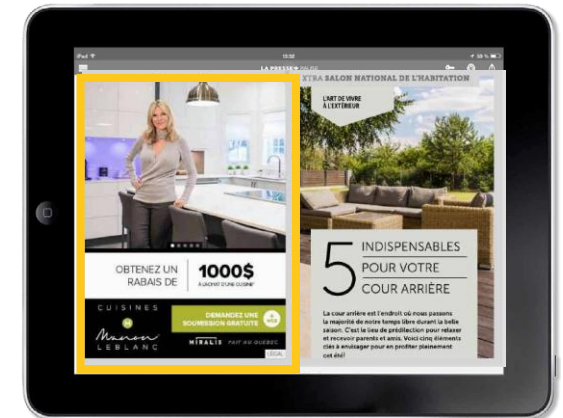
QTY	DIMENSIONS	COST(\$)
1	Full screen	12 000

## ½ SCREEN

- ✓ Choose from 30 interactive animations to highlight your company as you see fit,
- ✓ Your company logo, link to your website, and video content (as needed),
- ✓ Artistic concept with La Presse's artistic director

QTY	DIMENSIONS	COST(\$)
1	½ screen	8 000

LA PRESSE +





## 1/4 SCREEN

- ✓ Choose from 30 interactive animations to highlight your company as you see fit,
- ✓ Your company logo, link to your website, and video content (as needed),
- ✓ Artistic concept with La Presse's artistic director

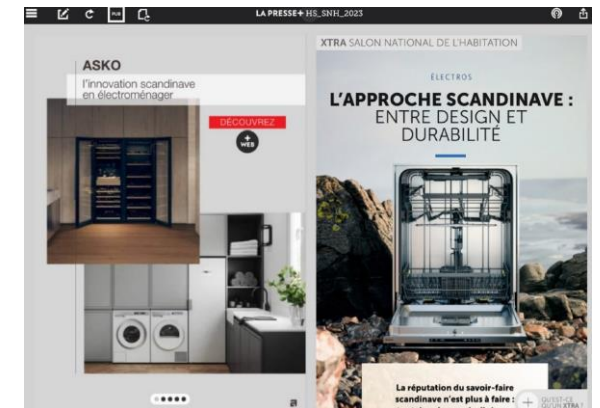
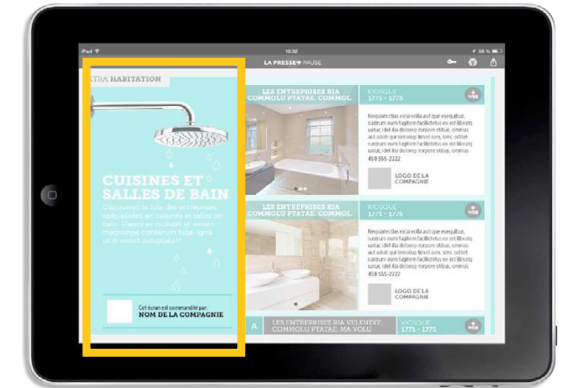
QTY	DIMENSIONS	COST(\$)
1	1/4 screen	5 000

## EDITORIAL CONTENT

- Purchase an editorial and informative content spot to put forth your products/services, achievements, technologies. (1/2 screen)
  - ✓ Choose from 30 interactive animations to highlight your company as you see fit,
  - ✓ Your company logo, link to your website, and video content (as needed),
  - ✓ Artistic concept with La Presse's artistic director

QTY	COST(\$)
1	6 000

LA PRESSE +



# SOCIAL MEDIA POST

➤ Announce your presence, your services, your products or your show offers / promotions on our social networks!

➤ Options:

✓ One (1) post before or during the Show

**COST : \$400**

✓ One (1) post before or during the Show and one (1) story during the Show

**COST: \$600**



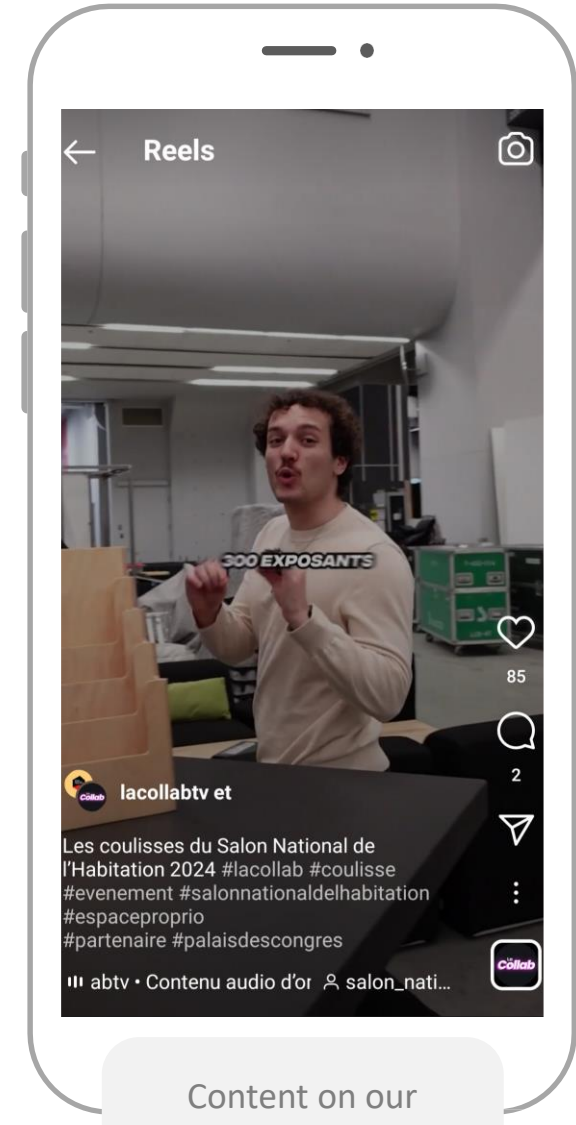
- 13,8K followers
- 18,1K page visits
- 386 000 impressions



- 1730 followers
- 2,3K page visits
- 122 700 impressions



Content on our social media page before or during the Show

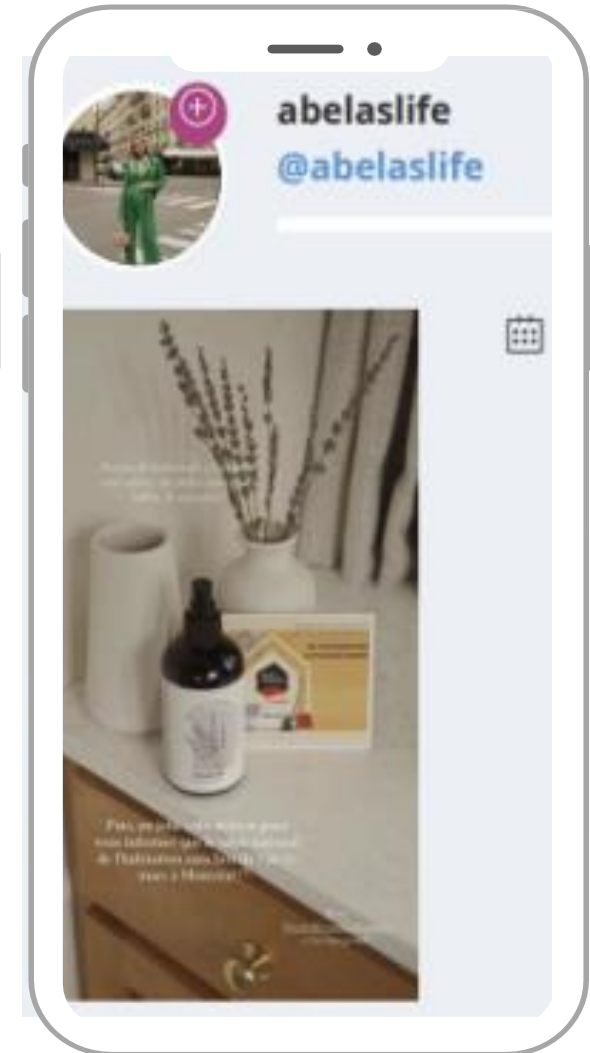
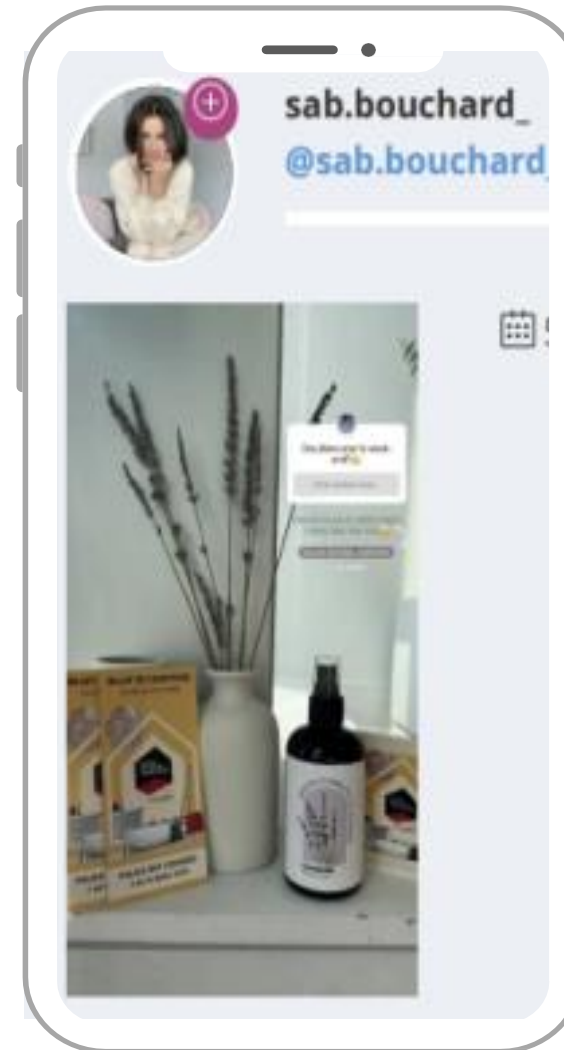


Content on our story during the Show

# INFLUENCER UNBOXING ON SOCIAL MEDIA

- Offer a promotional item in our packages to influencers.
- About fifteen gift boxes sent to invite them to the Show.
  - ✓ The unboxing is done live or on story to their subscribers
  - ✓ Total weight of the unboxing campaign: 113K

**COST** : Free – promotional item must be approved by the Show management.



**BECOME A  
MAJOR SPONSOR**



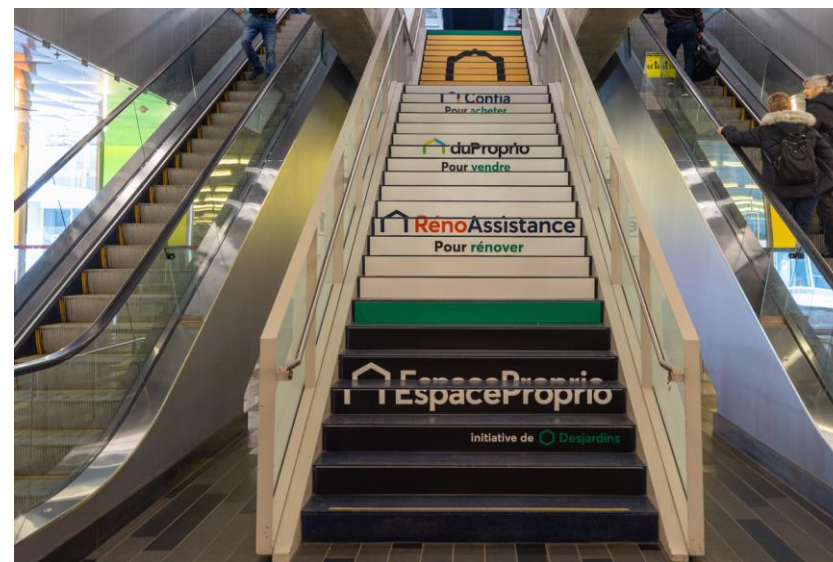
Presented by



# SHOW PRESENTER

- Your logo on each of the pages and each of the documents of the online ticketing service.
- Your name and logo in all elements of the paid media campaign of the Show:
  - ✓ TV
  - ✓ Radio
  - ✓ Web campaign
  - ✓ Print
  - ✓ 3 exclusif social media posts
  - ✓ 2 newsletter inclusions
  - ✓ Your logo on the partner page of the website, web banner on rotation on all website pages.

**COST :** contact us for more information



## FEATURE SPONSORSHIP

- Your name and/or logo each time the feature is mentioned on the website, print, social media and show signage.
- Customizable according to expectations and visibility needs.

**COST :** contact us for more information

## OFFICIAL SHOW BAG SPONSORSHIP

- Sponsor the official Show bag
- Distribution at the entrance of the show by our hostesses included (distribution determined in advance)
- Very useful for our visitors at the Show, it offers you a very high visibility during and after the show.
- Your logo, the image of your product(s) and/or your slogan can be included.

**COST :** 15 000 \$



# OFFICIAL SHOW CONTEST

- Become a sponsor of the Show's official contest.
- Benefit from additional visibility before and during the Show while collecting data.

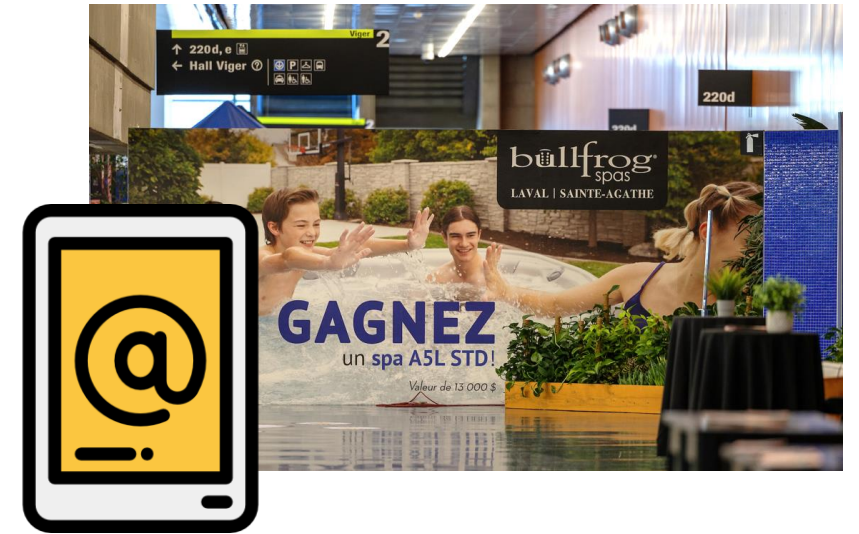
**COST :** contact us for more information

# PROMOTIONAL DISTRIBUTION

- Distribute your company's promotional materials or items at the entrance or exit (pre-determined distribution).
- This offer does not include the host or hostess who will be distributing.

**FEE FOR DISTRIBUTION AT THE ENTRANCE :** 2 500 \$

**FEE FOR DISTRIBUTION AT THE EXIT :** 5 500 \$



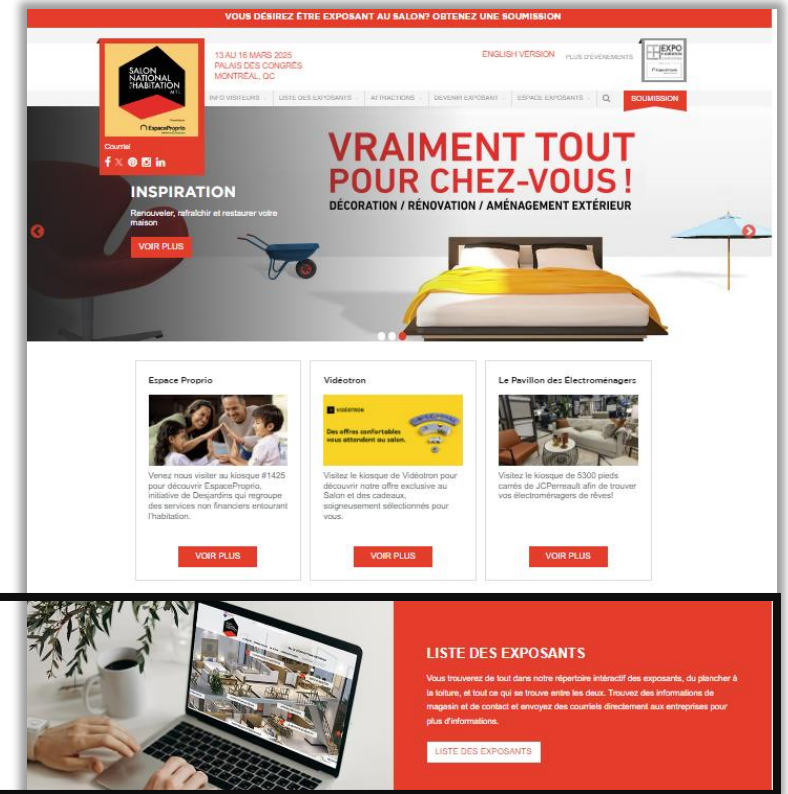
# CATEGORY SPONSOR

- Become an official sponsor and get even more visibility!
- This allows you to optimize your brand and put your products/services forward.

What is included:

- ✓ Your logo and link to your website in the La Presse + Show Guide
- ✓ 100 complimentary tickets
- ✓ A personalized promo code in the name of your company to invite your clients and prospects to the show by offering them \$5 off ticket purchases.
- ✓ Your banner in one of our newsletters (99 000 targeted and volunteer readers)
- ✓ Your logo in the Partners & Sponsors section of our website

OPTION	COST(\$)
1	2 500





# ONLINE TICKETING SPONSOR

- Your logo on each of the pages of the online ticketing platform.
- Your name and logo in all elements of the paid media campaign of the Show:
  - ✓ TV
  - ✓ Radio
  - ✓ Web campaign
  - ✓ Print
- Inclusion in all newsletters promoting online ticket purchases (99 000 targeted and volunteer readers)
- Inclusion in all social media posts each time online ticket purchases are mentioned
- 2 exclusif social media posts
- Your logo on the Partner & Sponsor page and on the Information page of the website
- Web banner on rotation on all website pages

**COST** : contact us for more information



The screenshot shows a web interface for selecting a ticket. At the top, there is a red header with the text "Sélection de billet". Below this, there is a form with a red border. The form contains a field for "Code promotionnel (si applicable):" with an empty input box. Below the input box, there is a line of text: "L'inscription « Promotion acceptée » apparaîtra si vous avez indiqué le bon code promotionnel. Veuillez inscrire votre code promotionnel et appuyer sur 'Entrée'." Below this, there is a section for "Admission générale adulte" with a price of "14,00 \$ chaque" and a dropdown menu showing "0". To the right of this, there is a "Total: 0,00 \$" label. In the center of the form, there is the OAC1Q logo, which consists of the letters "OAC" in blue and "1Q" in orange. Below the logo, there is a line of text: "vous remercie d'avoir acheté vos billets en ligne." Below this, there is a line of text: "16\$ à la billetterie - Entrée gratuite pour les enfants de 5 ans et moins." Below this, there is a line of text: "Les billets pour les étudiants, aînés, enfants et les passeports famille seront disponibles à la billetterie les jours de salon." Below this, there is a line of text: "Toutes taxes incluses."

# USE OF OUR LOGO

- Import the Show logo for free and place it on your website.
- This will enable your future customers and existing ones to get a sneak peak of the Show, its' attractions, and entice them to come and visit you at your booth.

It's easy:

- ✓ Ask us for our logo at [exposants@expomediainc.com](mailto:exposants@expomediainc.com)
- ✓ Download and save the logo onto your computer
- ✓ Import it onto your website
- ✓ Add the following hyperlink to the image:
  - ✓ <http://salonnationalhabitation.com/fr/accueil.snh>



Presented by

 **EspaceProprio**  
initiative de  Desjardins