MARKETING KIT 2026

SALON NATIONAL PHABITATION

Présenté par



March 12th to 15th 2026
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.

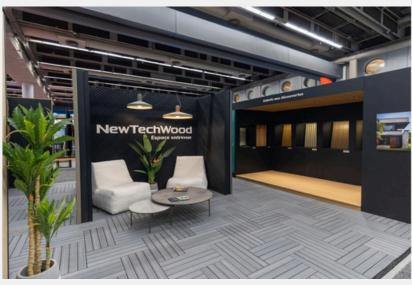
In order to get the best visibility before, during and following the Show, take advantage of the variety of promotional tools offered by the Show. Our digital tools are here to help you attract visitors right to your booth to see and hear about your products and gain your trust.

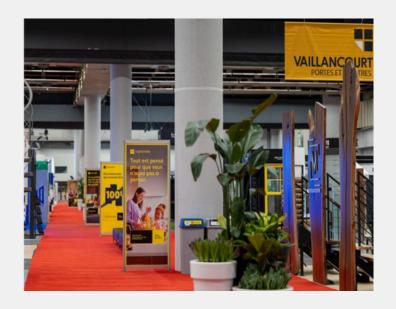
Let us propel your company's image and help you maximize on your investment with tools that will allow you stand out from your competition. Whether through onsite visibility or through our digital tools, we can customize a marketing package to suit your needs.











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 | 1 banner ad + 1 hyperlink leading to your website | 1500 |



BANNER ON OUR WEBSITE

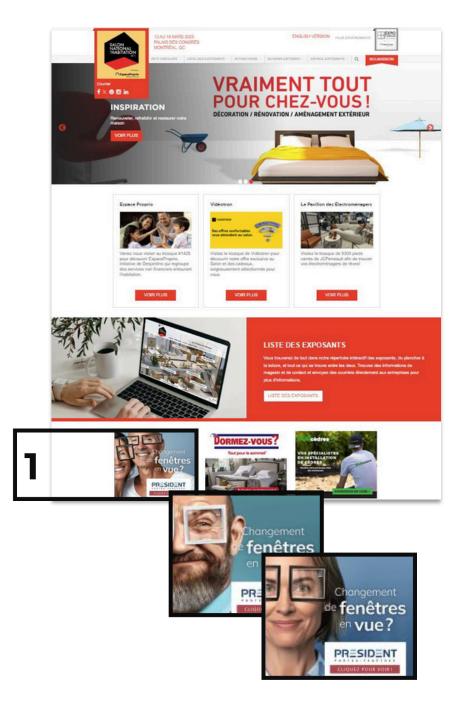
Outshine your competitors with your company branded web banner!

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 |



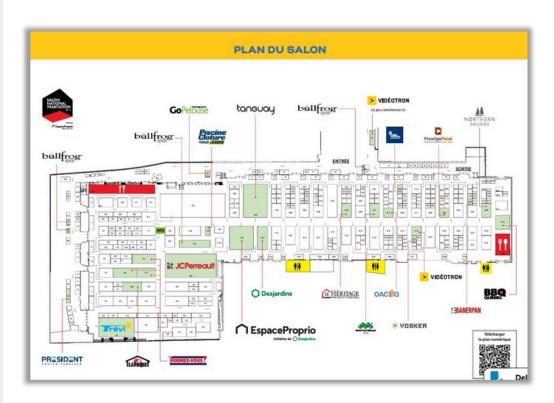
YOUR LOGO ON THE SHOW FLOOR PLAN

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 |



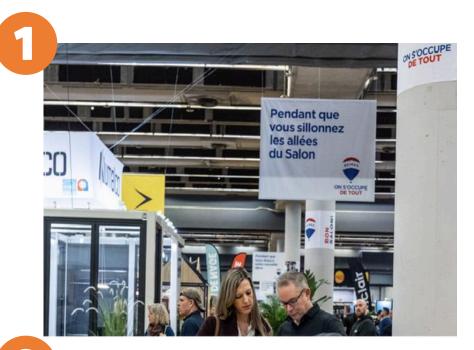
ONSITE SIGNAGE

Why consider onsite signage?

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

ONSITE SIGNAGE

- ARIEL BANNER Banner suspended on the main aisle
 - OPTION 1: BANNER HANGING VISIBILITY FEE
 - Production by exhibitor
 - Banner hanging fees excluded must be ordered from the Palais des congrès
 - Must be approved by Expo Media
 - PRICE: 2 000\$
 - OPTION 2: BANNER HANGING VISIBILITY FEE + PRODUCTION
 - Production through Expo Media
 - Must be approved by Expo Media
 - o Dimensions: 96 x 96 inches
 - Weight: under 25lbs
 - PRICE:3000\$*
- ARIEL BANNER Banner suspended above your booth space
 - Production fees not included
 - Banner hanging fees not included must be ordered from the Palais des congrès
 - Must be approved by Expo Media
 - PRICE OF VISIBILITY FEE: 500\$





ONSITE SIGNAGE

- COLUMN SIGNAGE Banner wrapped onto the main aisle columns
 - VISIBILITY FEE: 2000\$ / per column
 - Production by Expo Media price on demand
 - Hanging fees not included to be ordered with the Palais des congrès
 - Approval by Expo Media
- FLOOR SIGNAGE Floor sticker decals
 - Four (4) floor decals placed in the aisles to direct visitors to your booth and increase brand visibility
 - Strategic placement chosen by our team
 - Dimensions: 20" x 20" circular decal sticker
 - · Visibility fee, production and installation by Expo Media included

PRICE: 900\$*

- MAIN AISLE SIGNAGE self standing structures
 - Double sided self standing pannels
 - Dimensions: 38.125 x 91 inches
 - Printing fees included

PRICE: 2500\$*

* Cost of graphic design and visual production not included * Taxes not included







SIGNAGE IN THE PUBLIC AREAS OF THE PALAIS DES CONGRES

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 galleries.

SIGNAGE IN THE PALAIS DES CONGRÈS

- SELF STANDING STRUCTURE BOX
 - Price: 6 500\$*
 - Self-standing structure
 - Printed on all (4x) sides
 - Printing and installation fees included
- **TELEVISION SCREENS**
 - Strategically placed
 - Price per screen: 2 000 \$ / 4 days *
 - Price for (x5) screens: 6 000\$ / 4 days*
- **VIDEO WALL**
 - Strategically placed in the heart of the activity in the Palais des congrès
 - Exclusive advertiser price: 12 000\$*
 - Multiple advertiser price: 6 000\$*
 - Subject to remaining availability

* Cost of graphic design and visual production not included * Taxes not included



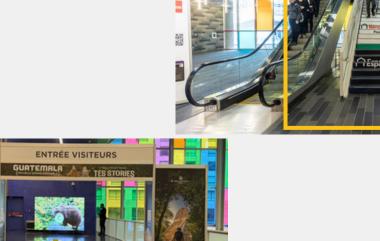




SIGNAGE IN THE PALAIS DES CONGRÈS

- 4 STAIRS
 - Production fees and installation by Expo Media not included
 - Price: on demand*
 - Contact us for availability
 - First come, first serve basis
- 5 ENTRANCE ARCHE
 - Production and installation by Expo Media included
 - Price: 6 500\$*
 - Contact us for availability
 - First come, first serve
- **6** SELF STANDING STRUCTURE TOTEM
 - Production and installation by Expo Media included
 - Dimensions (1 side): 38.125 x 91 inches
 - Price: 2500\$*

* Cost of graphic design and visual production not included * Taxes not included







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 conherent 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:

1 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 |



2 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 +







- 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



- 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 (\$) |
|-----|-----------|
| 7 | 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



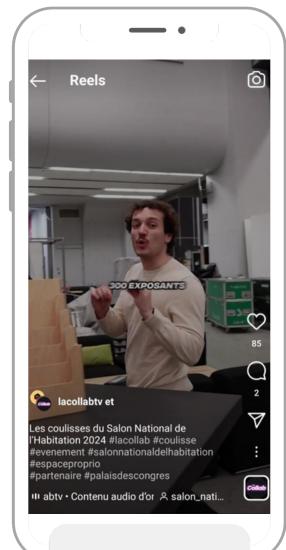
- 13,8K followers
- 18,1K page visits
- 386 000 impressions



- 2450 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

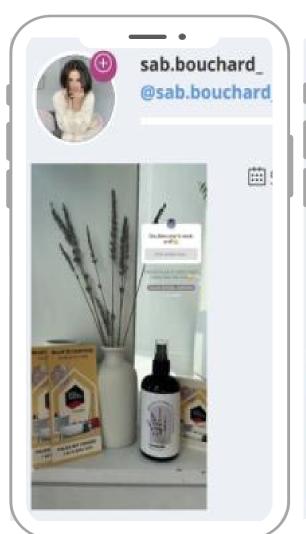
INFLUENCER UNBOXING ON SOCIAL MEDIA

- Offer a promotional item in our packages to influencers.
- About fiften 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



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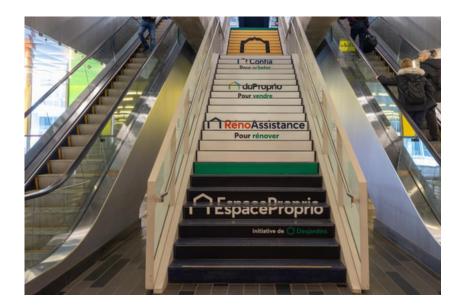


SHOW PRESENTER

- 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:
 - o 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 mentionned 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 \$





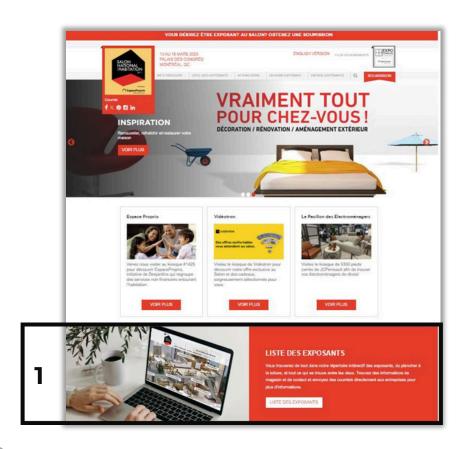
CATEGORY SPONSOR

- Become an official sponsor and get even more visbility
- 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 personnalized 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 | 2500\$ |



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
 - Media 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 mentionned
- 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



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 the logo: exposants@expomediainc.com
- Download the logo and import it onto your website (resize as needed)
- Add the following link to the show's website:
 http://salonnationalhabitation.com/fr/accueil.snh



Présenté par



SALON NATIONAL PHABITATION MTL

Présenté par

