

A modern living room interior featuring a light-colored sofa with several patterned and solid-colored pillows. A low, dark coffee table is in front of the sofa, holding a glass of water and some decorative items. The background is a dark wall.

MARKETING KIT

≈≈≈ MARCH 9-18, 2018 ≈≈≈
PLACE BONAVENTURE

A close-up view of a large, multi-tiered crystal chandelier. The chandelier is composed of numerous clear, faceted crystals hanging from thin wires, creating a sparkling effect. The background is dark, making the crystals stand out.

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

You have chosen to participate in the 2018 Montreal National Home Show, THE reference in Canada for everything related to renovation, decoration and outdoor landscaping for 39 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.

This year, the Montreal National Home Show is entering a new era: immersed in an interactive platform, particularly thanks to the power of social media and real-time digital display, our 138,000 visitors will be enticed to more than just a show visit, but rather a 360° experience in the world of renovation and decor.

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



FILE
HIGNOML

NEWSLETTER

Take part and benefit from:


- More than 88,000 targeted and volunteer readers
- An open rate of 33%.

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

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




March 10-19, 2017 | Place Bonaventure

1 RE/MAX: Proud Partner
Tranquilli-T Programme




Re/Max has proven that it sells more by giving more, thanks to this program that enhances what our agents offer their clients. Agents understand the significance of this transaction for their clients, and want to provide them with maximum protection against setbacks in the process of buying or selling to ensure a positive experience at no extra cost.



[READ MORE \(in french only\)](#)


3



Urban Barn Main Stage
Over 100 conferences!

Conferences present by experts, celebrities and designers will provide you with all the latest tips and tricks, new ideas and helpful advice for your decor, renovation and outdoor landscaping projects. Keep your eyes open, the full program will be unveiled shortly!

[READ MORE](#)




AMÉNAGEMENT SOLEIL PLUS
Créez le paysage de vos rêves!

- BAVOISE
- PRÉ-AGENCÉMENT ÉCOLOGIQUE
- MAISON
- AMÉNAGEMENT
- PISCINE

THE LARGEST SHOWROOM IN CANADA
3654

2



Urban Barn
Right at Home

'tis the season
[SHOP NOW](#)

Thank you to our Show Partners!

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:

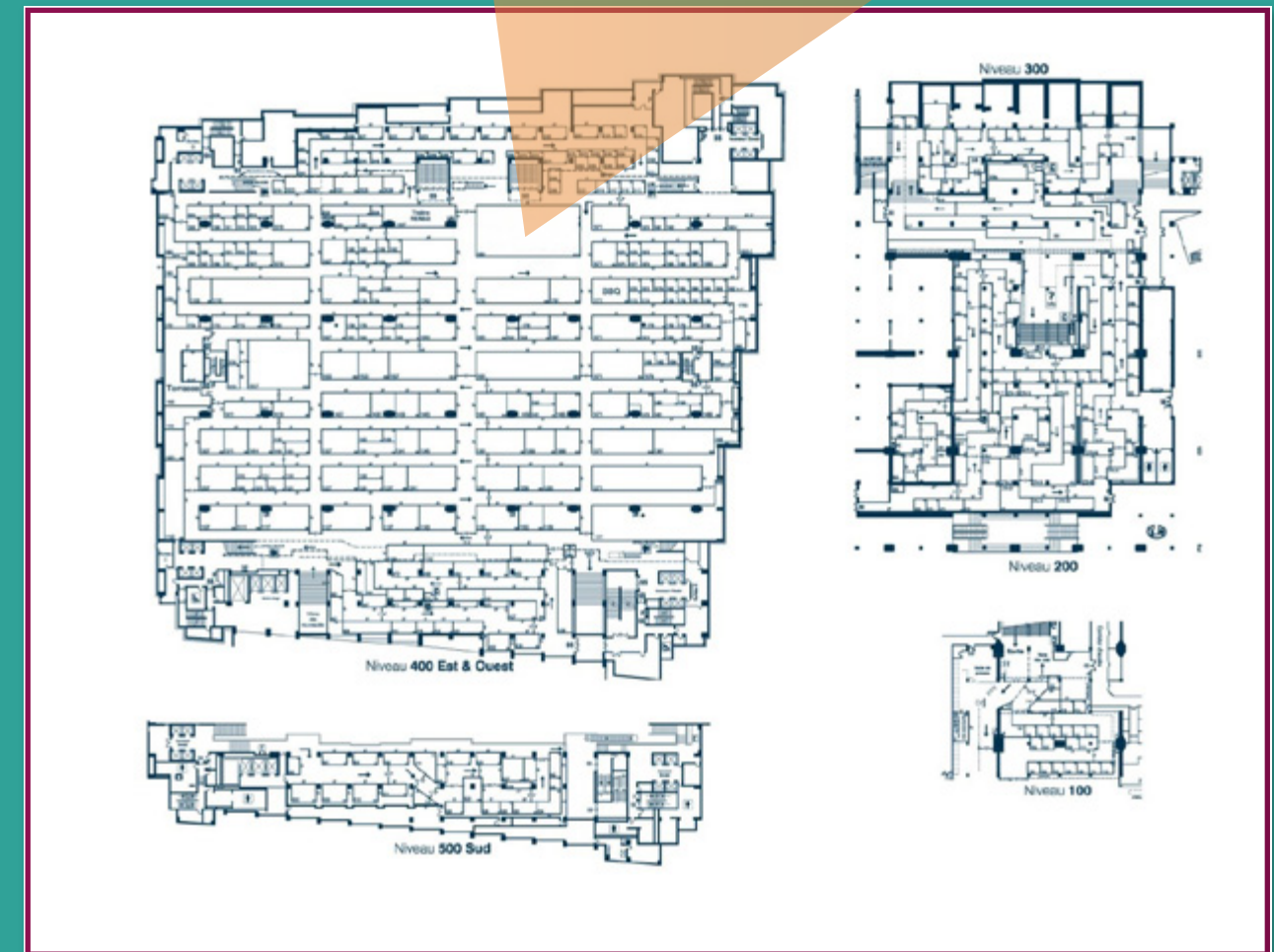
- the floor plan at the information booth,
- the floor plans distributed to visitors,
- the final floor plan on the Show's website.

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?

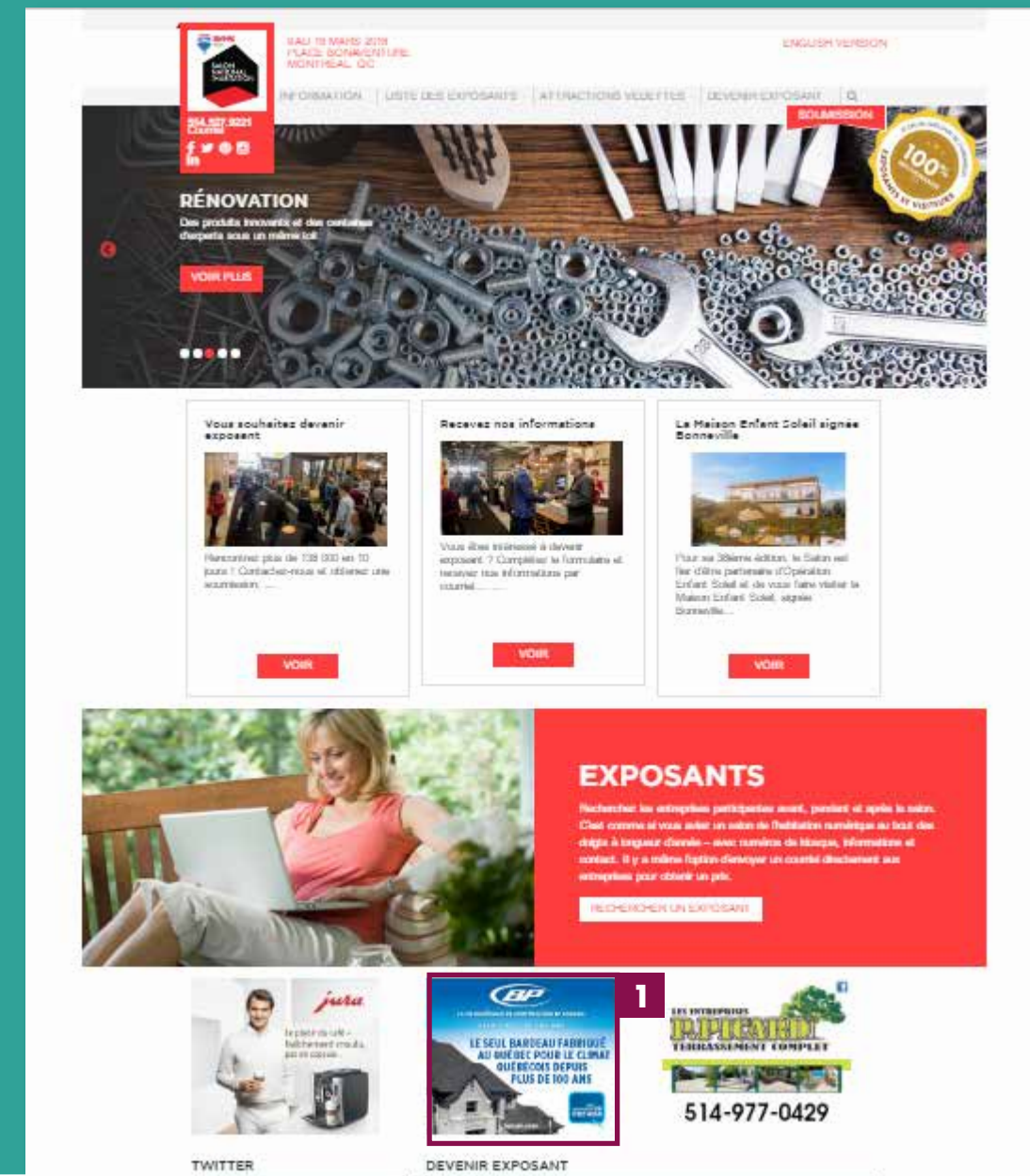
The Show website is...

- 421 934 view pages
- 105 711 users
- 143 249 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:

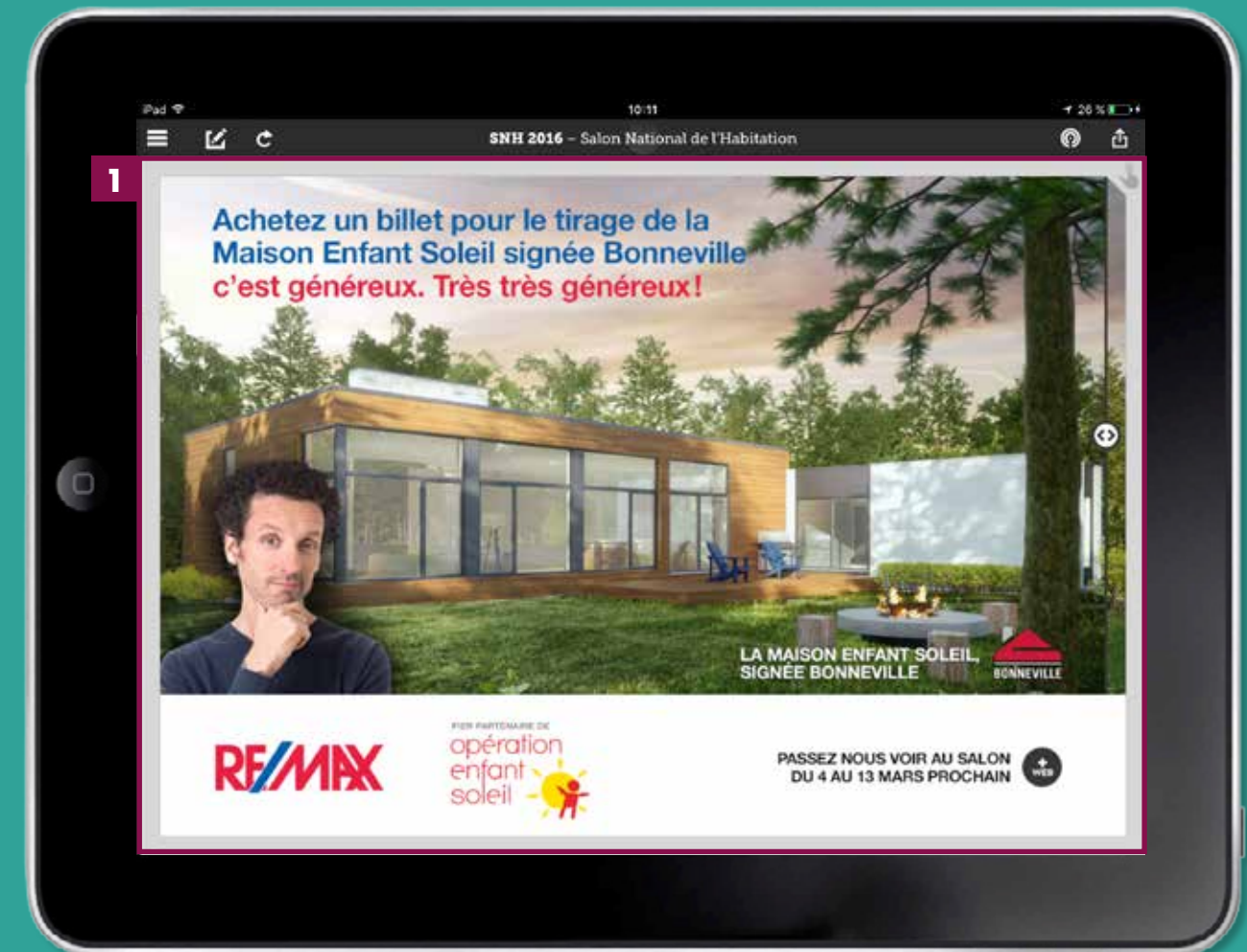
1

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



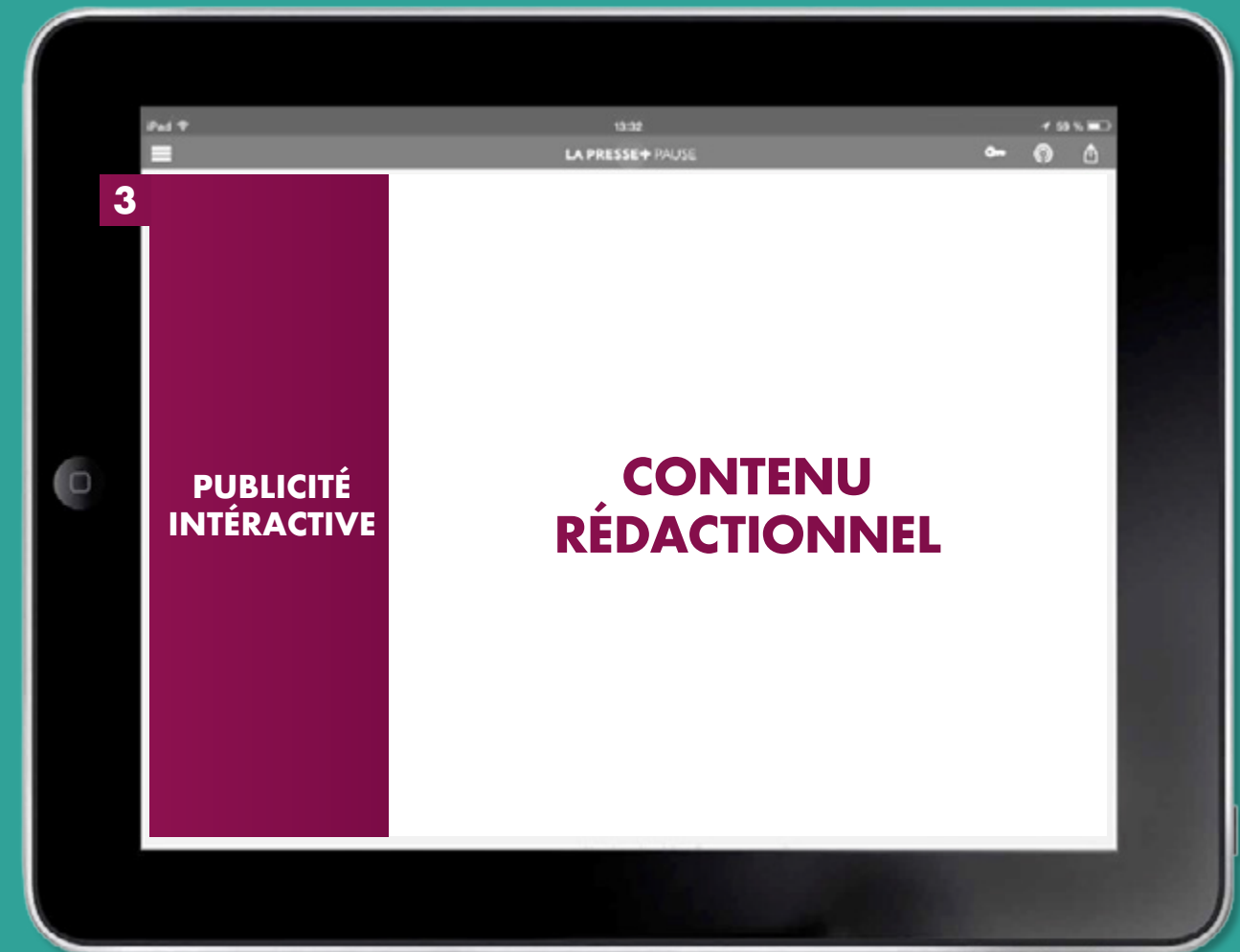
3

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





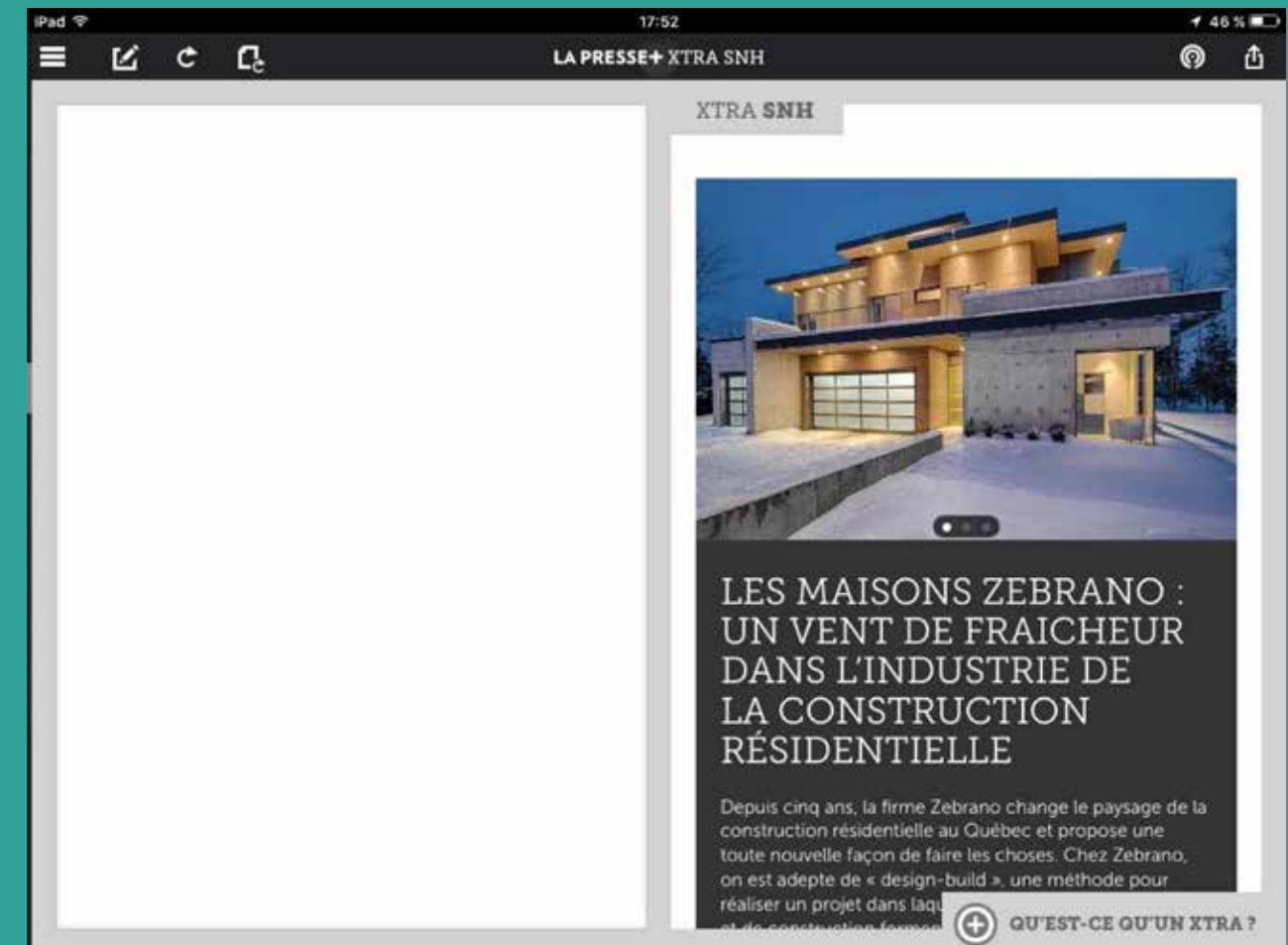
EDITORIAL CONTENT

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 promo 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



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





CATEGORY OFFICIAL SPONSORSHIP

Become category official sponsor and benefit from even more visibility!

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

COST: \$5,000 | INVENTORY: 10

VARIOUS AVAILABLE OPTIONS:

ACTIONS
Exclusivity in your category
Visibility as official supplier in our various marketing communications
Your logo on our website and in our Official Show Guide
Your banner in one of our newsletters
Your logo located at Show entrance
A "Official Supplier" floor decal in front of your booth
25 complimentary tickets

THE EXHIBITOR WEB BUTTON

Import the Show logo, at no cost, and place it in 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,



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>