CENTRE DE FOIRES

PROMOTION SUPPORT GUIDE

ExpoCité | VILLE DE QUÉBEC

Thank you for choosing ExpoCité:

the biggest event site in eastern Canada

Every year, more than 2 million visitors participate in an activity on ExpoCité's site. These visitors represent opportunities to increase the number of participants to your event.

In order to contribute to this growth, ExpoCité and its partners offer you solutions to support the promotion of your event. Outdoor advertising, Web, broadcasting; several tools are available to ensure optimal visibility for your event.

ExpoCité's Promotion Support Guide provides details on the range of tools available to ensure the success of your event at the Centre de Foires, which welcomes over 500,000 visitors annually.

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1 Outreach through ExpoCité

The opportunity to stand out, shine, and leave a lasting impression on your audience comes through the visibility of your event.

Whether through our website, eye-catching banners, spectacular wall wraps, or strategic partnerships, we are committed to providing you with the tools you need to succeed.

At ExpoCité, we help you promote your events!

1.1.
Site Web d'ExpoCité

Take advantage of the free promotion of your event on ExpoCité's website to increase its visibility. With an average of 16,300 unique visitors per month (3 pages viewed on average per visit, with an average visit duration of 2.26 minutes), expocite.com is an effective platform for reaching a wide audience.

▪ Tile featuring the event in the web calendar (https://expocite.com/en/events/).

▪ Exclusive event page with all relevant information, photos and link to ticketing.

▪ Value of $600 per month (included in your contract).

The information provided will be used, depending on the nature of the event and your preferences, to populate various broadcasting platforms and contribute to the visibility and success of events hosted at ExpoCité.

1.2.
Social Media

ExpoCité is committed to supporting the success of your event by offering a free post on its Facebook page. This service is designed to help you reach a larger audience and increase the impact of your event.

1.3.
Dynamic signage and video broadcasting

The Centre de foires features a dynamic signage network, consisting of several screens strategically placed in high-traffic areas and at the entrances of certain rooms.

The informational signage for events is determined based on all the events taking place simultaneously.

- Indoor digital screens (see image 1)

    - Displays ongoing events
    - Displays the next six upcoming events
    - Resolution: 1920 x 1080 px
    - Included in the contract
    - Cost for broadcasting video images (without sound) and displaying sponsor logos: $300 per event

- Outdoor digital screens (see image 2)

    - Displays ongoing events
    - Displays the next four upcoming events
    - Dimensions (w x h): 19 ft 8 in x 3 ft 3 in (resolution 1248 x 208 px)
   - Included in the contract

Custom signage
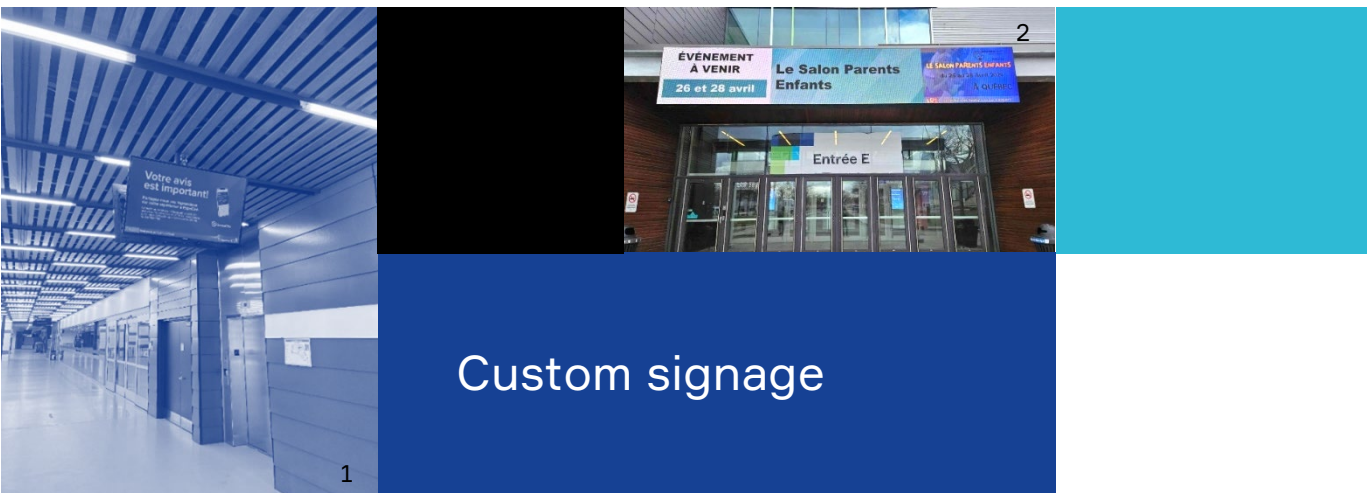
1.4.
Banners on the site and nearby

The Centre de foires offers several banner display options on its front and rear façades, both visible from Highway Laurentienne.

At the front of the Centre de foires

- Rectangular structure above doors A-B and C-D (1 per door) (see image 1
  - Dimensions (w x h): 28 ft x 10 ft

- Architectural pointed structure between doors A-B and C-D (2 display sides available) (see image 2)
  - Dimensions (w x h): 14 ft 6 in x 19 ft 6 in

- Architectural pointed structure to the left of door E (2 display sides available)
  - Dimensions (w x h): 14 ft 6 in x 19 ft 6 in

- Square structure to the right of doors C-D
  - Dimensions (w x h): 14 ft x 16 ft 4 in
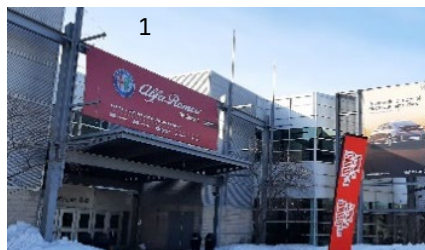
Visibility is the power
to be seen
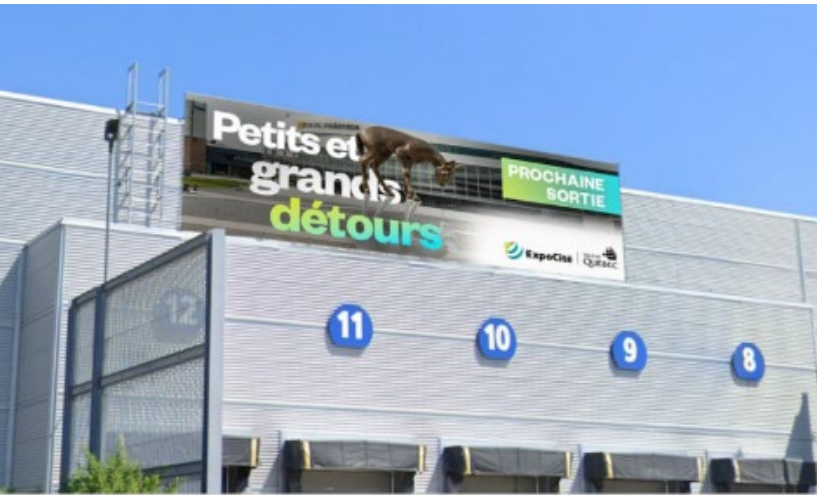
A banner to think big

At the rear of the Centre de foires

- Banner (1) visible from Laurentienne Autoroute (69,000 vehicles per day)
    - Excellent brand awareness media during the event week!
    - Dimensions (w x h): 40 ft x 10 ft
    - Cost: $1,800 for the event week (production costs extra, installation must be done by ExpoCité and is included in the price)

Important notes

- **Approval**: All visuals must be approved by ExpoCité before installation.

- **Administrative fees**: All listed prices include administrative fees. In cases where ExpoCité assumes certain expenses due to the lessee's default, ExpoCité reserves the right to apply an additional 15% administrative fee on the invoice amount for related work.

- **Other fees**: All production, installation, and deinstallation costs are additional and are your responsibility (unless otherwise stated).

- **Availability**: Based on availability and respecting order deadlines, ExpoCité will establish the display priority.

- **Deinstallation**: Ensure that all your signage is removed according to the deinstallation dates specified in the contract. Coordinate access hours to the inside of the Centre de foires with the on-site operations manager.

1.5.
Interior wall wrap

Make your event shine with striking visibility! Take advantage of the opportunity to dress up multiple walls at the Centre de foires to promote your event in a bold way.

Lobby A:

- Wrapping of 4 columns, full height
  - Dimensions of columns (w x h):
    15 in x 94 in (4 sides per column)
- Sticker wrapping on the tops of aluminum tables (20)
  - Dimensions (w x h): 27 in x 27 in

Lobby E:

- Wall wrap (see image)
  - Dimensions of the wall (w x h): 17 ft x 11 ft
- Sticker wrapping on the tops of aluminum tables (15)
 - Dimensions (w x h): 27 in x 27 in

A powerful
solution

Exit doors A-B and C-D:

- Wall wrap above the glass doors. Mainly visible when visitors are exiting (see image 1)
    - Dimensions of the wall (w x h): 31 ft x 6 ft

Ticketing area:

- Wall wrap on the left and/or right wall of the ticketing area (see image 2)
    - Dimensions of the left wall (w x h): 19 ft x 11 ft (see image 2A)
    - Dimensions of the right wall (w x h): 26 ft x 11 ft (see image 2B)

Walls that reflect your brand
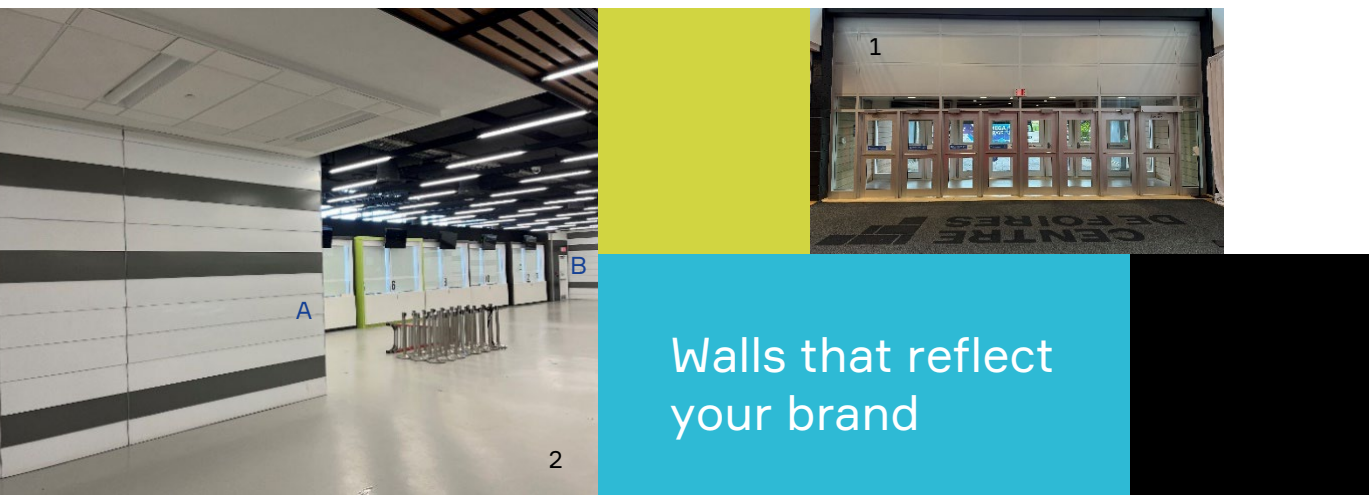
Access corridors to the exhibition halls (entry-exit)

- 6 corridors providing access to the exhibition halls: A, B, C, D, and E (2 corridors for access to hall E)
    - Cost: $850 per corridor for the duration of the event

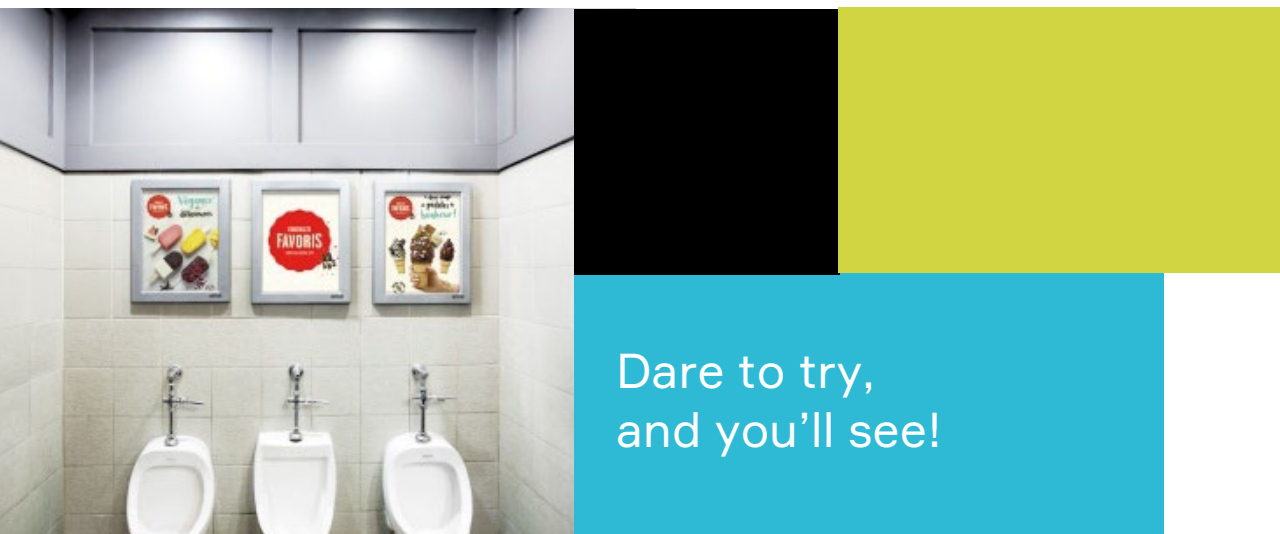| Corridor	Left Wall (w x h)	Right Wall (w x h)
A	30 ft x 11 ft	30 ft x 11 ft
B	28 ft x 11 ft	24 ft x 11 ft
C	30 ft x 11 ft	30 ft x 11 ft
D	29 ft x 11 ft	20 ft x 11 ft
E1	33 ft x 11 ft	31 ft x 10 ft
E2	33 ft x 11 ft	37 ft x 11 ft

Multiple display options

Displays in the ground floor restrooms:

- One framed "Astral" style poster per restroom (6 restrooms on the ground floor):
  - Dimensions (w x h): 13 in x 17 in (with a 1-inch margin around the edges)
  - Cost: $600 for the duration of the event for all six posters

Important notes

- **Approval**: All visuals must be approved by ExpoCité before installation.

- **Administrative fees**: All listed prices include administrative fees. In cases where ExpoCité assumes certain expenses due to the lessee's default, ExpoCité reserves the right to apply an additional 15% administrative fee on the invoice amount for related work.

- **Other fees**: All production, installation, and deinstallation costs are additional and are your responsibility (unless otherwise stated).

- **Availability**: Based on availability and respecting order deadlines, ExpoCité will establish the display priority.

- **Deinstallation**: Ensure that all your signage is removed according to the deinstallation dates specified in the contract. Coordinate access hours to the inside of the Centre de foires with the on-site operations manager.

Dare to try,
and you'll see!

1.6.
Timeline

Platform	Criteria to be met	Timeline
Posting on the ExpoCité website (free)	▪ Public events will be posted on the ExpoCité website ▪ Invitational events will be posted on the ExpoCité website upon request by the Tenant only ▪ Private events will not be posted on the ExpoCité website	▪ As soon as the contract is signed
Display on indoor screens at the Centre de foires (free)	▪ Current events (name and room) - dedicated panel ▪ Upcoming events (name and dates) – 3 digital panels of 2 events per panel ▪ Maximum loop of 6 panels	▪ As soon as three months before the event (depending on availability)
Display on outdoor screens at the Centre de foires (free)	▪ Current events (name and room) - dedicated panel ▪ Upcoming events (name and dates) – 4 digital panels ▪ Maximum loop of 5 panels	▪ As soon as three months before the event (depending on availability)
Banner on the Laurentienne Autoroute (for a fee)	▪ Can be shared by two events simultaneously ▪ Major events only ▪ Priority for events at the Centre de foires	▪ Display from the Monday preceding the event until the day after the end of the event
Banner at the entrance of the Centre de foires (for a fee)	▪ Only one event per entry ▪ Can be customized with a partner's colors	▪ Display possible only on the days of the event

1.7.
Summary table

Location	Specific area	Rate
BANNER		
Front of the Centre de foires	▪ Rectangular structure above doors A-B	On request
	▪ Rectangular structure above doors C-D	On request
	▪ Pointed structure between doors A-B (2 sides available)	On request
	▪ Pointed structure between doors C-D (2 sides available)	On request
	▪ Pointed structure to the left of door E (2 sides available)	On request
	▪ Square structure to the right of doors C-D	On request
Back of the Centre de foires	▪ Rectangular structure visible from the Laurentian Autoroute	$1,800
WRAPPING		
Lobby A	▪ 4 columns (4 sides)	On request
	▪ Tops of tables (20)	On request
Lobby E	▪ One wall	On request
	▪ Tops of tables (15)	On request
Exit doors A-B	▪ Wall above the glass doors	On request
Exit doors C-D	▪ Wall above the glass doors	On request
Ticketing area	▪ Left wall	On request
	▪ Right wall	On request
Access corridors	▪ Access corridor to exhibition halls (A, B, C, D, E1, and E2)	On request
DISPLAY		
Restrooms	▪ In the 6 restrooms (Astral-type display)	On request

1.8.
Information to be provided

As part of the display of your event on the ExpoCité website and the screens inside the Centre de foires, shortly after the contract is signed, the Event Display Form will be sent to you in order to collect the necessary information and images for the promotion of your event.

Display	Criteria to be met
Information to provide	The following information must be provided to proceed with the event display: ▪ Even name ▪ Dates and times ▪ Pricing (if applicable) ▪ Event description ▪ Link to a website or an email address for further information ▪ Date when the information can be released
Image illustrating your event	▪ Resolution: 1920 x 1080 (Full HD) ▪ Format: JPG, PNG ▪ Image free of text and logo (royalty-free)
Logo of your event	▪ Web resolution ▪ PNG (format with transparency)

2 Promotional partners

In addition to the initiatives implemented by ExpoCité to promote and broadcast your event, several partners offer additional opportunities, either free of charge or at attractive rates.

Do not hesitate to contact them for all the details and to help promote your event.

2.1.
Ticketpro

Ticketpro provides all the necessary tools and support to ensure the smooth operation of your ticketing activities, whether online, through the call center or at ExpoCité ticket booths.

Ticketpro offers a solid ticketing network and works with you and ExpoCité to ensure your development and growth. You have free access to all new services and statements to facilitate the analysis of your statistics.

Tile and page dedicated to your event on the "client" site:
https://ww1.ticketpro.ca/?languageid=-1

🔗 Visit their website
https://www.ticketpro.ca/

Additional opportunities

2.2.
Ville de Québec | Idées de sortie

The "Things to Do" section on the Ville de Québec website aims to showcase activities taking place within the city. By providing visibility to events, exhibitions, performances, and more, it seeks to highlight the diversity and vibrancy of the city's cultural and recreational offerings.

🔗 Visit their website
https://www.ville.quebec.qc.ca/citoyens/art-culture/idees-sorties/index.aspx

2.3.
Tourism website for the Quebec City region

If your event truly attracts visitors from outside the Quebec City region, you can inform the regional tourism office by submitting a descriptive and engaging text about your event, along with the dates, location, and 4 to 5 photos, several weeks in advance for publication on the website quebec-cite.com. The content should be provided in both French and English and is subject to approval by their editorial team.

To submit an event, email:
communiquesdepresse@quebec-cite.com

2.4.
What to do in Quebec?

To reach the audience in the greater Quebec City area, submit a descriptive and engaging text about your event, including the dates, location, and 4 to 5 photos, several weeks in advance for publication on their website and/or in their seasonal magazine.

To submit an event, email:
contact@quoifaire.com

2.5.
Monlimoilou.com

Monlimoilou.com is an information platform which diffuses the local current events and emphasizes the Limoilou district and its merchants. With more than 40,000 visits per month (30,000 unique visitors), it is the ideal media to promote your event.

To submit an event, email:
https://monlimoilou.com/nous-joindre/?action=soumettre-activite

🔗 Visit their website
https://monlimoilou.com/activites-evenements/

Committed
partners

2.6.
Sport-Média

Be visible at the pavillon de la Jeunesse (pavillon Guy-Lafleur). There is a multitude of locations available for your advertising to reach a maximum number of customers.

Whether you want to shine at the community, regional or national level, Sport-Média can support you in achieving your advertising objectives. All services are turnkey. Their sports marketing specialists will be able to offer you solutions that will meet your expectations as well as your budget.

Visit their wbsite
https://sportmedia.ca/en/

A complete and diverse range of services

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