

# PROMOTION SUPPORT GUIDE



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.

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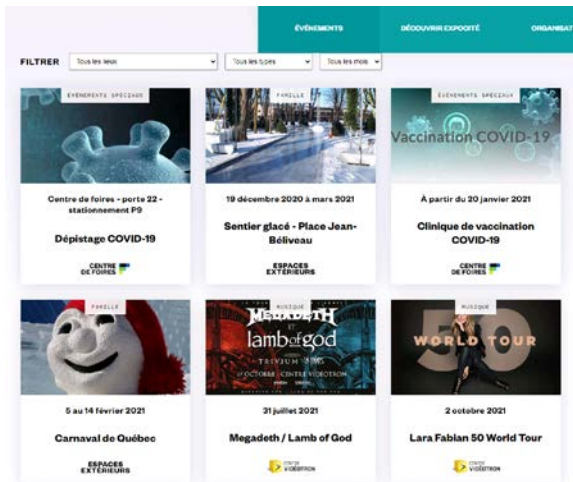
# 1.

## Outreach through ExpoCité

### 1.1. Web

Included in the agreement (at no additional cost), ExpoCité operates a website ([expocite.com](http://expocite.com)) receiving an average of 21,000 visits per month.

- 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 \$500 per month.



## 1.2. Dynamic signage and video broadcasting

Directional signage is a basic service included in your contract.

The Centre de foires has a dynamic signage network consisting of a group of screens strategically placed in the traffic areas and at the entrance to certain rooms. It allows you to broadcast information on the various activities of your event and to direct participants to them. The content of the titles to be displayed in the rooms must be sent to us two weeks before the event. We will determine the directional signage according to all the events taking place simultaneously.

For a small fee, it is also possible to schedule the broadcast of video images (without audio) and the display of your sponsors' logos. Simply send us your logo in .png format and we will take care of the rest.

- Indoor digital screens (68,500 visitors per month)
  - Up to six upcoming events displayed on the indoor screens of the Centre de foires
  - 1920 x 1080 resolution
  - Value of \$175 per event day



### Indoor screens (14)

Resolution: 1920 x 1080

Supported formats: PNG, JPEG, MP4 & MPEG

## 1.3. Newsletter | Nearly 400 subscribers

ExpoCité publishes a quarterly newsletter to keep its subscribers informed of the latest news. It is possible to include an article at no extra cost<sup>1</sup>.

It is also possible to schedule a dedicated newsletter. Contact your account manager for details.

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<sup>1</sup> Whether it is relevant news from a general ExpoCité perspective or specific to the organizers.

#### **1.4. Flags and banners on and around the site**

For a small fee, it is possible to display your event in banner format to improve its visibility on the site.

- Banner behind the Centre de foires visible from the *Laurentienne Highway* (17,000 vehicles per day - northbound only)
  - Excellent media to raise awareness the week before the event!
  - Format 40' x 10'
  - Value of \$1,000 per week (production and installation fees not included)
- Centre de foires entrance banner (entrances A-B and C-D only)
  - Enhancement of the directional signage during your event
  - Format 12.5' x 4'
  - Value of \$500 per week per unit (production and installation fees not included)
- Oriflammes on *rue de l'Exposition* (structures attached to lamp posts)
  - Enhancement of the flags during your event
  - Format 2' x 4'
  - Value of \$125 per week per unit (production and installation fees not included)

The information provided will be used, depending on the nature of the event and your will, to feed the various distribution platforms to contribute to the influence and success of events hosted at ExpoCité.



## 2.

# Procedures and costs

### 2.1. Timeline

Platform	Criteria to be met	Timeline
<b>Posting on the ExpoCité website</b>	<ul style="list-style-type: none"> <li>▪ Public events will be posted on the ExpoCité website, regardless of whether they are ticketed or non-ticketed</li> <li>▪ Invitational events will be posted on the ExpoCité website upon request by the Tenant only</li> <li>▪ Private events will not be posted on the ExpoCité website</li> </ul>	<ul style="list-style-type: none"> <li>▪ As soon as the contract is signed</li> <li>▪ As soon as one year before the event</li> </ul>
<b>Featured event on the home page</b>	<p>To be featured as a "feature" event on the homepage of the ExpoCité website, the following criteria must be met:</p> <ul style="list-style-type: none"> <li>▪ Public event (invitational events will not be featured on the homepage)</li> <li>▪ Large-scale event (events presented on the 2<sup>nd</sup> floor of the Centre de foires will not be displayed on the home page)</li> <li>▪ Priority to ticketed events</li> </ul>	<ul style="list-style-type: none"> <li>▪ As soon as one month before the event (depending on availability)</li> </ul>
<b>Display on indoor screens at the Centre de foires</b>	<ul style="list-style-type: none"> <li>▪ Current events (name and room) - dedicated panel</li> <li>▪ Upcoming events (name and dates) – 2 digital panels of 3 events per panel</li> <li>▪ Maximum loop of 6 panels</li> </ul>	<ul style="list-style-type: none"> <li>▪ As soon as three months before the event (depending on availability)</li> </ul>
<b>Banner on the Laurentienne Highway</b>	<ul style="list-style-type: none"> <li>▪ Can be shared by two events simultaneously</li> <li>▪ Major events only</li> <li>▪ Priority for events at the Centre de foires</li> </ul>	<ul style="list-style-type: none"> <li>▪ Display from the Monday preceding the event until the day after the end of the event</li> </ul>
<b>Banner at the entrance of the Centre de foires</b>	<ul style="list-style-type: none"> <li>▪ Only one event per entry</li> <li>▪ Can be customized with a partner's colors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Display possible only on the days of the event</li> </ul>

Platform	Criteria to be met	Timeline
Street banners on rue de l'Exposition	<ul style="list-style-type: none"> <li>▪ 20 double structures available on <i>rue de l'Exposition</i></li> <li>▪ 4 structures in the drop-off area of the Centre de foires</li> <li>▪ Can be customized with a partner's colors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Display possible only on the days of the event</li> </ul>

## 2.2. Information to be provided

Display	Criteria to be met
Information to provide	<p>The following information must be provided to proceed with the event display:</p> <ul style="list-style-type: none"> <li>▪ Name of the event</li> <li>▪ Dates and times</li> <li>▪ Fees if applicable</li> <li>▪ Description of the event</li> <li>▪ Link to a website or email address for additional information (ExpoCité will not post Facebook addresses)</li> <li>▪ Date on which the information could be disseminated</li> </ul>
Image illustrating your event	<ul style="list-style-type: none"> <li>▪ Resolution 1920 x 1080 (Full HD)</li> <li>▪ Format JPG, PNG</li> <li>▪ Image without text and logo (royalty free)</li> </ul>
Logo of your event	<ul style="list-style-type: none"> <li>▪ Web resolution</li> <li>▪ PNG</li> <li>▪ Format with transparency</li> </ul>



### 2.3. Values and costs

Promotional tool	Value	Cost
<b>Web (CPM \$20)</b>	\$500/month	Page included in the contract
<b>Newsletter (CPM \$10)</b>	N/A	N/A
<b>Dynamic signage (CPM \$30)</b>		
<ul style="list-style-type: none"> <li>Indoor digital screens</li> </ul>	\$175/event day	Display included in the contract (promo) \$75/day (advertising)
<b>Banners &amp; Flags (CPM \$7.20)</b>		
<ul style="list-style-type: none"> <li>Banner on <i>Laurentienne Highway</i></li> </ul>	\$1,000/week	1 week included in contract
<ul style="list-style-type: none"> <li>CDF entrance banner (unit)</li> </ul>	\$500/week	\$200/week
<ul style="list-style-type: none"> <li>Street banner on <i>rue de l'Exposition</i> (unit)</li> </ul>	\$125/week	\$50/week



## 3.

# Promotional partners

In addition to ExpoCité's efforts to promote your events, several partners offer additional opportunities with special rates. Do not hesitate to contact them for more details.

### 3.1. Ville de Québec | Idées de sortie

The objective of the “Ideas for outings” Web section of the Ville de Québec is to present to citizens and visitors the activities taking place on the territory of the city. By offering a showcase for events, exhibitions, shows, etc. taking place in Quebec City, it aims to illustrate the diversity and dynamism of its cultural and recreational offerings.



Visit their website

<https://www.ville.quebec.qc.ca/citoyens/art-culture/idees-sorties/index.aspx>

### 3.2. Grand Marché de Québec

A new gourmet destination in Quebec City, the Grand Marché offers its visitors a privileged contact with more than a hundred producers and processors from the region. Inspired by the world's most emblematic markets, the Grand Marché is sure to please everyone with its exceptional products and the diversity of activities offered to the general public.



Located in the heart of ExpoCité, it is a must-see destination for more than one million visitors per year.

- Grand Marché indoor digital screens (free of charge)
- Display of upcoming events in the next month on the Grand Marché indoor screens
- 2 x 70" screens (landscape format)
- 6 x 55" interactive terminal (portrait format)



Visit their website

<https://www.legrandmarchedequebec.com/en/>

### 3.3. Ticketpro | Ticketed events only

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://ticketprocanada.ca>

### 3.4. Monlimoilou.com

Monlimoilou.com is a platform of information 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 activity:

<https://monlimoilou.com/nous-joindre/?action=soumettre-activite>



Visit their website

<https://monlimoilou.com/activites-evenements/>

### 3.5. Sport-Média

Be visible at the [Pavillon de la jeunesse](#). 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 is able to 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 website

<https://sportmedia.ca/en/>

### 3.6. Astral | Lifestyle advertising

Astral provides all the advertising supports located in the public washrooms of the [Centre de foires](#) and the [Pavillon de la jeunesse](#).

With Astral's Lifestyle advertising, consumers can see your ads up close, maximizing their impact. Display your campaigns where your potential customers spend time.

The advantages of Astral's advertising displays:

- Brand awareness
- Incomparable impact
- Influence your customers' purchasing decisions



Visit their website

<https://www.bellmedia.ca/advertising-sales/out-of-home/product/lifestyle/>

**astral**

### 3.7. ShoppingRoad | Touch screen tower self-manageable and interactive with its user

Strategically positioned, the *E-Tower* interactive terminals allow users to benefit from useful information and dynamic signage services. This is a new means to respond to instant needs of consumers in the Centre de foires.

ShoppingRoad is a new direct communication media for a fast-moving community. The company focuses on innovation to propose a new style of service to its members and businesses.

With ShoppingRoad's patented software linked to the *E-Tower* interactive terminals, participating retailers benefit from a unique self-managing program for the dissemination of information about their products, services and promotions. In addition, the retailer has access to a system of sales reports and traffic statistics.



Visit their website

<https://shoppingroad.com/?lang=en>



