



THE NATIONAL HOME SHOW



**A TOP QUALITY EXHIBITION
WITH REPUTABLE PEOPLE**
NUMBER 1 FOR MORE THAN **30 YEARS**

**Don't miss the 33rd edition at
Place Bonaventure March 16 to 25, 2012**

*Every year, more than
500 exhibitors and partners choose
the National Home Show to
promote their products and services.*



- › Reach your sales objectives;
- › Generate on-site and short-term sales;
- › Compile a list of potential customers;
- › Launch new products and services;
- › Increase your visibility and brand awareness;
- › Evaluate where you stand with respect to your competitors.

WITH MORE THAN 150 000 VISITORS

80% have visited only one consumer show in the past 12 months;

65% consider the National Home Show as the must-see event for anyone interested in renovation or landscaping projects;

92,3% own their own home;

48,8% have an annual family income over \$75 000;

80,3% of our visitors are between 35 and 65 years of age.

WHAT OUR EXHIBITORS SAY:

89% say it's important to come to the National Home Show to engage with potential customers;

91% say it's important to participate in the National Home Show to create awareness of their products and services;

70% intend to or have already signed up for next year's show.

Source: Web survey conducted with online ticket purchasers in April 2010 following their visit to the Show.

*The National Home Show is without
question a priority event for JC Perreault.
The event was rewarding for us in terms
of our interactions with visitors, and it
was a pleasure to work with the
organizing committee.*

*Alain Trudel
General Manager
Meubles JC Perreault*

**Contact one of our exhibition consultants, Emmanuelle Bonneau or David Guertin
at 514 527-9221
www.montrealnationalhomeshow.com**



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THE RESOURCE FOR CONSTRUCTION, RENOVATION, HOME DECORATION AND LANDSCAPING.

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RATES:

Floor space rate:	\$25.00/square foot
Exceptions:	Level 200: \$25.50/square foot

All booths include 4 exhibitor badges per 100 sq. ft. 5% surcharge applies to all booths with more than one front.

FACT SHEET: \$750.00 (mandatory)

- Will be featured in: The Official Guide to the Show, 220 000 copies printed and distributed as an insert in La Presse, plus another 55 000 copies made available at the Show;
- and the online list of exhibitors on the Show's website: www.montrealnationalhomeshow.com



PROMOTIONAL OFFER 100% CONDO

Only during the two week-ends of the 2012 Show
March 17 and 18 as well as March 24 and 25, 2012

Booth location: \$20.00/sq. ft.
Includes 4 exhibitor badges per 100 sq. ft. (max. 50)

Inscription : \$500 (mandatory)

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Turnkey concept available which includes:

Black wall panel / header sign / carpet / furniture (a counter + 1 stool)
Price for 100 sq. ft.: \$800 + tx

OTHER PRODUCTS:

Pre-sale tickets:	\$12.00 instead of \$15
Additional exhibitor badges:	\$12.50

ADVERTISING:

NEW color « tabloïd » format; 220 000 copies printed and distributed as an insert in La Presse, plus another 55 000 copies made available at the Show

1/6 page	\$2 500
1/4 page	\$3 500
1/3 page	\$4 500
1/2 page	\$6 000
1 page	\$10 000
Inside front cover C2	sold
Inside back cover C3	sold
Back cover C:	sold

WEB VISIBILITY:

More than 280 000 unique targeted visitors consulted the Show's official website over a 12 month period last year.

Expand rotating banner (format 950 x 90)	\$3 500
Rotating big box (300 X 250)	\$2 500
Rotating half big box (300 X 95)	\$1 500

OTHER OPPORTUNITIES:

Sponsorship of the official show bag	sold
Distribution at the entrance or the exit of the show	\$5 500
Other sponsorship or special project	Available upon request

- Taxes not included. Prices subject to change without notice.

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