



# SALON NATIONAL DE L'HABITATION



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

**Don't miss the 32<sup>nd</sup> edition at  
Place Bonaventure March 18 to 27, 2011**

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



*Once again, it was an outstanding  
experience for JC Perreault. to be able to  
interact with visitors, who came by the  
thousands. The upbeat atmosphere and  
excellent organization of the Show make  
this event more and more enjoyable every  
year. To JC Perreault, it's an absolute must!*

**Alain Trudel**  
General manager  
Meubles JC Perreault



- › 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

### THE AVERAGE HOUSEHOLD INCOME IS \$85 000

- 78%** have visited only one consumer show in the past 12 months;
- 83%** consider the National Home Show as the must-see event for anyone interested in renovation or landscaping projects;
- 89%** own their own home;
- 70%** visit the Show as a couple;
- 68%** come to learn about new products and services in the home renovation and decoration sector.

## 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.

[www.montrealnationalhomeshow.com](http://www.montrealnationalhomeshow.com)



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

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## RATES:

<b>Floor space rate:</b>	\$24.50/square foot
<b>Exceptions:</b>	<b>Level 200:</b> \$25.50/square foot
<b>New for 2011</b>	<b>Mezzanine North:</b> \$12/square foot <b>below Mezzanine North:</b> \$12/square foot

All booths include 4 exhibitor badges per 100 sq. ft.

### FACT SHEET: \$750.00 (mandatory)

- Will be featured in: The 2011 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](http://www.montrealnationalhomeshow.com)

5% surcharge applies to all booths with more than one front.

## OTHER PRODUCTS:

<b>Pre-sale tickets:</b>	\$11.50 <i>instead of</i> \$15
<b>Additional exhibitor badges:</b>	\$12

## ADVERTISING:

The 2011 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

<b>1/4 page</b>	\$5 000
<b>1/3 page</b>	\$6 500
<b>1/2 page</b>	\$9 000
<b>1 page</b>	\$17 000
<b>Inside front cover C2</b>	\$17 000
<b>Inside back cover C3</b>	\$17 000
<b>Back cover C:</b>	sold

## WEB VISIBILITY:

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

<b>Rotating banner</b>	\$3 500
<b>Rotating Medallion</b>	\$1 800
<b>Rotating big box</b>	\$2 500
<b>Rotating half big box</b>	\$1 500

## OTHER OPPORTUNITIES:

<b>Sponsorship of the official show bag</b>	\$20 000
<b>Distribution at the entrance or the exit of the show</b>	\$5 000
<b>Other sponsorship or special project</b>	Available upon request

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

Contact one of our exhibition consultants, Emmanuelle Bonneau or Roland Régnier

**at 514 527-9221**

**[www.montrealnationalhomeshow.com](http://www.montrealnationalhomeshow.com)**