



 duProprio

Presents

DISTRICT HABITAT

Produced by the APCHQ
Montréal - métropolitain

SPONSORSHIP PROGRAM

Brossard Bell Complex

Terrebonne Expo Centre



District Habitat is a gathering place which positively contributes to your reputation, demonstrates your expertise and skills, inspire visitors to use your products and services with confidence.

67%

of companies claim that participating in home shows enhances the company's brand image and visibility.

63%

of companies say home shows help them expand or maintain their market share.

- ▶ Increase your visibility
- ▶ Stand out from the competition
- ▶ Increase your sales and expand your market share
- ▶ Built your brand image
- ▶ Get new prospects
- ▶ Gain media visibility





WHY CHOOSE THE TERREBONNE EXPO CENTRE?

- Region with the largest economic development in the construction sector in the last 10 years
- Large territory covering 3 large, populous and active administrative regions of Quebec: Laval, Lanaudière, Laurentides
- Multifunctional and modern site that comprises all the essential facilities
- At the intersection of major highways, near highway 640
- FREE and accessible parking
- Area of 80,000 sq. ft. to accommodate nearly 400 exhibitors
- 47% of North Shore residents are very or somewhat interested in attending a home show if it is located in Terrebonne

WHY CHOOSE THE BELL SPORTS COMPLEX?

- Untapped territory covering 16 MRCs
- Target population of more than 1 million and growing year after year
- Modern and new site which enjoys a good reputation and is close to the population
- Area of 70,000 sq. ft. to accommodate nearly 350 exhibitors
- At the intersection of major highways
- Future REM station from downtown Montreal
- 47% of South Shore residents are very or somewhat interested in attending a home show if it is located near the DIX30
- FREE and accessible parking for exhibitors and visitors



CONSUMER PROFILE

* The study is based on an online survey of homeowners in the greater Montreal area, aged 25 to 64. The sample comes from the Leger Marketing's web panel.

A total of 1002 interviews were conducted from February 14 to 18, 2019.

43%

have a family income of \$100,000 +.

76%

of homeowners aged 35-64-year-old live in the suburbs.

28%

have a budget of \$200,000+ for their project

Nearly 2/3

of Quebecers who wish to buy an existing property intend to undertake renovations during the first 5 years following their purchase.

71%

are full-time workers and 12% are retired.

54%

of respondents are very or somewhat interested in the new concept of the home shows: 62% of residents of the South Shore if the home show is located near the DIX30 and 47% of residents of the North Shore if the home show is located in Terrebonne.

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BECOME THE PRESENTER

Rate: \$75,000

COMBO Special: \$130,000

3 YEARS Special: \$60,000

1 not available

SOLD

TV & RADIO

- Your logo in the TV ads.
- Mention of your company in TV and radio ads.

ROADS SIGNS

- Your logo on the road signs.
- Your logo on the shuttles of the Brossard home show.

NEWSPAPERS & MAGAZINES

- Your logo on the header of print ads.

HOME SHOW GUIDE & TICKET

- Logo or mention of your company on the entrance ticket.
- Logo on the floor plan of the site inserted in the home show guide.
- Your logo on the front page of the home show guide distributed at the entrance of the home shows.
- Your logo on the partners page of the home show guide.
- Registration in the exhibitors' directory of the home show guide.
- Advertising in the home show guide (page C2 or C3).
- Discount from your company included in the home show guide.

WEB

- Your logo on the header of the website.
- Your logo on the footer of the partners page of the website with a hyperlink to your website.
- Registration of your company in the exhibitors' directory of the home show guide.
- Your logo on the web banners of the Google Ads campaign and media partners websites.
- Your logo on the floor plan of the site posted on the website and on the mobile application and/or website.
- Your logo on the home page of the mobile application and/or website.
- Your logo in the partners tab of the mobile application and/or website.
- Discount from your company included in the mobile application and/or website.
- Advertising (big box format) rotating on the website of the home shows for one year.
- Mention of your partnership in an article about the home show on the infopreneur blog of the APCHQ - région du Montréal métropolitain.

SOCIAL MEDIA & NEWSLETTERS

- Your logo on the Facebook cover photo and in the home shows newsletters.
- Mention of your participation as a partner on social media and in the newsletter of the home shows and of the APCHQ - région du Montréal métropolitain.
- Your logo in the social media campaign.
- Customized video testimonial produced by the APCHQ team and published on social media of the home shows and of the APCHQ.

PRESS RELATIONS

- Mention of your company in press releases and convening notices.
- Invitation to participate in the exhibitors' cocktail, to speak and to meet the attending media.
- Your logo on posters, pamphlets or other promotional material for the home shows at the APCHQ's points of service and at the events attended by the APCHQ - région du Montréal métropolitain.

ON SITE

- Exhibit space of 600 sq. ft.
- 30 accreditations.
- 30 sq. ft. of printed floor with your logo.
- 10 banners scattered on the site (provided by the partner).
- Your logo on the welcome sign of the site.
- Your logo on the partners acknowledgment walls located at the entrance and exit of the home shows.
- Logo on the interactive floor plan of the exhibition site.
- Your logo on the stands for digital tablets scattered on the site.



BECOME THE DIGITAL PARTNER

Rate : \$55,000

COMBO Special : \$100,000

3 YEARS Special : \$45,000

1 spot available

TV & RADIO

- Your logo in the TV ads.
- Mention of your company in TV and radio ads.

NEWSPAPERS & MAGAZINES

- Your logo in the Buy Your Ticket Online section of the print ads.
- Mention of your partnership in an article about the home show in the infopreneur magazines of the APCHQ - région du Montréal métropolitain (September and February issues).

HOME SHOW GUIDE & TICKET

- Logo or mention of your company on the entrance ticket.
- Logo on the floor plan of the site inserted in the home show guide.
- Your logo on the front page of the home show guide distributed at the entrance of the home shows.
- Your logo on the partners page of the home show guide.
- Registration in the exhibitors' directory of the home show guide.
- Full advertising page in the home show guide.
- Discount from your company included in the home show guide.

WEB & APPLICATION

- Your logo, as digital partner, on the Buy Your Ticket page of the website.
- Your logo on the footer of the partners page of the website with a hyperlink to your website.
- Registration of your company in the exhibitors' directory of the home show guide.
- Your logo on the web banners of the digital campaign.
- Your logo on the floor plan of the site posted on the website.
- Your logo in the online ticket purchase website.
- Mention of your partnership in an article about the home show on the infopreneur blog of the APCHQ - région du Montréal métropolitain.

SOCIAL MEDIA & NEWSLETTERS

- Your logo, as digital partner, on the Facebook page and in the home shows newsletters.
- Mention of your participation as a partner on social media and in the newsletter of the home shows and of the APCHQ - région du Montréal métropolitain.
- Your logo in the social media campaign.

PRESS RELATIONS

- Mention of your company in press releases.
- Your logo on posters, pamphlets or other promotional material for the home shows at the APCHQ's points of service and at the events attended by the APCHQ - région du Montréal métropolitain.
- Invitation to participate in the exhibitors' cocktail.

ON SITE

- Exhibit space of 400 sq. ft.
- 20 accreditations.
- 5 banners scattered on the site (provided by the partner).
- Your logo on the partners acknowledgment walls located at the entrance and exit of the home shows.
- Your logo on the floor plans.



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BECOME A COLLABORATOR

Rate: \$35,000

COMBO Special: \$62,000

3 YEARS Special: \$28,000

3 spots available

TV & RADIO

- Your logo in the TV ads.

ROADS SIGNS

- Your logo on the road signs.

NEWSPAPERS & MAGAZINES

- Your logo on the print ads.
- Mention of your partnership in an article about the home show in the infopreneur magazines of the APCHQ - région du Montréal métropolitain (September and February issues).

HOME SHOW GUIDE

- Logo on the show floor plan inserted in the home show guide.
- Your logo on the front page of the home show guide distributed at the entrance of the home shows.
- Your logo on the partners page of the home show guide.
- Registration in the exhibitor listing.
- Full advertising page.
- Discount from your company.

WEBSITE

- Your logo among the partners on the welcome page of the website with a hyperlink to your website.
- Registration of your company in the exhibitor list.
- Your logo on the show floor plan posted on the website and on the mobile application and/or website.
- Your logo in the partners tab of the mobile application and/or website.
- Mention of your partnership in an article about the home show on the infopreneur blog of the APCHQ - région du Montréal métropolitain.

SOCIAL MEDIA & NEWSLETTERS

- Your publication on the Facebook and Instagram page.
- An editorial or promotional text or a video and a web banner in 2 newsletters.
- Mention of your participation as a partner on social media and in the newsletter of the home shows and of the APCHQ - région du Montréal métropolitain.

PRESS RELATIONS

- Your logo on posters, pamphlets or other promotional material for the home shows at the APCHQ's points of service and at the events attended by the APCHQ - région du Montréal métropolitain.

ON SITE

- Exhibit space of 200 sq. ft.
- 10 accreditations.
- 5 floor decals scattered on the site (provided by the partner).
- Your logo on the welcome sign.
- Your logo on the partners acknowledgment walls located at the entrance and exit of the home shows.
- Your logo on the floor plan.



BECOME A DISTRICT SPONSOR

Rate: \$20,000

COMBO Special: \$36,000

3 YEARS Special: \$16,000



NEWSPAPERS & MAGAZINES

- Your logo in the partners section of print ads.

HOME SHOW GUIDE

- Logo, as a district sponsor, on the show floor plan inserted.
- Your logo on the front page of the home show guide distributed at the entrance of the home shows.
- Your logo on the partners page.
- Registration in the exhibitor list.
- Half-page advertising.
- Discount from your company.

WEBSITE

- Your logo among all the partners in the welcome page of the website with a hyperlink to your website.
- Registration of your company in the exhibitor listing.
- Your logo in the partners tab of the mobile application and/or website.
- Your logo, as a district sponsor, on the floor plan posted on the website and on the mobile application and/or website.
- Your logo or a mention on the District web page.
- Mention of your partnership in an article about the home show on the infopreneur blog of the APCHQ - région du Montréal métropolitain.

SOCIAL MEDIA & NEWSLETTERS

- Mention of your participation as a district sponsor on social media and in the newsletter of the home shows and of the APCHQ - région du Montréal métropolitain.
- Your logo in a post of acknowledgments in the home show social media.
- Your post in the home show social media.
- An editorial in one newsletter of the show.

PRESS RELATIONS

- Mention of your company name each time we speak about the district.

ON SITE

- Exhibit space of 100 sq. ft.
- 5 accreditations.
- Signage in the colours of your company at the entrance of your district.
- Your logo on the partners acknowledgment walls located at the entrance and exit of the home shows.
- Your logo on the floor plan located at the entrance of the home shows.

BECOME AN OFFICIAL SUPPLIER

Rate: \$10,000

COMBO Special: \$9,000

HOME SHOW GUIDE

- Your logo on the floor plan.
 - 1/4 ad.
-

SOCIAL MEDIA & NEWSLETTER

- An article in one newsletter.
 - One publication in the Instagram and Facebook page.
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ON SITE

- 50 free tickets.
 - A special online discount for your customers.
 - 5 floor decals with your logo mentioning: Official supplier (production extra).
 - Your logo on the partners acknowledgment walls located at the entrance and exit of the home shows.
 - Your logo, as a featured exhibitor, on the floor plan located at the entrance of the home shows.
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THE APCHQ COMMUNICATION TOOLS

- A personalized newsletter sent to all the Montreal area APCHQ members.
 - An article in the Montreal area APCHQ Facebook page.
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BECOME
A FEATURED EXHIBITOR

Rate: \$3,000

COMBO Special: \$5,500

HOME SHOW GUIDE

- Logo, as a featured exhibitor, on the floor plan.
- Registration in the exhibitor listing of the home show guide in the featured exhibitors' section.

WEB SITE

- Registration of your company in the exhibitor list with the mention "Featured Exhibitor".
- Your logo, as a featured exhibitor, on the floor plan.

SOCIAL MEDIA & NEWSLETTERS

- A web banner with an hyperlink leading to your web site in one newsletter.
- One post on a new product or a special Home Show discount in the Facebook page.

ON SITE

- 2 accreditations.
- A small poster in your booth with the mention: Featured Exhibitor.
- Your logo, as a featured exhibitor, on the floor plan located at the entrance of the home shows.



SPECIFIC SPONSORSHIP OPPORTUNITIES

MARKETING TOOLS	STANDARD RATE	COMBO SPECIAL (2 shows)
Sponsorship of the shuttles for the home show of District Habitat in Brossard.	\$10,000	N/A
Show bag official sponsorship Production costs extra	\$10,000	\$9,500
Promotional distribution at show exit	\$3,000	\$2,500
Custom video produced by the APCHQ team: presentation of your products, your companies, your new products, etc.	\$2,500	\$2,250
Advertising in the home show guide <ul style="list-style-type: none"> - Full page - Half-page - Quarter of a page 	\$1,750 \$995 \$650	\$1,600 \$895 \$600
Advertising (big box format) rotating on the website of the home shows	\$1,000	\$950
Advertising on social media of the home shows	\$350	\$300
Advertising in a newsletter of the home shows <ul style="list-style-type: none"> - Editorial or video and web banner - Editorial or video or web banner 	\$750 \$500	\$700 \$450
Leaflet distribution at show entrance	\$950	\$850
Logo on floor decal (5)	\$550	\$500

Need more information?

CONTACT US!

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WWW.DISTRICTHABITAT.CA

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