



DISTRICT
HABITAT

SPONSORSHIP PROGRAM

Brossard Bell Complex

Terrebonne Expo Center



WHO ARE OUR VISITORS?

87%

are home owners

60%

have a residential project

70%

consider works within 24 months

EVEN MORE VISIBILITY AT THE SHOW

- ▶ 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



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BECOME THE PRESENTER

Rate: \$45,000

COMBO Special: \$80,000

1 spot available

MEDIA CAMPAIGN

- Your logo everywhere through the media campaign: visually and orally

TICKET

- Logo or mention of your company on the entrance ticket

WEB

- Your logo on the home page
- Your logo in first position among the partners with hyperlink
- Registration of your company in the exhibitor directory with the "Presentor" symbol
- Advertising (big box format) with hyperlink rotating on the website of the home shows for one year
- Your logo on the sitemap displayed on the website

SOCIAL MEDIA & NEWSLETTERS

- Your logo on the Facebook cover photo and in the home shows newsletters
- Two dedicated publications on social networks
- Two articles and a dedicated banner in the newsletter
- Your logo in a partner thank you post

PRESS RELATIONS

- Mention of your company in press releases

ONSITE

- Three-person flying team
- Booth space of 800 sq.ft.
- 30 accreditations
- 50 p.c. of floor printed with your logo placed at the entrance of the show
- 5 banners displayed on the site (provided by the partner)
- Your logo on the wall of thanks located at the exit of the fairs + on digital screens
- Your logo on the plan of the show in the information booth and distributed to each visitor
- 50 free tickets

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BECOME THE DIGITAL PARTNER

Rate: \$30 000

COMBO Special: \$50,000

1 spot available

**MENTION OF YOUR COMPANY
EVERY TIME WE ARE TALKING
ABOUT THE PURCHASE OF
ONLINE TICKET**



MEDIA CAMPAIGN

- Your logo will appear everywhere throughout the media campaign: visually and orally whenever we talk about the online ticket sales

TICKET

- Logo or mention of your company on the entry ticket purchased online

WEB

- Your logo on the Purchase Tickets page
- Registration of your company in the exhibitor directory with the "partner" symbol
- Your logo on the sitemap displayed on the website
- Your logo on the online ticketing site
- Your logo among the partners with hyperlink

SOCIAL MEDIA & NEWSLETTERS

- Your logo on all online ticket purchase banners in newsletters
- A dedicated publication on social networks
- Two dedicated publications in the newsletter with banner
- Your logo in a partner thank you post

PRESS RELATIONS

- Mention of your company in press releases referring to online ticket sales

ONSITE

- Booth space of 600 sq.ft.
- 20 accreditations
- Your logo on the wall of thanks located at the exit of the fairs
- Your logo on the floor plan located in the information booth and distributed to each visitor
- 50 free tickets

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BECOME A COLLABORATOR

Rate: \$25,000

COMBO Special: \$40,000

3 spots available

MEDIA CAMPAIGN

- Your logo will appear throughout the media campaign: visually

WEB

- A Web banner on the home page
- Your logo among the partners with hyperlink
- Registration of your company in the exhibitor directory with the "collaborator" symbol
- Your logo on the sitemap displayed on the website

SOCIAL MEDIA & NEWSLETTERS

- A dedicated publication on social networks
- An article or a video and a Web banner in a newsletter
- Your logo in a partner thank you post

ONSITE

- Booth space of 500 sq.ft.
- 10 accreditations
- 5 stickers on the floor distributed in the aisles of the show
- Your logo on the wall of thanks located at the exit of the fairs + on digital screens
- Your logo on the plan of the show in the information booth and distributed to each visitor
- 50 free tickets

PRESS RELATIONS

- Mention of your company in press releases

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BECOME A DISTRICT SPONSOR

Rate: \$15,000

COMBO Special: \$25,000

MENTION OF YOUR COMPANY EVERY TIME WE TALK
ABOUT THE DISTRICT



NEWSPAPERS & MAGAZINES

- Your logo in the partners section of print ads.

WEB

- A Web banner on the home page
- Your logo among the partners with hyperlink
- Registration of your company in the exhibitor directory with the "District sponsor" symbol
- Your logo as a district sponsor on the site map posted on the website
- Your logo or a mention on the District page

SOCIAL MEDIA & NEWSLETTERS

- Your logo in a partner thank you post
- A dedicated publication on social networks
- An editorial text in a newsletter of the show

ON SITE

- Booth space of 400 sq.ft.
- 10 accreditations
- Stickers on the ground with your logo all along the course of your district
- Your logo on the wall of thanks located at the exit of the fairs
- Your logo on the plan of the show in the information booth and distributed to each visitor
- 50 free tickets

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BECOME A CATEGORY SPONSOR

Rate: \$7,500

WEB

- Registration of your company in the exhibitor directory with the addition of a "Category sponsor" symbol

SOCIAL MEDIA & NEWSLETTER

- A dedicated article in a newsletter
- A dedicated publication on social networks
- Your logo in the partner thank you post

ON SITE

- Positioning of roll-ups distributed in the living room
- 3 stickers on the ground with the logo and the mention: Category sponsor (production not included)
- Your logo on the wall of thanks located at the exit of the fairs
- Your logo on the plan of the show in the information booth and distributed to each visitor
- 50 free tickets

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BECOME A FEATURED EXHIBITOR

Rate: \$3,000

COMBO Special: \$5,500

WEB

- Registration of your company in the exhibitor directory with the addition of a Featured Exhibitor symbol
- Your logo as a featured exhibitor on the floor plan

SOCIAL MEDIA & NEWSLETTERS

- A Web banner in a newsletter with hyperlink
- A dedicated publication on a new product, a special salon discount

ON SITE

- 5 accreditations
- A poster in your booth with the mention: Featured Exhibitor
- Your logo as a featured exhibitor on the plan of the show in the information booth and distributed to each of the visitors
- 50 free tickets



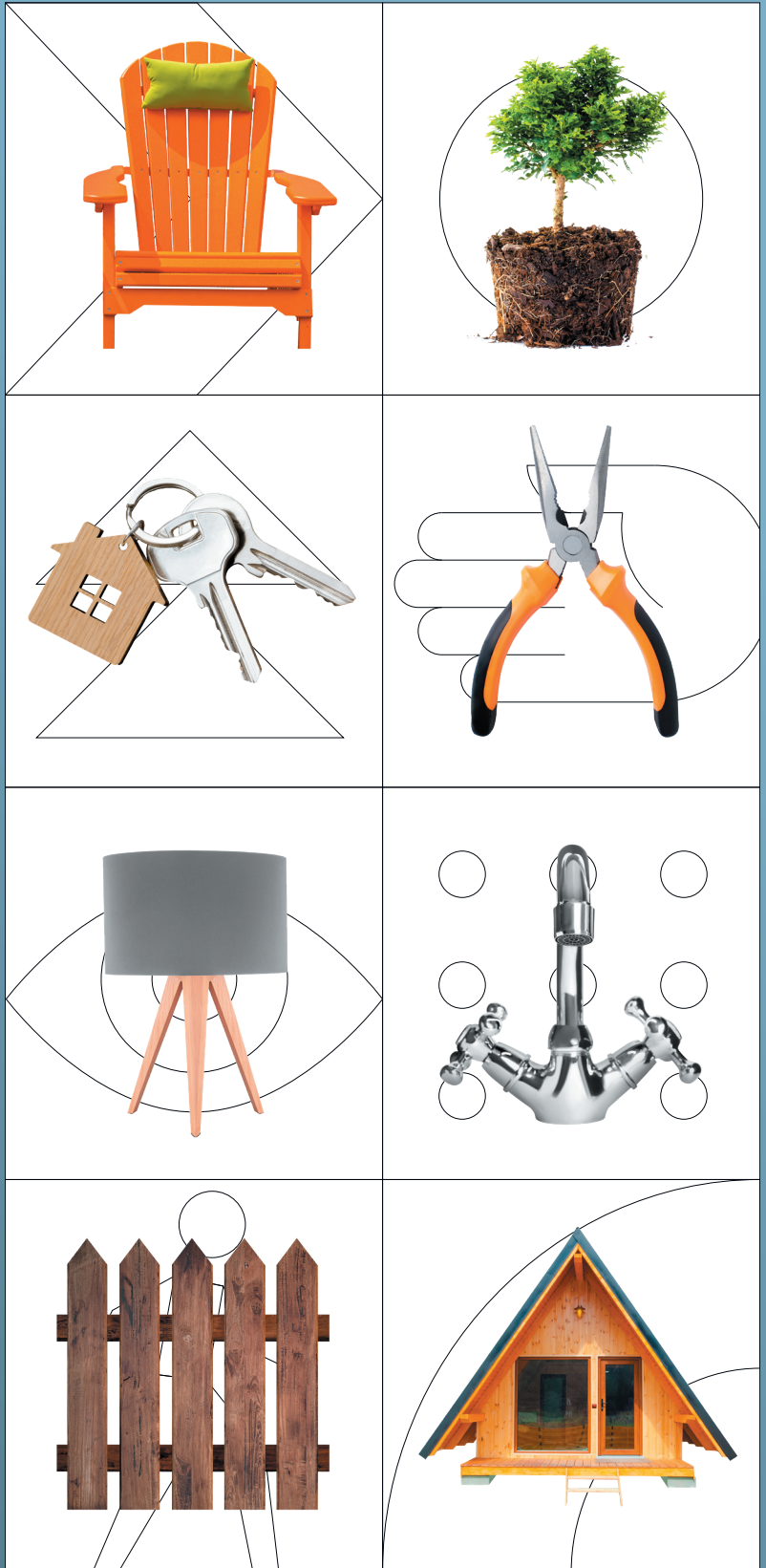
SPECIFIC SPONSORSHIP OPPORTUNITIES

MARKETING TOOLS	STANDARD RATE	COMBO SPECIAL (2 shows)
Show bag official sponsorship Production costs extra	\$5,000	\$4,500
Promotional distribution at show exit	\$3,000	\$2,500
Leaflet distribution at show entrance	\$1,250	\$850
Advertising (big box format) rotating on the website of the home shows	\$1,000	\$950
Advertising in a newsletter of the home shows - Editorial or video and Web banner - Editorial or video or Web banner	\$750 \$500	\$700 \$450
Logo on floor decals (5)	\$550	\$1,150
Advertising on social media of the home shows	\$550	\$500

Need more information?

CONTACT US!

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WWW.DISTRICTHABITAT.CA

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