

SALON

M C E E

EXPO

April 24 & 25, 2025

Palais des congrès, Montréal, Québec

Gain Exposure beyond your booth Space!



Produced by:



mcee.ca

SPONSORSHIP AND ADVERTISING BROCHURE

BENEFITS/RATES AT A GLANCE

KEY BENEFITS

- Maximize your brand exposure
- Communicate key messaging to your target audience
- Drive traffic to your booth
- Position your brand as a market



RATES AT A GLANCE

Onsite Opportunities

Registration Area	\$12,000
Building Entrance – Glass Doors	\$15,000 for 3 doors
Pillars in Main Foyer (near Registration Area)	\$3500
Floor Signage (Decal)	\$500 per decal
New Product Showcase	\$10,000
VIP Reception	\$12,000
New Product and Podcast Stage	\$15,000
Formula One Station	\$10,000
Massage Area	\$8,000
Main Entrance Wall Cling	\$7,000
Plexi Glass Surrounds of Escalator near Entrance	\$7,000
Stair Clings from Subway to Main Floor near Entrance	\$8,500
Escalator Clings to Seminar Room Floor	\$7,500
Escalator Cling to Subway Floor to Main Floor near Entrance	\$8,500
Aisle Sign Danglers – Electrical section	\$1,500
Aisle Sign Danglers – balance of floor	\$5,500
Skate Pong	\$8,000

Event Opportunity

Seminar Rooms – Learning Centre	\$7,500
Complimentary Coffee for the 100 attendees each day	\$1,000 per day

Promotional Opportunities

Badge Lanyards – Attendees	\$15,000
Badges Attendees	\$8,000

Digital Opportunities

Mobile App	\$7,000
Attendee WIFI	\$12,000
Onsite Digital Screens	\$1,000 each or 3 for \$2,500
E-direct Advertising	\$3,000

ONSITE OPPORTUNITIES

BUILDING ENTRANCE DOORS

INVESTMENT: \$15,000 for 3 doors

Make a impactful first impression to all MCEE visitors from the moment they enter the building. Customize up to 3 door panels from street level with your branding and messaging.

BENEFITS OF PACKAGE:

- Custom double-sided printed decal – size
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



REGISTRATION AREA

INVESTMENT: \$12,000

Have attendees see your brand firsthand at the onsite registration area. Benefit from exceptional visibility in this high-traffic area through a variety of creative ad placements.

BENEFITS OF PACKAGE:

- Fully customizable registration kick panels – 4 panels in total
- Two column wraps
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



AISLE SIGN DANGLERS

INVESTMENT: Electrical section \$1,500

Balance of the Floor \$5,500

Secure prime visibility strategically down specific aisles with branded aisle “danglers” for all attendees to see. Visitors will spot your logos through the exhibit halls drawing traffic to your booth.

BENEFITS OF PACKAGE:

- Fully customizable area of hanging aisle dangler signage
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



ONSITE OPPORTUNITIES

PILLARS IN FOYER AREA

INVESTMENT: \$3,500

Exposure in a strategic area close to the main hall entrance with a customizable pillar wrap.

BENEFITS OF PACKAGE:

- 2 fully customizable column covers
- Printing, installation and removal included
- Mention among sponsors (online and onsite)



Your company message here

ESCALATOR CLING – Subway Floor to Main Floor Near Entrance

INVESTMENT: \$8,500

Make a impactful first impression to all MCEE visitors from the moment they enter the lower floor near the subway and the nearby hotels. Customize up to each side of the escalator with your branding and messaging.

BENEFITS OF PACKAGE:

- Custom double-sided printed decal
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



ESCALATOR CLING – Main Floor to Seminar Room Floor

INVESTMENT: \$7,500

Make a impactful first impression to all MCEE visitors from the main floor up to the upper floor where the MCEE learning sessions occur. Customize up to each side of the escalator with your branding and messaging.

BENEFITS OF PACKAGE:

- Custom double-sided printed decal
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



ONSITE OPPORTUNITIES

STAIR CLINGS – Subway to Main Floor

INVESTMENT: \$8,500

Make a impactful first impression to all MCEE visitors from the moment they enter the lower floor near the subway and the nearby hotels. Customize each stair withth your branding and messaging.

BENEFITS OF PACKAGE:

- Custom double-sided printed decal
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



FLOOR SIGNAGE

INVESTMENT: \$500 per decal

Let your brand guide attendees through the show, step by ste . Placed strategically throughout the exhibit hall, these branded floor decals designed to direct visitors' to your booth.

BENEFITS OF PACKAGE:

- 36" x 36" fully customizable floor decals
- Can include logos, booth number and brief message
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



MAIN ENTRANCE WALL CLING

INVESTMENT: \$7,000

Make an impactful first impression to all MCEE visitors as they arrive and pick up their badges and wait to enter MCEE.

BENEFITS OF PACKAGE:

- Custom single-sided printed decal
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



Your company message here

ONSITE OPPORTUNITIES

PLEXI GLASS SURROUNDS OF ESCALATOR NEAR MAIN ENTRANCE

INVESTMENT: \$7,000

Make an impactful first impression to all MCEE visitors as they arrive and pick up their badges and wait to enter MCEE.

BENEFITS OF PACKAGE:

- Custom single-sided printed decal
- Price includes printing, installation and removal
- Sponsor recognition (online and onsite)



Your company message here

NEW PRODUCT SHOWCASE

INVESTMENT: \$10,000

Promote your brand as the sponsor of the highly regarded and must see at the MCEE New Product Showcase that features the winners of the New Product Competition.

BENEFITS OF PACKAGE:

- 20 x 30 banner above the feature with sponsor logo
- 4 complimentary tickets to the VIP Reception
- Sponsor recognition (online and onsite)



NEW TO
MCEE

NEW PRODUCT and PODCAST STAGE

INVESTMENT: \$15,000

Promote your brand as the NEW PRODUCT and PODCAST STAGE where exhibitors can promote their new product and feature their influencer.

BENEFITS OF PACKAGE:

- 10 x 30 banner above the feature with sponsor logo
- One guaranteed spot on the stage each day
- Sponsor recognition (online and onsite)

SKATE PONG

INVESTMENT: \$8,000

Promote your brand at one of MCEE's popular features – improve your coordination by trying this video game played with your feet.

BENEFITS OF PACKAGE:

- 10 x 20 banner above the feature with sponsor logo
- Sponsor recognition (online and onsite)



ONSITE OPPORTUNITIES

FORMULA ONE STATION

INVESTMENT: \$10,000

Promote your brand at one of MCEE's popular features – try your hand to drive a Formula 1 car on a simulator.

BENEFITS OF PACKAGE:

- 10 x 20 banner above the feature with sponsor logo
- Sponsor recognition (online and onsite)

MASSAGE AREA

INVESTMENT: \$8,000

Promote your brand at one of MCEE's popular features – stop by and take 15 minutes and relax with a small massage.

BENEFITS OF PACKAGE:

- 10 x 20 banner above the feature with sponsor logo
- Sponsor recognition (online and onsite)

VIP RECEPTION

INVESTMENT: \$12,000

Promote your brand as the sponsor of the special night event of MCEE with the announcement of the New Product Competition winners. This is a invited guest only event.

BENEFITS OF PACKAGE:

- 4 complimentary tickets to the VIP Reception
- Sponsor recognition (online and onsite)

LEARNING CENTRE

INVESTMENT: \$7,500

Connect with MCEE's most captive audience and position your brand as a industry thought by sponsoring one or more of our Session themed rooms that are organized by CMMTQ, CMEQ and CETAF.

BENEFITS OF PACKAGE:

- Targeted emails and social media
- Show website
- Verbal recognition at start of all sessions.
- Sponsor recognition (online and onsite)

PROMOTIONAL OPPORTUNITIES

ATTENDEE LANYARDS

INVESTMENT: \$15,000

See your brand throughout MCEE as the attendees walk around the show wearing your branded lanyard. Enjoy significant exposure and see your branding throughout the exhibit hall.

BENEFITS OF PACKAGE:

- Company name and logo on all attendee badge lanyards
- Exclusivity of the only MCEE 2025 lanyard sponsor
- Price includes lanyard production
- Sponsor recognition (online and onsite)



ATTENDEE BADGES

INVESTMENT: \$8,000

Keep your logo seen throughout MCEE as the attendees walk around the show wearing your branded attendee. Enjoy significant exposure and see your branding throughout the exhibit hall.

BENEFITS OF PACKAGE:

- Company name and logo on all attendee badges
- Exclusivity of the only MCEE 2025 badge sponsor
- Price includes badge printing and production
- Sponsor recognition (online and onsite)



ENTRANCE - COMPLIMENTARY COFFEE

INVESTMENT: \$1,000 per day

Provide a coffee or a tea to the first 100 attendees entering MCEE each day with a branded coupon to be redeemed at the food courts.

BENEFITS OF PACKAGE:

- Company logo on coffee coupons
- Price includes ticket printing and production
- Staff to hand out tickets
- Sponsor Recognition (online and onsite)



DIGITAL OPPORTUNITIES

ATTENDEE WIFI

INVESTMENT: \$12,000

Bring FREE WIFI to all attendees at MCEE and benefit from excellent branding and direct marketing.



BENEFITS OF PACKAGE:

- Unique company-branded wifi access code to be used by all attendees
- On-site promotion of company branded wifi code
- Branded splash page that all attendees will land on when logging into the wifi network.
- Sponsor recognition (online and onsite)

MOBILE APP

INVESTMENT: \$7,000

Reach MCEE's attendees in advance, during and after the show as the exclusive supplier of the MCEE 's mobile app

BENEFITS OF PACKAGE:

- Company logo featured on the MCEE Mobile App splash screen
- One pinned sponsor post per day
- Sponsor recognition (online and onsite)



ONSITE DIGITAL SCREENS

INVESTMENT: \$1,000 per screen or 3 for \$2,500

Prominently advertise your brand and key messaging on high-impact screens located in strategic areas throughout the Palais des congrès.

BENEFITS OF PACKAGE:

- Sponsor recognition (online and onsite)

Locations to be determined:



E-DIRECT ADVERTISING

INVESTMENT: \$3,000

Email :

Post:

Add your digital advertising to MCEE's e-direct(s) and reach over 10,000 attendees. Connect with your target audience just as they are making plans .

SALON **MCEE** EXPO

**Get Ready!
Get Registered!**

MCEE will be here before you know it!
APRIL 24 & 25, 2025
Palais des congrès, Montréal, Québec

SPONSORED ADVERTISEMENT

LET'S BUILD A CUSTOM PACKAGE FOR YOU!

Take advantage of MCEE's
many opportunities to advertise your
company and market your brand!

Contact us for more information:

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