



**SALON INTERNATIONAL  
TOURISME VOYAGES**

PRÉSENTÉ PAR

**YUL**

Aéroport International  
Montréal-Trudeau  
International Airport

# Marketing kit

October 30 to November 1, 2026



# BWelcome aboard !

Let us help you get the best visibility before, during and after the show with our vast selection of engaging promotional tools! Let the show and our marketing campaign propel your company's, country's or destination's image and help you maximize on your investment by generating client contact and brand visibility

Our **31 766 visitors** not only attend a show, but get to live a world travel experience.

Whether you wish to increase your visibility online (newsletters, social media, website ads) or in person at the show (sponsor an attraction, hand out promotional items to our visitors, or even feature your country's cuisine at our cooking stage), we have the tools for you!





# Our marketing tools



Newsletters



Website and social medias



Conferences



Cooking Stage Presentations



Onsite signage and promotional material



Sponsorship

# NEWSLETTERS

Advertise in our newsletters! Provide us with descriptions of your company, country, destination, new product or promotion, and increase your visibility to your future clients.

Benefits:

- More than **52 930** targeted readers
- Open rate of 43,5%
- Click rate 3,21%

	Description	Price * Taxes not included
01	Editorial or promotional text (50 words) + 1 video (3 minutes maximum) + hyperlink leading to your website	2 450\$*
02	Editorial or promotional text + 1 web banner + 1 image + hyperlink leading to your website	2 000\$*
03	1 web banner + hyperlink leading to your website	1 550\$*

\* Taxes not included

**SALON INTERNATIONAL TOURISME VOYAGES**  
**30%**  
 SUR VOS BILLETS  
 CODE PROMO: HALLOWEEN  
**LIEN BILLETTERIE**  
 LINK BOX OFFICE  
 OFF TICKETS  
 PROMO CODE: HALLOWEEN

Du 7 au 9 Novembre 2025 | au Palais des congrès de Montréal

Procurez vos billets dès maintenant et ne manquez pas cette occasion unique de faire le tour du monde en une seule fin de semaine!

**PROFITEZ D'UN RABAIS DE 30% SUR VOS BILLETS AVEC LE CODE: HALLOWEEN**

L'offre s'applique sur le prix d'un billet régulier adulte (165) et non sur le prix du billet réduite en ligne. Valable seulement jusqu'au 06 novembre 2025.

**ACHETEZ VOS BILLETS**

**VENEZ DECOUVRIR LES PHILIPPINES**

Découvrez les Philippines à l'occasion du SITV 2025 ! Plongez au cœur de 7 641 îles d'aventure, où chaque instant est une célébration d'une culture vibrante, de paysages à couper le souffle et de voyages durables. Prêlez-vous sur le sable blanc de Boracay, laissez-vous émerveiller par les rizières en terrasses de Banaue, de renommée mondiale, ou explorez le paradis sous-marin coloré de Moalboal. Visitez le stand (#637) et découvrez pourquoi le monde tombe plus profondément amoureux des Philippines à chaque visite ! Pour plus d'informations, [cliquez ici](#).

**COME AND EXPLORE PHILIPPINES**

----- *Publicité / Advertising* -----

**03** **P** Avez-vous réservé votre stationnement ? Les places sont limitées! **Reserver** **YUL** Aéroport International Montréal-Trudeau

**L'ACTUALITÉ PONCTUE NOS VIES.** La Presse l'explique. **LA PRESSE**

MERCI À NOS PARTENAIRES

**YUL** **LA PRESSE** **traditours**

# WEBSITE BANNER

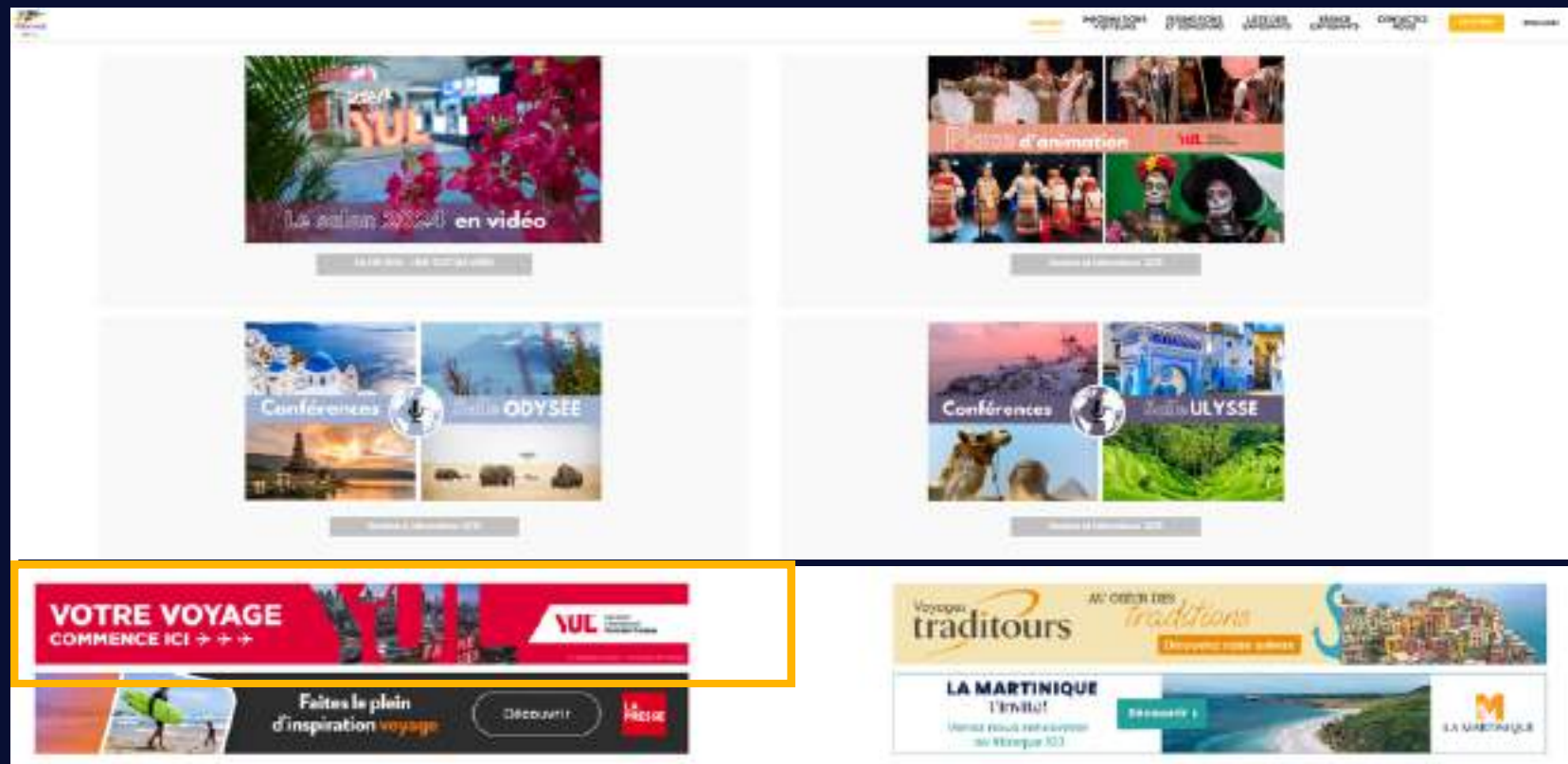
Be visible to the thousands of visitors who come to our website every year with a banner in your company's colours!

Benefits:

- **156 696 visiteurs** unique visitors visit our website in the 3 months prior to the Show
- Banners placed 90 days before the event, for 1 year.

**Banner on the main page - 12 months**

Price : 2 500\$\* / Dimensions: 600 X 90 px (static or GIF)



**Advertise your contest**

Price : 600\$\* - Includes newsletter insertion and social networking publication!



\* Taxes not included

# SOCIAL MEDIA POST

Announce your presence, your services or products or your trade show promotions on our social networks! Choose between a publication before the event or a story during it.

Price:

- one (x1) publication during the event : 600\$ \*
- one (x1) publication and one (x1) story during the event: 800\$ \*



- Subscribers: 13.6 K
- Vues : 2.8M
- Content interaction: 5.8K
- Links clicks: 19.8K
- One month before and during the event



- Subscribers: : 2.5K
- Vues : 316.4K
- Content interaction: 3.8K
- Links clicks: 3.5K
- One month before and during the event



\* Taxes not included

# UNBOXING ON SOCIAL MEDIA

Offer a promotional item in our packages for influencers.

Example of a promotional item:

- Travel item (bottle, wallet, cap...etc)
- Voucher or gift card

Twenty gift boxes are sent to influencers linked to the travel and tourism industry. These boxes invite them to SITV and include promotional items. Influencers unbox in front of their followers live or in story.

Total reach of unboxing campaign: 1.5M

Rate:

- Free
- Item promo must be approved by the SITV team



# CONFERENCES - B2C

Make a presentation in one of our semi-private conference rooms.

## Benefits:

- 56% of our visitors attend conferences
- Seating capacity of 59 per room
- Access to a complete audiovisual system
- Technician on site at all times
- 20 minutes to present your services, destinations or products
- On-site display of conference times
- Schedules published in the Show programme and on our website

## Price :

- For (x1) conference: **\$300 \***
- Package (x3) conferences: **\$775 \***

## Availability:

- Contact us for availability
- First come, first served



\* Taxes not included

# ZONE PRO - B2B

The Pro Zone is an exclusive area dedicated to travel professionals.

## Advantages :

- Seating for 80
- Access to a complete audiovisual system
- Technician on site at all times
- 20 minutes to present your services, destinations or products
- On-site display of conference times
- Schedules published in the Show programme and on our website

## Price :

- (x1) conference: **\$1,700 \***
- Availability:
  - Contact us for remaining availability
  - First come, first served

## Other options available:

- (x1) conference + lunch
- (x1) conference + dinner
  - Contact us for more information
  - First come, first served



\* Taxes not included

# COOKING STAGE

In collaboration with L'École des métiers de la restauration et du tourisme de Montréal, share your country's cuisine with our visitors. Provide the recipe of your choice and we'll take care of the rest.

Includes :

- Recipe presentation by renowned chefs
- Chefs, ingredients and kitchen equipment
- Sound system
- 70 seats
- Tasting for visitors

Additional visibility:

- Schedule displayed on site and published on the website and in the Show programme.
- Publicity in our press releases and on our social networks.

Price :

- For (x1) presentation: **\$325\***.
- For (x3) presentations: **\$1700\***.

\*Taxes not included



# ONSITE SIGNAGE

1

## DIRECTIONAL FLOOR DECALS

- Four (4) floor stickers in the aisles to direct visitors to your stand
- Maximum of six (6) sponsors
- Dimensions: 20 x 20 inches
- Printing and installation included

Price: \$950

2

## AERIAL BANNER

- Aerial banner suspended above your stand or in the aisles.
- Printing and hanging costs included
- Dimensions: 96 x 96 inches
- Weight: less than 25lbs

Price: \$2,500

3

## DISPLAY IN THE AISLES

- Double-sided panels in freestanding structures
- Dimensions: 38.125 x 91 inches
- Printing production costs included

Price: \$1,300\*

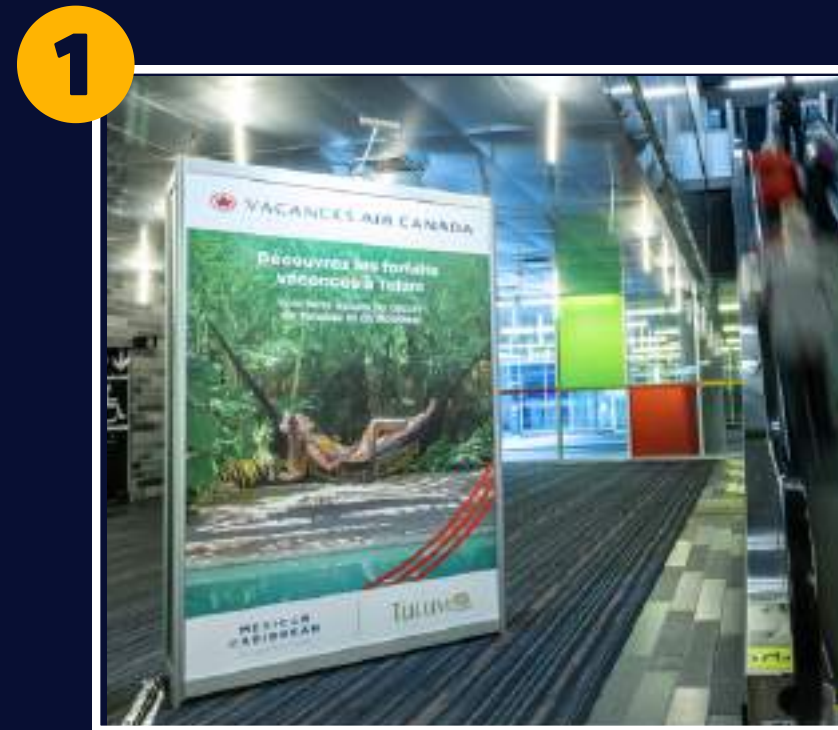


\* Graphic production costs for visuals not included \* Taxes not included

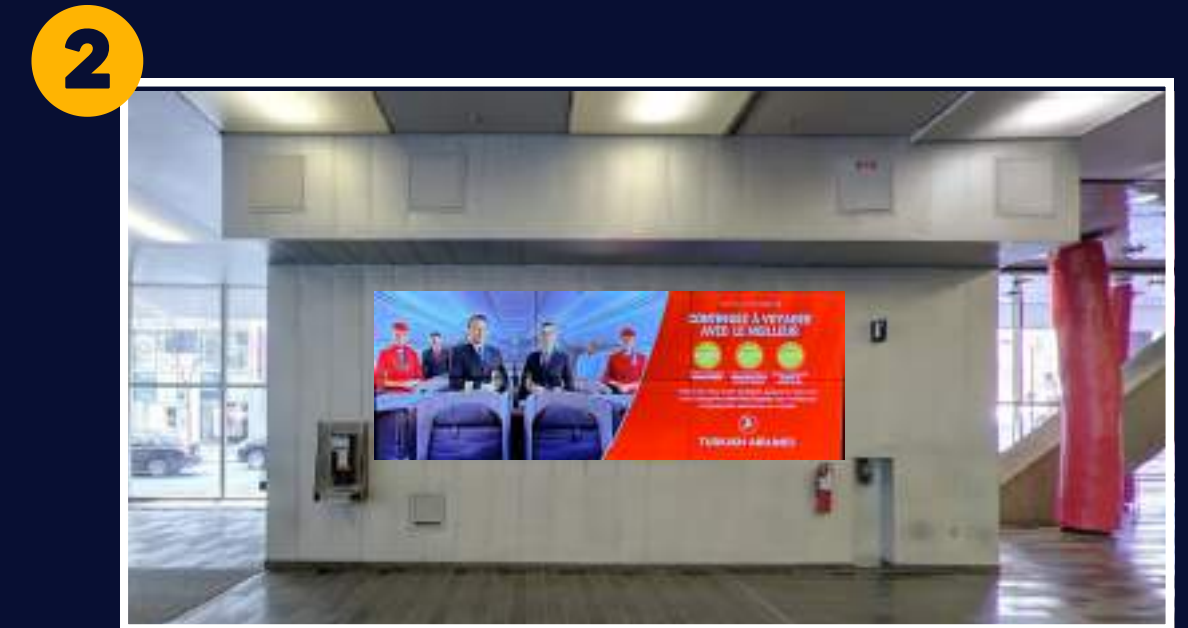
# SIGNAGE IN THE PALAIS DES CONGRÈS

Advertising displays strategically placed at the heart of the activity and in the common areas of the Palais des congrès.

- 1** FREESTANDING BOX  
Price: **\$6,500**
- Printing and installation included



- 2** VIDEO WALL - BOX OFFICE  
Price
- Exclusive : **\$15,000 / 3 days\***
  - Shared : **\$4,500 / 3 days \***
    - Subject to availability



- 3** VIDEO WALL - SHOW ENTRANCE  
• Price
- Exclusive : **\$16,000 / 3 days \***
  - Shared - 15 secondes videos : **\$3,000 / 3 days\***
    - Subject to availability



\* Graphic production costs for visuals not included \* Taxes not included

# SIGNAGE IN THE PALAIS DES CONGRÈS

Advertising displays strategically placed at the heart of the activity and in the common areas of the Palais des congrès.

## 4 SCREENS

- Price per screen: **\$1,500 / 3 days \***
- Price for (x5) screens: **\$5,500 / 3 days\***
- Subject to availability



## 5 LOGOS ENTRANCE STAIRCASES

Price :

- For exclusivity : **5000\$ \*** / (x8) logos
- Non-exclusive - maximum 2 exhibitors : **3000\$ \*** / (x4) logos
- Dimensions : 20 x20 inches
- Printing and installation included



## 6 BRANDING STAIRCASES

Price : Contact us for more information and pricing



\* Graphic production costs for visuals not included \* Taxes not included

# SIGNAGE IN THE PALAIS DES CONGRÈS

Advertising displays strategically placed at the heart of the activity and in the common areas of the Palais des congrès.

6

## ARCH ENTRANCE

- Price : **7000\$ \***
- Printing and installation included

Availability :

- Contact us for availability
- First come, first served

6



7

## TOTEM

Price : **2500\$ \***

- Printing and installation included

7



\* Graphic production costs for visuals not included \* Taxes not included

# DISTRIBUTION OF FLYERS AND PROMOTIONAL OBJECTS

## 1 DISTRIBUTION OF FLYERS AT THE SHOW ENTRANCE OR AT THE FOOD COURT

- Production excluded.
- Host/ess not included.
- You are responsible for providing staff to distribute your promotional material.
- First come, first served. Opportunities limited.

Coût: 3 000\$ \*

## 2 DISTRIBUTION OF EXHIBITOR, PROFESSIONAL AND MEDIA BADGE LANYARDS

- Production excluded
- Distribution at exhibitor & media accreditation's counter included.
- First come, first served.
- Opportunities limited.

Coût: 5 000\$ \*

## 3 DISTRIBUTION OF PROMOTIONAL ITEMS AT THE EXIT OF THE SHOW

- Production excluded.
- Host/ess not included.
- You are responsible for providing staff to distribute your promotional material.
- First come, first served.
- Opportunities limited

Coût: 3 000\$ \*

## 4 DISTRIBUTION OF SHOW BAGS

- Production excluded.
- Distribution at the entrance to the Show by our hosts/hostesses included.

Prix: 6 000\$ \*



# BECOME A MAJOR SPONSOR

- Insertion of your name and/or logo whenever the activity is mentioned on our website, in print advertisements, on social media, in press releases, in the official show guide in LaPresse+ and in signage and printed documents at the show.
- Customised according to the activity you wish to present, as well as your expectations and needs in terms of visibility. Contact us today!

**1** OFFICIAL SHOW PRESENTER  
Price: Contact us for more information



**2** CONFERENCE ROOMS  
Price: \$9 500\* per conference room

**5** ONLINE TICKETING SPONSOR  
Inclusion in all advertising campaigns  
Price : \$ 15 000\*

**6** COMPLIMENTARY TICKETS SPONSOR  
Price : \$ 15 000\*

**3** CUISINE DU MONDE  
Price : \$10 000\*



**4** SPONSOR OF LA PLACE D'ANIMATION  
Price : \$ 19 500\*



**7** OFFICIAL SHOW CONTEST  
Price: Contact us for more information



\* Graphic production costs for visuals not included \* Taxes not included