



SALON INTERNATIONAL
TOURISME VOYAGES

PRÉSENTÉ PAR

YUL

Aéroport International
Montréal-Trudeau
International Airport

Marketing kit

November 3 to 5, 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
VUL

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

Profitez des offres des membres et ne manquez pas cette occasion unique de faire le tour du monde en une seule fois de semaine!

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

ACHETEZ VOS BILLETS

VENEZ DECOUVRIR LES PHILIPPINES

Decouvrez les Philippines à l'occasion du STY 2025 !
Plongez au cœur de T&A les évents, où chaque instant est une célébration d'une culture vibrante, de paysages à couper le souffle et de villages durables.
Plongez-vous sur le sable blanc de Boracay, laissez-vous émerveiller par les côtes en terrasses de Boracay, de terrasses maritimes, ou explorez le paradis bleu-mer côté du Morobon.
Visitez le stand (B&T) et découvrez pourquoi le monde tombe plus profondément amoureux des Philippines à chaque visite ! Plus d'informations: [@vul.ca](#)

COMÉ AND ESCAPE BUS OFFERS

Publicité / Advertising

P Avez-vous réservé votre stationnement ?
Les places sont limitées! Réserver

L'ACTUALITÉ PONCTUE NOS VIES.
La Presse hebdomadaire

LA PRESSE

MERCI À NOS PARTENAIRES

VUL La Presse Galleries Lafayette

01
02

03

WEBSITE BANNER

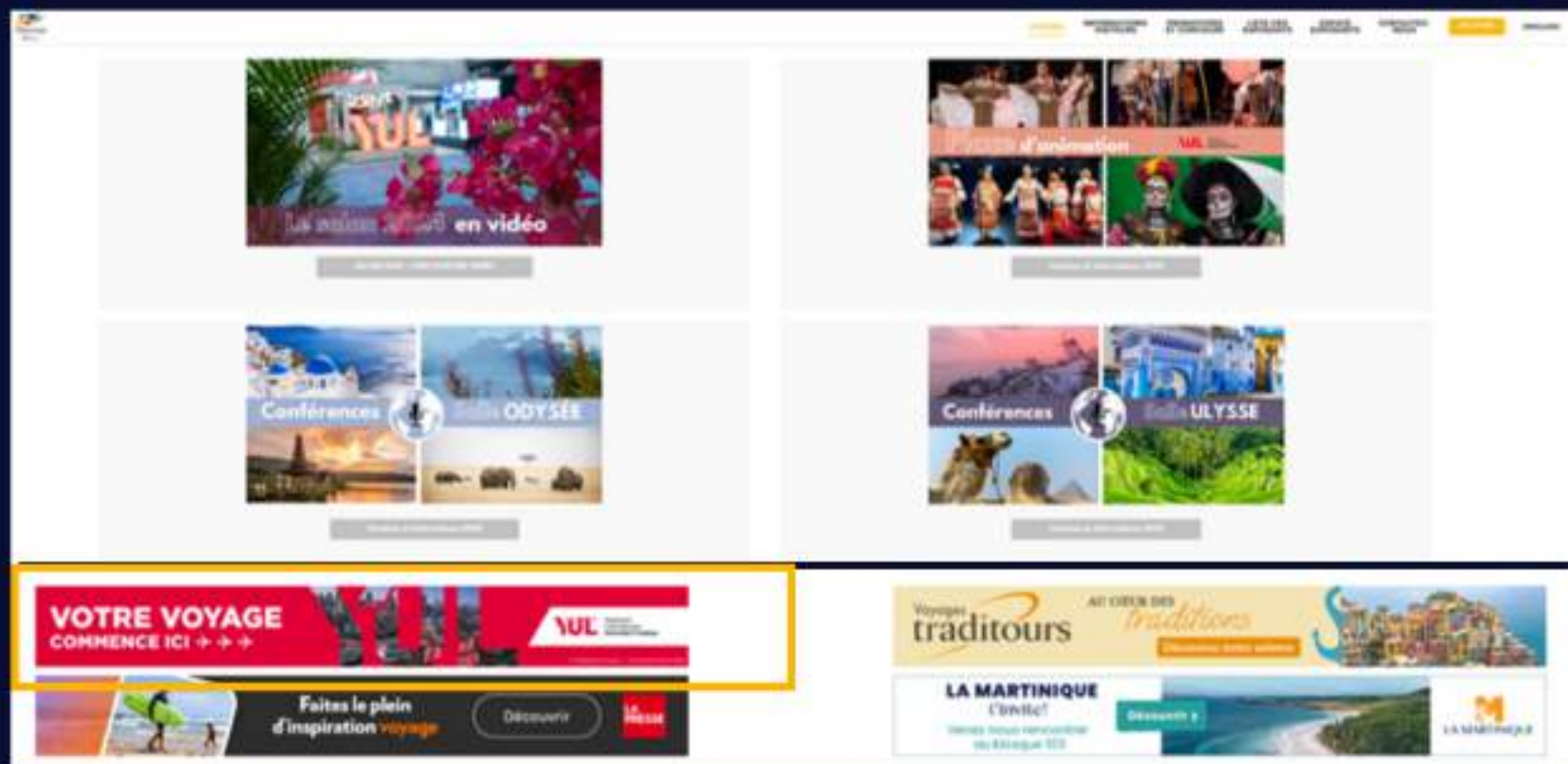
Be visible to the thousands of visitors who come to our website every year with a banner in your company's colours!

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 : 1 850\$* / 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: **\$250 ***
- Package (x3) conferences: **\$700 ***

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: **\$1,650 ***
- 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'Escouade culinaire, 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: **\$650 ***.
- For (x3) presentations: **\$1,400 ***.

* 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

BFREESTANDING BOX

Price: **\$6,500**

- Printing and installation included

1



2

VIDEO WALL

Price

- Exclusive: **\$15,000 / 3 days***
- Shared: **\$4,500 / 3 days***
 - Subject to availability

2



3

SCREENS

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

3



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

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4

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

4



5

ARCH ENTRANCE

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

Availability :

- Contact us for availability
- First come, first served

5



6

6

TOTEM

Price : **2500\$ ***

- Printing and installation included



* 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: 2 500\$ *

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: 5 000\$ *

4 DISTRIBUTION OF SHOW BAGS

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

Prix: 10 000\$ *



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

3

CUISINE DU MONDE

Price : \$10 000*



4

SPONSOR OF LA PLACE D'ANIMATION

Price : \$ 19 500*



5

ONLINE TICKETING SPONSOR

Price : \$ 15 000*

6

OFFICIAL SHOW CONTEST

Price: Contact us for more information

