



**SALON INTERNATIONAL
TOURISME VOYAGES**

PRÉSENTÉ PAR

YUL

Aéroport International
Montréal-Trudeau
International Airport

Marketing kit

October 30 to November 1, 2026



Welcome aboard !

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

Our **31 766 visitors** do not simply attend a show; they are offered a first-hand world travel experience.

Whether you wish to increase your online visibility (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

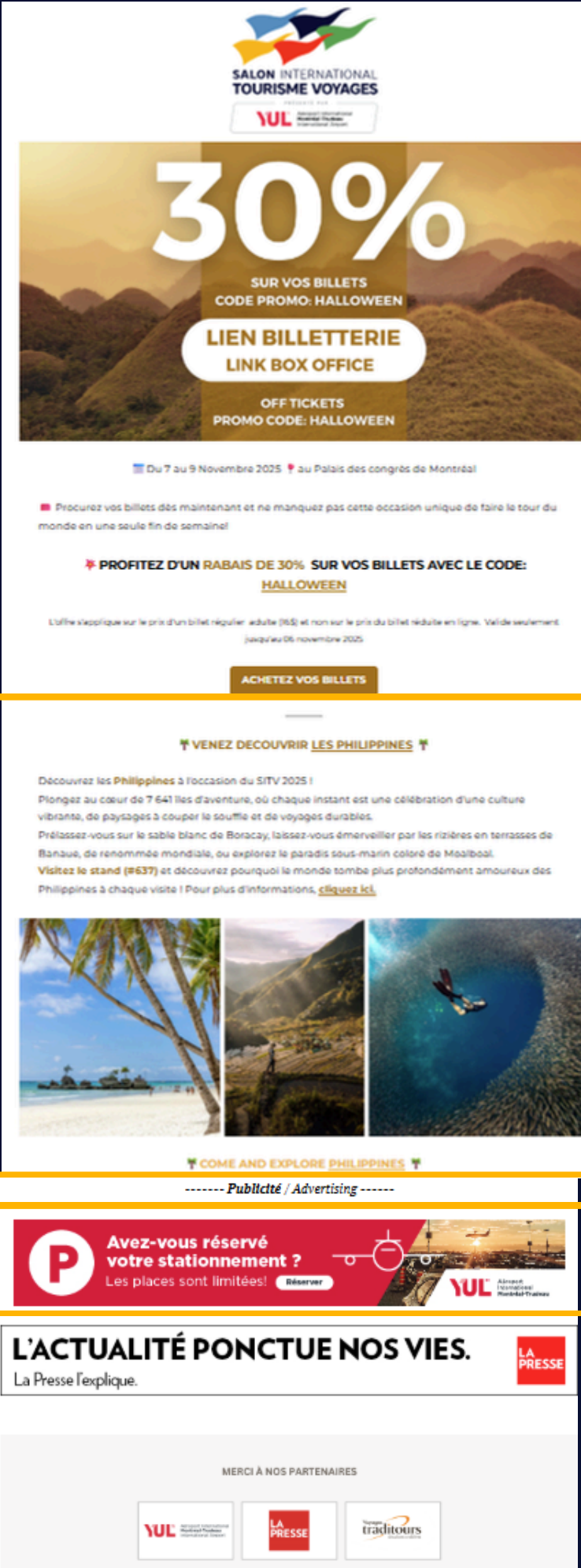
Advertise in our newsletters! Provide us with descriptions of your company, country, destination, new product or promotion, and increase your visibility to your future clients.

Benefits:

- Reach 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



01
02

03

WEBSITE BANNER

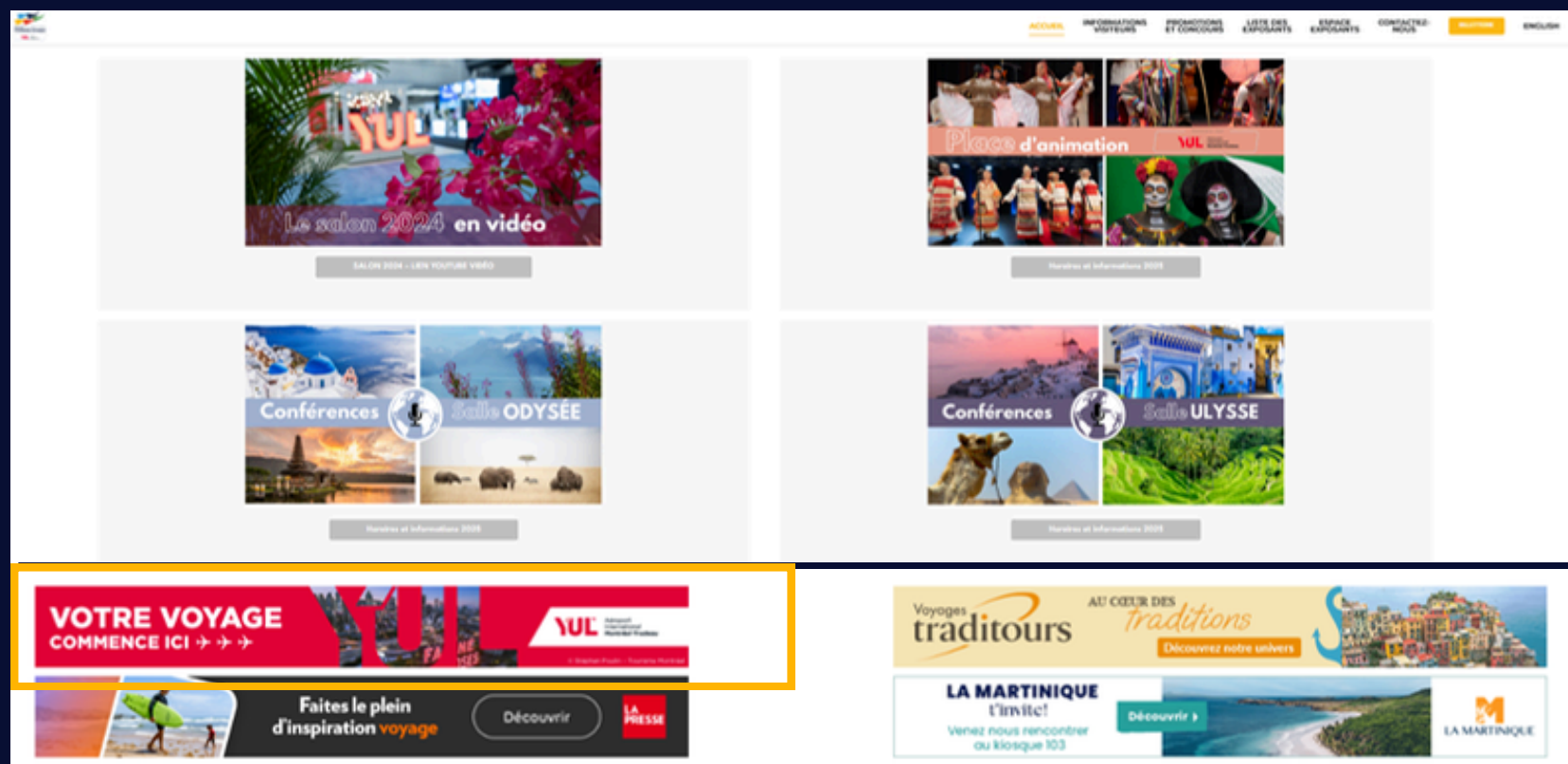
Be visible to the thousands of visitors who come to our website every year with a banner in your company's colours!

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.

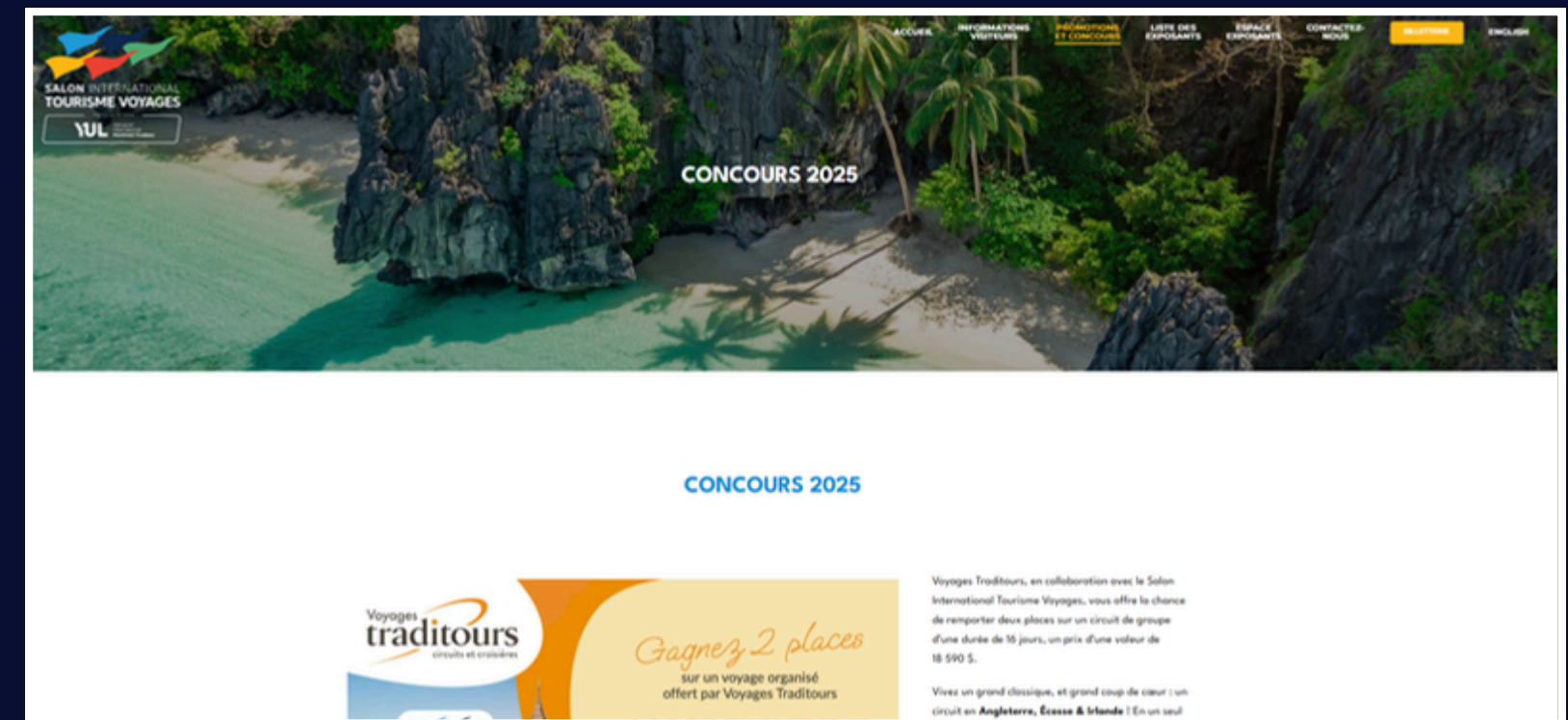
Banner on the main page - 12 months

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



Advertise your contest

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



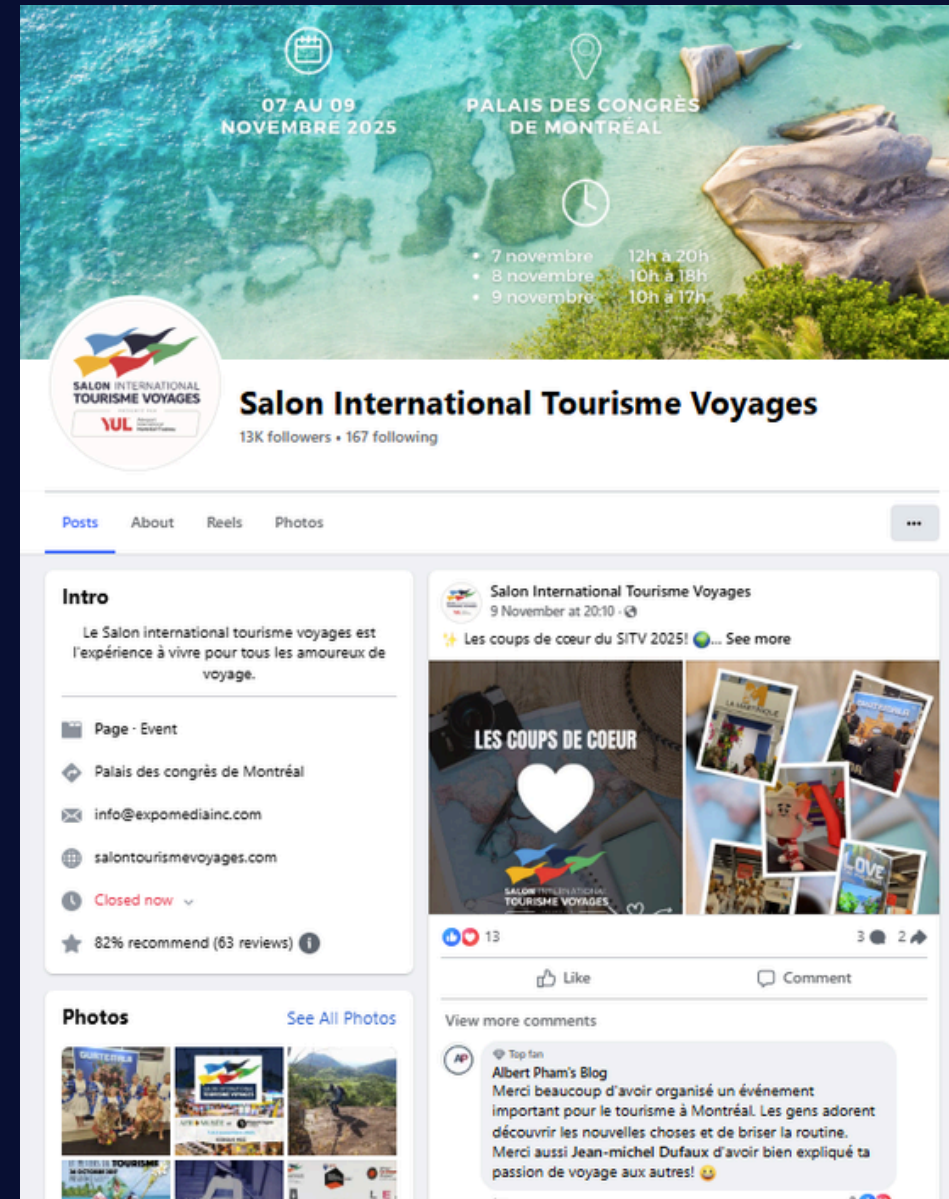
* Taxes not included

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\$ *

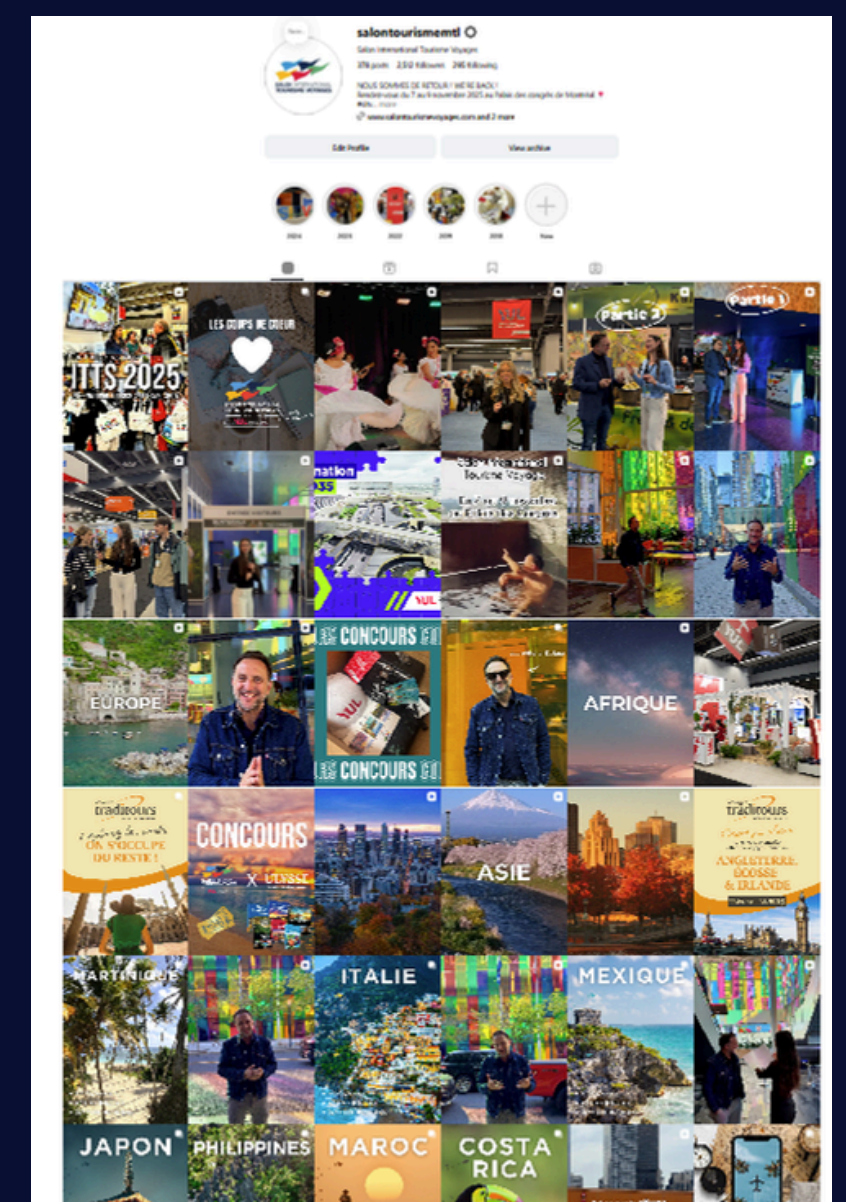


- Subscribers: 13.6 K
- Vues : 2.8M
- Content interaction: 5.8K
- Links clicks: 19.8K
- One month before and during the event

* Taxes not included



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



UNBOXING ON SOCIAL MEDIA

Offer a promotional item in our packages for influencers.

Example of a promotional item:

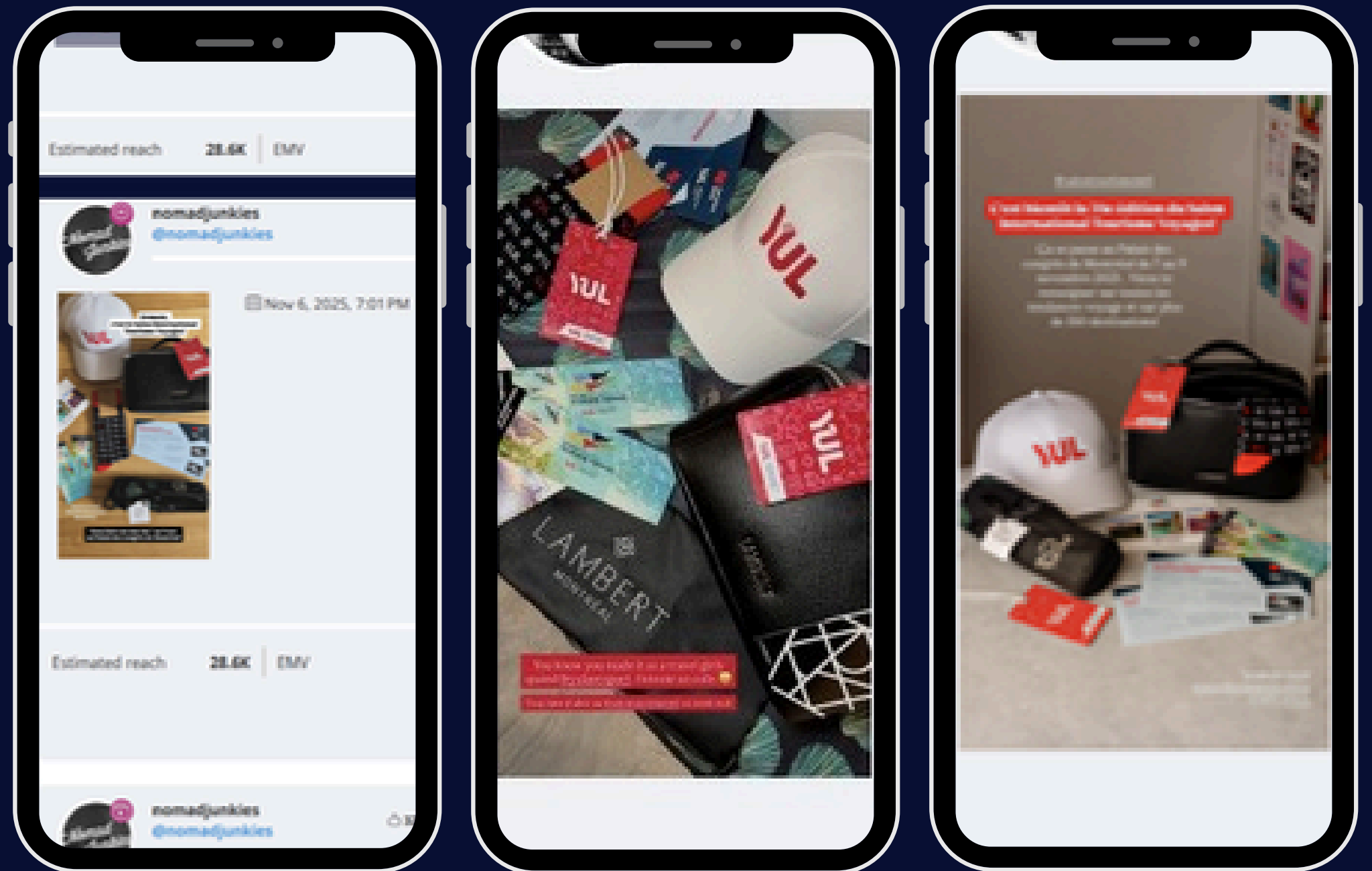
- Travel item (bottle, wallet, cap...etc)
- Voucher or gift card

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

Present your destination, product or service in front of a captive engaged audience in one of our private B2C 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 opening day of the show will have a dedicated area for travel professionals. Each year over 1000 professionals visit the event to attend seminars and network. Be part of this important day through B2B conferences, industry breakfast, lunch and cocktail.

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*

1



2



3



* 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

1



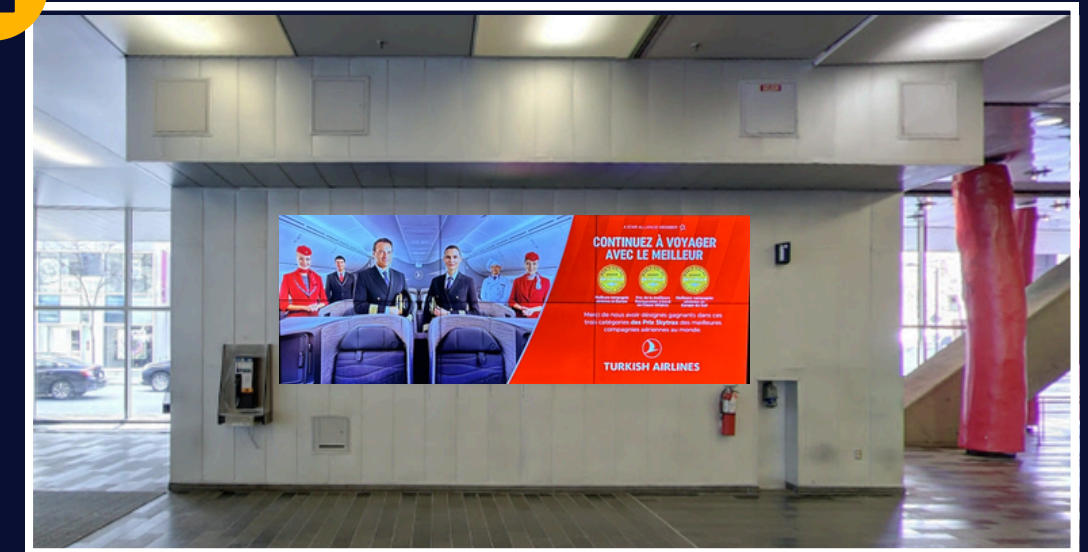
2

VIDEO WALL - BOX OFFICE

Price

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

2



3

VIDEO WALL - SHOW ENTRANCE

• Price

- Exclusive : \$16,000 / 3 days *
- Shared - 15 secondes videos : \$3,000 / 3 days*
 - Subject to availability

3



* 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

4



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

6



* 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.

7

ARCH ENTRANCE

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

Availability :

- Contact us for availability
- First come, first served

7



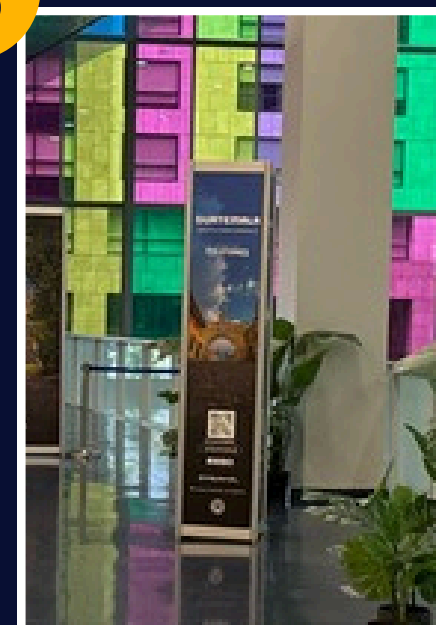
8

TOTEM

Price : **2500\$ ***

- Printing and installation included

8



* 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

3

CUISINE DU MONDE

Price : \$10 000*

4

SPONSOR OF LA PLACE D'ANIMATION

Price : \$ 19 500*



5

ONLINE TICKETING SPONSOR

Inclusion in all advertising campaigns

Price : \$ 15 000*

6

COMPLIMENTARY TICKETS SPONSOR

Price : \$ 15 000*

7

OFFICIAL SHOW CONTEST

Price: Contact us for more information



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