



[www.expocam.ca](http://www.expocam.ca)

# EXHIBITOR PROSPECTUS



**APRIL 20, 21, 22, 2017** | Place Bonaventure, Montréal, QC, Canada

## When & Where?

**Thursday - Saturday, April 20, 21, 22, 2017**  
Place Bonaventure, Montréal, Quebec, Canada

## Top Reasons to Exhibit at the Show

**Demonstrate new products or services**  
**96%** of attendees came to ExpoCam to see new products, equipment and services\*

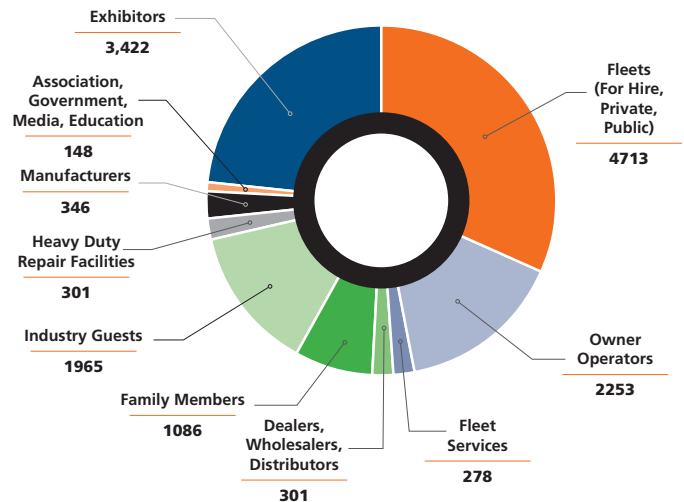
**Meet buyers face to face**  
**92%** of attendees came to ExpoCam to improve their industry knowledge and speak one on one with product experts\*

**Advance your sales cycle, generate leads and build relationships**  
**85%** of attendees travel over 100 km to attend ExpoCam\*

\*from ExpoCam 2015 Attendee Survey

## Who attends ExpoCam?

Visitors 11,391 + Exhibitors 3,422 = Total 14,813



## Here's how we help you meet qualified buyers.

- ▶ Targeted marketing campaign to a total database of over 100,000 people
- ▶ National Advertising Campaign and editorial coverage in Transport Routier, Today's Trucking, Truck and Trailer, Truck News, L'Echo du Transport, Transport Magazine
- ▶ Facebook, Twitter
- ▶ Direct mail, media advertising, public relations, electronic and fax promotions
- ▶ Truck Stop Program-Key Truck Stops will display advertising and distribute discount pre-registration forms Recruiters

### Rates in Canadian Dollars and subject to applicable taxes

**Recruiters** **100 sq ft at \$19.50**

Includes draped backwall (black), carpet (grey), one (1) 6' draped table (black), two (2) fabric chairs, fascia sign. (No substitutions)

**100-599 sq ft** **\$19.50 per sq ft**

**600-1999 sq ft** **\$15.10 per sq ft**

**2000+ sq ft** **\$13.50 per sq ft**

- ▶ Corner premium for 100 -599 sq ft inline booth(s) (\$150 per corner)
- ▶ Show Guide listing \$150 – includes logo, **highlighted** company name, online and in print

**Recruiting companies can participate on any level of the show floor for all 3 days of the show. There will be no Recruitment Pavilion.** A Special Recruitment Section will be included in the Printed Show Guide that is distributed to all attendees at the door and on-site signage will identify Recruitment companies.

### What's included with the booth space

- ▶ Standard drape (if requested)
- ▶ Personal VIP code for your customers and prospects to register online for free
- ▶ Supply of customized pre-registration forms to distribute to customers and prospects
- ▶ Materials handling/drayage (up to 5,000 lbs) to and from your booth (assembly and disassembly not included)
- ▶ Listing in the Official Show Guide, produced by Transport Routier
- ▶ Listing in the Online Show Guide
- ▶ Online Exhibitor Service Manual

**New this year** – Exhibitors are required to have their exhibit space fully covered with carpet or other suitable floor covering. You have the option to bring your own carpet or you can rent it from GES.

**PLUS** | Use the **ExpoCam 2017 Business Centre** as your instant office, a quiet setting away from the crowd to deliver a sales presentation, have a technical discussion or sign a deal.

## Sponsorship Opportunities

**Increase your exposure - Position your company among industry leaders - Create more traffic to your booth**

**Have an idea to increase your exposure at ExpoCam?**  
Contact us and we will customize a package to suit your needs.

**Rates in Canadian Dollars and subject to applicable taxes**

### All-Inclusive Packages

Platinum	SOLD
Gold (4 maximum)	\$12,000



### Pre-Show Promotion

E-newsletter	\$1,500 (per newsletter, sent Mar 1 & Apr 1)
ExpoCam Banner Ad	\$500 per month/ \$2,000 per show
Inserts with Visitor Pre-Show Mailing	\$2,000 (4 available)

### On-site exposure

'You are here' signs	\$4,000
Stairway Signage	\$6,500 Double Opportunity \$3,500 Single Opportunity
Visitor Lounge and Bistro	\$5,000
Hat Day	2,000 hats
Lanyards	\$6,000 + lanyards
Visitor Badges	\$7,000
Floor Signage	\$1,250 (per sign)
Hanging Banners	\$1,250 (per sign)
Hotel Room Key	\$2,000
Inserts in ExpoCam Visitor Bag	\$1,000 per insert
Cell Phone Charging Stations (3)	\$ 3,000

### Eligibility

- ▶ Confirmed exhibitors are eligible.
- ▶ Non-exhibiting manufacturers or trucking industry service providers are ineligible.
- ▶ Outside (non-trucking industry) organizations are eligible upon discussion.
- ▶ Platinum or Gold Sponsors must reserve a minimum of 400 square feet in the trade show.

### Requirements

- ▶ A 50% deposit is required to confirm the Sponsorship. No logo placement in advertisements or other materials will take place until the deposit is received.
- ▶ The final balance is required by February 1, 2017.
- ▶ Sponsorship funds are non-refundable.
- ▶ GST and QST are applicable to Sponsorships and will be applied to your invoice.

## Expocam Printed Show Guide Advertising

**Rates in Canadian Dollars and subject to applicable taxes**

Reach every ExpoCam 2017 visitor, plus their associates with your ad in the ExpoCam 2017 Show Guide, published by **Transport Routier**

Plus, Show Guide Listing includes your logo and a **highlighted** company name (non-advertising price for a logo is \$150).  
Confirmed exhibitors are eligible.

Full Page	\$1,500
2/3 page	\$1,125
1/2 page island	\$975
1/3 page	\$600
1/4 page	\$500
1/6 page	\$375

(4 color, net)

**Contact the Show Manager or your Newcom Sales Representative**

**Joan Wilson** | Show Manager  
joanw@newcom.ca  
Tel: 1-800-268-7742 ext 5112  
416-510-5112  
Fax: 416-510-5140



## Newcom Video Group

Enhance your experience and promote your brand.

Contact us at 416-510-5123.

We can customize corporate and product videos for you.

## Contact

Cheques should be payable to  
**Newcom Média Québec**  
and sent to:

### ExpoCam 2017

6450 rue Notre Dame ouest  
Bureau 100,  
Montréal, QC H4C 1V4

### Show Manager's Office

80 Valleybrook Dr.,  
Toronto, ON M3B 2S9

**1-800-268-7742**

**Fax Your Application/**

**Contract to**

**416-510-5140**

### Joan Wilson

*Show Manager*

416-510-5112

1-800-268-7742 ext 5112

joanw@newcom.ca

### Thierry Quagliata

*Bilingual Assistant Show*

*Manager*

416-510-5235

1-800-268-7742 ext 5235

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### Sarah Gray

*Bilingual Show Coordinator*

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1-800-268-7742 ext 5234

sarahg@newcom.ca

Platinum Sponsor:



Endorsed by:



ExpoCam is owned  
and produced by

**NEWCOM**  
MÉDIA QUÉBEC INC.

## Newcom Shows



expocam.ca



truckworld.ca

## Newcom Publications and Websites

**Transport  
Routier**

transportroutier.ca

**Today's  
Trucking**

todaystrucking.com

**TRUCK NEWS**

trucknews.com

**Truck Trailer**  
Canada's #1 Source For Heavy Trucks and Trailers

truckandtrailer.ca