



INDOOR DISPLAYS	
VISIBILITY	REACH
<b>Centre de foires washrooms</b> Posters for upcoming events Poster size: 13" x 17"	Approx. 36,000 visitors / month
<b>Colisée Pepsi box office</b> Upcoming events advertised on seven digital screens Size: 37"	Approx. 73,000 visitors / month

OUTDOOR DISPLAYS	
VISIBILITY	REACH
<b>Centre de foires giant digital screen</b> Upcoming events advertised on the outdoor façade of Centre de foires (September to May) Size: 14' x 21'	Approx. 36,000 visitors / month
<b>Digital screen on Boulevard Hamel</b> Digital screen located at the Boulevard Hamel entrance	Approx. 18,500 motorists / day

WEB www.expocite.com	
VISIBILITY	REACH
<b>Event calendar</b> Mention in the calendar announcing all upcoming events	Over 30,000 visits / month
<b>Feature events</b> Event advertised on every page of our website. Upcoming events are featured on a rotating basis.	
<b>Ticket sale promotion</b> Date when tickets go on sale is announced in the "News" section. Tickets that have recently gone on sale are also featured on the expocite.com homepage.	
<b>Webpage</b> A complete webpage devoted to each event, with all the relevant visitor information: dates, times, prices, etc.	

PRESS RELATIONS	
VISIBILITY	REACH
One press release distributed each week	170 local journalists Distribution in Quebec City Area tourist offices
Targeted monthly mailings of the event calendar	Quebec City Tourism, Quebec TV Tour (hotel rooms), restaurants, hotels, etc.