



Journées dentaires  
internationales  
Québec

# PALAIS DES CONGRÈS OF MONTREAL

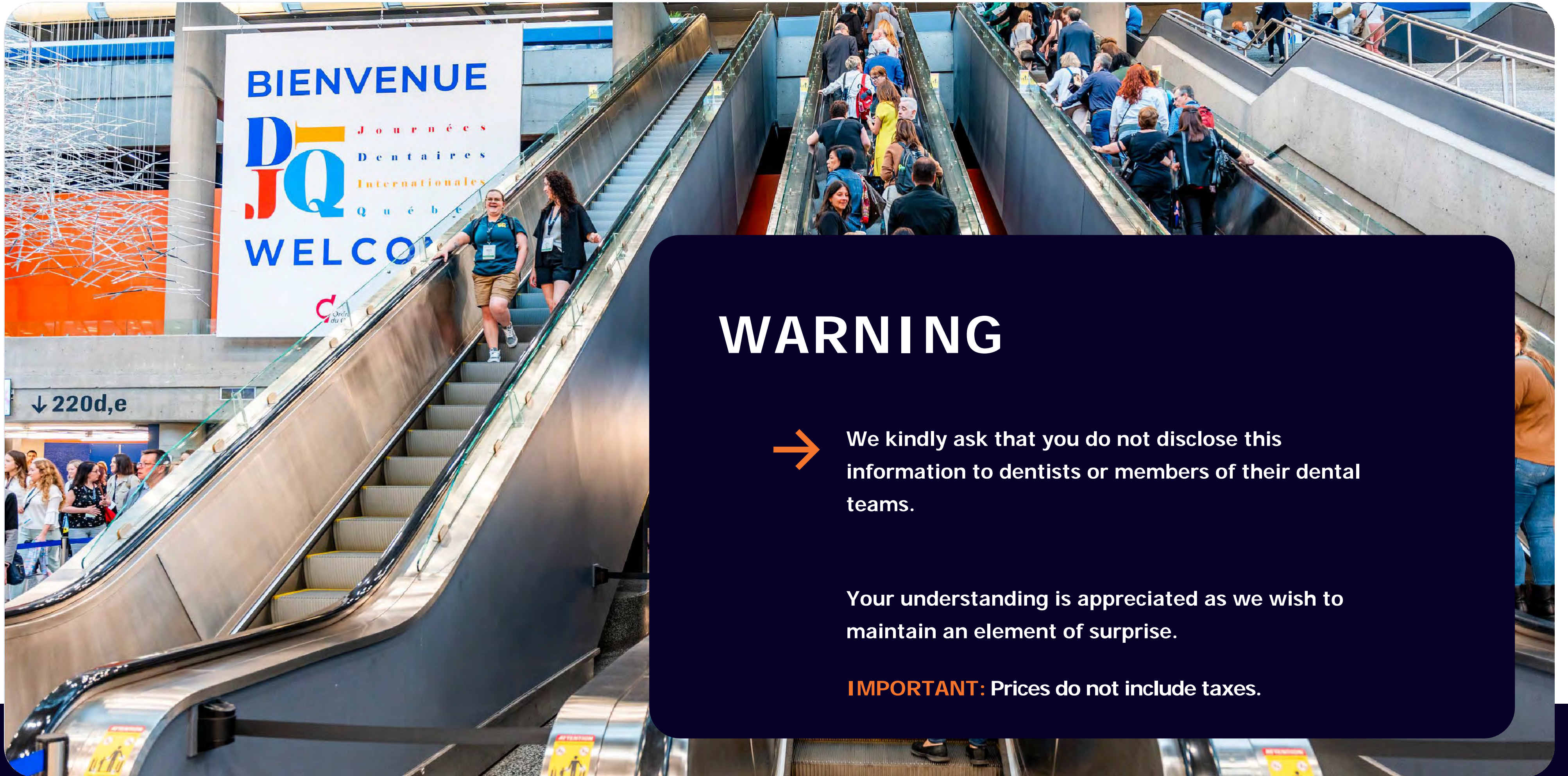
Montreal | Canada

# 2025

[jdiq.ca](http://jdiq.ca)







# WARNING



We kindly ask that you do not disclose this information to dentists or members of their dental teams.

Your understanding is appreciated as we wish to maintain an element of surprise.

**IMPORTANT:** Prices do not include taxes.



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A photograph showing a person's hands holding a dark smartphone. Another person's hands are visible in the foreground, gesturing as if in a discussion. The background is a blurred office setting with a window.

# **DIGITAL VISIBILITIES BEFORE THE CONGRESS**



## JDIQ NEWSLETTER + SOCIAL MEDIA

Banner in the JDIQ Newsletter

More than 11,000 contacts

**The content must provide added value for delegates.**

Examples :

- Contests
- Special Announcement
- Providing a compelling reason for participants to visit your booth

Pricing varies based on the timing of the broadcast, ranging from **\$400 to \$2,000**.

## MULTIPLE SPOTS AVAILABLE

- December Newsletter + Social Media - Announcement of registration opening (and rates): **\$400**
- January Newsletter + Social Media - Registration launch: **\$600 SOLD**
- March Newsletter + Social Media - Full Monday-Tuesday program: **\$1,000**
- April Newsletter + Social Media - Announcement of activities and exhibitor hall: **\$1,200**
- May + Social Media - Must-see at JDIQ - Contest: **\$1,500**
- May Newsletter + Social Media - Survey: **\$1,200 SOLD**
- June Newsletter + Social Media - Highlights video and photo albums (included in highlights video and Photo Albums visibility): **\$2,000**



## PARTNER OF THE VIDEO TEASER

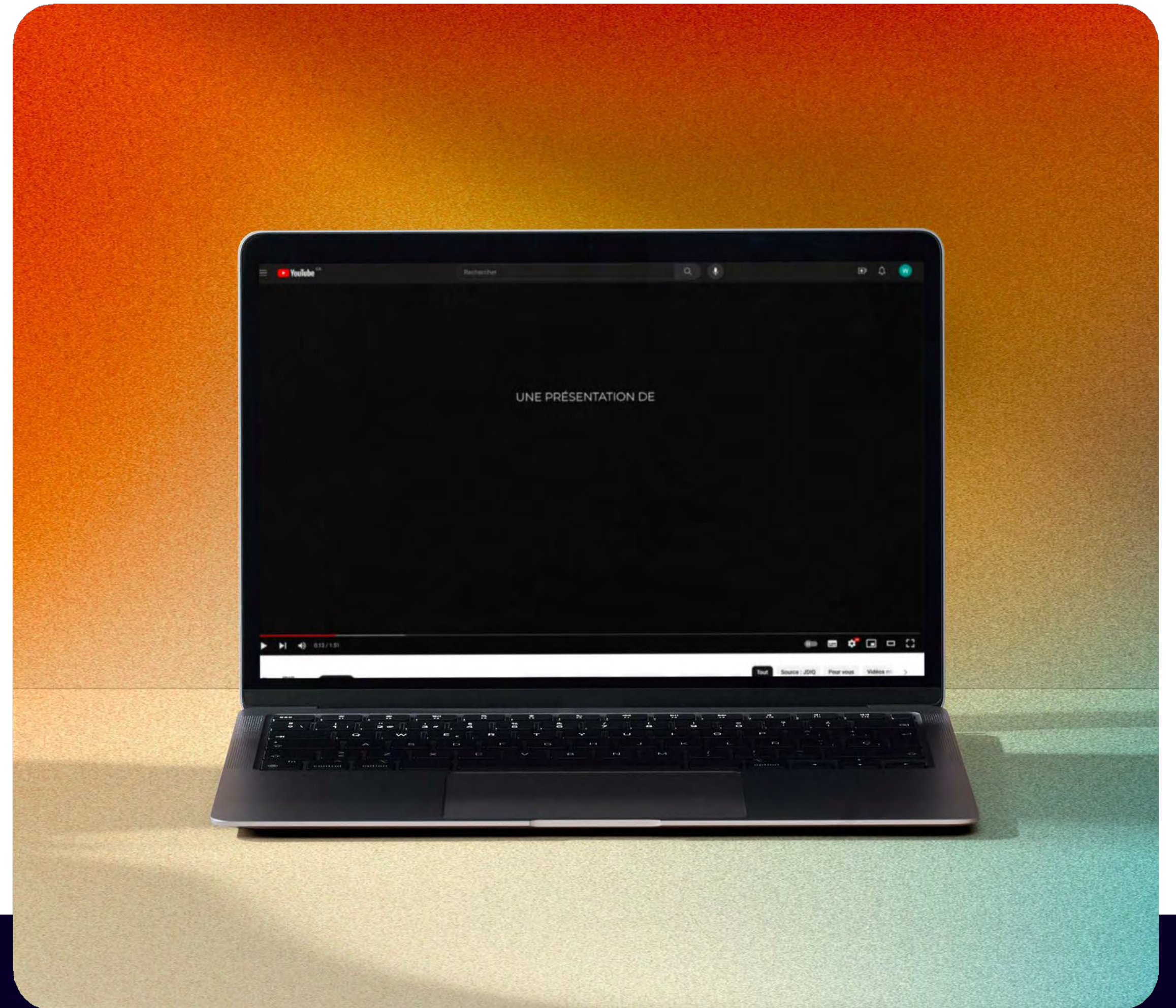
Main Partner of the JDIQ Teaser Campaign

Video featured on JDIQ's social media platforms, newsletter, and in an advertising campaign.

Also broadcasted as part of an international advertising campaign.

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Price: \$5,000







## **VISIBILITY ON THE MOBILE APP**

The JDIQ 2025 will have its own dedicated mobile app.

The app will allow attendees to access the program schedule, speaker information, an exhibition hall map, and conference room numbers.



## MAIN PARTNER OF THE APP

Gain prime exposure within the app and in all communications related to it!

Keep your business in the spotlight throughout the entire event cycle and always stay within reach!

Additionally, enjoy visibility in the newsletter and on social media when we promote the congress mobile app.

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**Price: \$8,000**



## INCLUDES:

- Logo on the app's loading page
- One banner on the homepage
- One banner on the map
- One rotating banner

### Featured Exhibitor Package

- Officially recognized as the "Main Partner of the JDIQ App" whenever the mobile app is promoted
- Your booth highlighted on the map in your company colors



## HOMEPAGE BANNER

(only 3 available)

Your ad will be one of the banners displayed on the JDIO mobile app page. Your brand will be seen by all users every time they open the app.

**Highly Exclusive:** Limited to a few companies, with banners displayed in rotation.

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**Price: \$3,000**



- One-click access to your profile or website
- Highly visible with a high click-through rate
- Quick access to your booth location on the map
- Dramatic increase in visits to your profile



## ROTATING BANNER

Affordable, high-visibility exposure

Rotating banners provide extensive coverage throughout the app, as they appear at the top of most pages.

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**Price: \$2,000**



- **Limit of 5 (in rotation)**
- Banner displayed in multiple locations for maximum exposure
- One-click access to your listing, website, or booth location on the map
- Dramatic increase in visits to your advertisement



## “PUSH” NOTIFICATIONS

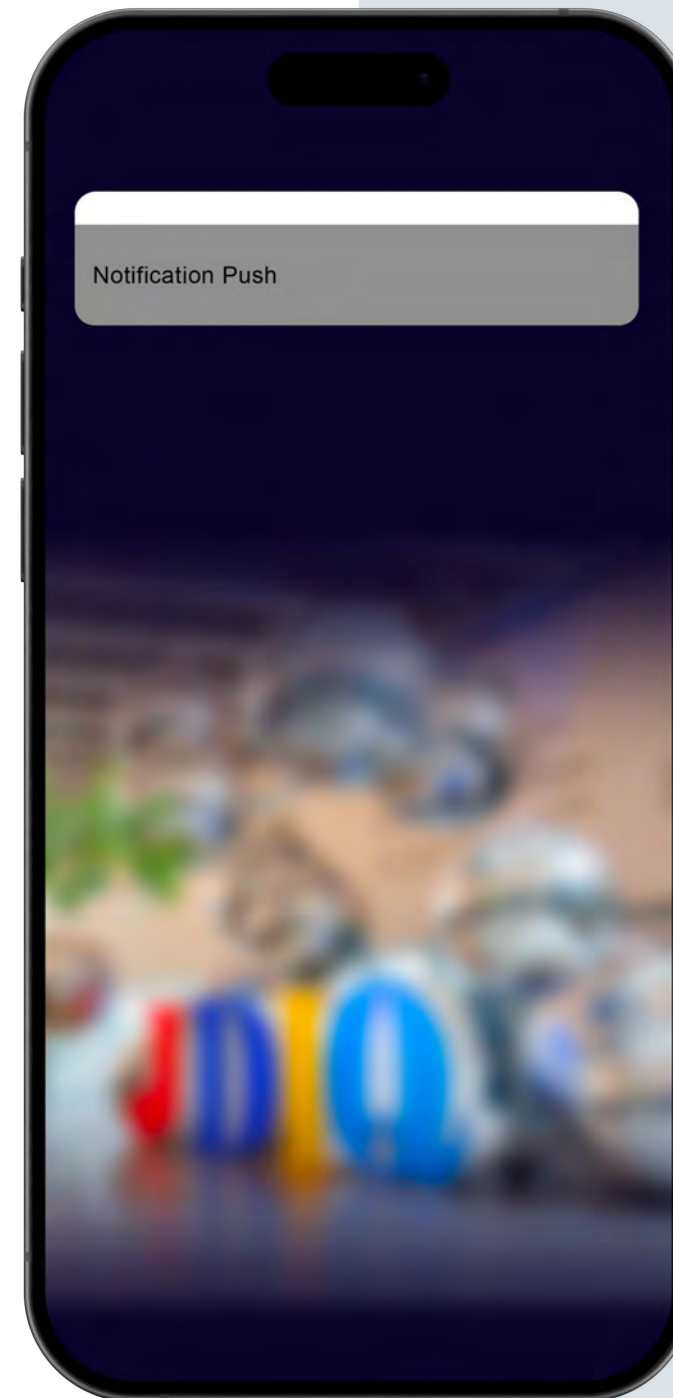
Reach a large audience with alerts.

Push notifications are SMS-type messages received by all users, whether the app is open or closed.

These messages are typically short and are used to highlight an important event/product.

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**Price: \$1,500**



- Les notifications push atteignent les utilisateurs même lorsque l'application n'est pas ouverte.
- Push notifications reach users even when the app is not open.
- The message also appears in the inbox of all users.
- Flexible actions can be assigned to each notification.

By clicking on a notification, users can:

- Make a special announcement
- Direct users to your exhibitor profile
- Direct users to a conference profile
- Direct users to a website page



## **SPECIAL ANNOUNCEMENT OR "NEW PRODUCT ALERT"**

Send a message to the inbox of all users.

It will appear in the inbox of all participants with a notification on the home screen.

The message in the app can include a photo, description, and a link to your booth on the map.

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**Price: \$1,000**





## EXCLUSIVE EXHIBITOR OFFER

- Your direct link to the profession
- Distributed to over 5,400 dentists and dental specialists
- Digital format produced twice a year

Contact us to learn more:  
[journal@odq.gc.ca](mailto:journal@odq.gc.ca)

# 50%

## DISCOUNT

On advertisement in  
The 2025 editions of  
the Journal







**GENERAL  
VISIBILITIES  
DURING THE  
CONGRESS**



## URBAN BBQ

7<sup>th</sup> floor terrace of the Palais des congrès de Montréal

Become a partner of the second edition of our networking event celebrating the official launch of JDIQ, the Urban BBQ, scheduled for Sunday, June 1st, from 4:30 PM to 7:30 PM on the terrace of the Palais des congrès in Montreal.

We offer several partnership and visibility opportunities for your business, tailored to your contribution. We also provide an exclusive sponsorship opportunity for the event. This is a great chance to thank your clients attending JDIQ while strengthening your business relationships in an exceptional setting.

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**Price: On request**





### Available opportunities:

- **Become the official host of a turnkey event.**  
Your company will be featured in all of our public communications, such as "XYZ Company presents the Urban BBQ" or "The Urban BBQ by XYZ Company."
- **Custom photo spaces.**  
Provide participants with a group photo space featuring your logo, perfect for capturing attention.
- **Your logo integrated into the decor.**  
Display your logo on elements such as cushions, ping-pong tables, cocktail tables, and bean bag toss games.
- **A signature mocktail.**  
A non-alcoholic cocktail will carry a name inspired by your products or services for unique visibility.
- **Broadcast promotional content.**  
Present a video of your company or products on a screen during the event.
- **A personalized hashtag.**  
Boost your online visibility with a hashtag created specifically for the event.
- **Exclusive speaking opportunity.**  
Take the opportunity to give a speech or presentation during the evening.

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Contact us to explore these options and collaborate on making this unmissable event a success!



# LOGO ON THE WI-FI HOMEPAGE

(Homepage banner)

Everyone at the Palais des congrès connects to the Wi-Fi.

Each person will be directed to the Wi-Fi login page of the Palais des congrès.

This is a perfect opportunity to showcase your brand to all congress participants who connect to the internet during the event.

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**Price: \$3,000 (for the banner)**  
**\$2,500 (for each advertising space)**

## HOMEPAGE

Your visual  
900 x 300

Advertising Space  
300 x 250

Advertising Space  
300 x 250

Advertising Space  
300 x 250

Affichage sur cellulaire



Affichage sur tablette ou portable





## LOGO ON THE "QUICK OVERVIEW AGENDA" PAGE

One of the most visited pages during the congress.

Web page featuring the schedule of activities and room numbers.

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**Prix: \$5,000**







## DELEGATE BAGS

Place your company's name and logo in the hands of 8,500 delegates. On the JDIQ website, your company's logo will appear in the exhibitor list under the **GOLD** category.

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Price: On request **SOLD**



## BAGS INSERTS

Insert a document or sample into the 8,500 bags distributed to all delegates at the congress. Your company must have reserved a booth in the exhibition hall.

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Price: \$7,000



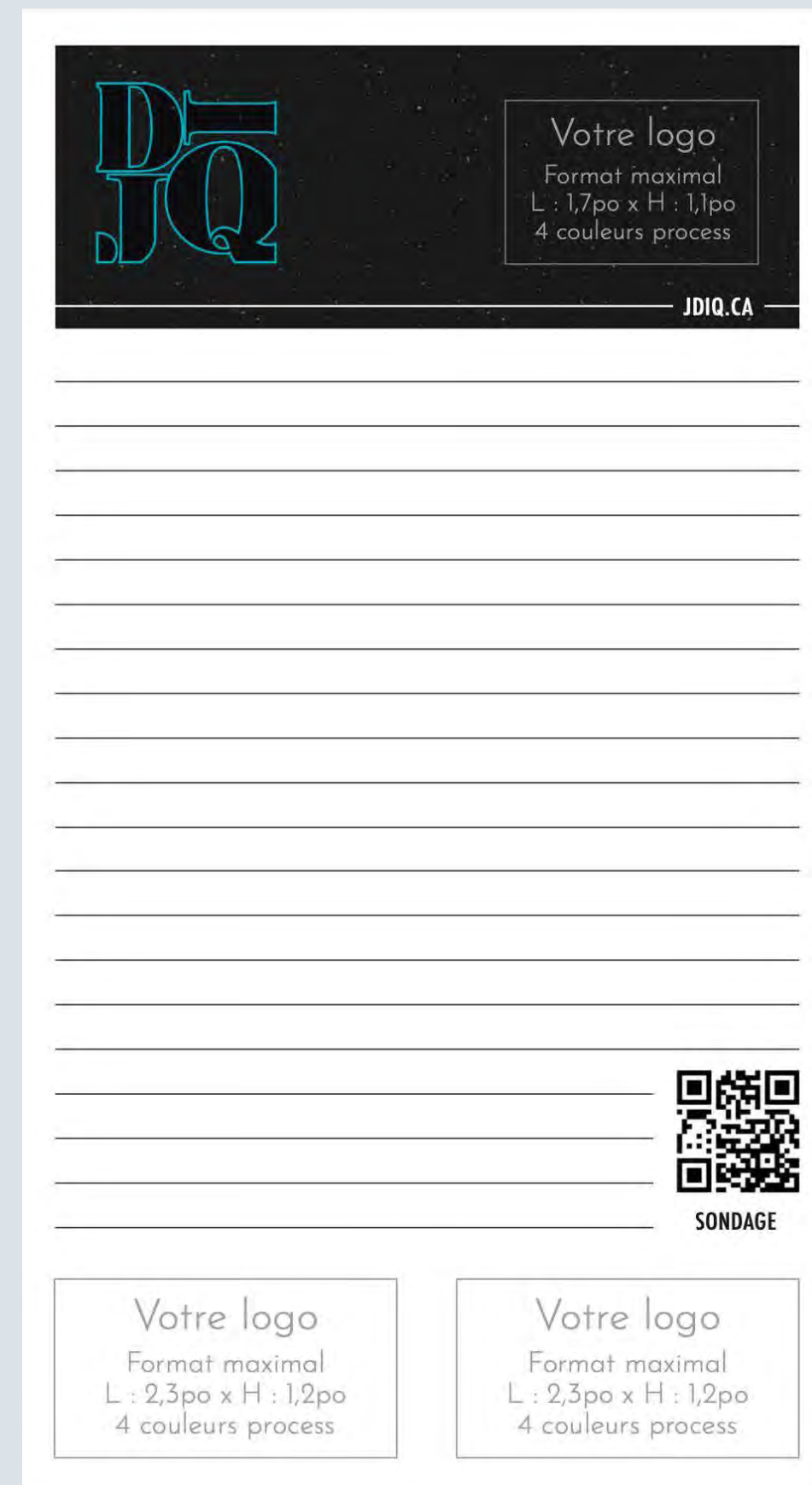
# NOTEPAD

Place your company's logo in the hands of 12,000 delegates.

2 available spaces:

- 1 advertising space at the top of the page
- 1 advertising space at the bottom of the page

**Price: \$7,000 for each of the two available spaces**







**HALL VIGER  
VISIBILITIES**



## LOGO ON THE CARPETS OF THE GIANT LETTERS + LOGO ON PILLOWS

Be featured in all the photos by placing your logo on the carpet in front of the giant JDIQ letters.

You will also be featured on the 4 cushions in front of the giant letters.

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**Price: \$5,000**  
(**\$3,000 for the logo on the carpet + \$2,000 for the logo on the 4 cushions**)





## VOX POP WALL

This wall is located in front of the entrance to the exhibition floor. It offers a unique access point and an exceptional sponsorship space.

Interviews with delegates, exhibitors, and partners will take place in front of this wall in the form of Vox Pop. These video clips will also be shared on our social media.

The wall will be covered with a mosaic of your logo and/or your slogan.

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Price: \$14,000 **SOLD**





## JOB BOARD

The job board is strategically located near the registration counter in the Hall Viger, a high-traffic area. This is an ideal opportunity to provide targeted visibility for your business, while associating it with a useful resource and positioning your company as a key player in the industry.

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Price: \$5,000

**JOB FAIR**

**JOB OFFER**

**SERVICE OFFER**



## ELEVATOR DOORS & FLOORS\*

Visual on the door and floor of the elevators at Hall Viger.

\*Other elevators also available.

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Price: 4,000 \$





## COMMON AREAS GD209

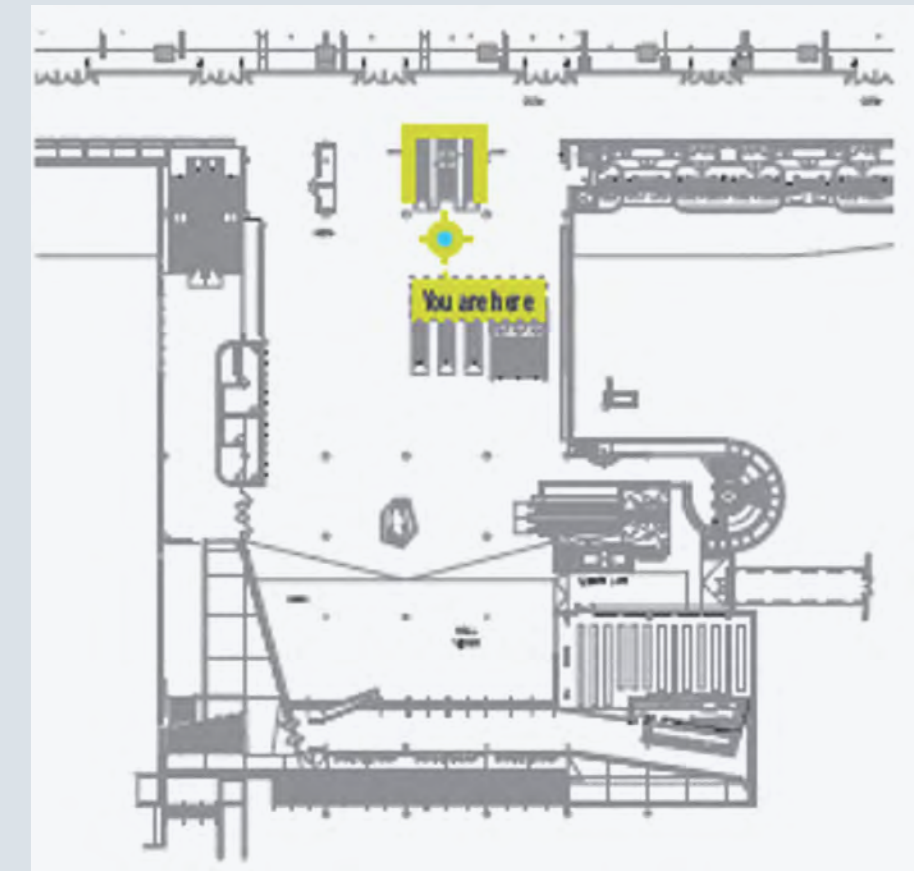
Dimensions: 4 of 79" x 45 ½" and 8 of 75" x 45 ½"

Material: Foamcore

Level 2 • Hall Viger

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Price: \$12,000





## COMMON AREAS GD208

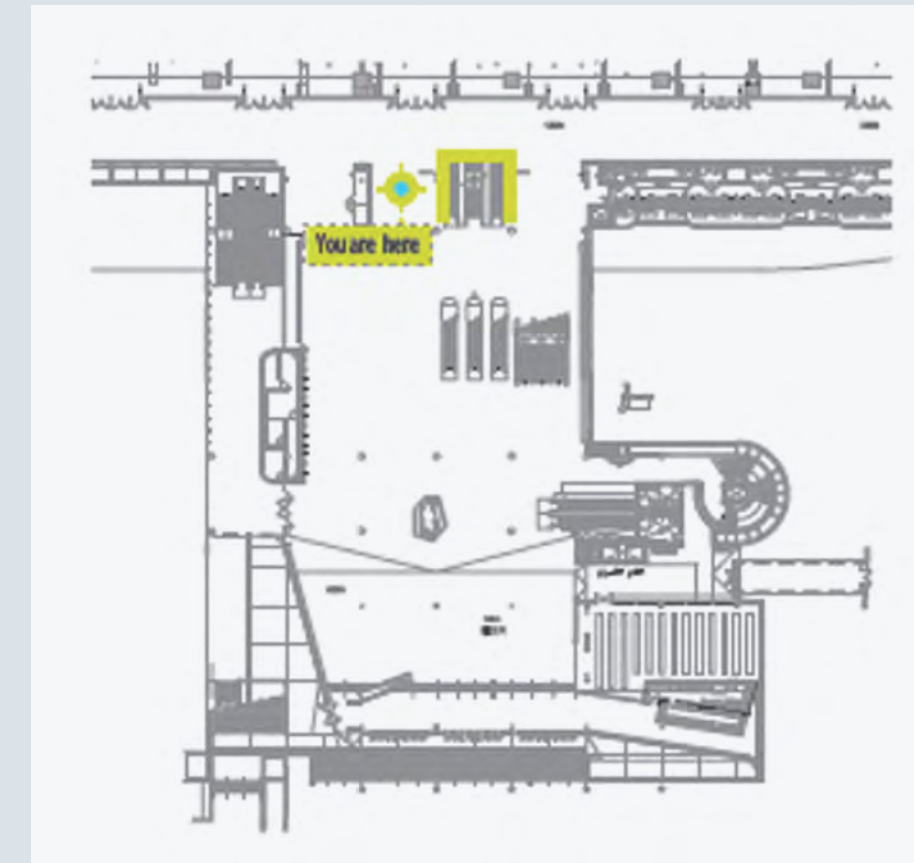
Dimensions: 24 panels

Material: Foamcore

Level 2 • Hall Viger

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Price: \$11,000





## VISIBILITY FOR MONDAY & TUESDAY

### HALL VIGER & EXHIBITION HALL COLUMNS

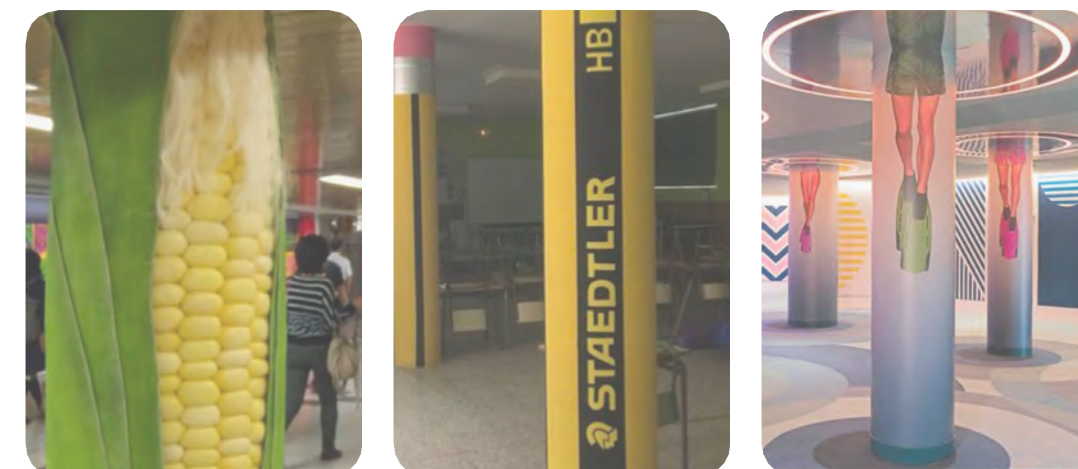
Enhance your media impact by being omnipresent and innovative. Offer a discovery path with images and QR codes that can be scanned using mobile devices. Users will be directed to an image or video in augmented reality or to a website.

The Hall Viger is the main thoroughfare for all delegates.

Here are some inspirations: <https://vimeo.com/166204109>

Sponsorship at the discretion of the Ordre des dentistes du Québec.

**Price: \$ 5,500 per column**  
**\$ 23,000 (for the 5 columns)**

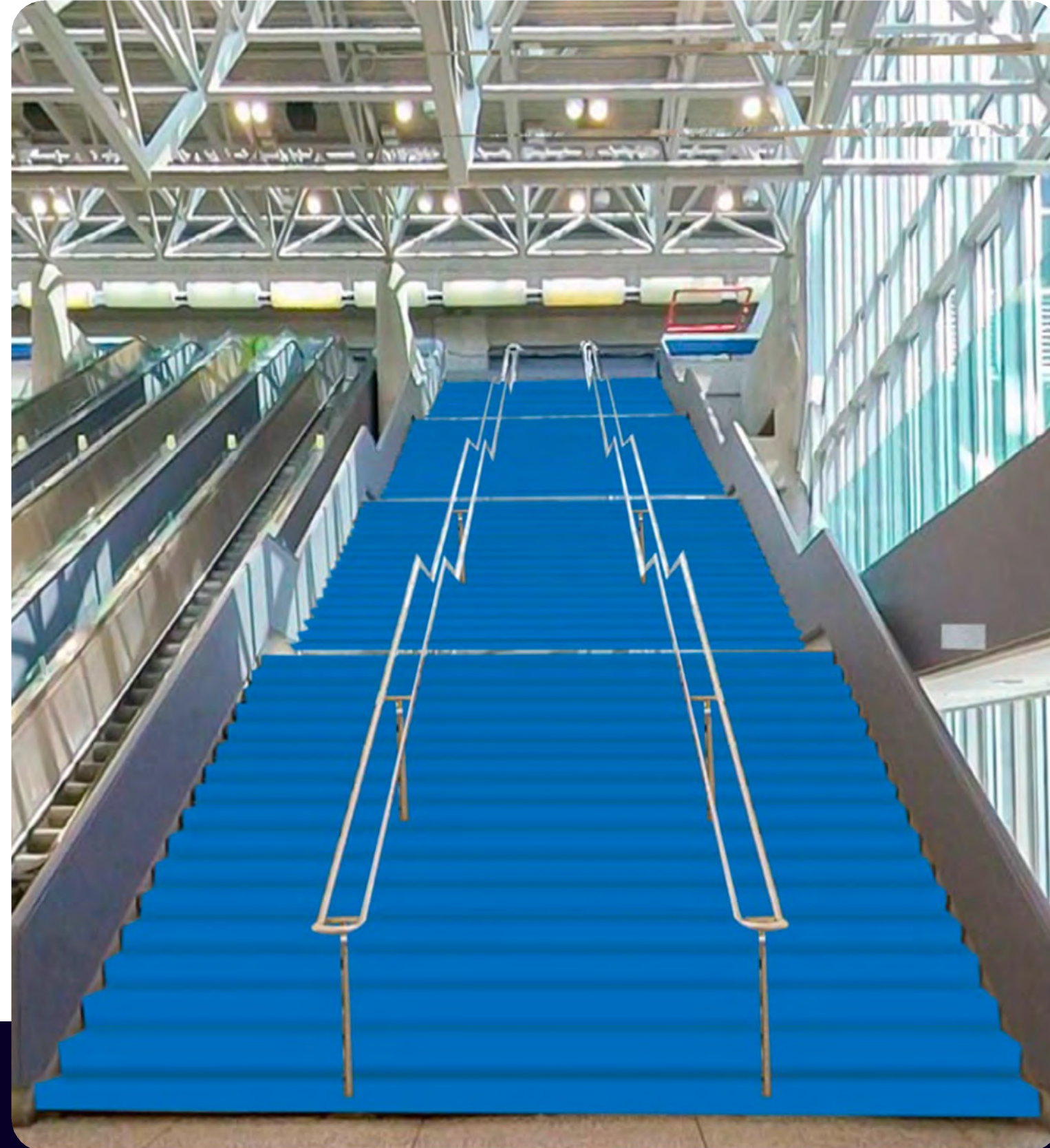




## HALL VIGER STAIRS

These stairs provide access to Level 500, the area dedicated to continuing education for dentists and dental teams throughout the 5-day conference.

Price: \$7,500 per section or \$18,000 for all three sections.

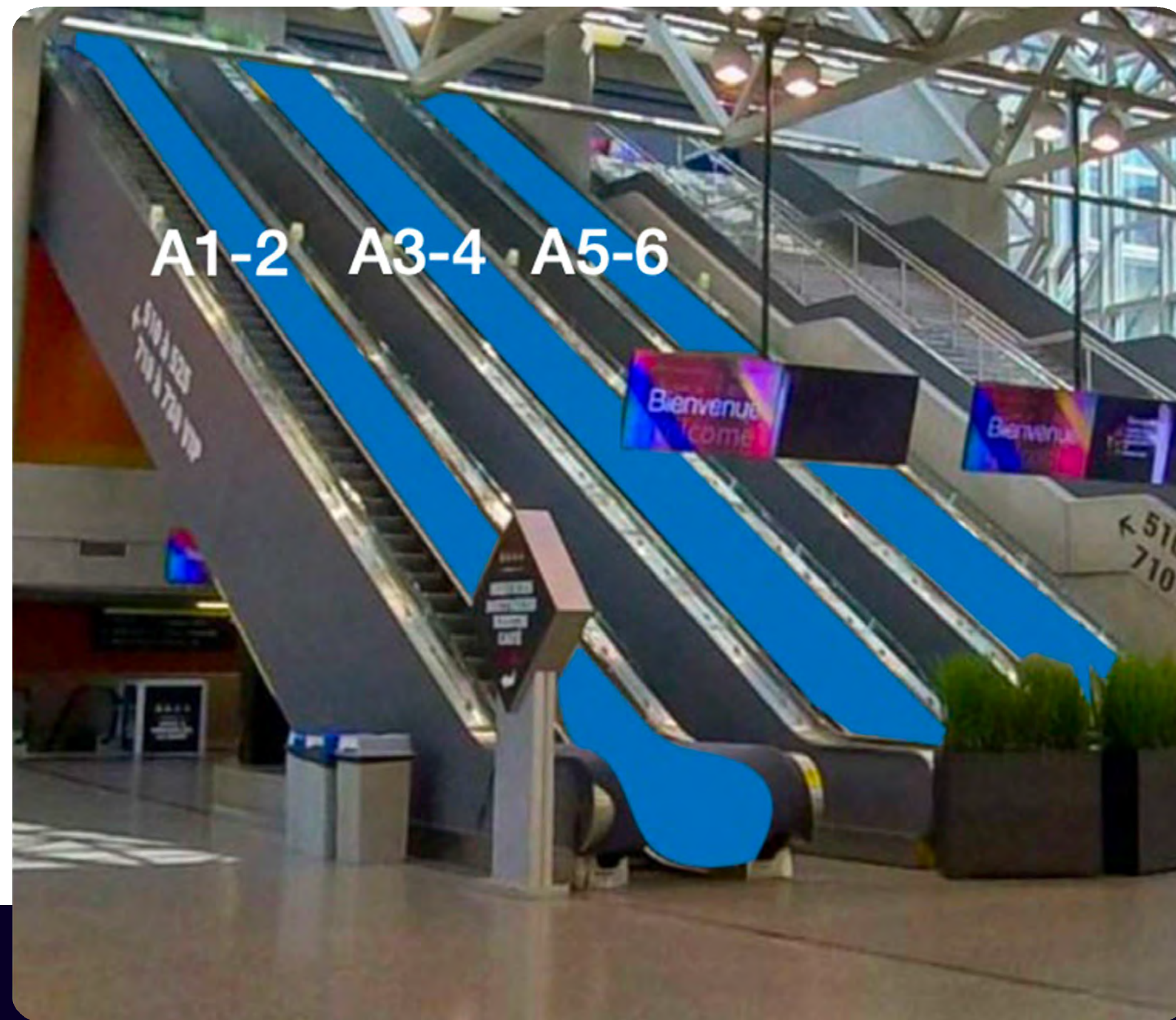




# HALL VIGER ESCALATORS

Price: on request

Printing and installation  
not included.





## PRINT ON BISTRO SECTION TABLES ON THE EXHIBIT FLOOR

Design a layout that highlights your brand on the tables in the bistro section.

—  
**Price: To be determined based on the number of tables selected.**





Ordre des dentistes  
du Québec

517b

517a

↑ Place Riopelle  
↑ 510 à 516  
↑

Ordre des dentistes  
du Québec

**Remise de prix ODQ**

De 15h30 à 16h30  
Sur invitation seulement

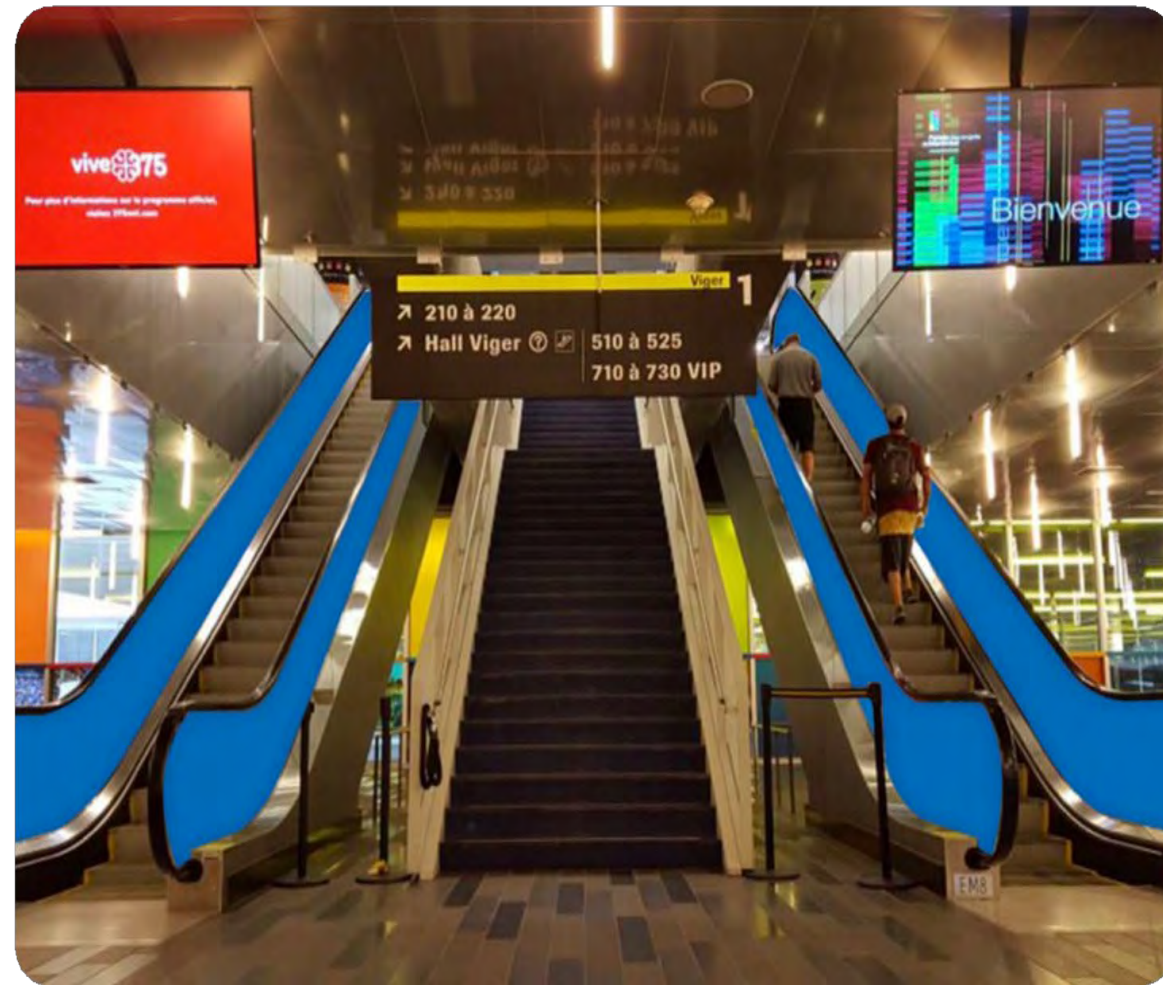
D  
JQ

**BBQ Urbain**

De 16h30 à 19h30  
Ouvert à tous

SHOPPING  
GALLERY  
VISIBILITIES





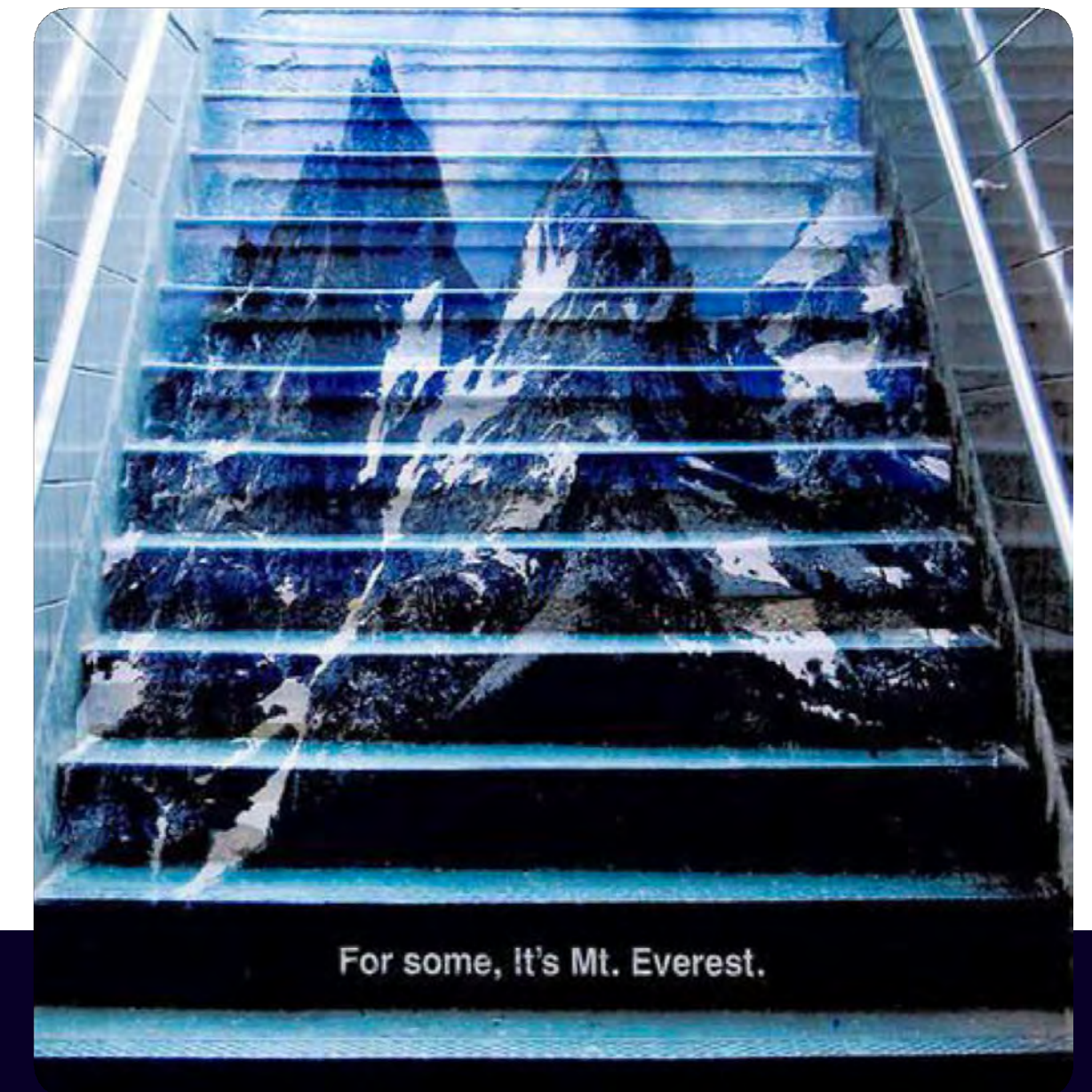
## LOBBY STAIRS

The escalators leading to Hall Viger offer additional advertising opportunities. Don't want to share your space and prefer full control over the branding at this prime location? Pair your advertisement with the Lobby space and enjoy an attractive rate for both placements!

**Price : Between 5,000 \$ and 15,000 \$**

Make a bold impression, dazzle, and bring smiles to the delegates... as this is a key part of the JDIQ convention.

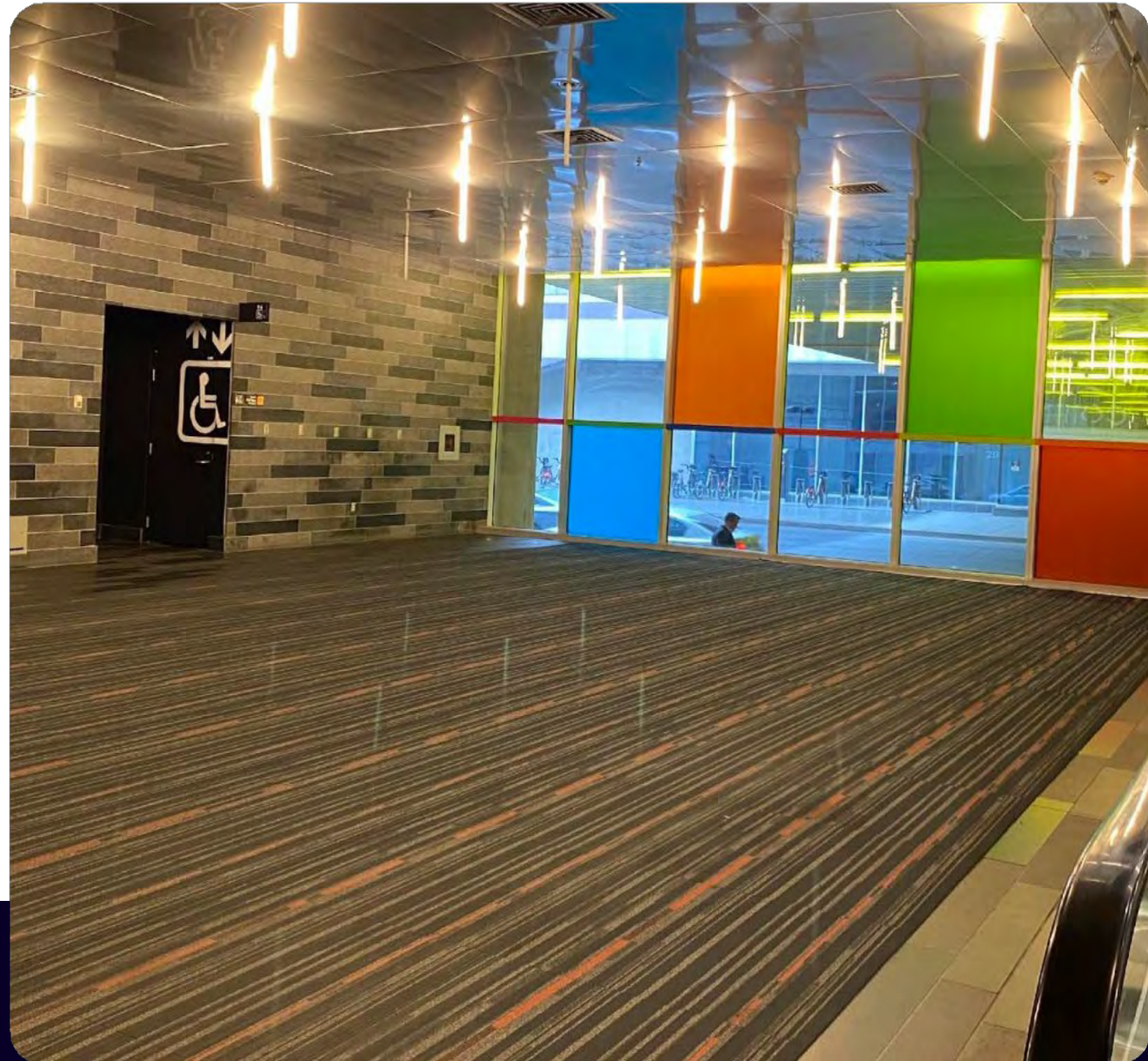
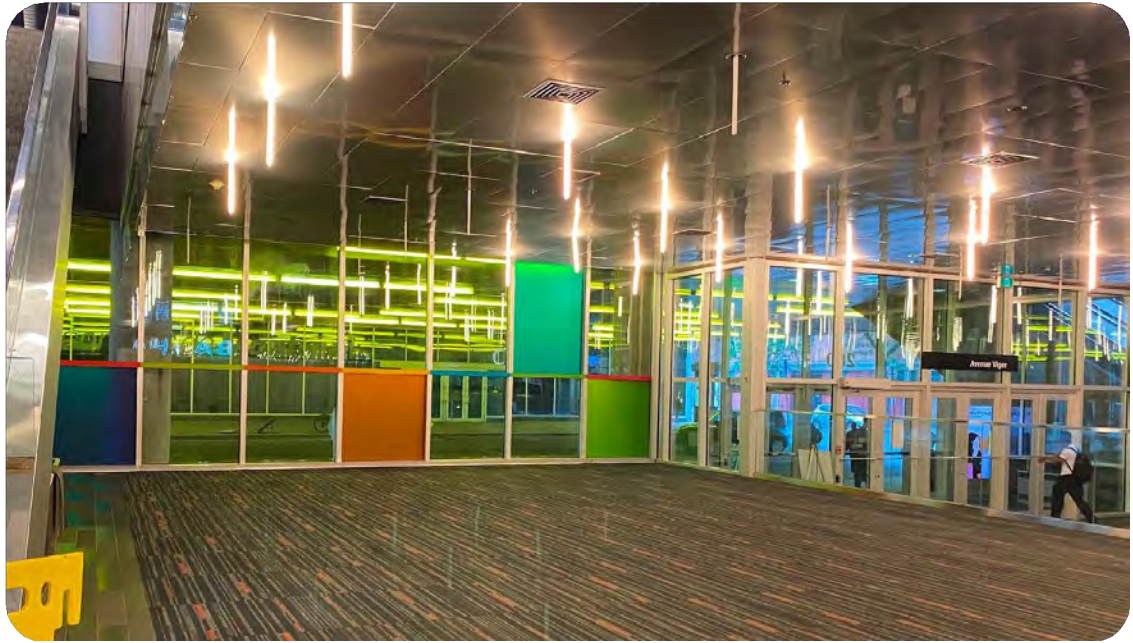
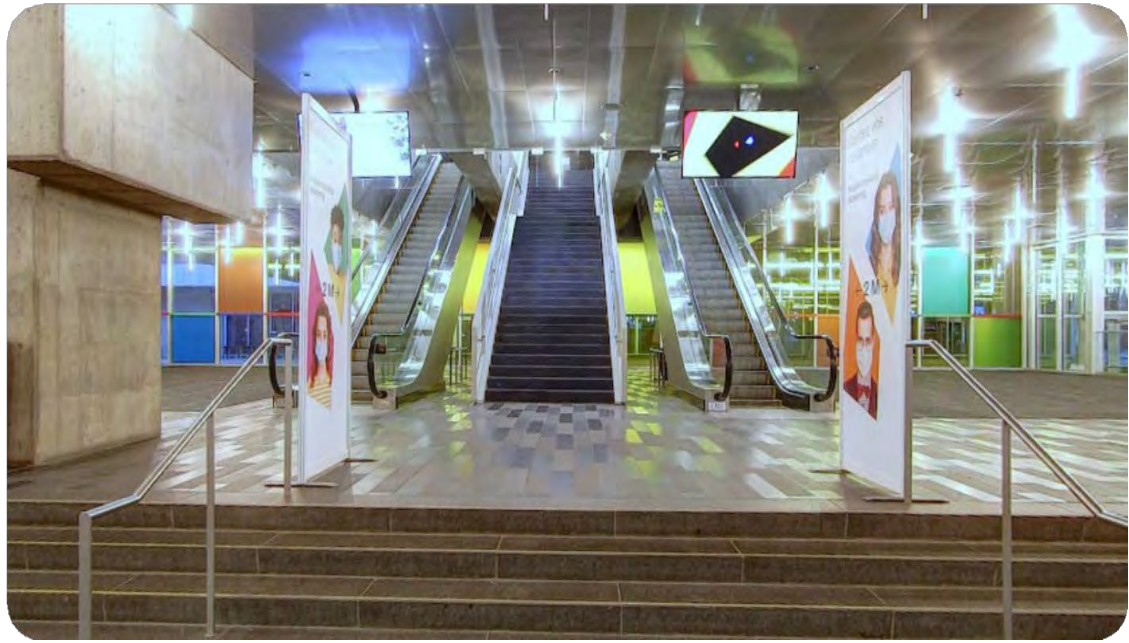
**Be creative!**





Once delegates have passed the badge printing stations, they will be directed to the escalators. At this location, there is a lobby surrounding the escalators. This area, which delegates can visit before continuing their journey to Hall Viger, could be fully dedicated to showcasing your brand.

**Combine this visibility with the escalators.**



## THE LOBBY

An ideal location to get ahead of the competition and launch an activation, create a journey, or highlight your brand to all delegates.

This area serves as both an entry and exit pathway, offering a unique opportunity to enhance your brand visibility.

Take advantage of this prime showcase space to design a dedicated area or even make a statement from the outside.

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**Price : \$10,000 (for the space)**



## AIRES COMMUNES HB101-A

Dimensions: 95' x 13'

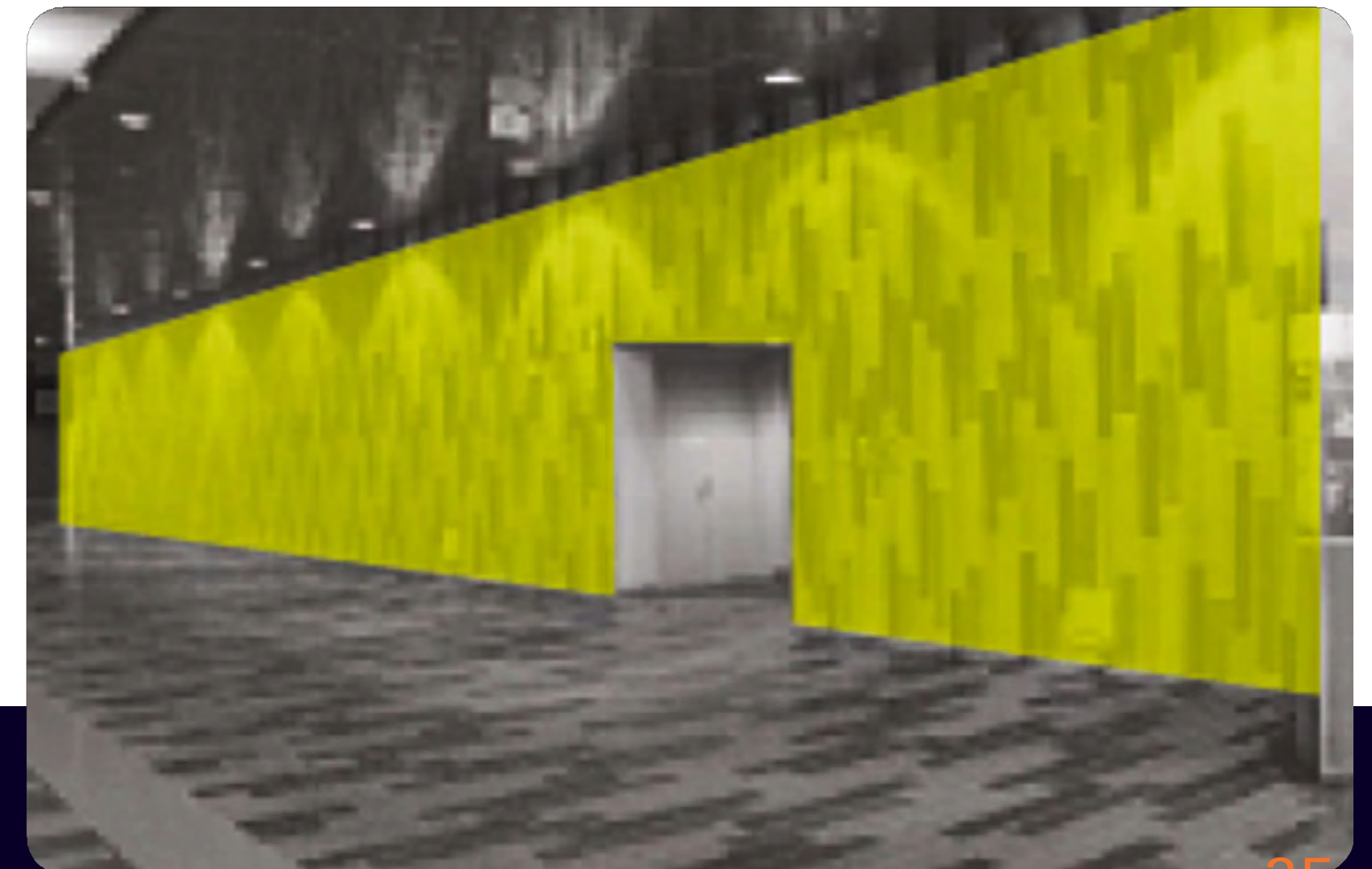
Material: Banner

Level 1 • Shopping Gallery

Sponsorship at the discretion of the Ordre des dentistes du Québec.

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Price : \$38,000





## COMMON AREAS HB101-C

Dimensions: 72' x 13'

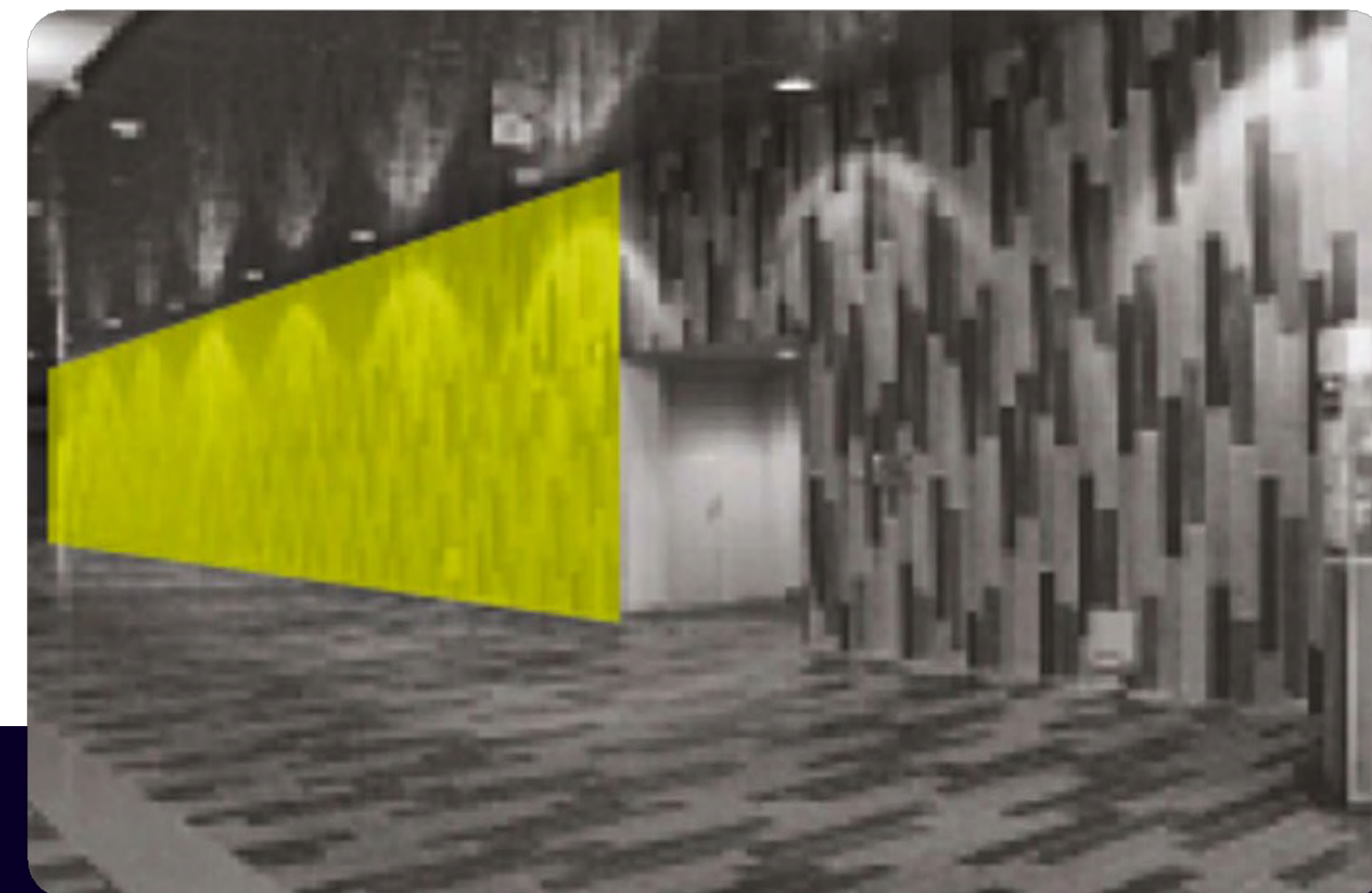
Material: Banner

Level 1 • Shopping Gallery

Sponsorship at the discretion of the Ordre des dentistes du Québec.

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Price : \$28,000





## COMMON AREAS HB101-B

Dimensions: 23' x 13'

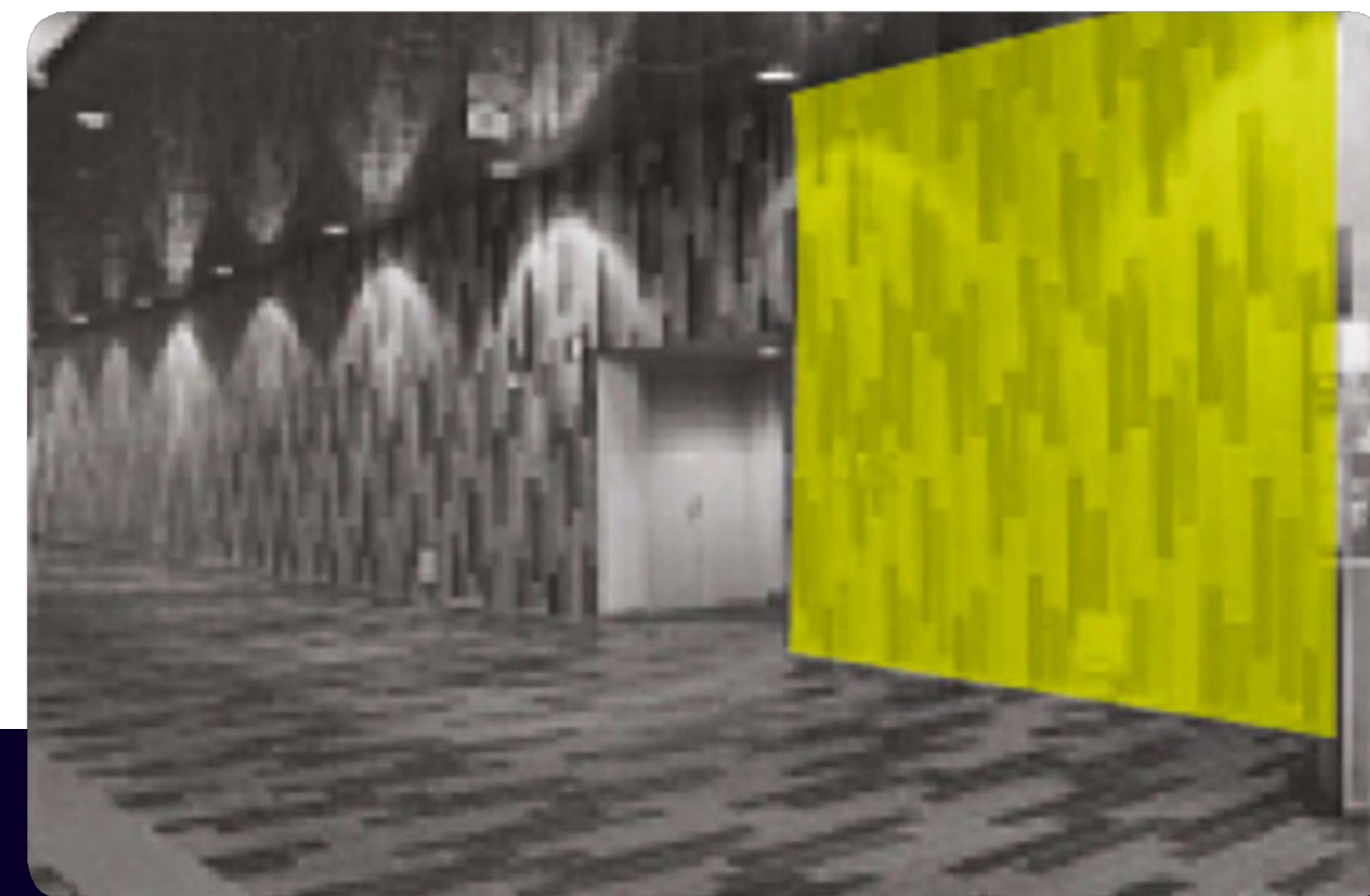
Material: Banner

Level 1 • Shopping Gallery

Sponsorship at the discretion of the Ordre des dentistes du Québec.

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Price : \$11,000





## COMMON AREAS SC101

Dimensions: Each riser measures 72" x 6"

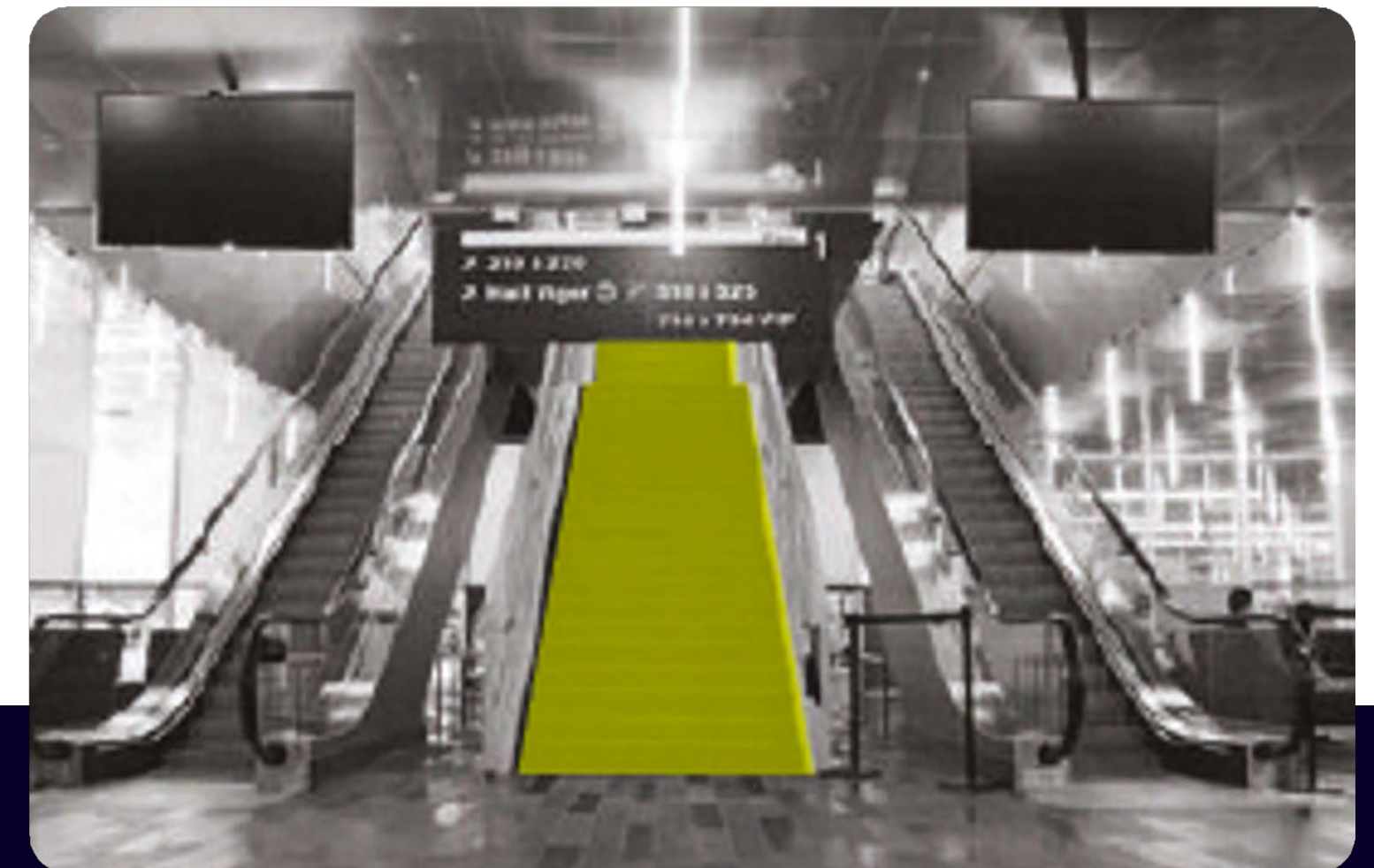
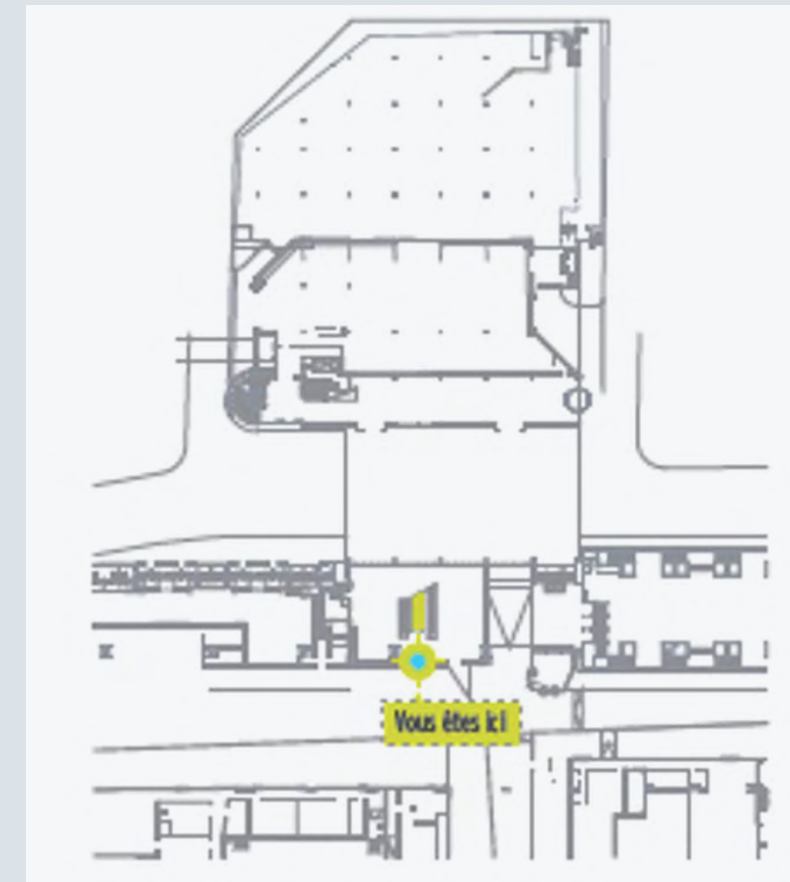
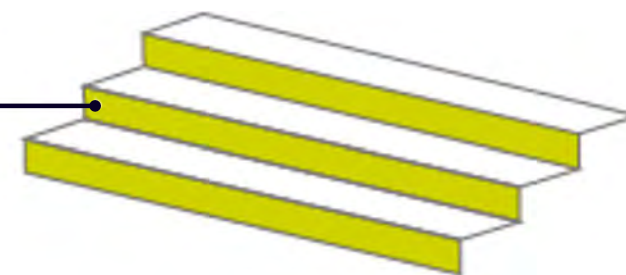
Material: Adhesive vinyl

Level 1 • Shopping Gallery

Price: \$5,400

Combined  
with SC102:  
\$4,500

Riser only





## COMMON AREAS SC102

Dimensions: Each riser measures 58' x 6"

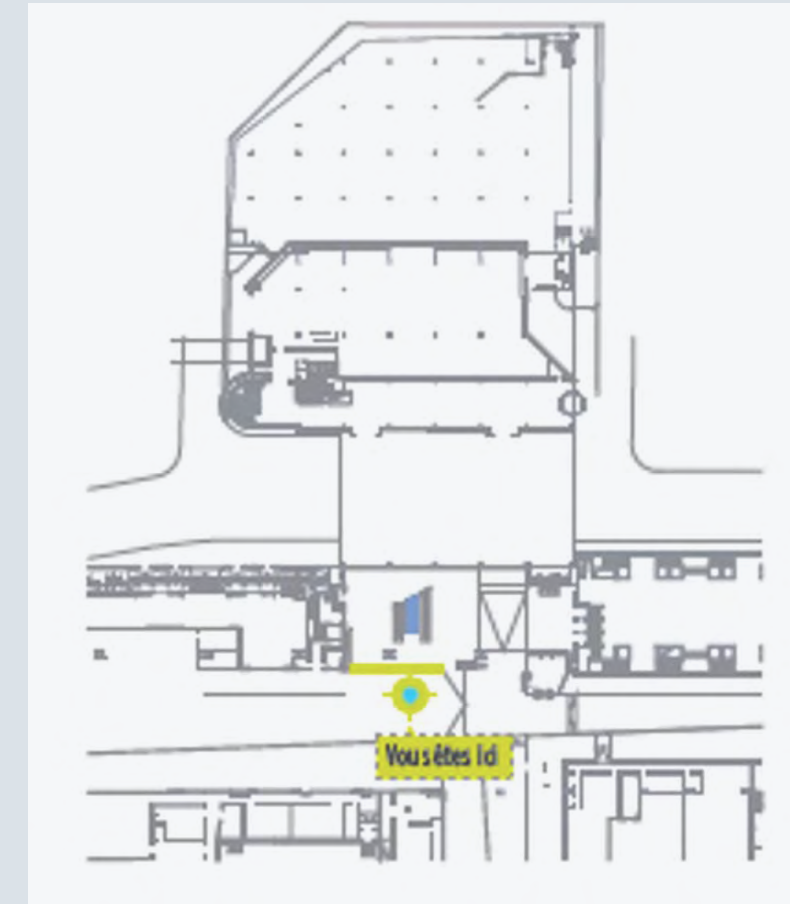
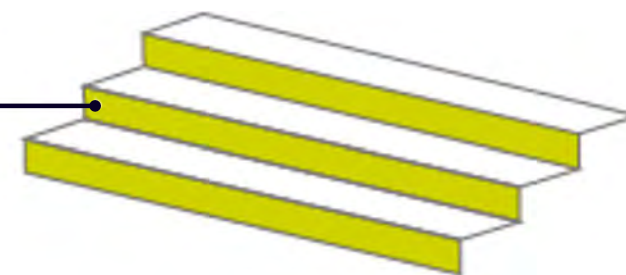
Material: Adhesive vinyl

Level 1 • Shopping Gallery

Price: \$5,500

Combined  
with SC101:  
\$4,500

Riser only





## EXTERIOR DOORS (IN FRONT OF THE WESTIN)

Printed on the exterior doors in front of the Hotel Westin Montreal.

Must be approved by the Palais for outdoor signage.

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Price: \$6,750





## EXTERIOR WINDOWS WCEXT1

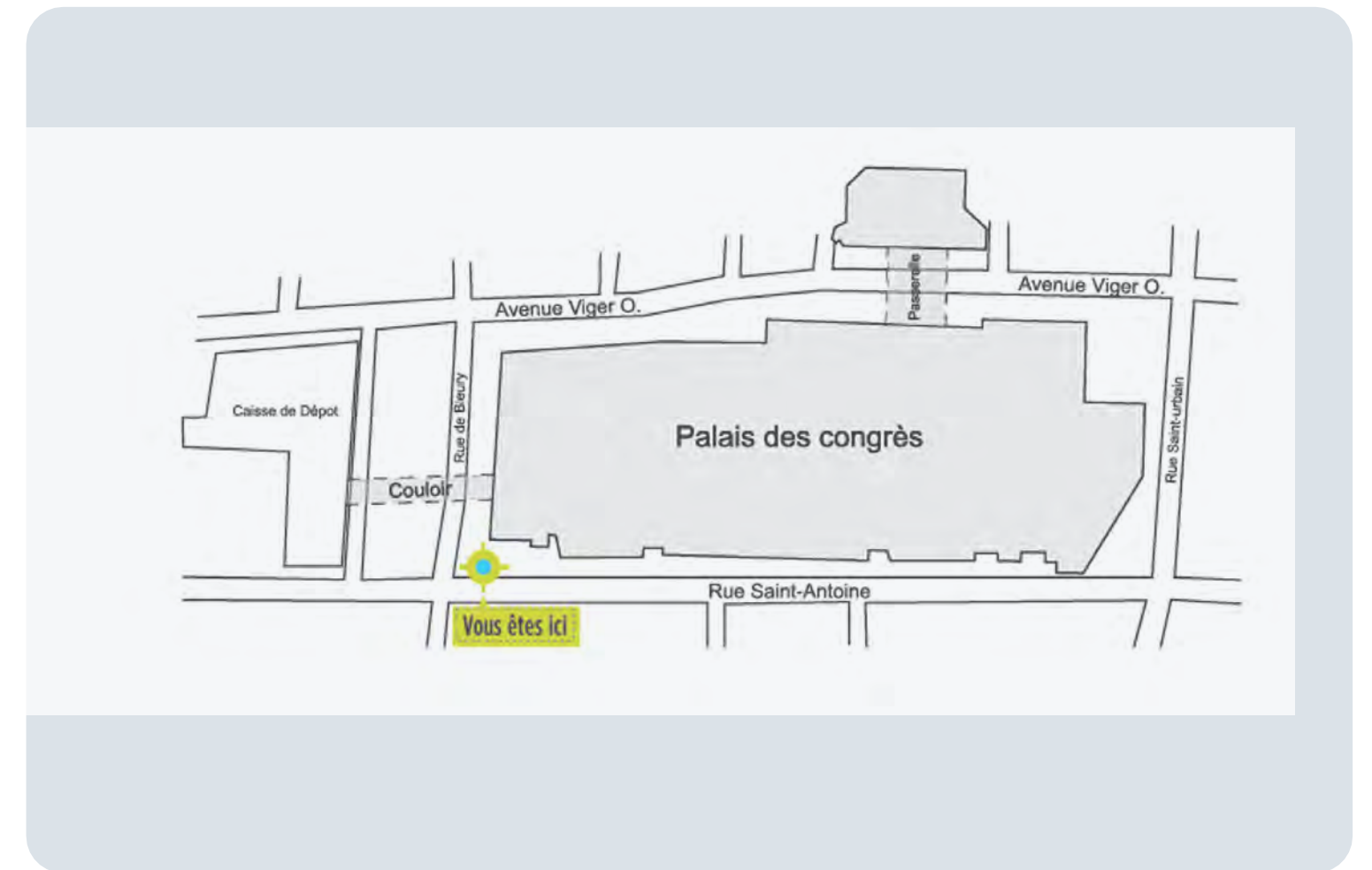
Dimensions: 1 of 54" x 72" • 2 of 60" x 72"

Material: Adhesive vinyl

Level 1 • Entrance at the corner of St-Antoine and Bleury.

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Price : \$6,600







51

**VISIBILITIES –  
LEVEL 5**



## \* *PIMPED* BATHROOMS

Create a floral mural with your logo or a mini selfie station.

Identify the doors inside and/or outside with YOUR LOGO.

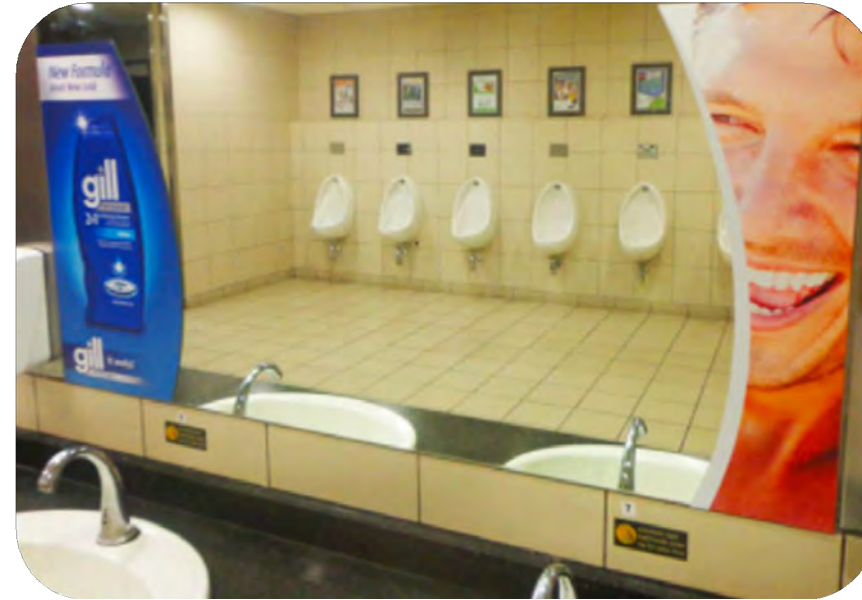
Dress up the floors and even the walls. Showcase your products on the counters.

Beautify the restrooms at the Palais des congrès with your brand image!

\*Also available on the exhibitor floor.

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Price : On request







**EXHIBITION HALL  
VISIBILITIES**





## **NETWORKING HOUR**

(Monday and Tuesday)

Beers and wines will be served in the exhibition hall, after the conferences, from 4:00 PM to 5:00 PM on Monday and Tuesday.

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**Price : \$20,000**



## **BREAKFAST IN THE EXHIBITION HALL**

(Monday and Tuesday)

Sponsor the continental breakfast that will be served in the exhibition hall from 8:00 AM to 8:30 AM, before the start of the conferences.

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**Price: \$15,000**



# PHONE & COMPUTER CHARGING STATION

Price: \$5,000







**DIGITAL  
VISIBILITIES  
POST-CONGRESS**



## **PARTNER OF JDIOQ'S HIGHLIGHTS VIDEO**

Be the partner of the event's highlights video. It will be shared via the newsletter, on YouTube, and across the event's social media platforms.

It will also be available on the JDIOQ website and on the respective year's highlights page.

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**Price: \$5,000**

## **PARTNER OF THE HIGHLIGHTS PAGE**

Each edition of the JDIOQ has its own "Highlights" page featuring all the photo albums and videos from that edition.

Be a partner of the Highlights page and have your logo displayed there.

Highlights 2025 of the JDIOQ, presented by [your company].

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**Price: \$3,000**



# ARE YOU IN?

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Reserve your sponsorship quickly with:

**Jackie Potvin**

[jacynthe.potvin@odq.qc.ca](mailto:jacynthe.potvin@odq.qc.ca)

Priority will be given to exhibitors confirmed on the exhibition floor.



Journées dentaires  
internationales  
Québec