



Journées dentaires
internationales
Québec



PALAIS DES CONGRÈS DE MONTRÉAL

Montreal | Canada

2027

JDIQ.CA

TABLE OF CONTENT

DIGITAL VISIBILITIES BEFORE THE CONGRESS

JDIQ Newsletter + Social Media	3
Visibility on the Mobile App	4
Main App Partner	5
Homepage Partner	6
Rotating Banner	7
“Push” Notifications	8
Special Announcement or “New Product Alert”	9

GENERAL VISIBILITIES DURING THE CONGRESS

Logo on the Wi-Fi Homepage	11
Logo on the "Quick Agenda Overview"	12
Delegate Bags	13
Bag Inserts	13

HALL VIGER VISIBILITY

Vox Pop Wall	15
Common Areas GD209	16
Common Areas GD208	17
Hall Viger & Exhibition Hall Columns	18
Hall Viger Stairs	19
Hall Viger Escalators	20

1st FLOOR VISIBILITY

Common Areas SC101	22
Common Areas SC102	23
Common Areas HB101-A	24
Common Areas HB101-C	25
Common Areas HB101-B	26

Exterior Doors (in front of the Westin)	27
Outdoor Spaces WCEXT1	28

5th FLOOR VISIBILITY

Washrooms	30
-----------	----

EXHIBITION HALL VISIBILITY

Printed Branding on Bistro Section Tables	32
Networking Hour	33
Breakfast in the Exhibition Hall	33

A photograph of a person's hands holding a dark-colored smartphone. Another person's hand is visible, pointing at the screen. The background is blurred, showing a person in a light blue shirt. The image is framed with rounded corners and a green bar at the bottom.

DIGITAL VISIBILITIES BEFORE THE CONGRESS

JDIQ NEWSLETTER + SOCIAL MEDIA

Banner in the JDIQ newsletter and
visibility across our social media platforms

More than 14,000 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 **\$620 to \$2,100**.

MULTIPLE SPOTS AVAILABLE

- December Newsletter + Social Media - Announcement of
registration opening (and rates) **\$620**
- January Newsletter + Social Media - Registration launch **\$825**
- March Newsletter + Social Media - Full Monday-Tuesday
program **\$1,140**
- April Newsletter + Social Media - Announcement of activities
and exhibitor hall **\$1,350**
- May + Social Media - Must-see at JDIQ - Contest **\$1,650**
- May Newsletter + Social Media - Survey **\$1,450**
- June Newsletter + Social Media - Highlights video and
photo albums **\$2,100**



VISIBILITY ON THE MOBILE APP

The JDIQ mobile app will be actively promoted to congress attendees and used as the **primary information and navigation tool throughout the event.**

It will provide access to the program, speaker profiles, the exhibition floor plan, as well as room numbers and locations, making it easier for attendees to navigate the venue and enhancing their on-site experience.

MAIN PARTNER OF THE APP

Gain maximum visibility in the JDIQ mobile app and across all communications promoting it, including our newsletter and social media channels.

On site, the app will also be accessible on large screens available to attendees, allowing them to view the program, locate rooms and easily navigate the exhibition floor.

Keep your company in the spotlight throughout the event cycle and stay within easy reach of attendees before, during and after JDIQ!

Price: \$8,700

SOLD



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 displayed as a banner on the JDIQ mobile app's home screen, giving your brand repeated visibility among all users each time they open the app.

Exclusive: Limited to three companies, with banners displayed on a rotating basis.

Price: \$3,600



Clickable Banner

Direct attendees to your website or exhibitor profile with a single click.

Repeated Visibility

Your banner will be displayed on a rotating basis to app users, maximizing opportunities for clicks and engagement.

ROTATING BANNER

Limited to 5 companies
(displayed on a rotating basis)

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

Price: \$2,575



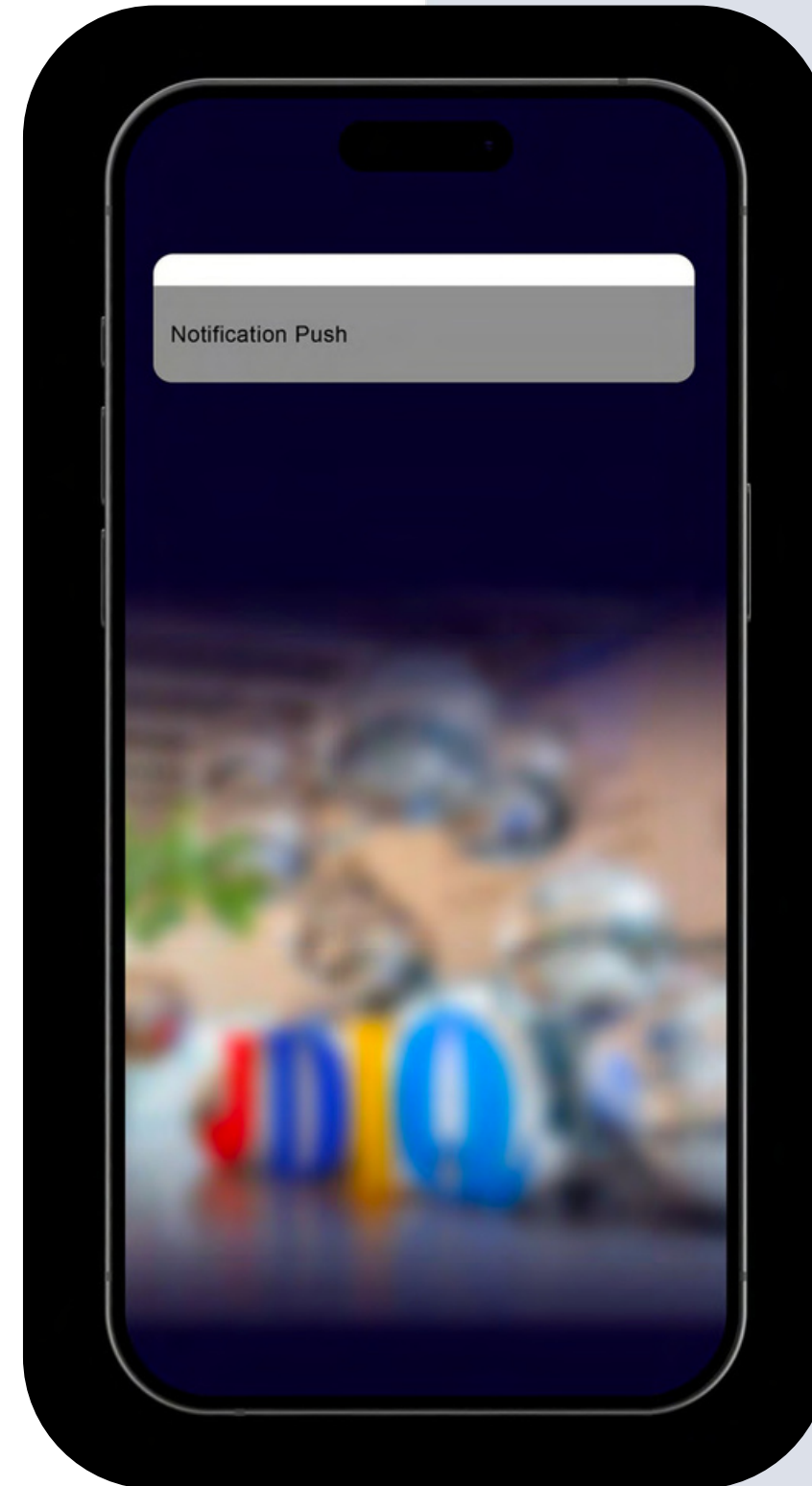
- Banner displayed in multiple locations for maximum exposure
- One-click access to your listing, website, or booth location on the map
- Dramatic increase in visits to your advertisement

"PUSH" NOTIFICATIONS

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.

Price: \$2,100



Direct and Instant Visibility

- Reach users even when the app is not open.
- Display your message directly on their devices through push notifications.
- Customize your message based on your objective and timing.
- Add a link or call to action to direct attendees to your desired content.

For example:

- Announce a new product, launch or special offer
- Direct attendees to your exhibitor profile
- Promote a conference or activity
- Redirect attendees to your website or a specific page

SPECIAL ANNOUNCEMENT OR "NEW PRODUCT ALERT"

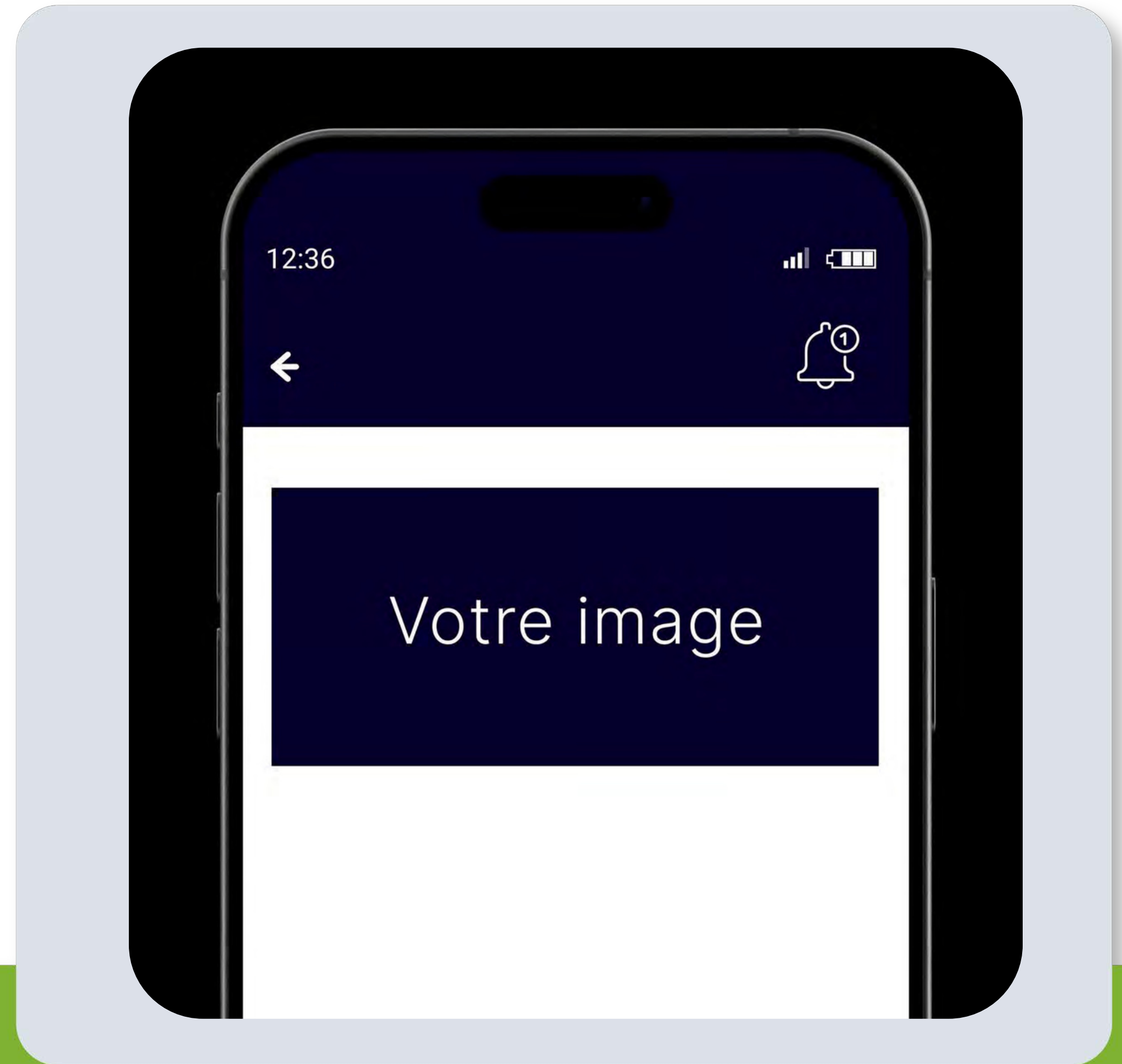
Get Noticed Directly by Attendees

Deliver your message directly to the inbox of all users, accompanied by a notification on their home screen.

Showcase your product, new launch or special offer with a personalized message.

Add a photo, description and link to your booth on the interactive exhibition floor plan.

Price: \$1,800





GENERAL VISIBILITIES DURING THE CONGRESS

LOGO ON THE WI-FI LOGIN HOMEPAGE

Unmissable Visibility from the Moment of Connection

- Put your brand in front of congress attendees on a large scale as they connect to the Palais des congrès Wi-Fi network.
- Your logo is displayed on the Wi-Fi homepage shown to users when they connect.
- Benefit from repeated exposure to participants throughout the congress.
- Associate your brand with an essential service used daily by congress attendees.

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

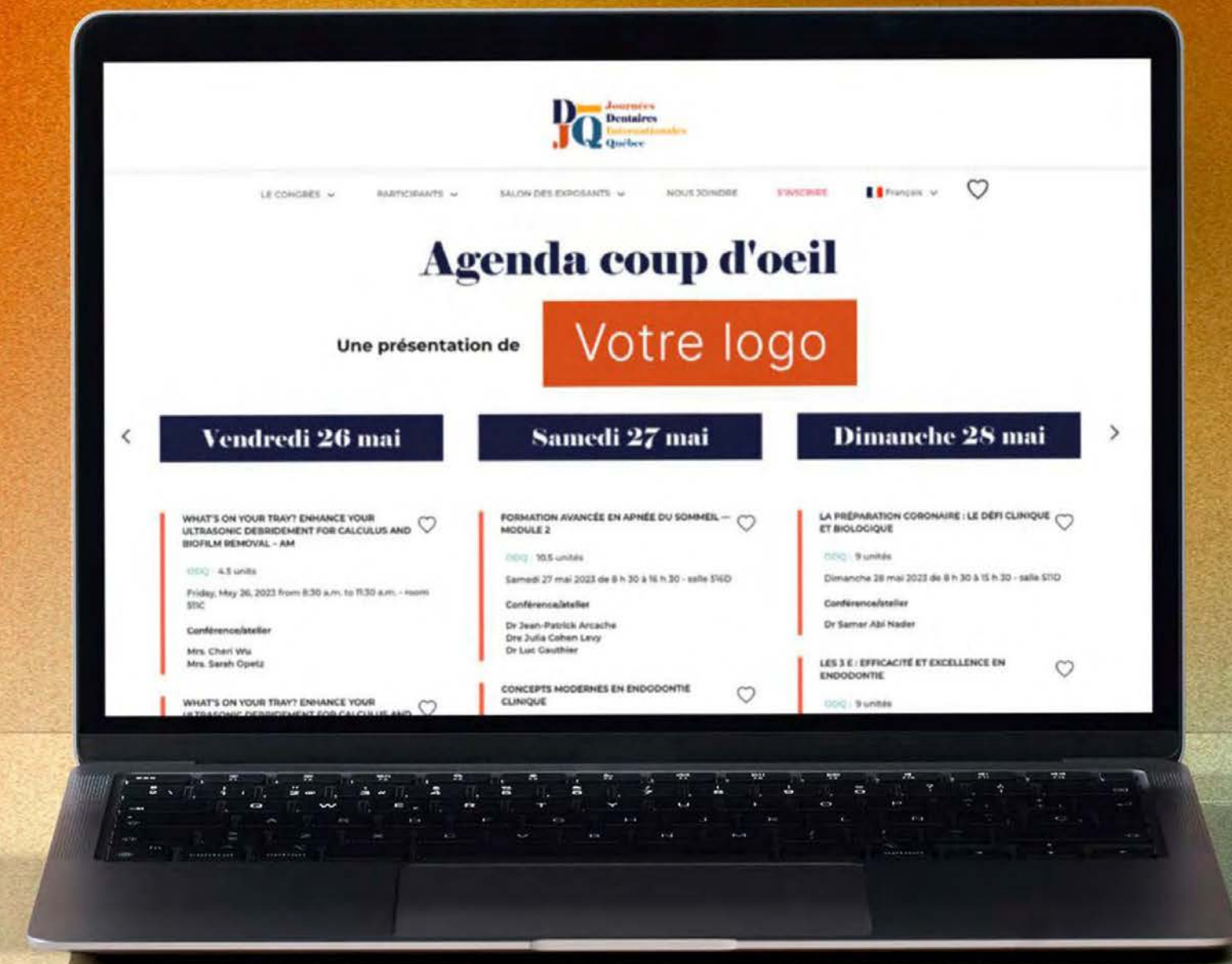


LOGO ON THE "QUICK LOOK" PAGE

Visibility at the Heart of the Congress Program

- Enjoy premium visibility on one of the most visited web pages during the congress.
- Soyez présent au moment où les congressistes planifient leur journée et se déplacent vers les différentes activités.

Prix: \$5,000





DELEGATE BAGS

Be Part of the Attendee Experience

- Put your brand front and centre by incorporating your company name and logo into the design of the delegate bag provided to attendees.
- Benefit from extended brand visibility as participants keep and use the bag throughout the congress.
- Associate your brand with a practical item provided to thousands of congress attendees.

Price: On request

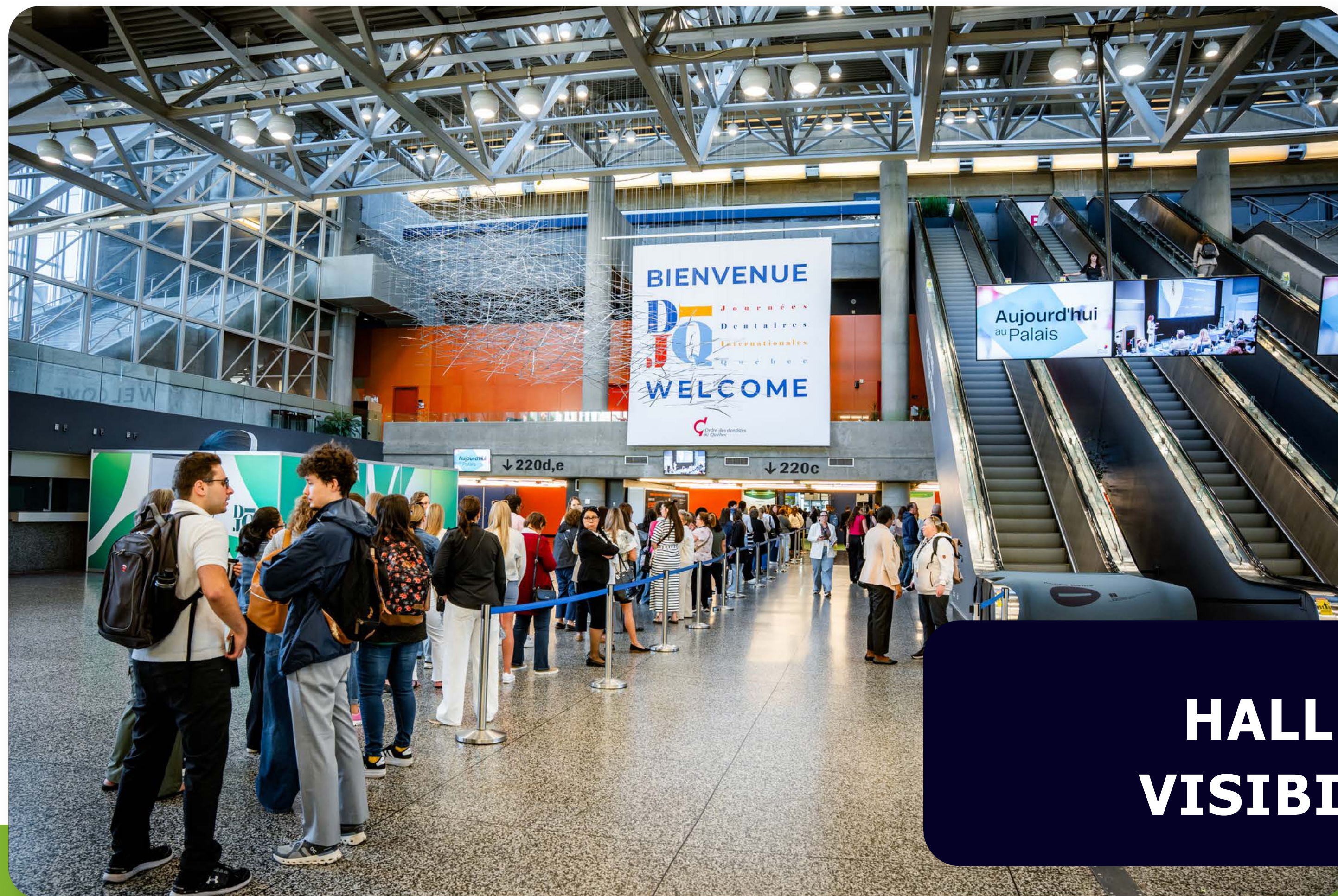


BAGS INSERTS

Put Your Brand Directly into the Hands of Thousands of Attendees

- Insert your document, sample or promotional item into the delegate bags provided to attendees.
- Reach thousands of congress attendees from the moment they arrive at the congress.
- **Sponsorship open to non-exhibitors:** This visibility opportunity is open to all companies, whether or not they have a booth at JDIQ 2027.

Price: \$8,500



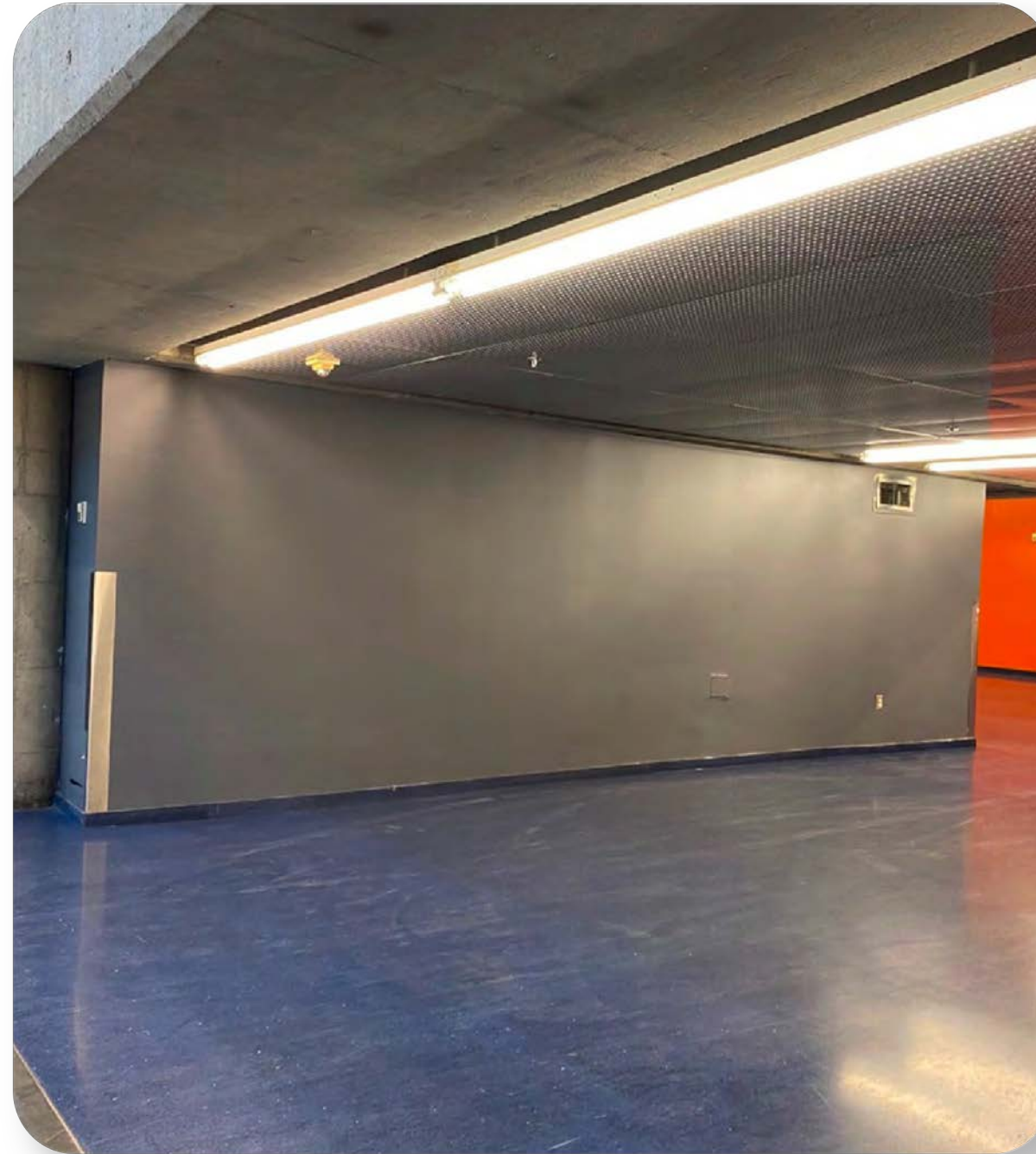
HALL VIGER VISIBILITIES

VOX POP WALL

Un emplacement stratégique à l'entrée de l'exposition.

Profitez d'une visibilité exceptionnelle dès l'arrivée des participants sur le plancher d'exposition

Price: \$18,000
SOLD



COMMON AREAS GD209

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

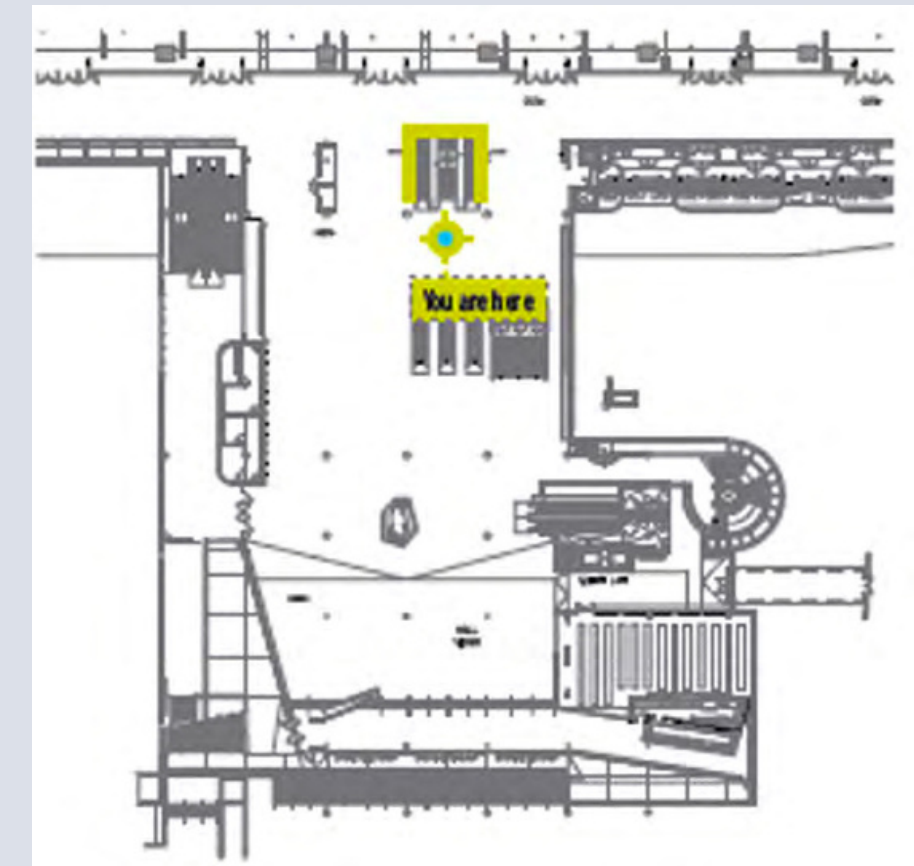
Material: Foamcore

Level 2 • Hall Viger

Inside of the stairway railings leading from the 1st floor, where the badge printing stations are located, to the 2nd floor, home to the exhibition hall and Hall Viger.

A strategic location along the main route taken by all attendees heading to the exhibition.

Price: \$13,000



COMMON AREAS GD208

Dimensions: 24 panels

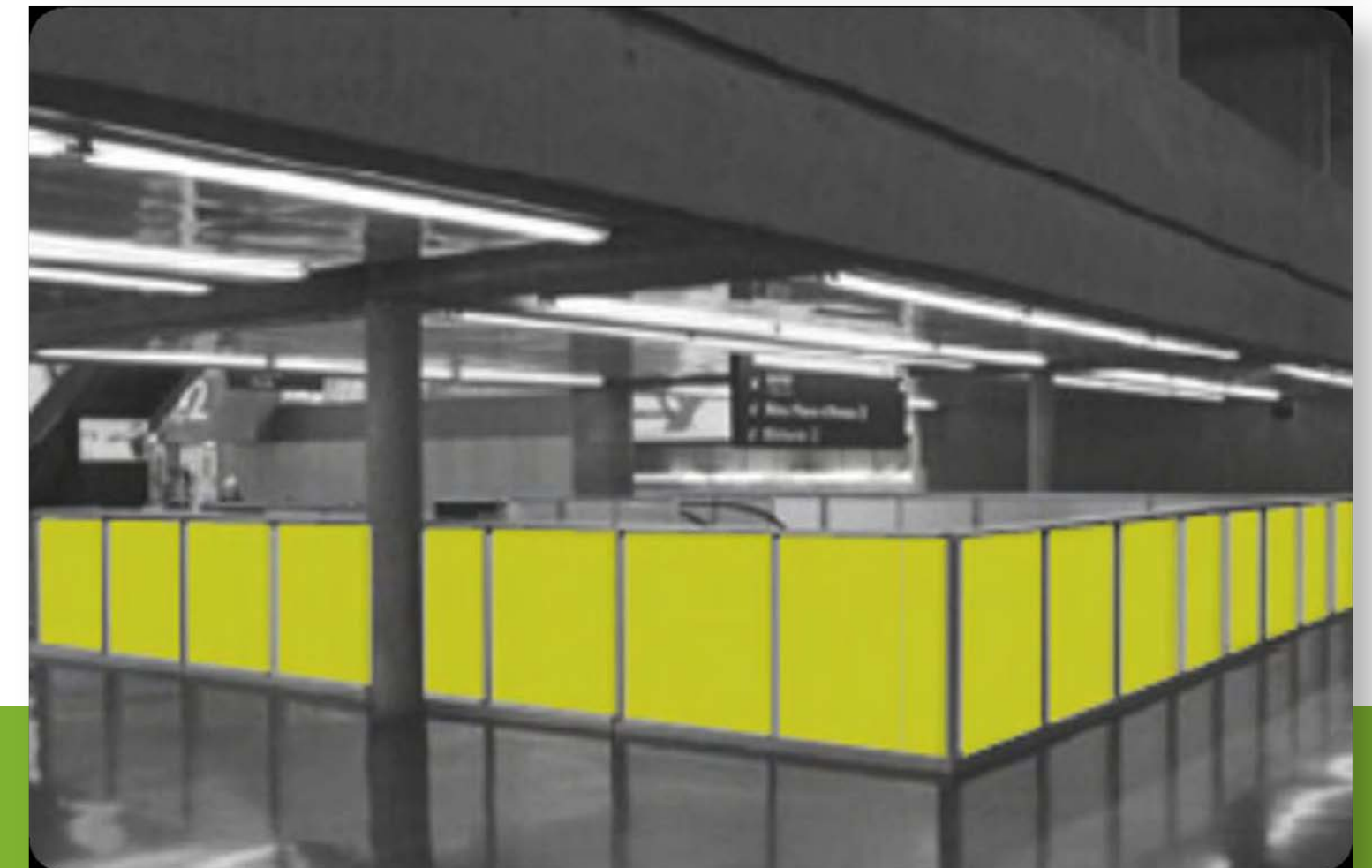
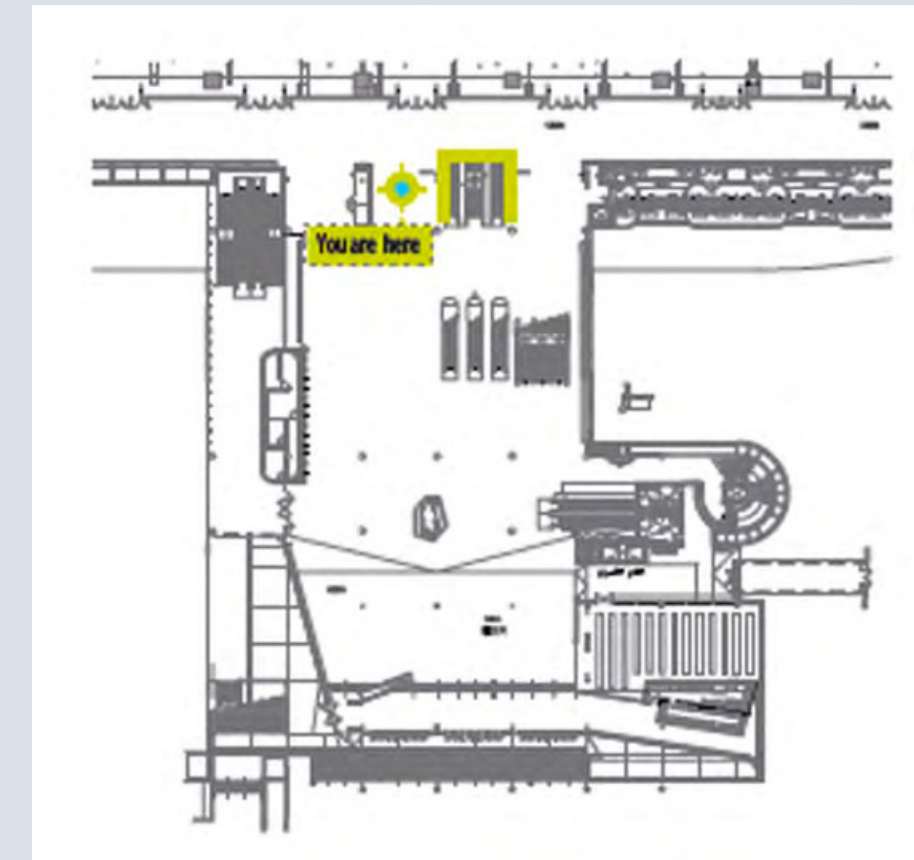
Material: Foamcore

Level 2 • Hall Viger

Outside of the stairway railings leading from the 1st floor, where the badge printing stations are located, to the 2nd floor, home to the exhibition hall and Hall Viger.

A strategic location along the main route taken by all attendees leaving the exhibition.

Price: \$12,000



VISIBILITY FOR MONDAY & TUESDAY

HALL VIGER & EXHIBITION HALL COLUMNS

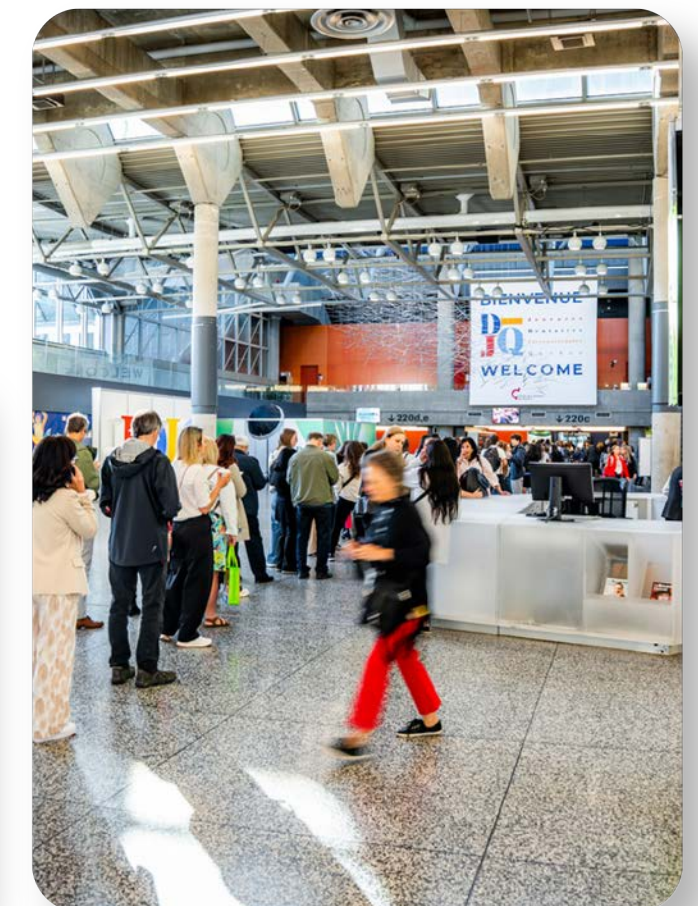
Maximize your media impact with an omnipresent and innovative brand presence.

Hall Viger is a must-pass area for all delegates and serves as the true hub of the event. Take advantage of this strategic location to capture attention, drive engagement and extend your brand experience beyond the congress.

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

Price: \$ 5,695 per column

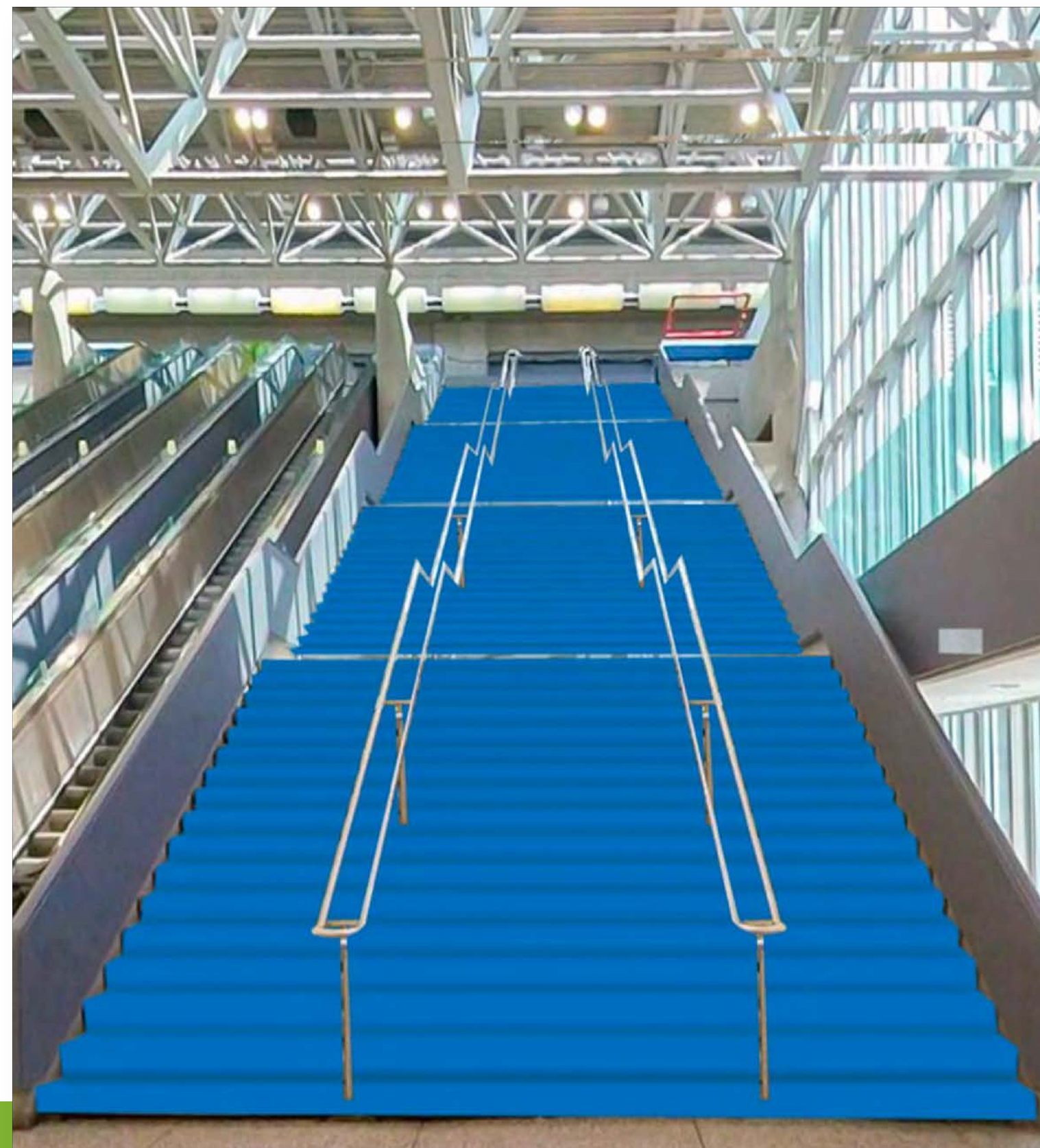
\$ 23,500 (for the 5 columns)



HALL VIGER STAIRS

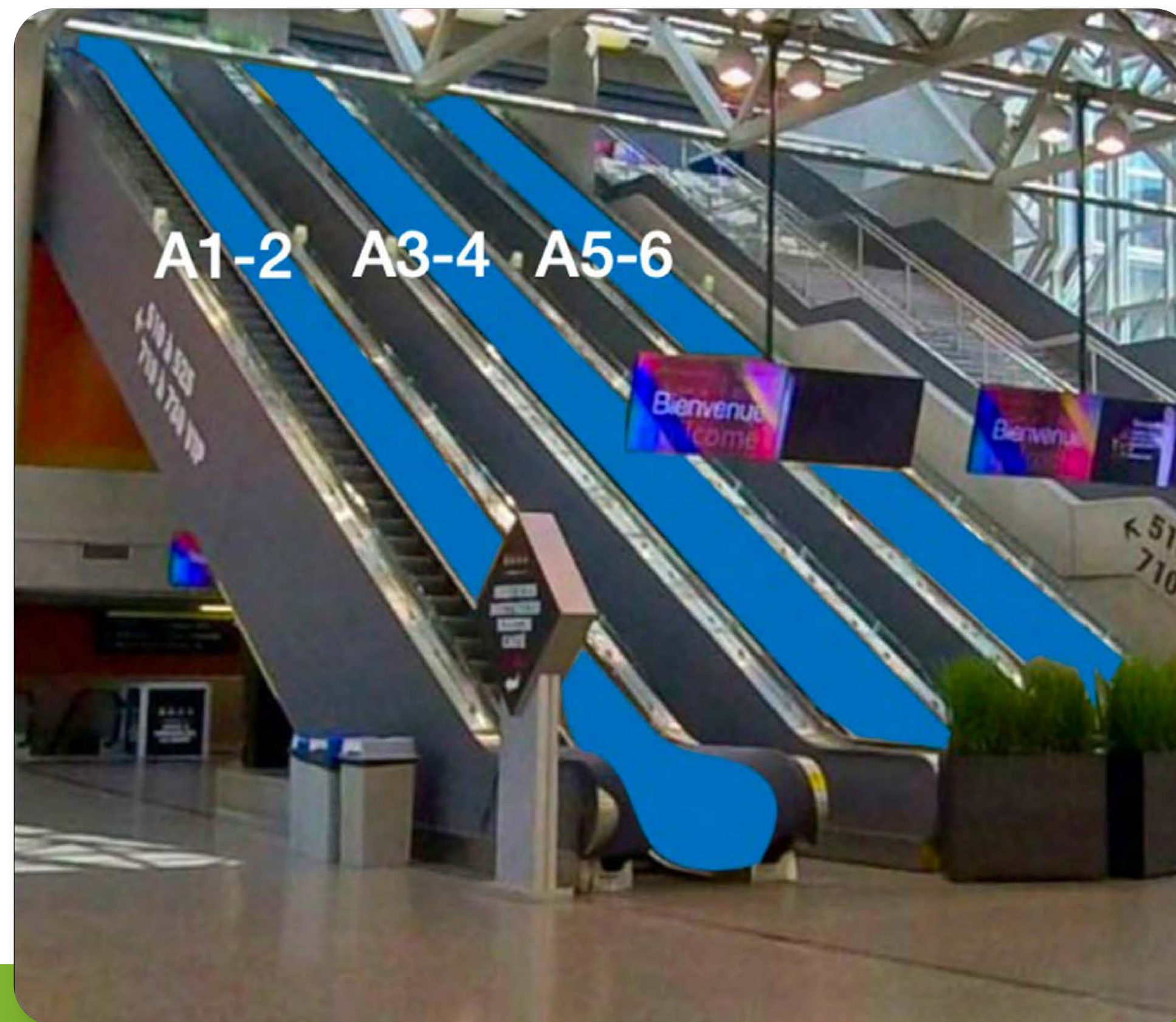
These stairs provide access to Level 500, the area dedicated to continuing education for dentists and dental teams throughout the 5-day conference.

**Price: \$7,500 per section
or \$28,500 for all the
sections.**



HALL VIGER ESCALATORS

Price: on request
Printing and installation
not included.





1st FLOOR VISIBILITIES

COMMON AREAS SC101

Dimensions: Each riser measures 72" x 6"

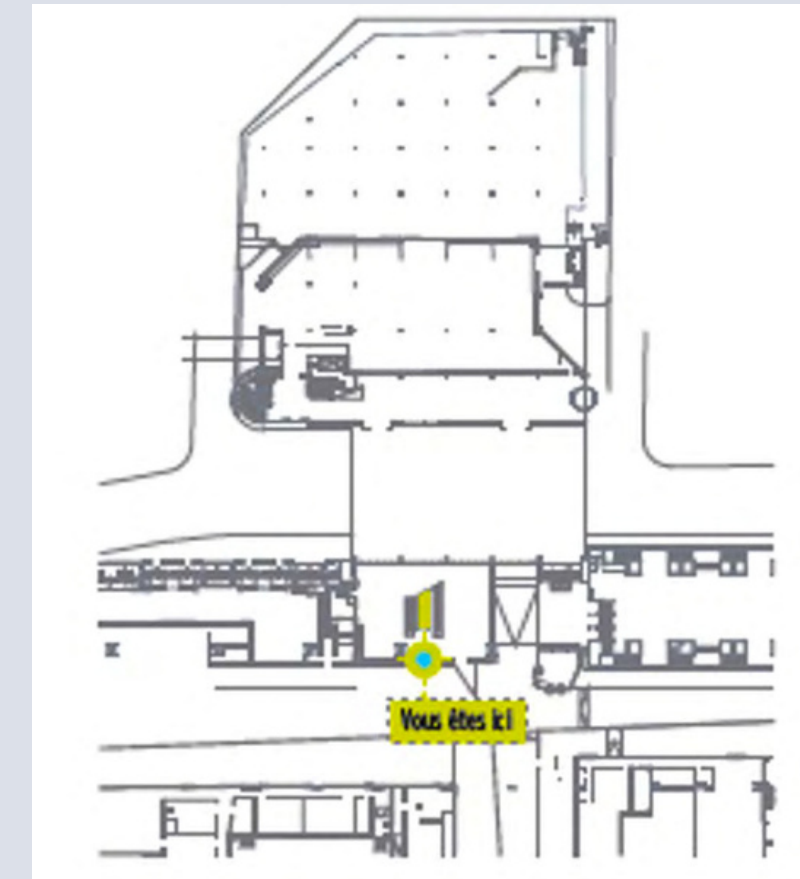
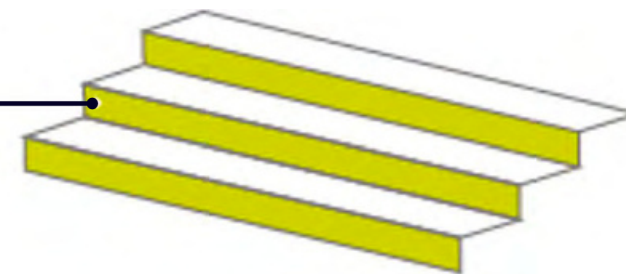
Material: Adhesive vinyl

Level 1 • Shopping Gallery

Price: \$6,695

Combined
with SC102:
\$5,700

Riser only



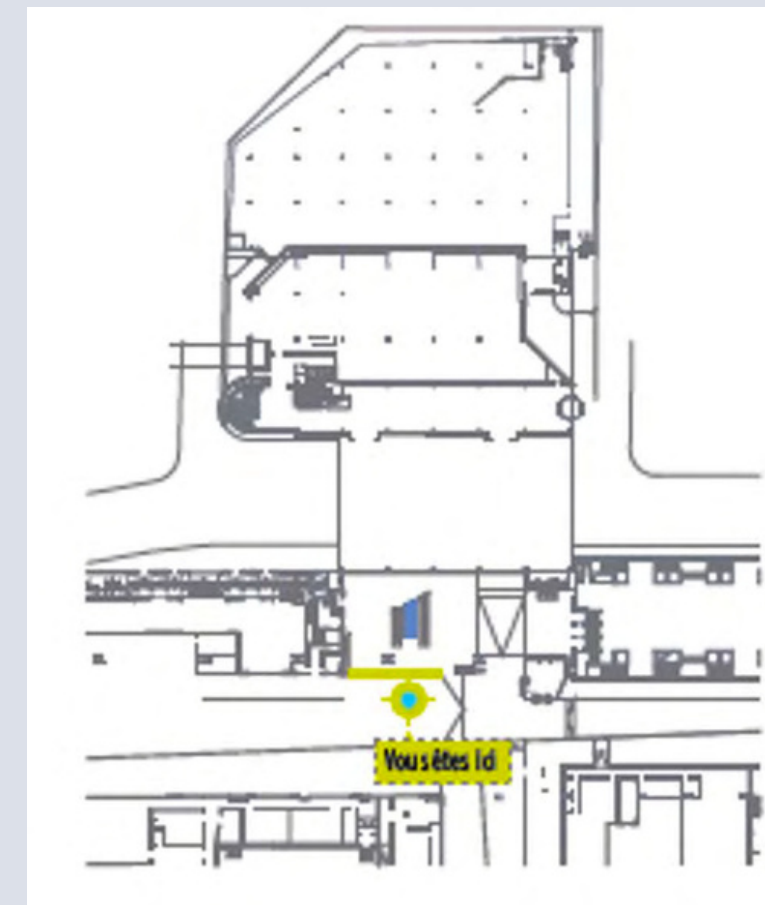
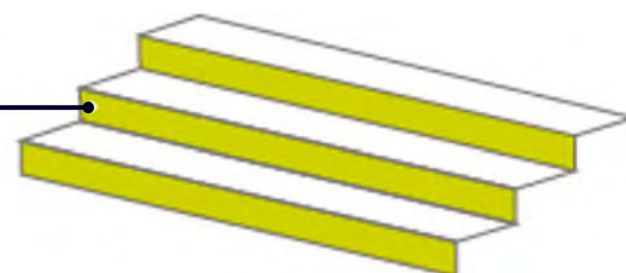
COMMON AREAS SC102

Dimensions: Each riser measures
58' x 6" Material: Adhesive vinyl
Level 1 • Shopping Gallery

Price: \$5,695

Combined
with
SC101:
\$4,695

Riser only



AIRES COMMUNES HB101-A

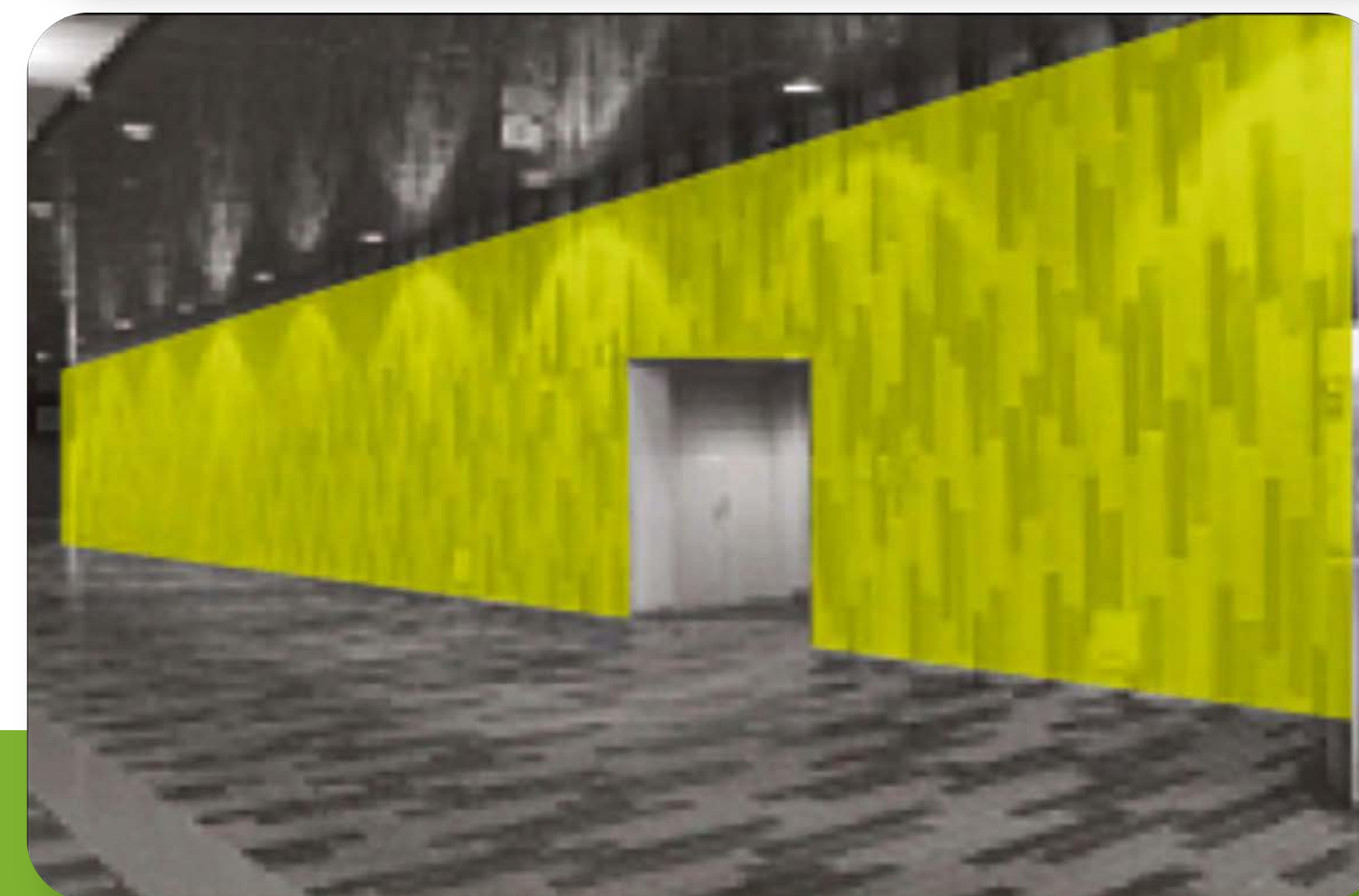
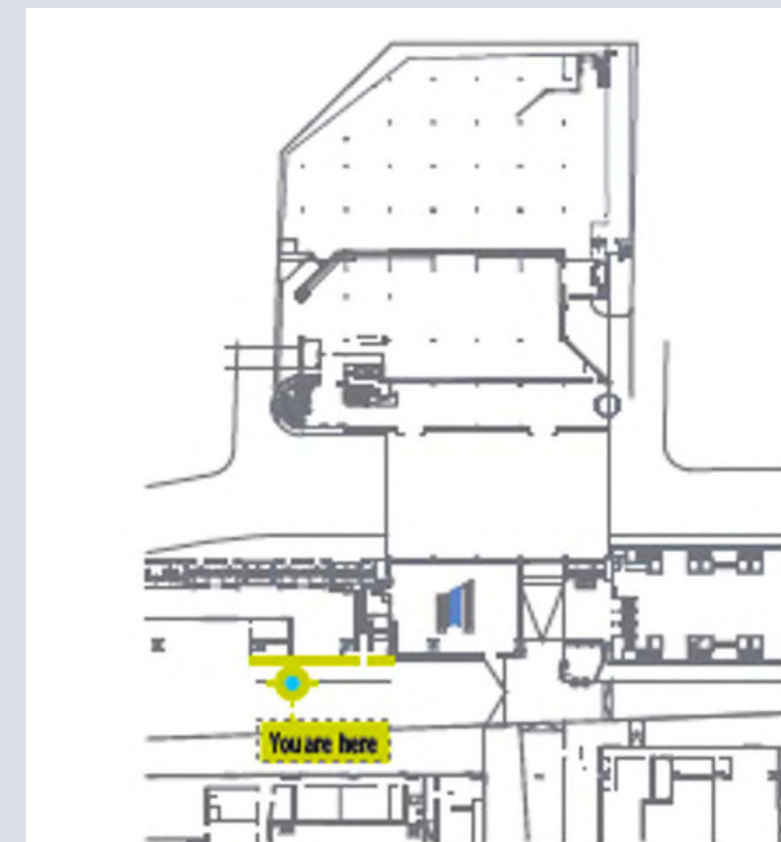
Dimensions: 95' x 13'

Material: Banner

Level 1 • Shopping Gallery

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

Price : \$38,000



COMMON AREAS HB101-C

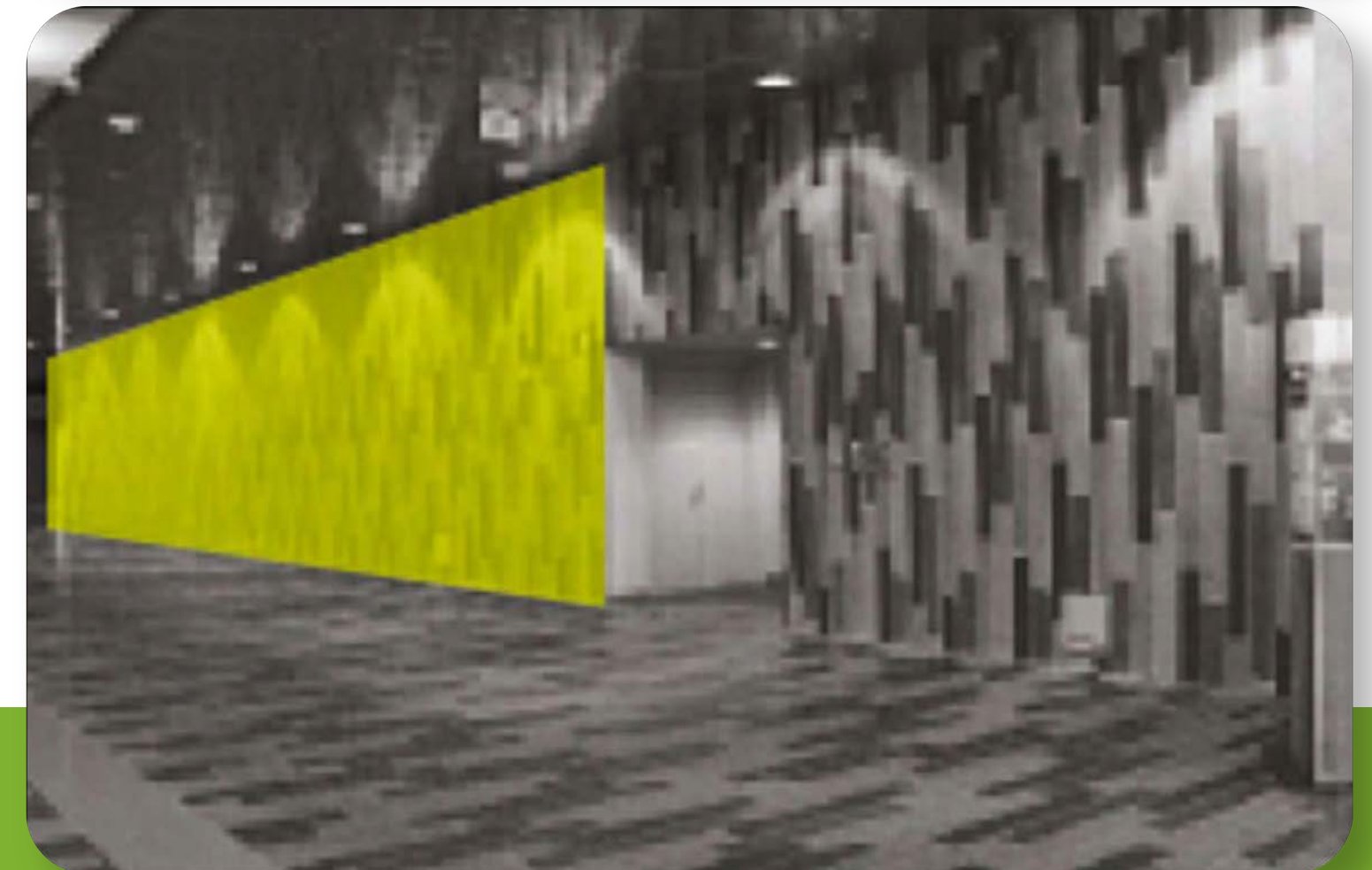
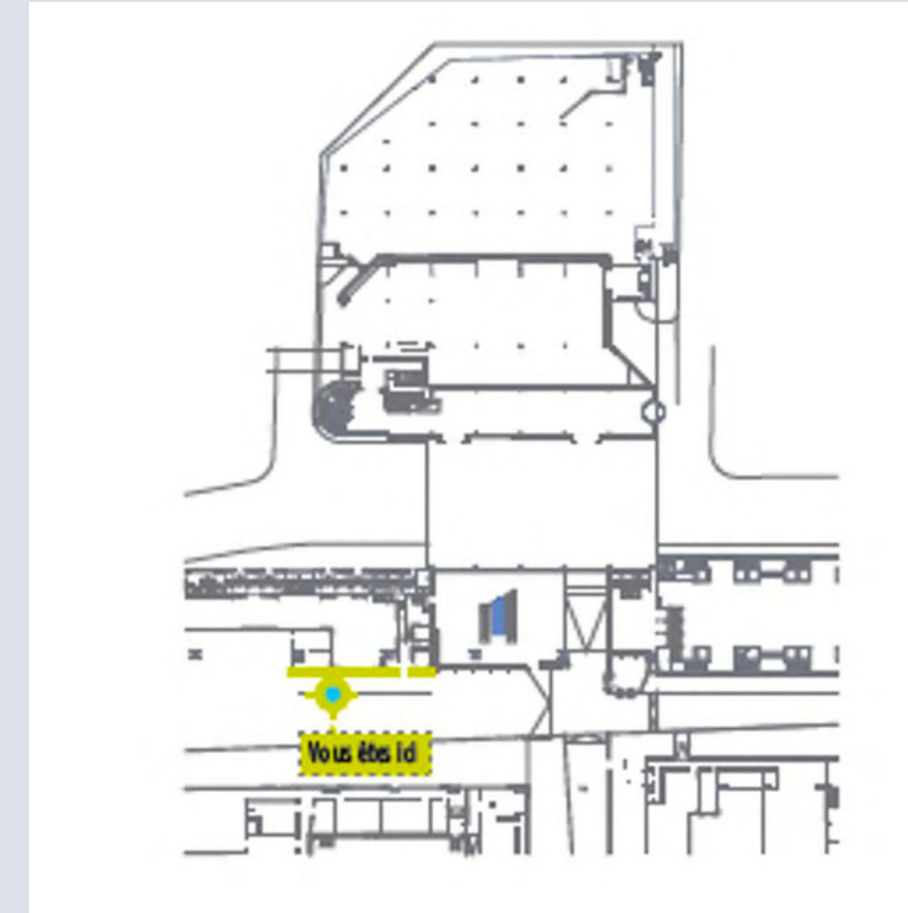
Dimensions: 72' x 13'

Material: Banner

Level 1 • Shopping
Gallery

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

Price : \$28,000



COMMON AREAS HB101-B

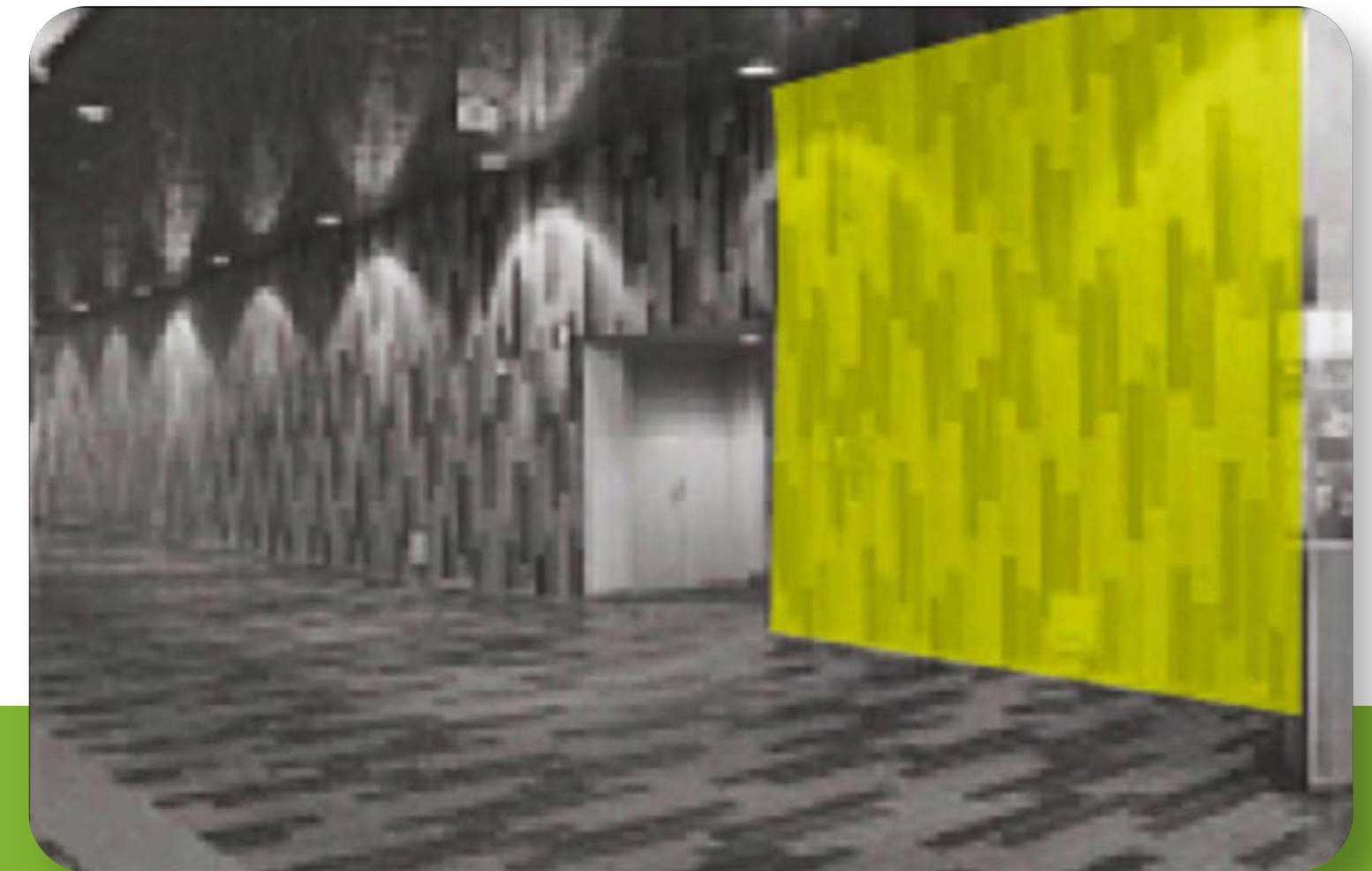
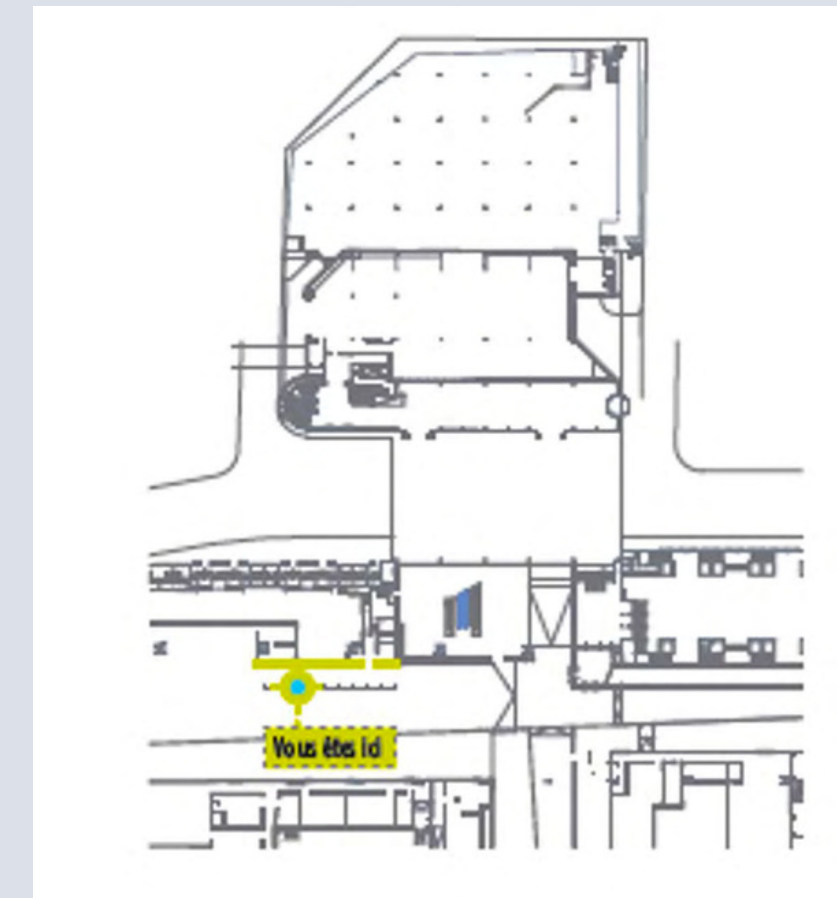
Dimensions: 23' x 13'

Material: Banner

Level 1 • Shopping
Gallery

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

Price : \$11,000



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.

Price: \$6,995



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.

Must be approved by the Palais for outdoor signage.

Price : \$6,795





VISIBILITIES LEVEL 5

BATHROOMS CUSTOMIZED WITH YOUR BRAND COLOURS*

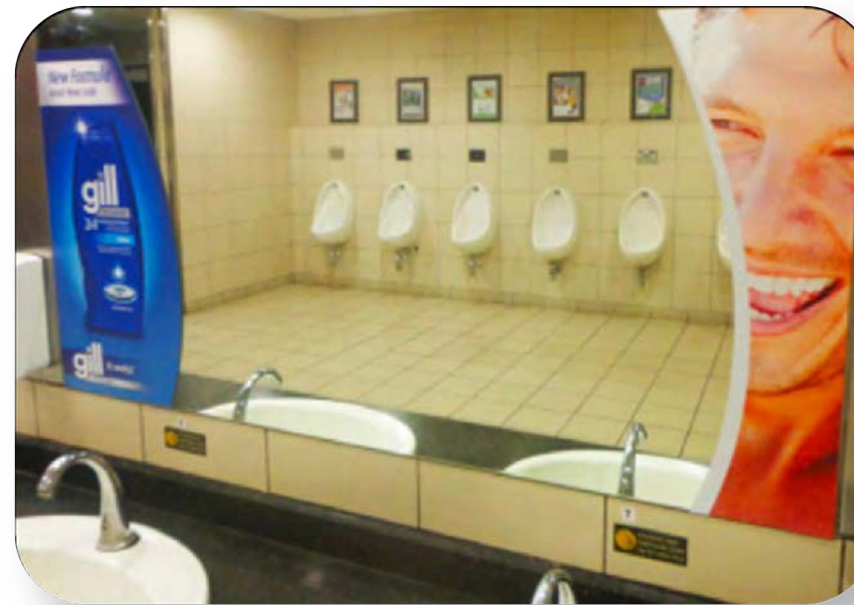
Transform the Palais des congrès washrooms into an original and memorable brand experience.

Your logo can be incorporated on doors, walls and floors, both inside and/or outside the washrooms. You can also showcase or offer your products directly on the countertops.

A creative, unexpected and highly visible branding opportunity that is sure to get noticed!

***Also available on the exhibition floor.**

Price : On request





EXHIBITION HALL VISIBILITIES

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.**





NETWORKING HOUR

(Monday and Tuesday)

Associate your brand with the perfect end-of-day unwind! Beer and wine will be served in the exhibition hall after the conferences, from 4:00 to 5:00 p.m.

A great opportunity to create a relaxed and social moment with attendees while giving your brand direct visibility on the exhibition floor.

Price : \$20,500



CONTINENTAL BREAKFAST

(Monday and Tuesday)

Associate your brand with the start of the attendees' day! A continental breakfast will be served in the exhibition hall from 8:00 to 8:30 a.m., before the conferences begin.

An excellent opportunity to connect with attendees as they arrive on the exhibition floor and benefit from premium visibility during this key gathering moment.

Price: \$17,500



ARE YOU IN ?

RESERVE YOUR SPONSORSHIP
EXPOSITION@ODQ.QC.CA