

Signage Guide

Level 2

WWW.
CONVENTION.
QC.CA



CENTRE
DES CONGRÈS
DE QUÉBEC

10-2024

Disclaimer

The images and visuals presented in this guide are mock-ups or photos of previous events to give you an idea of the possibilities and are for information purposes only. Your signage may differ depending on your event and your visibility needs.

If you have any questions, please contact your event coordinator.

Signage options

At the Québec City Convention Centre, we offer customized solutions to reach your target audiences and increase the visibility of your event.

Check with your event coordinator for information regarding your dedicated entrance and the common areas you'll be using and maximize the visibility of your event!



Level 2 — Sectors 200 and 2000

LARGE-FORMAT SIGNAGE

Use the many brick walls, windows, alcoves, columns, and the elevator on Level 2 to make a splash with participants.

Whether it's with strategically placed banners, vinyl, or clear or frosted film, our signage partner Turgeon Lettrage has flexible turnkey packages perfect for your needs. Working with your event coordinator, they'll produce and install your signage. All you have to do is supply your message and visuals!

For all large-format signage,
please contact:
Turgeon Lettrage

Michel Carbonneau
Head of Sales

mcarbonneau@turgeonlettrage.com
581 989-7225



*A footprint fee of \$1
per sq. ft. per event
will be charged for
sponsor signage in your
non-rental spaces.*



***Order at least
10 business days before
your event.**

Go big with custom wrapping

Here are the different surfaces that can be used on Level 2, depending on your traffic areas.

Foyer 2

- Escalators
- Windows
- Brick walls
- Elevators
- Alcoves



A great way to promote your partners!

Adjoining room 200A, this alcove (19 ft 6 in x 5 ft 5 in) is a prime location for hanging a banner or installing vinyl.



Type
Banner
•
Vinyl decals
Size
19 ft 6 in x 5 ft 5 in



Hallways between Rooms 201–207 and Foyer 206

These hallways have many walls that can be used to install banners of various sizes.

Brick walls | Wood walls



Type

Opaque banner

Various sizes available upon request



Contact us for more options.



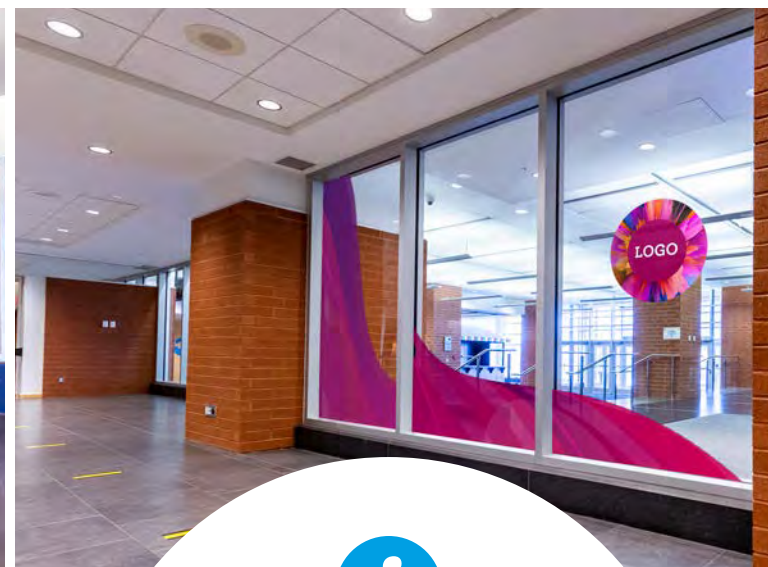
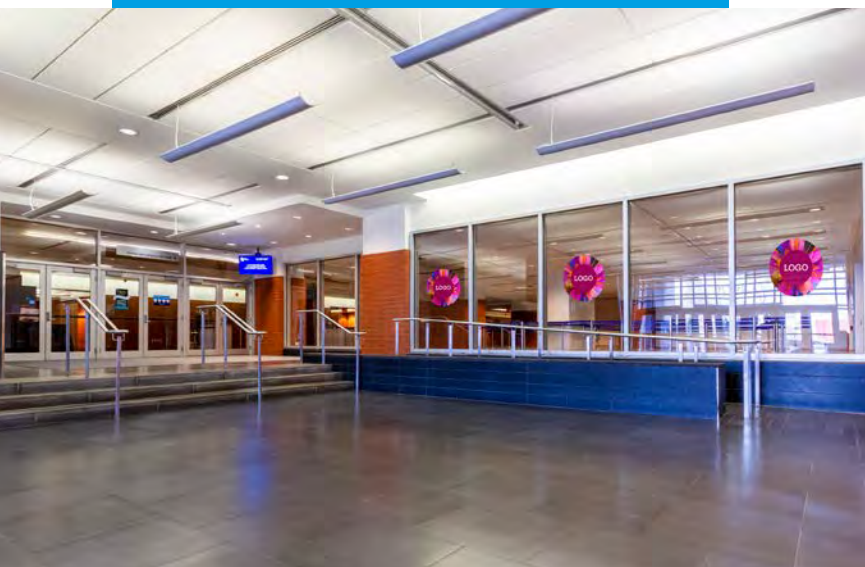
Sector 2000

This high-traffic common area offers a number of posting possibilities.

- Windows
- Brick walls
- Columns

Type

- Clear film
- Frosted film
- Vinyl decal



Will your attendees be using this entrance? Display your visual identity on the sliding glass doors.



Contact us for more options.

Hall 2000

Use the columns and many brick walls in this area to promote your organization and your partners!

Type

Vinyl decals

Various sizes available upon request



Before
/
After



Foyer 2000

- Brick walls
- Wood walls

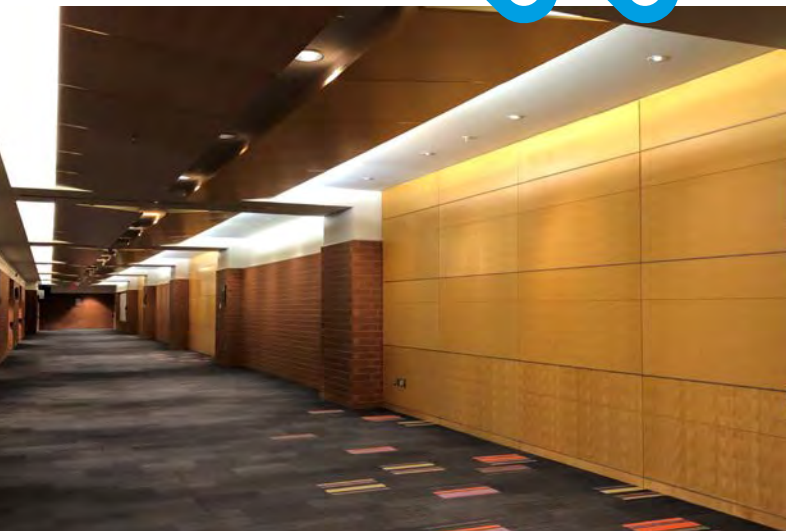
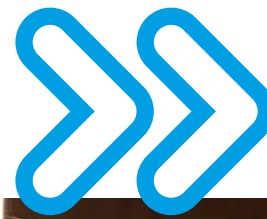
Type

Vinyl decals

Various sizes available upon request



Before
/
After



Now that's visibility!

A total of five 192 ft² (289 in x 96 in) sections are available.

Digital advertising
and videos

Level 2

Level 2

DIGITAL ADVERTISING AND VIDEOS

Use our HD screens for videos or partner advertising. Our screen network offers increased visibility and opportunities to generate additional sponsorship revenue.

Reselling advertising space to your partners can generate a return on investment you simply won't find anywhere else.

THERE ARE 2 OPTIONS FOR
DIGITAL SIGNAGE ON LEVEL 2:

static



video



2x



Three 65 in screens
for digital ads



1x



Option of displaying
your images on two 65 in
screens.



Sectors 200 and 2000 — DIGITAL DISPLAY PRICING per event

	Static digital ads			Video feeds		
	Number of images displayed (in rotation)			Number of videos played (in rotation)		
	1-5 *	6-10 *	11+ *	1 *	2 *	3 *
One 65 in screen	\$130	\$170	Prices upon request	\$300	\$380	\$420
Two 65 in screens	\$220	\$260		\$400	\$480	\$520
Three 65 in screens	\$260	\$300		\$480	\$560	\$600

**The same images will be shown on each screen, regardless of the number of screens rented.*

Technical specifications:

Static digital ads

- 16:9 full screen (1920 × 1080 px)
- Logo in Illustrator vector format (.ai, .eps)
- Static editable Photoshop image (.psd)

Technical specifications:

Video feeds

- 16:9 full screen (1920 × 1080 px)
- Recommended format: MPEG-2
- Only other formats accepted: Flash 10 / QuickTime / animated GIF
- Recommendations: short (less than one minute), no audio

All files must be submitted at least 15 days prior to the event.
 After that deadline, you will be charged additional fees.
 All applicable taxes are extra.
 Rates subject to change without notice.

Plan

Level
2

