

Signage Guide

Level 3

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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!



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



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

Michel Carbonneau
Head of Sales

mcarbonneau@turgeonlettrage.com
581 989-7225



Level 3

LARGE FORMAT DISPLAYS

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!



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

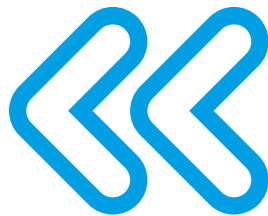
Foyer 3

- Glass guardrails
- Windows
- Elevators
- Brick walls

Type

- Decals
- Clear or frosted film

Various sizes available upon request



Before
After



If your attendees will be coming and going through Foyer 3, use the glass guardrails on the escalator to brand the space!





Hall 300

- Wood walls
- Brick walls
- Columns
- Glass walls

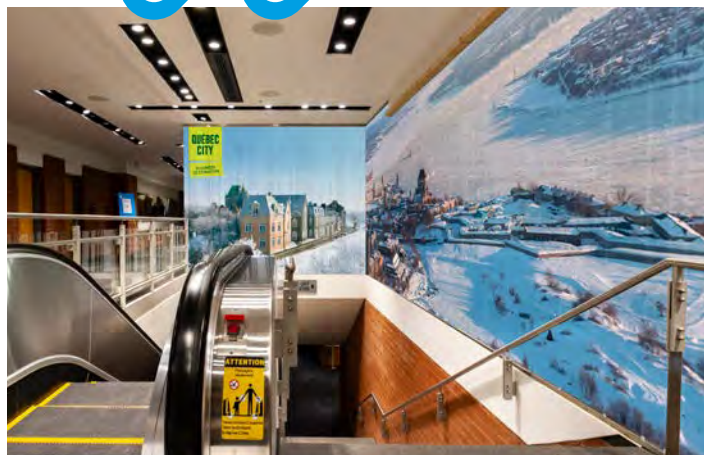
With this modern space, the possibilities are endless!



Glass walls

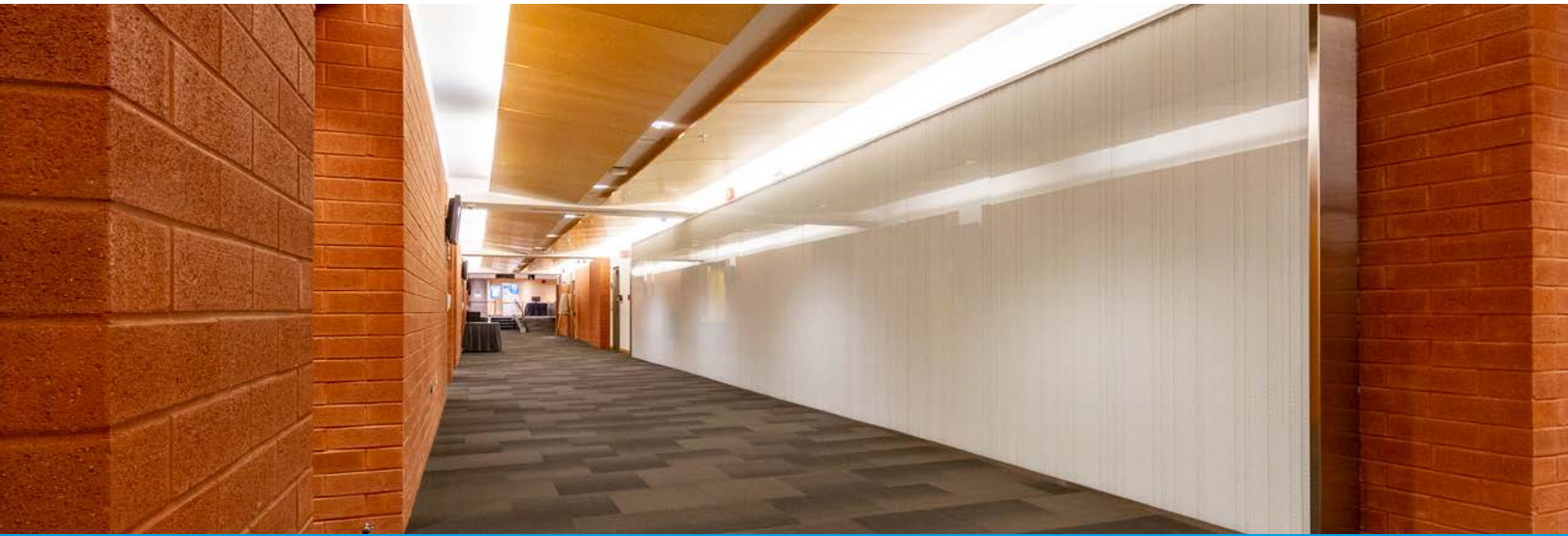


Before
After

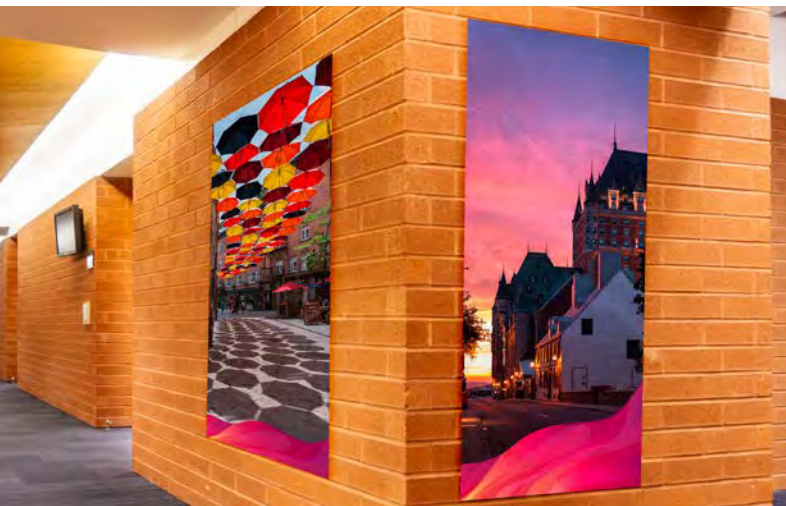
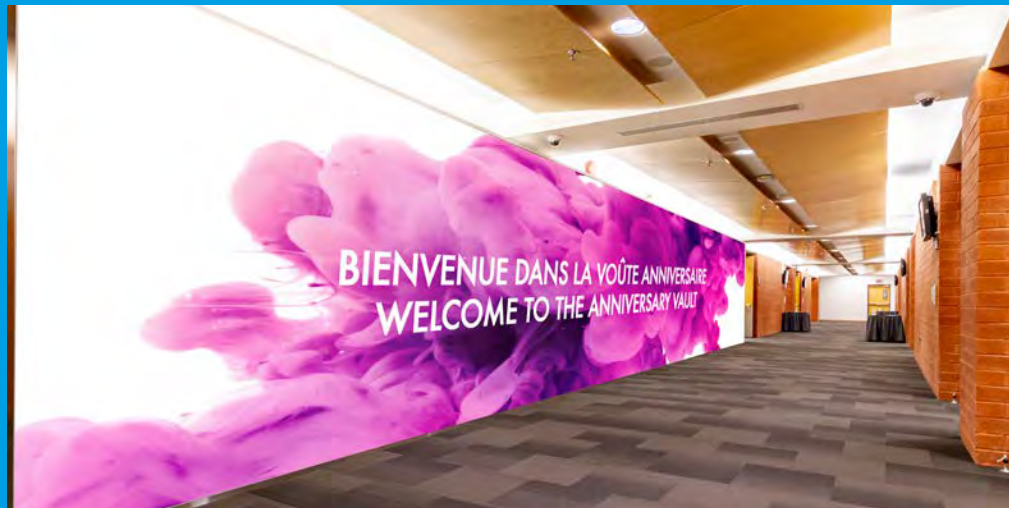


Sector 301–304:

Glass guardrails • Glass walls • Brick walls



These imposing 46 ft 6 in × 8 ft 1 in glass walls in the middle of a high-traffic hallway are perfect for colorful visuals.



The many brick walls in Sector 301–304 can also be used for banners of various sizes.

Type

Recyclable paper

Prices and other types of signage available upon request

Secteur 310

Wood walls • Glass walls • Columnswalls



Hall 310 Entrance

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

Type

Clear film • Frosted film • Vinyl decals

Prices and other types of signage available upon request



Hall 310

Use the big wood walls and glass in this central space for maximum impact.

Type

Clear film • Frosted film • Vinyl decals



Banners can also be hung on the walls in this sector..

Prices and other types of signage available upon request

Urban Space

Our Urban Space features windows and columns perfect for displaying your logo or those of your sponsors.



Before
After



Before
After



Type

- Clear film
- Frosted film
- Decals

Prices and other types of signage available upon request





Digital advertising and video
display

Level 3

Level 3

DIGITAL ADVERTISING AND VIDEO FEEDS

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 3:

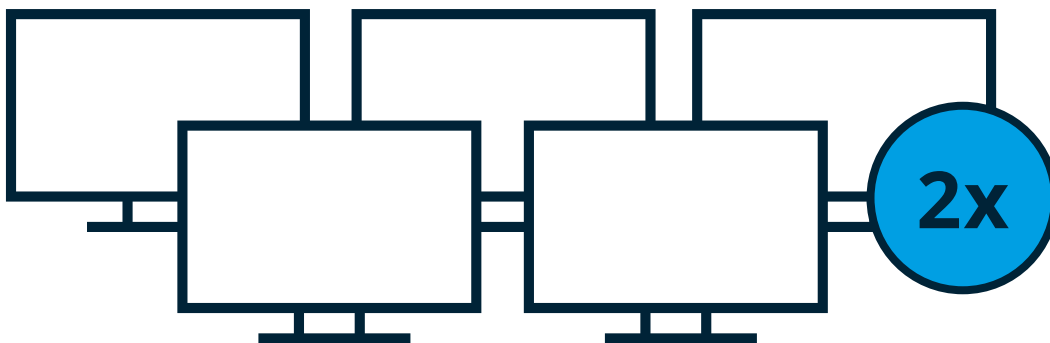
static



video



Sector 300 and Hall 300



There are five 65 in screens available.

static





Moniteurs du Secteur 300



Moniteurs du Hall 300

Foyer 306



**Three 63 ft²
video murals**

With nine 46 in
screens per mural

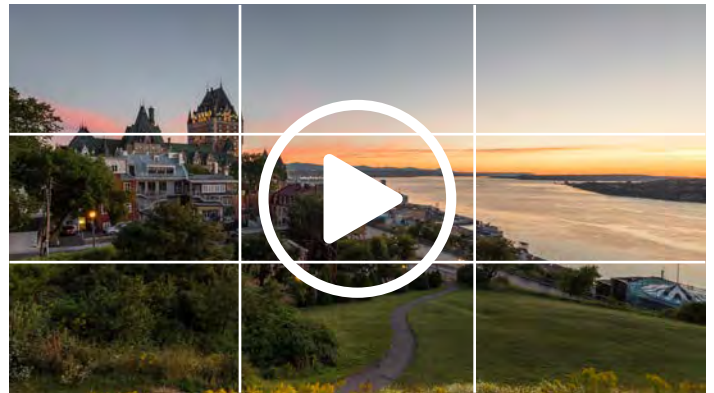
Here are some examples of possible displays in Sector 300



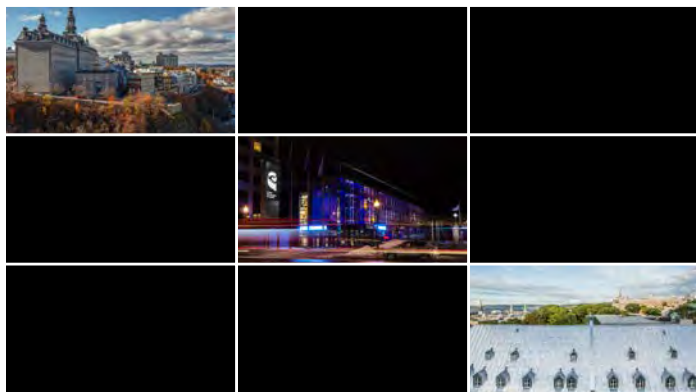
Image with logo



Live feed of a conference presentation



Video loop



Multiple images simultaneously



Multiple logos simultaneously

Sector 300 – 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
Four 65 in screens	\$280	\$320		\$540	\$620	\$660
Five 65 in screens	\$290	\$330		\$580	\$660	\$700
One video mural	\$300	\$340	Prices upon request	\$500	\$600	\$650
Two video murals	\$550	\$590		\$800	\$900	\$950
Three video murals	\$750	\$790		\$1000	\$1100	\$1150

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

Technical specifications

Static digital display

65 in screens

- 16:9 full screen (1920 x 1080 px)
- Recommended format: MPEG-2
- Visual in editable Photoshop format (.psd)

Video murals

- ≈ 16:9 full screen (1366 x 768 px)
- Logo in Illustrator vector format (.ai, .eps)
- Visual in editable Photoshop format (.psd)

Video murals

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

- ≈ 16:9 full screen (1366 x 768 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
3

