

# *Signage Guide*

## Level 4

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!



Order at least 10 business days before your event.



For all large-format signage, please contact: **Turgeon Lettrage Michel Carbonneau**, Head of Sales  
[mcarbonneau@turgeonlettrage.com](mailto: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.

# Level 4

## *Large-format signage*

- 1** Make the most of the huge spaces on Level 4 with a giant color display visible from both inside and outside the building.
- 2** Use strategically placed horizontal or vertical banners, clear or frosted film, or decals to make a splash with attendees in the vast main hall and Foyer 4, both of which have exceptional natural lighting.
- 3** Make the most of the flexible turnkey packages offered by our signage partner, Turgeon Lettrage. Working with your event coordinator, they'll produce and install your signage. All you have to do is supply your message and visuals!

**GO BIG WITH BANNERS, DECALS,  
OR CLEAR OR FROSTED FILM SIGNAGE!**

The vast glassed-in main hall and Foyer 4 offer endless signage possibilities. Make the most of the natural lighting with bright or contrasting visuals

# Interior banner above the main entrance hall



## Size

Two 197 ft<sup>2</sup> banners (12.75 ft × 15.45 ft)

## Type

- Opaque banner
- Double-sided printing available upon request

5



Building facade  
on Boulevard  
René-Lévesque



## *Size*

Two 197 ft<sup>2</sup> banners  
(12.75 ft × 15.45 ft)

## *Type*

Opaque banner

•  
Double-sided printing  
available upon request

*Pricing on request*

# *Main ball*

Seen from inside

6



Building facade  
on Promenade  
Desjardins

## *Above the main entrance hall*

### *Size*

Two 211 ft<sup>2</sup> banners  
(13.75 ft × 15.33 ft)

*Various sizes available upon  
request*

### *Type*

- Opaque banner
- Vinyl decal
- Clear film
- Frosted film
- Double-sided printing available upon request

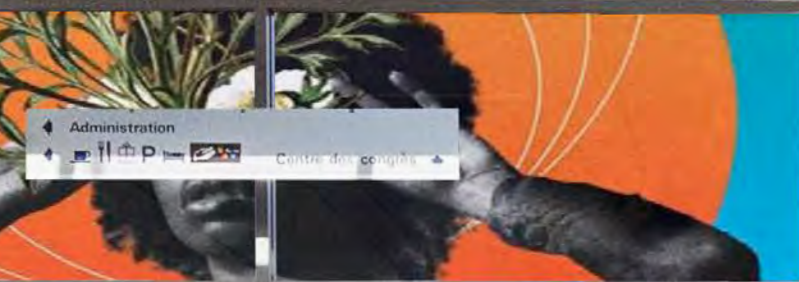
# Common areas Level 4

## Type

Clear film

•  
Frosted film

•  
Vinyl decals



## Vestibule

Personalize the main entrance vestibule with your event visuals and make an impression with attendees from the moment they arrive.





## *Box office* - *Registration*

### SIGNAGE ABOVE THE RECEPTION DESK

#### Sizes

8 × 8.33 ft<sup>2</sup> (50 in × 24 in)

#### Type

Vinyl decals

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### SIGNAGE ABOVE RECEPTION DESK

#### Sizes

157 ft<sup>2</sup> (40 ft × 3.92 ft)

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118 ft<sup>2</sup> (30 ft × 3.92 ft)

#### Type

Vinyl decals



# Main ball

WALL AND COLUMN WRAPS

*Column size*

125 ft<sup>2</sup>

*Various sizes available  
upon request*



*Type*

Clear film • Frosted film • Vinyl decals

## WINDOW WRAPS

Window clings are a great option for the many windows in the main entrance hall and Foyer 4.

*The sky's the limit!*

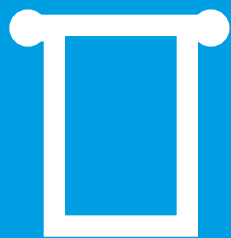
### *Type*

Clear film

•  
Frosted film

•  
Vinyl decals





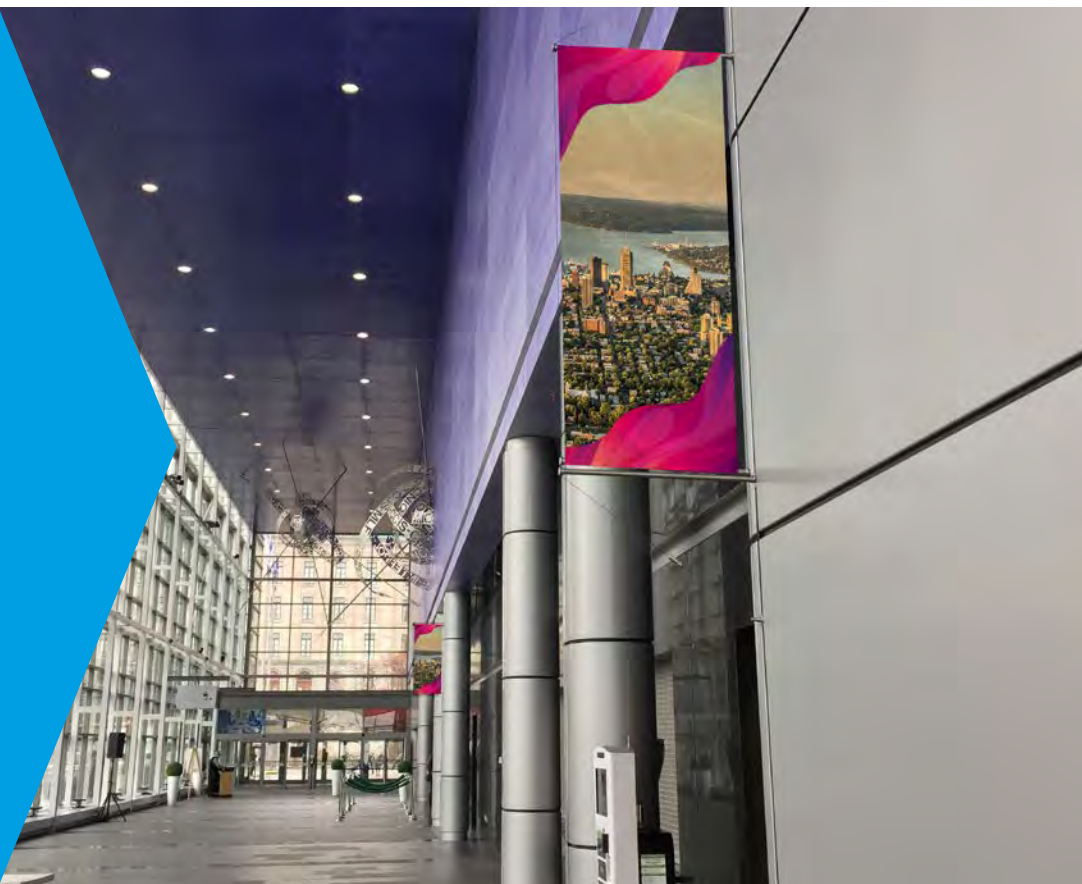
## Vertical banners

Set of 3:  
60 ft<sup>2</sup> (2 ft × 5 ft)

### TYPE

Opaque banner

•  
Double-sided printed



## Loggia

### WINDOW WRAPS

Exceptional visibility!

Exceptional visibility! Here as well, the height of the windows and all the natural light make this an ideal spot for decals and banners.

*Different sizes and concepts available upon request*

### Type

•  
Clear film

•  
Frosted film

•  
Vinyl decals





## Type

Opaque banner

*Various sizes  
available upon  
request*



# Foyer 4

Make the most of this high-traffic area with a banner or innovative wrap on the glass guardrails!

You can also use the tall windows for visuals of all kinds.



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## *Opaque banner*

### SIZE

66 ft<sup>2</sup> (16.5 ft × 4 ft)

*Can be double-sided*

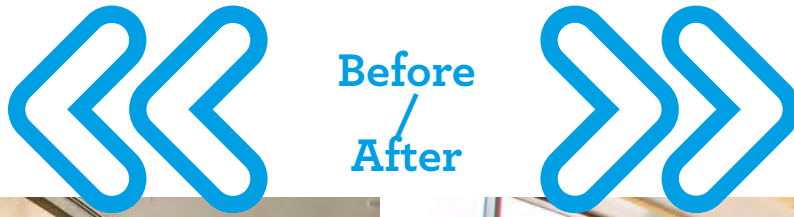
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# Clings

## TYPE

Clear film • Frosted film • Vinyl decals

*Variety of sizes available upon request*



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## Escalators

*Variety of sizes and design options available upon request*

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Have something special in mind? The possibilities are endless! Let your imagination run wild...

And we'll make it happen!



Digital advertising and videos

*Level 4*

# Level 4

## 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 TYPES OF DIGITAL SIGNAGE AVAILABLE ON LEVEL 4:

static



video



### Foyer 4



Three 65 in screens available

## Sector 400 - 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)
- Visual in editable Photoshop format (.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  
4

