

Signage Guide

Level 4

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CONVENTION.
QC.CA



CENTRE
DES CONGRÈS
DE QUÉBEC

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
581 989-7225

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 ft² banners (12.75 ft × 15.45 ft)

Type

- Opaque banner
- Double-sided printing available upon request



Building facade
on Boulevard
René-Lévesque



Size

Two 197 ft² banners
(12.75 ft × 15.45 ft)

Type

Opaque banner

Double-sided printing
available upon request

Pricing on request

Main ball

Seen from inside



Building facade
on Promenade
Desjardins

Above the main entrance hall

Size

Two 211 ft² 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 ft² (50 in × 24 in)

Type

Vinyl decals

SIGNAGE ABOVE RECEPTION DESK

Sizes

157 ft² (40 ft × 3.92 ft)

•

118 ft² (30 ft × 3.92 ft)

Type

Vinyl decals



Main ball

WALL AND COLUMN WRAPS

Column size

125 ft²

*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

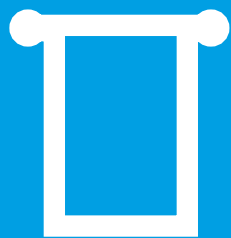
•

Frosted film

•

Vinyl decals





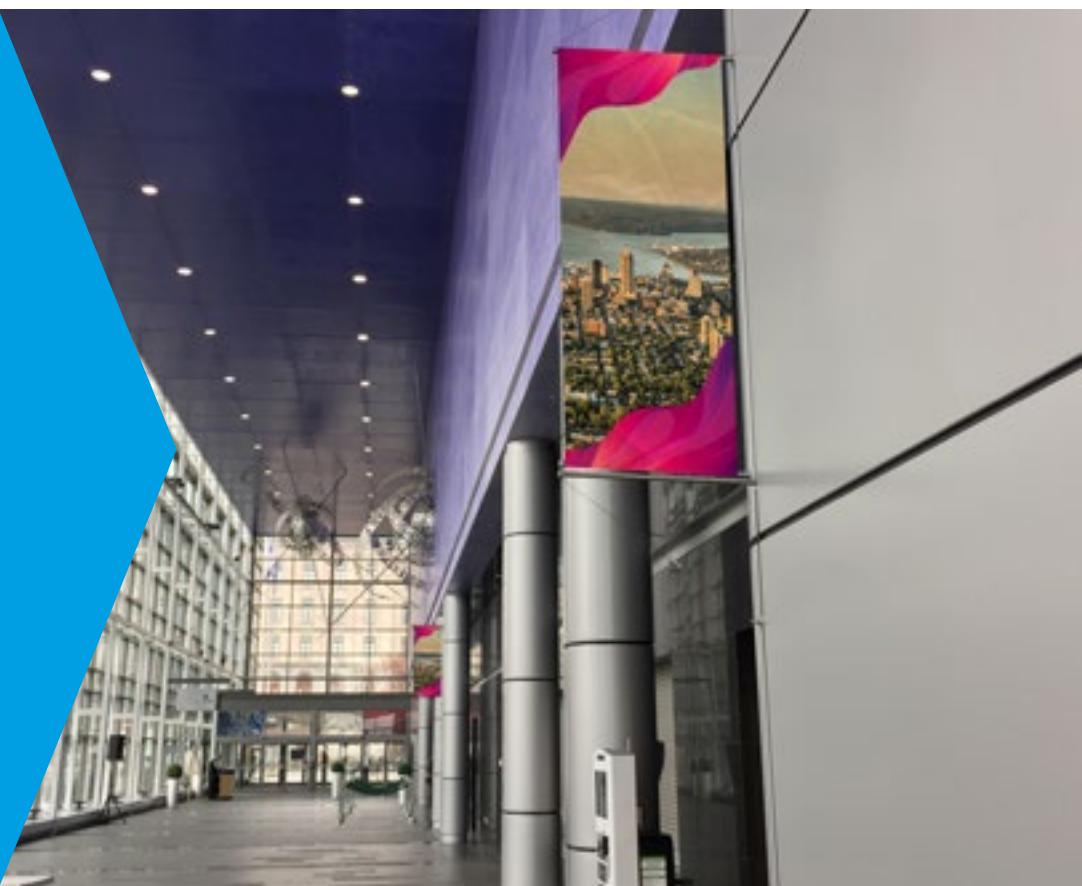
Vertical banners

Set of 3:
60 ft² (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.



Opaque banner

SIZE

66 ft² (16.5 ft × 4 ft)

Can be double-sided

Clings

TYPE

Clear film • Frosted film • Vinyl decals

Variety of sizes available upon request



Escalators

Variety of sizes and design options available upon request



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

