

# EXPO-SCÈNE 2026

APRIL 15 — 16 AVRIL

Palais des congrès de Montréal

## SPONSORSHIP & ADVERTISEMENT BROCHURE

EXPO-SCÈNE is produced by



Canadian Institute for Theatre Technology  
Institut canadien des technologies scénographiques

# EXPO-SCÈNE 2026

APRIL 15 - 16 | PALAIS DES CONGRÈS DE MONTRÉAL

This brochure is a guide to sponsorship and advertising opportunities for EXPO-SCÈNE 2026.

## ATTRACT THE ATTENTION OF HUNDREDS OF INDUSTRY PROFESSIONALS!

We offer a wide range of opportunities to meet your needs and that ensure maximum visibility before, during and after the event.

Not exhibiting? A sponsorship\* or advertisement is a cost-effective way to promote your product or service to the show's attendees.

*\* Conditions apply.*

*Sponsorships are not subject to sales tax. Advertising is.*

View [ADVERTISING OPPORTUNITIES](#)

View [SPONSORSHIP OPPORTUNITIES](#)

## ALL sponsorships include:

- Logo on the EXPO-SCÈNE website
- Logo and recognition during the event
- Recognition in the EXPO-SCÈNE official program

*Have something else in mind?*

We can **customize opportunities**

to suit your specific marketing objectives and budget.  
Send us your questions and/or customized proposal!

## Ready to book?

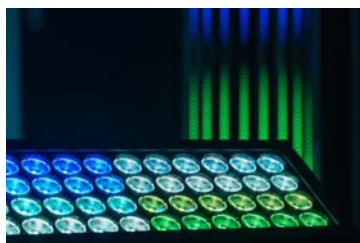
Contact us [via email](#)

or by phone at 416 707-4584 OR | 888 271-3383

## IMPORTANT DEADLINES:

RESERVE by > MARCH 6, 2026

SUBMIT ARTWORK by > MARCH 13, 2026



For more information or to reserve, please contact us at 416 707-4584 or at [communications@citt.org](mailto:communications@citt.org)

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## ADVERTISING OPPORTUNITIES


### Promote your presence at the show – Attract visitors to your booth!

Advertising is an effective way to increase your visibility and to promote your services and products.

#### AD IN THE OFFICIAL PROGRAM

The EXPO-SCÈNE program is a 44-48 pages booklet that is distributed to all attendees. It contains the exhibitor list and floor plan, and information on TEC Talks, training and demo rooms.

An electronic version is also available on our website.



Specifications		Cost
<ul style="list-style-type: none"><li>• <b>4C High Resolution PDF file or JPG</b> (min. 300 dpi).</li><li>• <b>Deadline to book:</b> <b>March 6, 2026</b></li><li>• <b>Artwork due:</b> <b>March 13, 2026</b></li></ul>	<b>Inside cover</b> [Front or Back] (W 5.5" X H 8.5" + 0.125" bleed)	\$ 1 600 (+taxes)
	<b>Full page Interior</b> (W 5.5" X H 8.5" + 0.125" bleed)	\$ 1 100 (+taxes)
	<b>Half page Interior</b> (W 5.5" X H 4.25" + 0.125" bleed)	\$ 850 (+taxes)

#### VISITOR BAGS INSERT

The EXPO-SCÈNE visitor bags are widely used by attendees. Including your flyers, pamphlets, or brochures ensures guaranteed distribution and reach.

Specifications		Cost
<ul style="list-style-type: none"><li>• <b>Deadline to book:</b> <b>April 1, 2026</b></li><li>• <b>Material due:</b> <b>Bring the material on-site on April 14 morning (set up day).</b></li></ul>	<b>Flyer</b> One page Single or Double sided Max. size 8.5" x 11"	\$ 650 (+taxes)
	<b>Pamphlet or Brochure</b> Max. 10 pages Max. size 8.5" x 11"	

The number of inserts placed in each bag is subject to limitation to prevent overstuffing.





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## SPONSORSHIP OPPORTUNITIES & BENEFITS

Included with ALL Sponsorships	Sponsorship	Specific Benefits of the Sponsorship	Cost	Quantity Available
<ul style="list-style-type: none"><li>✓ Logo on EXPO-SCÈNE website</li><li>✓ Logo and recognition during the event</li><li>✓ Recognition in EXPO-SCÈNE official program</li></ul>	<b>Cocktail Reception</b>	<ul style="list-style-type: none"><li>✓ Dedicated signage recognition at the reception</li><li>✓ 6 complimentary reception invitations (Platinum)</li><li>✓ 4 complimentary reception invitations (Gold and Silver)</li><li>✓ Full page advertisement in the program (Platinum)</li><li>✓ ½ page advertisement in the program (Gold and Silver)</li></ul>	\$ 5 200 PLATINUM exclusive sponsor \$ 4 200 GOLD (2 available) \$ 3 200 SILVER (3 available) \$ 2 700 BRONZE (4 available)	Up to 9 partners or 1 exclusive
	<b>Wi-Fi *</b>	✓ Customized graphic on Wi-Fi connection page + URL to sponsor website	\$ 2 600	1
	<b>TEC Talk Studios</b>	✓ Logo on screens at each studio entrance	\$ 1 600	1
	<b>Lanyards *</b>	✓ Logo on lanyards, along with CITT/ICTS & EXPO-SCÈNE logos	\$ 2 800	1
	<b>Badges *</b>	✓ Logo on the 2026 badges	\$ 2 000	1
	<b>Charging Station</b>	✓ Logo or short video on the charging station screen	\$ 750	1

*\*These sponsorships are for exhibitors only.*

For more information or to reserve, please contact us at 416 707-4584 or at [communications@citt.org](mailto:communications@citt.org)

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COCKTAIL RECEPTION

from \$ 2 700 to 5 200 \$

**EXPO-SCÈNE's Cocktail Reception is a must-attend event.**

Reserved for exhibitors and special guests, this exclusive gathering is hosted on the 7th floor of the Palais des congrès de Montréal after the show closes on opening day. The reception is an opportunity to enjoy drinks, appetizers, and network in a relaxed atmosphere.

Sponsoring this event offers valuable exposure and reach.

**\$ 5 200 PLATINUM exclusive sponsor**

**\$ 4 200 GOLD (2 available)**

**\$ 3 200 SILVER (3 available)**

**\$ 2 700 BRONZE (4 available)**



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**Wi-Fi**

**\$ 2 600**

**Reliable Wi-Fi is essential to productivity.**

**As the Official Wi-Fi Sponsor, you will help attendees to stay connected at all times.**

Customized graphics will be displayed on the Wi-Fi login page, with hotlink to sponsor website.

Complimentary Wi-Fi is available throughout the expo hall during the whole event.

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# EXPO-SCÈNE 2026

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TEC TALKS STUDIOS

\$ 1 600

**The TEC Talks are short educational seminars held during the two days of the show.  
They draw a significant number of attendees.**

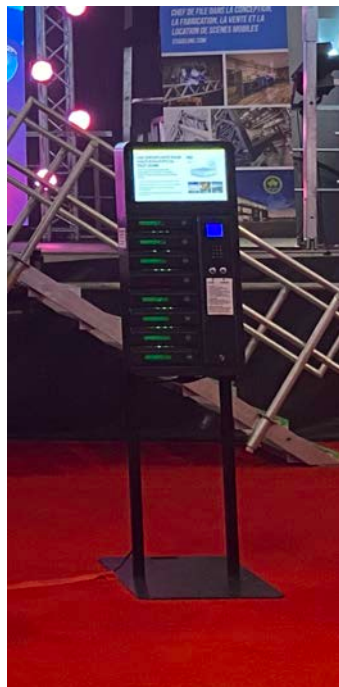
Your company's name and logo will be displayed on the screens at the entrance to Studios 1 and 2.



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**CHARGING STATION**

**\$ 750**

**The charging locker is located right in the centre of the action,  
near the CITT/ICTS booth and the Stageline Stage!**

As a sponsor, your logo or an image or video of your choice  
will be displayed on the station's screen.

This makes it visible to all attendees who use the station  
to recharge their electronic devices.



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**These opportunities ensure maximum visibility throughout the event.**

## LANYARDS

\$ 2 800

Your logo will be printed on the official EXPO-SCÈNE 2026 lanyards, along with the CITT/ICTS and EXPO-SCÈNE logos.



## BADGES

\$ 2 000

Your logo will be featured on the official EXPO-SCÈNE 2026 badges, on the EXPO-SCÈNE top banner.



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**THANK YOU  
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