



MEDIA KIT
SHOPPING DESTINATION

PALAIS DES CONGRÈS DE MONTRÉAL

1001 JEAN-PAUL-RIOPELLE PLACE, MONTREAL, QUEBEC

www.congresmtl.com

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Last updated: April 2025

About

/ Palais des congrès de Montréal



12,500,000
ANNUAL TRAFFIC

113

Flexible Rooms and Spaces

508,756 sq ft

Floor Area

481,414

Market Population

\$126,209

Average Household Income

▶ **ICONIC VENUE IN THE HEART OF MONTRÉAL**

Located in the heart of downtown, at the crossroads of the business, cultural, and tourist districts, the Palais des congrès de Montréal offers optimal visibility for any brand looking to shine in a vibrant urban environment.

▶ **DIVERSE AND INFLUENTIAL AUDIENCE**

With its varied programming and numerous gatherings (trade shows, international conventions, exhibitions, public events), the Palais des congrès de Montréal attracts a diverse and influential audience: local residents, decision-makers, professionals, academics, visitors, convention attendees, and tourists.

▶ **A LOCAL, STRATEGIC, AND CONNECTED DESTINATION**

Its shopping promenade, directly connected to the metro, serves as a natural corridor to Old Montreal. It draws a daily flow of 25,000 passersby – a prime location to capture the attention of a dynamic and diverse clientele.

▶ **A GLOBAL SHOWCASE FOR MONTRÉAL**

Its shopping promenade, directly connected to the metro, serves as a natural corridor to Old Montreal. It draws a daily flow of 25,000 passersby – a prime location to capture the attention of a dynamic and diverse clientele.

Highlights

/ Palais des congrès de Montréal



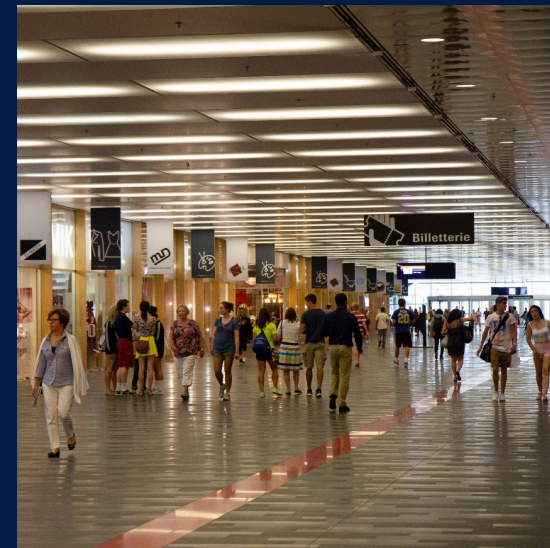
A Showcase for Montréal

The Palais des congrès de Montréal hosts unforgettable events, spotlighting Montréal's creativity and experiential expertise.



The Palais of Endless Possibilities

With 7 floors, 113 flexible spaces, and one of the largest column-free halls in the country, the Palais welcomes the Book Fair, Auto Show, and numerous business conferences.



Retail Gallery

With restaurants, boutiques, cafés and services, the Galeries du Palais offer a one-of-a-kind retail experience at the heart of events.



Innovation at the Heart of the Experience

The Palais des congrès is an incubator for fresh ideas, where innovation comes to life – through the Event Lab, collaborations with startups, and immersive technologies. It's an ideal platform for brands looking to stand out and leave a lasting impression.



A Pioneer in Sustainable Development

LEED-certified and carbon neutral, the Palais des congrès de Montréal is a trailblazer in eco-friendly event practices, offering brands the opportunity to align with a green showcase.

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DIGITAL PRODUCTS



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Digital Spectacular Horizontal

/ Palais des congrès de Montréal



Inventory

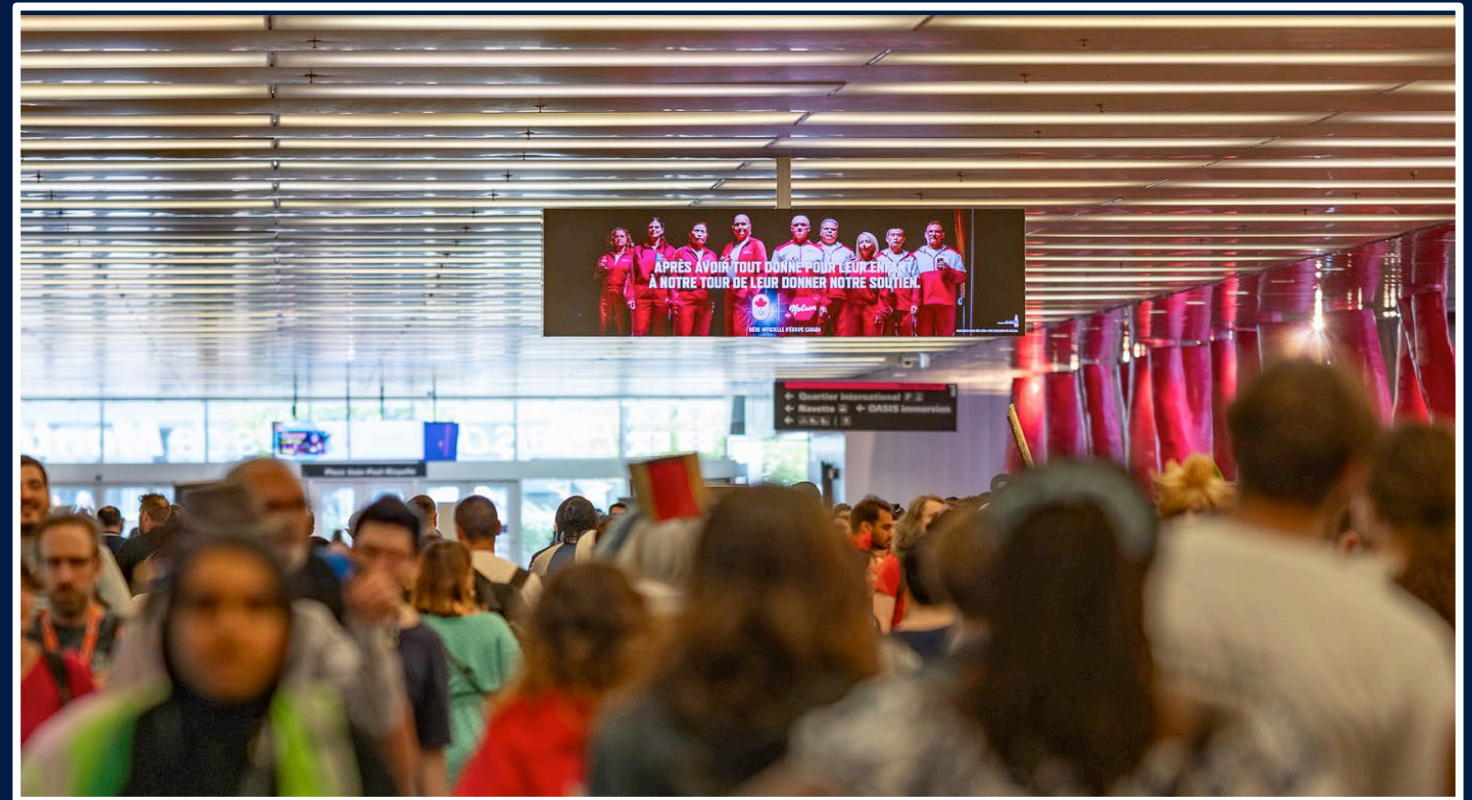
2 digital screens

Location

Strategically located in a high-traffic area

Product Description

Larger-than-life, our Digital Spectacular Horizontal delivers powerful, impactful impressions.



32:9

HD Digital Screen



Same ratio
as a
Super Board

Digital Spectacular Horizontal

/ Palais des congrès de Montréal



Inventory

2 digital screens

Location

Strategically located in a high-traffic area

Product Description

Larger-than-life, our Digital Spectacular Horizontal delivers powerful, impactful impressions.



34:9

HD Digital Screen



Digital Vertical Network

/ Palais des congrès de Montréal

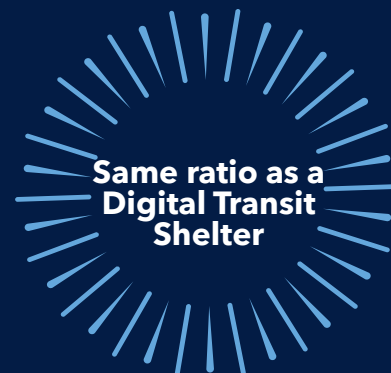


| | |
|----------------------------|--|
| Inventory | 11 digital screens |
| Location | Strategically located in the high-traffic area |
| Product Description | Our Digital Verticals provide high visibility and comprehensive, strategic, and optimal coverage to increase your brand awareness and influence consumers during their purchasing journey. |
| Purchasing | Sold in the shopping centre's Digital Vertical Network |



55"

HD Digital Screen



Digital Vertical Network

/ Palais des congrès de Montréal




| | |
|----------------------------|--|
| Inventory | 1 digital screen |
| Location | Strategically located in the high-traffic area |
| Product Description | Our Digital Verticals provide high visibility and comprehensive, strategic, and optimal coverage to increase your brand awareness and influence consumers during their purchasing journey. |
| Purchasing | Sold in the shopping centre's Digital Vertical Network |



 **55"**
HD Digital Screen

 **10**
sec. **7x**

 Same ratio as a
Digital Transit
Shelter

STATIC PRODUCTS



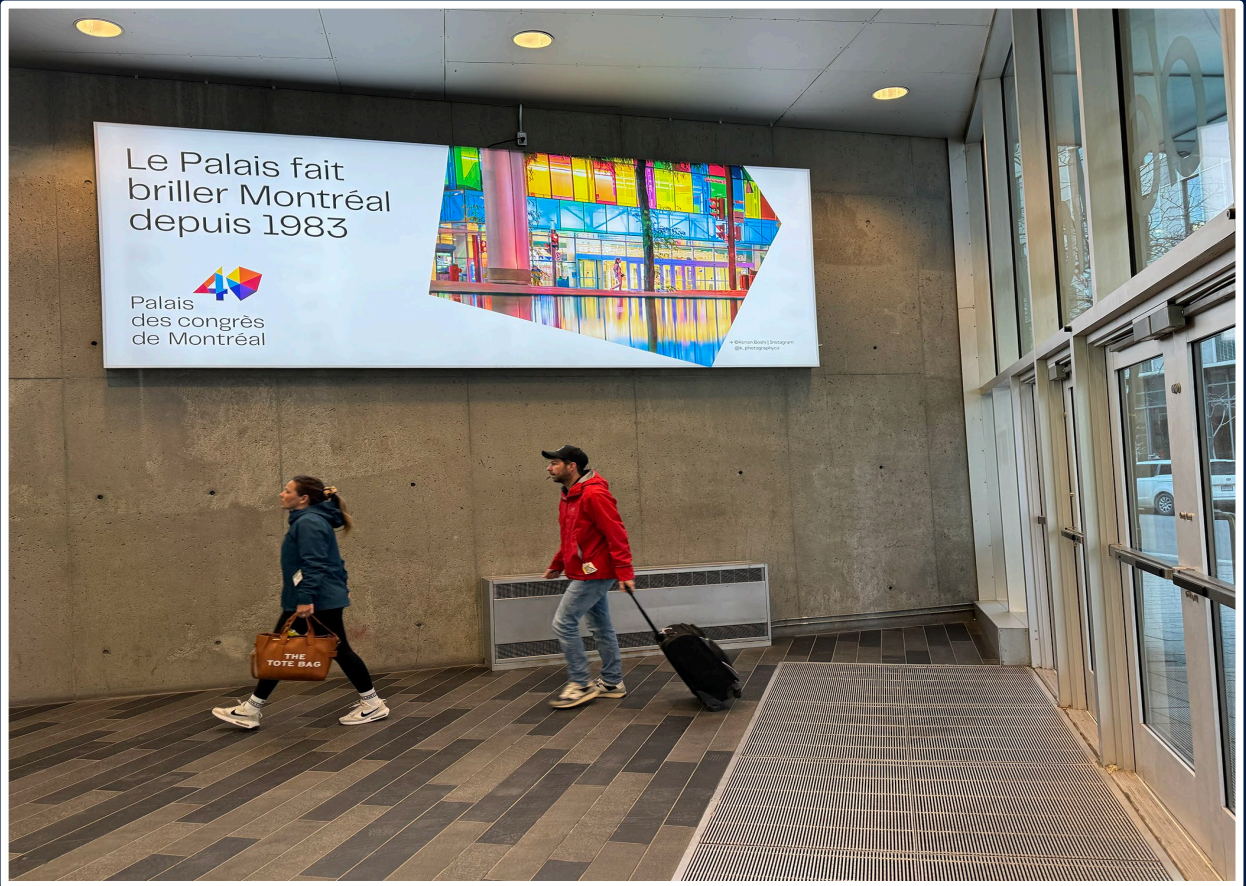
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Spectacular Backlit Horizontal

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| | |
|---------------------|---|
| Inventory | 1 Spectacular Backlit Horizontal |
| Location | Strategically located in a high-traffic area |
| Product Description | Our Spectacular Backlit Horizontal ensure 100% share of voice, enhancing your brand and capturing attention, while guaranteeing permanent exposure in a prestigious and strategically selected environment, reaching a large audience and amplifying the impact of your advertising campaign. |
| Purchasing | To be completed |



Custom

Printed on matte acetate

CONTACT US

FOR A CUSTOMIZED PROPOSAL

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Distance
Test

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