

# EXHIBITORS DMMT

**Expo-event : August 10 and 11, 2024**



## Activation and promotional opportunities

Take advantage of all the marketing and entertainment initiatives put in place during the event. Showcase your products and services in the event's gathering area. Located at the Parc-au-fil-de-l'eau, a site open to the public and free for all, where all participants must come to pick up their bibs and where the finish line for all distances is located. Upon leaving the arrival area, participants will automatically find themselves in the gathering area where they will join the spectators and the public. The main stage, concerts, children's activities, exhibitors, medal ceremonies, a DJ live and various activities are on the schedule throughout the weekend, providing a festive atmosphere!

- **Starting price:** \$350 (10x10 space) for both days, including night security, parking.
  - Optional (\$): equipment rental, electricity (\$50) and storage space if needed.
  - Additional visibility opportunities, see below
- **Expected attendance:** 12,000 people are awaited over the weekend (participants and spectators).
- **Location:** Parc-au-fil-de-l'eau (Mont-Tremblant City Hall) 1149 rue de Saint-Jovite J8E 3J8
- **Kiosk hours:** Saturday, Aug. 10, 2024 from 10 a.m. to 4 p.m. & Sunday, Aug. 11, 2024 from 8 a.m. to 1 p.m.
- **Availability:** a maximum of 30 10x10 spaces are available.
- **Booking:** first come, first served
- **Set-up:**
  - Friday, Aug. 9, possibility of installing your booth only if agreed with the organizer.
  - Saturday, Aug 10 and Sunday Aug. 11.
- **Internet Access:** free, public website, Mont-Tremblant city

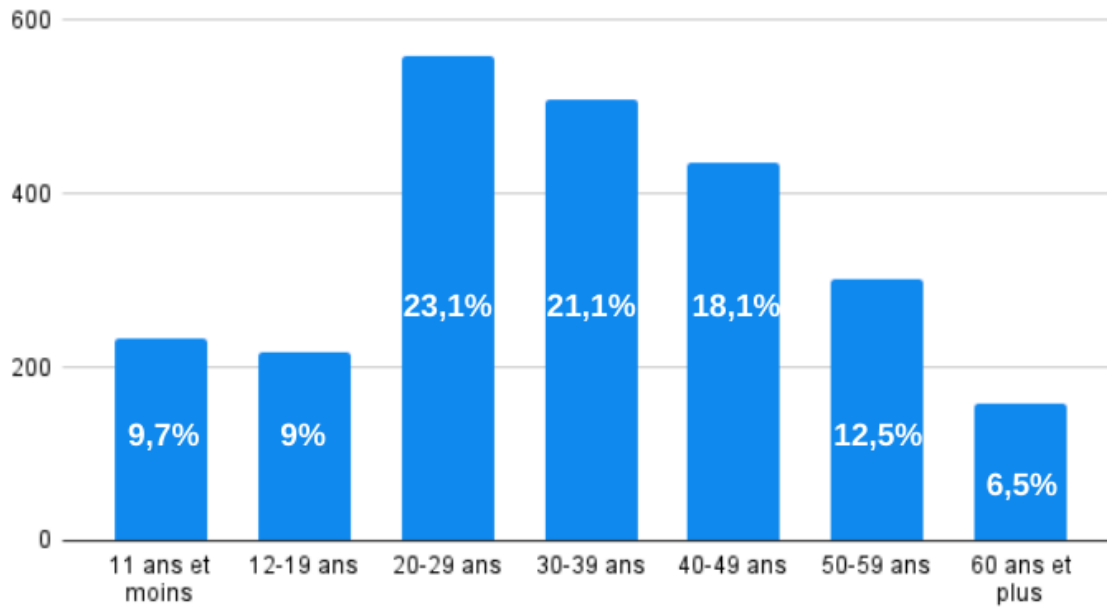
### ADDITIONAL OPPORTUNITIES (price to be determined, contact us for more details)

Take advantage of our personalized promotional programs offering added value to enhance your exhibitor experience. Choose from our year-round alternatives and/or enhance your visibility at the event.

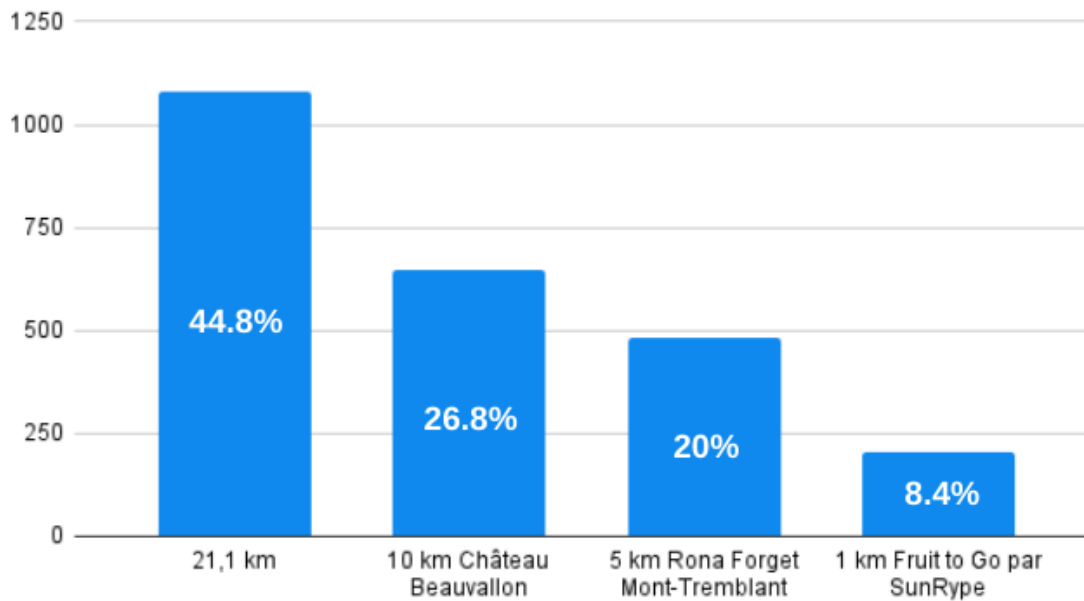
- **Website Banner**  
Monthly or yearly visibility on our website. Offers starting at \$25/month
- Access to the **Virtual Welcome Bag** for participants and volunteers  
Sent to all participants, between 2500 and 3000 recipients, within 5 days prior to the event.
- **Sampling** at the event  
Distribution of your products to a targeted clientele, carried out by the DMMT team.
- Access to our **online store** to sell your products

# **2023 PARTICIPANTS STATISTICS**

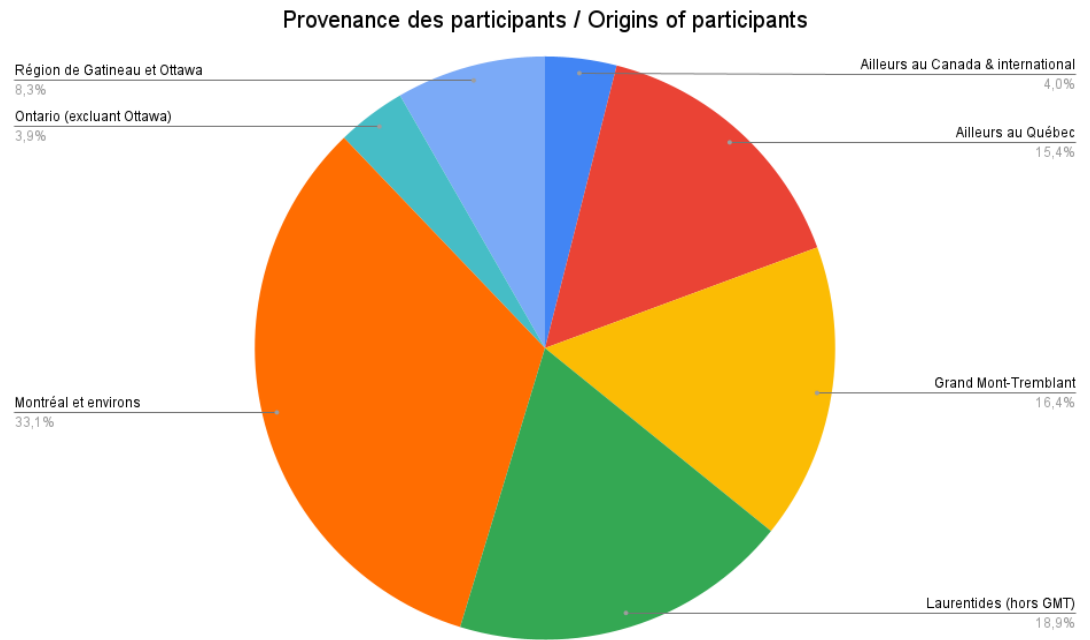
Répartition de l'âge des participants / Age distribution



Répartition des participants par distance / Distribution of participants by distance



	2023
MRC Laurentides	18,7%
Laurentides (excluant MRC)	16%
MTL & environs	33,1%
Région de Gatineau & Ottawa	8,3% (Ottawa = 3,3%)
Ailleurs au Québec	16%
Ontario (excluant Ottawa)	3,9%
Ailleurs au Canada & international	4%



Our clients are made up of sports enthusiasts. They are either **professional athletes, high-performance sportsmen, weekend sportsmen, companies** who want to get their employees moving, families who value physical activity and family practice, and vacationers who are looking for **sports tourism destinations**.