



SALON DU

jeu

ET DU JOUET



About



Since inception in 2015, the Salon du jeu et du jouet is the **BIGGEST** event of his kind in the province of Quebec. In total, it's more than 30 000 visitors who came to play, discover and buy gifts and presents for the Holidays Seasons.

For the fifth edition, the promoters want to put the bar even higher by adding more activities and having more exhibitors at the show.



When

Kiosk assembly : Friday November 15th from 1:00PM to 9:00PM and Saturday November 16th from 7:00AM to 9:00AM.

Event opening hours : Saturday November 16th from 9:00AM to 6:00PM and Sunday November 17th from 9:00AM to 5:00PM

Where

Centre de foires d'Exposité – Hall to be confirmed
250 boulevard Wilfrid-Hamel
Quebec, Québec
G1L 5A4

By booking early, you make sure to have the **location of your choice** AND you also have the **best price of the year!**



30 500

Number of visitors who
attend the show since
inception in 2015



5

2019 is the fifth edition of
the Salon du jeu et du
jouet



10 000

Number of visitors we are
expecting this year

Why exhibit at the Salon du jeu et du jouet?

Take advantage of incredible media visibility

We take the necessary means to obtain the best media visibility possible. Every year, we count about thirty publications in different media (television, radio, social media, etc.) Here are the highlights of our 2019 marketing campaign:

- Promotional video
- Social networks
- Press relations
- Radios
- SEM & SEO
- Display campaigns
- Database of several thousand of emails

Increase your credibility

Whether you are a new player or an established player in this community, participating in Quebec's biggest toys and games show will increase your credibility towards visitors. You have the opportunity to be in direct contact with them and communicate differently.



Let visitors play and discover

The Salon du jeu et du jouet is the perfect place to put your products directly in the hands of customers. It's also a great time to launch your new products or get feedback on your prototype. You are strongly encouraged to put a test/play area in your booth. You will be able to explain and let play the visitors. This is the best way to close a sale!

Enjoy a critical mass

Are you able to accommodate 9 000 clients spread over two days? When was the last time you had 4 500 customers at your store in one day? By participating at our event, you will benefit from a targeted clientele and infrastructure that can support such traffic. Take advantage of this moment to increase your income and market share.

What exhibitors think about the Salon du jeu et du jouet

Club Jouet – Exhibitor since 2016

This was our 3rd experience at the Salon du jeu et du jouet and each year surpasses the previous one! Visitors are interested in the products and activities and they are many to be at the rendezvous. Through this event we have access to our target customers and we can have them try our products at a crucial time of the year. The organizers are open and listening to the exhibitors, we will be there again this year!

Gladius – Exhibitor since 2015

Le Salon du jeu et du jouet is a real place of discovery and fun! It's a pleasure to meet the people who come to share with us the stories they experienced while playing with our games!

Asmodee Canada – Exhibitor since 2017

Beautiful show, I loved my experience!





Did you know ...



An accompaniment is offered free of charge in order to optimize your presence at the Salon du jeu et du jouet?

This will allow you to discuss the right strategy for the event to help make your presence at the event a success!

You only have to make the request and you will receive.

Why visitors come at the Salon du jeu et du jouet?



Discover

It's your time to pick up a new clientele and demonstrate your new products.



Play

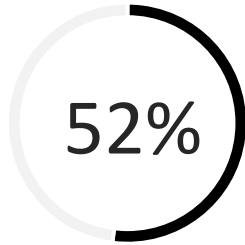
Make sure you have space for visitors to play your games. Do not leave them in their packaging!



Buy

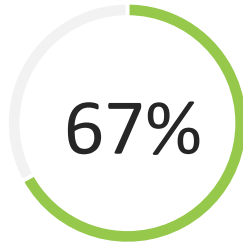
Christmas is coming soon! Visitors begin to shop. Take advantage of the moment to offer them incentives.

Some stats



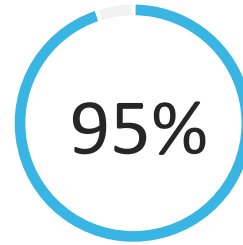
A family activity

52% is the ratio of visitors accompanied by at least one child.



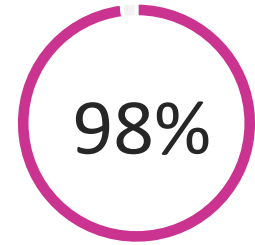
A dynamic audience!

67% of visitors in 2018 were aged between 26 and 45 years old.



An event that pleases!

95% of 2018 visitors said they were either "satisfied" or "very satisfied" in the post-event survey.



To do in group!

98% of the visitors came to the Salon du jeu et du jouet accompanied.

Contact

Need more info? Contact Francis Fortier at 418-956-0833

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