



THE AUTO SHOW

JANUARY
17 TO 26
2020

PALAIS DES
CONGRÈS
DE MONTRÉAL

The Generator: electric zone



[Click here](#) to view
the 2019 Auto Show
recap video



Presentation

In 2019, The Montreal International Auto Show (MIAS) held its **76th edition**.

Almost **200,000 visitors** attend the show.

MIAS has been for many years now, **the biggest Auto Show in Quebec**, as well as being the **second biggest Auto Show in Canada**.

The Auto Show is spread over **4 floors** and totals an area of **365,000 square feet** in the Palais des Congrès de Montréal.



MIAS Demographics

Visitors profile* :

92% visitors are satisfied with their visit

42% visits the Auto Show for their love of cars

81% intent to visit the 2020 Auto Show

70% are male visitors

50% are aged between 25 and 54 years old

74% lives in the Montreal region

44% of our visitors earn more than \$60,000

*2018 Léger survey





Details

An exclusive space is reserved for the **Generator**.

Over **Twenty** participating exhibitors.

Forced path, ensuring visibility among the **200,000** visitors.

Stage availability for **conferences**.



The Purpose

This special feature aims to promote the universe of **electric mobility** in a **dynamic** and **avant-gardist** atmosphere.

The Electric Zone is an outstanding feature of the Show, where our visitors will see and learn about the **latest innovations**, such as **new technologies**, **concept vehicles**, and an abundance of products and services related to technological advancements.



Rates and Terms

This year, your participation in the Generator will be Free of charge.

Our main goal is to remain a leader of information for our visitors while promoting the development of local companies involving in the electric mobility industry.



Inclusions

We provide

Pipes and drapes

Overnight carpet cleaning

Storage area for your information pamphlets and delivery.

Exhibitor badges for your staff

Your commitment

Installation / removal of your booth

Booth maintenance

Electric and Wifi fees

Staff must be at your booth at all times through the 10 days of the show



Additional Visibility

Contest possibility to promote your products or services*



28 777 Facebook fans



1 916 Twitter followers



4 193 Instagram followers

*Requires MIAS approval



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EXHIBITOR**



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For more information

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