



THE AUTO SHOW

JANUARY
17-26
2020

Product and services exhibitors



[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 Auto Show.

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

The product and services exhibitors represent **8,350 sq.ft** divided on levels 2 and 5 of the Palais des Congrès de Montréal.

Over **Thirty** participating exhibitors.

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



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



2020 Rates

Rates	Until August 23th	Between August 24th and November 18th	After November 18th
200 to 599 sq. ft.	\$ 23 per sq. ft.	\$ 26 per sq. ft.	\$ 30 per sq. ft.
600 sq. ft. and over	\$ 20 per sq. ft.	\$ 23 per sq. ft.	\$ 26 per sq. ft.



Inclusions

We provide

Overnight carpet cleaning

Storage area for your material

Daily delivery of your material (if needed)

10 exhibitor's badges for your staff

Your commitment

8 ft. Walls surrounding your exhibit space

One carpet

Installation/ removal of your booth



**BECOME AN
EXHIBITOR**



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EXHIBITOR

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Register now by clicking [HERE](#)

For more information

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