

MEDIA KIT

# connexion

événements  
les affaires > 7<sup>th</sup> edition

# The digital transformation tradeshow

**MAY 9, 2024**  
PALAIS DES CONGRÈS  
MONTREAL, QC



# connexion

## The largest B2B event on digital transformation in Quebec



More than  
**2,800**  
participants at  
our last edition

More than  
**70**  
exhibitors

Moov AI



# 100%

recommendation rate  
from exhibitors!\*

\* Survey from Connexion 2023

# connexion

Conferences,  
panels and expert  
content on the  
most sought-after  
topics



Networking with a  
business audience,  
leaders and heads  
of departments



Visionary and inspiring  
keynote speakers



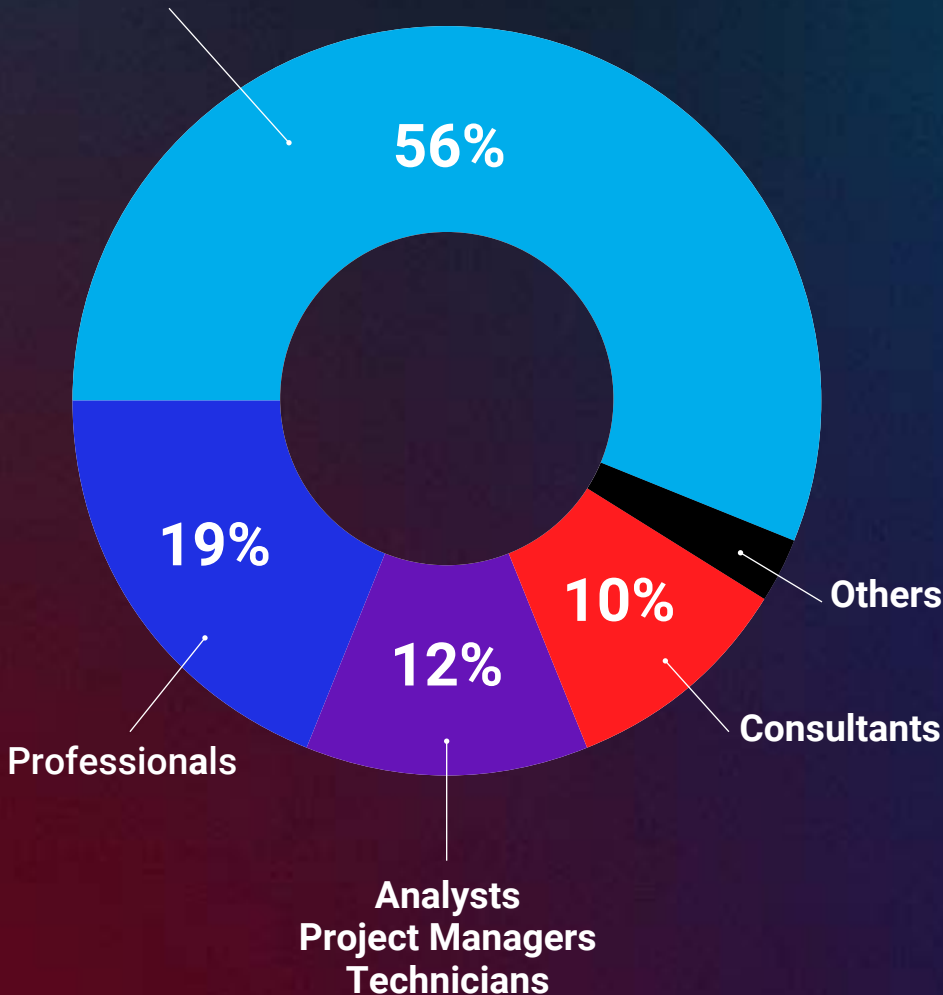
Connexion is your opportunity to  
become a partner of choice for  
Quebec businesses!



# Meet the decision-makers of the Quebec business ecosystem

Executives  
CEOs, VPs, Directors

Size of the organizations



SME  
< 250 employees



Medium & Large businesses  
> 250 employees

# Why Connexion?



① **To meet nearly 3,000 professionals & decision-makers** looking for solutions, tools and suppliers to accompany them in their digital transformation

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② **To stand out** in one of the largest business networks in Quebec

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③ **To build a new list of leads** and support your growth

④ **To showcase your expertise** to a quality audience

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⑤ **To help companies** move to the next level!

# Position yourself on today's leading topics

to meet the needs of the  
business community



## Data and analytics

- Cloud
- Data management
- Predictive analysis
- Business intelligence



## Strategy

- Strategy + business objectives
- Change management
- Financing
- Corporate social responsibility



## Security

- Cybersecurity
- Risk management
- Data privacy

## Emerging technologies

- Artificial intelligence and machine learning
- Internet of Things (IoT)
- Web 3.0
- Blockchain
- Augmented and virtual reality



## Process automation

- Robotic Process Automation (RPA)
- Business process optimisation



## Customer experience

- Personalization
- Intuitive user interfaces
- Chatbots and automated assistance



## Organizational management

- Agile Business Models
- Culture of innovation and adaptability
- Collaboration tools
- Training and skills development

## Become a partner

Stand out from your target audience based on your business needs.

All our packages include a comprehensive visibility plan.

In addition, our networking application will allow you to export the contact details of people met with ease.

### Discover our packages:

#### **Diamond** **\$22,800**

- ▶ 30-minute conference in the morning on the Connexion stage (275 seats)
- ▶ Featured conference promotion
- ▶ 1/4 page promotional ad in Les Affaires newspaper presenting your content
- ▶ One-hour webinar with promotion in Les Affaires channels, website and the Connexion social media networks
- ▶ A 20x20\* booth in the Prestige zone
- ▶ Coffee distributor and catering station (for 50 people)
- ▶ Visibility as a major partner of the event and the closing cocktail
- ▶ 40 passes for your customers
- ▶ 40 drink tickets for your team and your prospects
- ▶ List of all the participants (including emails)

\* design of space at partner's expense



# Become a partner

## Gold \$16,500

- ▶ 30-minute conference in the afternoon on the main Connexion stage (275 seats) or at the opening of an expertise stage (175 seats)
- ▶ Featured conference promotion
- ▶ Publishing of a partner content on Les Affaires website and in the Connexion blog
- ▶ 10x20 turnkey booth in the Prestige zone, coffee distributor
- ▶ 30 passes for your clients
- ▶ List of participants who attended your conference (including emails)

## Silver \$11,300

- ▶ 30-minute conference stage of 175 seats in a.m. or early p.m.
- ▶ 10x20 turnkey booth in the Prestige zone
- ▶ 15 passes to invite your customers

## Bronze \$8,200

- ▶ 30-minute conference stage of 175 seats in early p.m.
- ▶ 10x10 turnkey booth in the Prestige zone
- ▶ 10 passes to invite your customers

## Booths 10x10 \$4,000 - \$4,600

in a row      corner

- ▶ 10x10 turnkey booth
- ▶ 10 passes to invite your customers

Also discover our **Webinar and Content Marketing** packages on the Les Affaires and Connexion platforms.



# Major partners

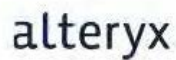
## Diamond partners



## Gold partners



## Silver partners



## Bronze partners



# Need more convincing?

The attendees' feedback says it all!



**Relevant information and tools to improve the implementation of our technological tools**

ALEXIS DELAGE, Marketing Director  
Stageline Mobile Stage

**An opportunity to stop and reflect on transformation**

KATIA BIRON, Organizational Development Advisor  
Desjardins

**A lot of ideas to apply to the job and motivation to innovate**

STÉPHANIE JOBIN, Marketing Communications Advisor  
Énergir

**Quality speakers, interesting, dynamic and inspiring! They gave us lots to reflect on about how to take things further!**

ROSELYNE GUILLEMETTE, Assistant General Manager  
Développement PME Chaudière-Appalaches

**Thanks to the presentations I attended, I was able to clarify the direction we should be taking as an organization**

ÉRIC TOUTANT, General Manager  
Groupe Polyalto

**One of the best trade shows I've been to!**

ALAIN LACHANCE,  
Vice-President,  
Project Leadership  
Talsom

**The human side of transformation**

DIANE LANGLOIS, Director,  
Quality Control and Technical Training  
Intact

**I had the chance to make some valuable contacts**

CINDY MORGAN-GAGNÉ,  
External Communications Advisor  
Lowe's Canada

**The quality and number of leads collected**

BIANKA  
BERNIER, Partner  
Vio numérique

**A diverse range of very interesting and highly professional presentations!**

DAVID DUBE,  
Account Manager  
Vortexsolution.com

**A well-organized, thoughtfully structured program with interesting presentations**

CHRISTOPHE BALMY, Business Engineer  
solution-bi.com





# Contact us

## Sponsorships and booths:

Hugo Perras-Lortie  
hugo.perras-lortie@groupecontex.ca  
438 877-0146



# Logistics details

## Event schedule

Thursday, May 9 2024  
8 a.m. to 5 p.m.

## Location

Palais des congrès de Montréal  
1001, Place Jean Paul Riopelle  
Montreal, Quebec H2Z 1H5

## Logistics information

Booth setup	Dismantling
Wednesday, May 8 2024	Thursday, May 9 2024 after 5 p.m.

## A logistics team dedicated to sponsors and exhibitors

Once your booth space is reserved with your representative, someone from our team will accompany you in the logistical details.