

MEDIA KIT



SALON **VIRTUEL** DE LA POURVOIRIE CHASSE ET PÊCHE



February 19th until February 21



Hello everybody!

We are excited to announce the launch of the first ever Virtual outdoor show in Quebec.

We have developed a virtual platform in keeping with current practices using state-of-the-art programs to offer outfitters in Quebec a way to easily interact with their prospective customers.

We guarantee visitors that they will be able to quickly (three clicks) connect with an exhibitor, and that exhibitors will be able to access their booths with one simple click.



No download, no software. We look after everything!

Other companies appear to be launching virtual shows by purchasing licences for programs that are not adapted to the realities of outfitters. The platform created and developed in Quebec for the Salon Virtuel de la Pourvoirie, Chasse et Pêche is easy to navigate and provides a place to post your photos and videos, smoothly interact with customers and receive electronic requests for information. But that's not all!

Efficient Platform

The Salon's Web site will be free for all visitors, which will mean more views. The platform can support more than 100,000 visitors at any given time. Exhibitors will have their own exclusive and personalized show, including reservation forms, photos, videos and YouTube/Facebook/Website links. Much like a permanent, efficient and interactive mini Website!

Marketing Strategy

As an exhibitor, you deserve, and we will provide, the most extensive visibility your business has ever had. Our promotional plan for the Salon is simple: a stronger presence on several Web platforms, marketing and analytical tools for reaching your audience (anyone interested in hunting and fishing), and being able to work with professionals who can give you Web, print medium and TV visibility.

Permanent Visibility

Our platform is permanent, and will enable you to save information and references for your business for up to one year (renewable every 12 months). You can easily reach potential customers in Quebec, Ontario, the United States and even Europe. We will be keeping a constant presence on the Web and social media to develop what will become the main point of reference for all things to do with outfitters, hunting and fishing in Quebec! Finally a solution that meets your expectations.

By having your business take part in the Salon Virtuel de la Pourvoirie, Chasse et Pêche, you are guaranteeing yourself a user-friendly revolutionary experience that will have you thinking twice about taking part in physical shows. Just imagine being able to easily interact with potential customers right from your workplace, and receiving requests for information by e-mail. All you have to do is come up with an alternative to the old handshake!

SALON VIRTUEL



OUR MISSION

Offer the Canadian hunting and fishing industry a virtual platform from which to promote itself nationally and internationally to ensure its sustainability.



A FIRST IN CANADA

The [Salon Virtuel de la Pourvoirie, Chasse et Pêche](#) has developed a virtual platform that provides the same level of interaction between exhibitors and visitors as they would get if physically present, albeit without the old handshake. Three clicks are all it will take for a visitor to talk to an outfitter or a hunting/fishing operation face-to-face, and to have direct access to a live reservation and information system, as though you were right there.

And for visitors, **it's free.**

AMBASSADORS



Kate Nadeau **MERCIER**

Imagine a self-taught hybrid hunter, fisher woman, trapper and mom: quite the combination, isn't it? Kate, who has always enjoyed hunting and fishing, one day found herself faced with an opportunity that not only gave her a new career, but also a way to turn her hobby into her job. For the past five years, Kate has been working as the marketing assistant for Aventure Chasse Pêche and co-hosting the weekly show of the same name with Martin Bourget. She also hosts the women's section of Filles de bois, a network that educates, encourages and brings together women who have a passion for hunting, fishing and trapping. It took no time at all for Kate to become a role model for several women and girls, who describe her as a total inspiration.



Daniel **ROBITAILLE**

Daniel has been sport fishing for close to 40 years! He enjoys sharing everything he knows about fishing, and in 2004 started doing so through articles published in Aventure Chasse et Pêche.

Since 2007, he has frequently appeared on TV in shows such as Bonne Pêche, Expédition Faune and Vacances Nature on RDS. For the past five years, Daniel has been hosting Leurre Juste, which airs on Noovo (V) and TéléMag, and online.



Martin **BOURGET**

Martin comes from a long line of hunters and fishermen, so nobody was surprised to see him at age 8 hosting Loisirs Chasse et Pêche. The show quickly acquired the greatest following in its history. A tremendous speaker, well known for his endless generosity, Martin has always been involved in different projects related to wildlife and flora, and encouraging new members to join. For the past four years, Martin has tackled one of his biggest challenges, chairing the Aventure Chasse Pêche network that includes a magazine, a weekly TV show, Web platforms and social media. This honorary member of FEDEC is highly active in local wildlife federations and associations.

THE SHOW IN NUMBERS

Advertising Exposure

1 200 000



Visitors

75 000



Exhibitors

250



Speakers

15



OUR PACKAGES



1499.95\$

1999.95\$

2499.95\$

Your business' page on the site
for 12 months



Personalized photo/video
montage



Reservation form



Your own interactive
personalized show



One-on-one chats in real time



Positioning as a star business



Top billing in search results



CONTACT: | 819-209-8894 | INFO@SALONVIRTUELP.CA

THE PLATFORME



Everything under
one roof.

Live discussion



Interaction



Reservations and/or
direct purchases



From the comfort
of your home





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