



Press release – For immediate release

October 24, 2023

NEO signs an exclusive contract with the **Palais des congrès de Montréal** to represent its new network of advertising displays.



Following the public tender won by NEO in June 2023 for the supply and installation of advertising display structures at the Palais des congrès de Montréal, NEO is now working closely with the Palais team for the commercial launch of this new display being installed since October 4.

The Palais des congrès de Montréal is the leading international convention center in the Americas. Serving organizers, exhibitors and visitors in search of unique experiences, it promotes the unforgettable events it hosts by showcasing Montréal's creativity and experiential know-how. Every year, over 4 million people pass through the doors of the Palais des congrès, including more than 500,000 delegates, conventioners and exhibitors.

"The Palais des congrès de Montréal hosts over 300 events per year, generating significant economic spin-offs for the metropolis and the province of Québec. It's a real honour for NEO to represent such an institution, and there's no doubt that many advertisers will be reaching out to international and national delegates, as well as the general public," said Ronald Tapiero, President of NEO.

"It's a pleasure to begin this collaboration with NEO, an innovative Montreal company specializing in interior environments. I'm delighted that these new advertising infrastructures installed at the Palais des congrès de Montréal will help promote Montréal and Québec as a destination to our international clientele. Thousands of people pass through the Palais every day, so advertisers will benefit from great visibility!" said Emmanuelle Legault, President and CEO of the Palais des congrès de Montréal.

The advertising network consist of a vertical digital network of 12 faces, equipped with 55" and 75" LCD screens located at the main entrances of the Palais and in the common areas of its commercial mall. Large-format digital LED panels also bring spectacular life to the Place-d'Armes metro station and the mall's central aisle, two strategic locations that are heavily frequented on a daily basis.

Finally, an extra-large backlit panel dominates the entrance located at the corner of St-Antoine Street and Place Jean-Paul-Riopelle, much used by delegates staying at hotels in Old Montreal.

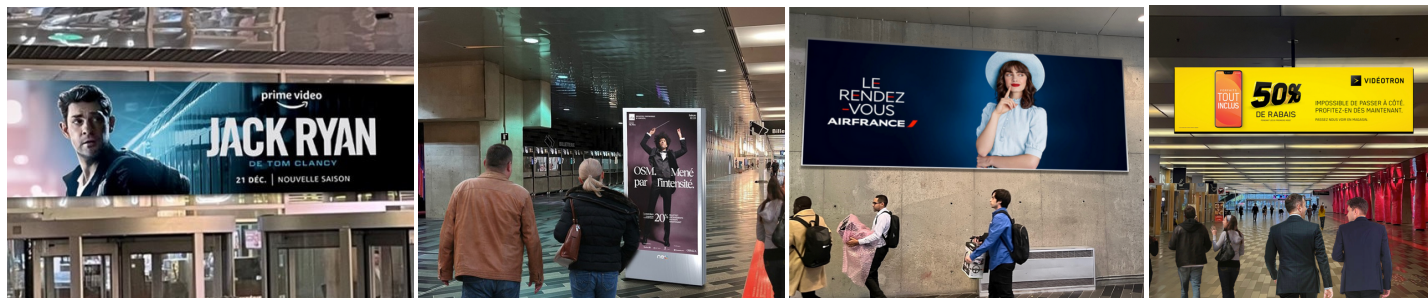
To find out more about advertising opportunities at the Palais des congrès de Montréal, contact us at ventes@neo-oo.com.

About NEO

NEO (neo-oo.com) offers four leading out-of-home advertising networks in Canada. NEO Shopping (shopping malls), NEO ON THE GO (gas stations and convenience stores), NEO FITNESS (fitness centers) and NEO MOBILE (geo-targeted advertising via mobile). Our network is established in over 633 locations across Canada, 8 provinces and 150 municipalities, and includes more than 2,820 advertising faces.



Some of our screens available soon at the Palais des congrès de Montréal :



Sales - Toronto
Jordana Fatsis
Executive Vice President of Sales
jfatsis@neo-oo.com

Sales - Montreal
Ismael Alaoui
Vice President, Sales Quebec
ismael.alaoui@neo-oo.com