AGENCEPID

39 YEARS OF EXPERTISE

2027 BUSINESS PROPOSAL

A design-driven media company, PID Agency has been an accomplice and partner to the design industry for over 39 years. Its three platforms, the **GRANDS PRIX DU DESIGN Awards**, the **INT.DESIGN** magazine and portal, showcase excellence in design, architecture, landscape and the built environment. **Its team consists of proactive and creative connectors, strategists driven by a passion for design.**

2027: A MILESTONE YEAR

100th
issue of INT.DESIGN magazine
People edition, June 2027

20th
edition of the GRANDS PRIX
DU DESIGN Awards

12th
edition of Expo Design
Québec City, October 20 and 21

OUR COMMUNITY

70,000
newsletter and social media subscribers

35%
newsletter open rate

E-Magazine
free digital editions of the magazine, available in French and English

30+
communication partners sharing the magazine

105,000
annual visitors on the INT.DESIGN portal

120+
international jury members of the GRANDS PRIX DU DESIGN Awards

1,100
attendees at the two Galas

3,000+
professional visitors at Expo Design

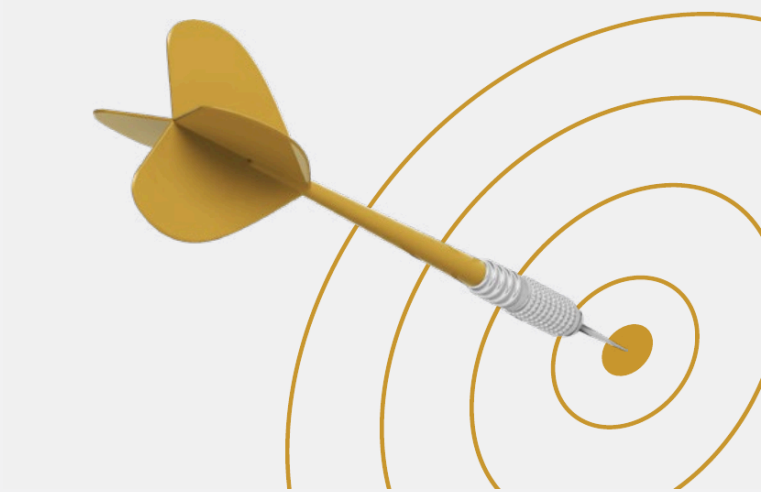
32% interior designers · **25%** architects · **10%** industrial designers and manufacturers · **9%** landscape architects and urban planners · in Québec, across Canada and internationally

All amounts are before applicable taxes.

OUR MISSION

PID Agency's mission is to promote the excellence of creators and to build connections between industry professionals, their clients and their suppliers.

We create opportunities for visibility, recognition and public relations for our partners, entrants, finalists and winners.



BECOME A PARTNER TO…

- **Reach decision-makers and influencers** in the design, architecture and built environment industry, as well as the stakeholders around them.
- **Associate your brand with the GRANDS PRIX DU DESIGN Awards,** an international competition celebrating its 20th edition in 2027, and with its two Galas.
- **Appear in collector's editions,** anticipated and kept for years by an influential readership looking for quality design products and solutions.
- **Increase your digital visibility** through the INT.DESIGN portal, our newsletters and the free digital editions of the magazine, available in French and English and shared by over 30 communication partners.
- **Enjoy continuous visibility** throughout the year, before, during and after the Galas.
- **Meet your clients** and build new business relationships at the GRANDS PRIX DU DESIGN Galas and Expo Design.
- **Strengthen your position** as an engaged and recognized company within the industry.
- **Increase your visibility in Québec, across Canada and internationally,** and reach new markets.

All amounts are before applicable taxes.

YOUR 2027 CALENDAR

INT.DESIGN **MAGAZINE**

June

PEOPLE
Edition
100th issue

October

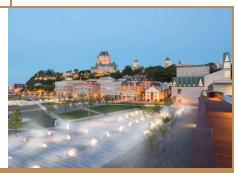
GRANDS PRIX DU DESIGN
Edition
Part 1

November

GRANDS PRIX DU DESIGN
Edition
Part 2

GRANDS PRIX DU DESIGN **GALAS**

October



Québec City

Announcement of the winners part 1
Thursday, October 21 · Théâtre Capitole

- Interior Design
- Product
- Communication & Branding

November



Montréal

Announcement of the winners part 2
November 2027

- Architecture
- Construction & Real Estate
- Landscape & Territories
- Lighting Design
- Art & Photography
- Firms & Studios

INT.DESIGN **PORTAL**

Year round

Publications in the **NEWS** or **GET INSPIRED** sections

BECOME A PARTNER TO:

- Reach **decision-makers** and **influencers** in the design, architecture and built environment industry
- Associate your image with the **20th edition of the GRANDS PRIX DU DESIGN Awards**
- Appear in **collector's editions**, kept for years
- **National and international** visibility



PID Agency Media Kit

All amounts are before applicable taxes.

À LA CARTE RATES

DIGITAL VISIBILITY	
Copywriting, graphic design and production of advertising content	**$160/h**
1 page in the **GET INSPIRED** search engine	**$350**
1 **advertising banner** in the monthly newsletter	**$800**
1 page in the **NEWS** section, shared in our **monthly newsletter**	**$1,600**
1 page in the **NEWS** section, with a **dedicated newsletter** about your company	**$4,750**
MAGAZINE Bilingual printed magazine, with three digital editions: bilingual, French and English, for national and international distribution.	
1 page	**$6,600**
Double page	**$11,000**
Back cover (C4)	**$8,600**
Inside cover (C2 or C3)	**$7,300**
Guaranteed positioning	**+20%**
GRANDS PRIX DU DESIGN Advertising in the GRANDS PRIX DU DESIGN editions of INT.DESIGN magazine is reserved for Gold and Platinum partners. Each partnership must include an advertisement in the corresponding edition of the magazine.	
Gold Partnership	**$1,400 / Gala**
Platinum Partnership	**$7,500 / Gala**
For more visibility	
Evening Partnership	**$6,000**
TICKETS AND VIP TABLES	
Individual ticket	**$375**
VIP table for **6 people**	**$3,250**
VIP table for **10 people**	**$4,750**

All amounts are before applicable taxes.

OUR 2027 PACKAGES

OPTION 1

Partner at One Gala

$7,300

You save 27%

- 1 page in the GRANDS PRIX DU DESIGN edition
- Gold Partnership at one Gala
- 1 NEWS page + newsletter
- 1 GET INSPIRED page

Ideal for a first presence among industry professionals.

OPTION 2

One Gala + INT.DESIGN 100th Issue

$12,000

You save 35%

- 1 page in the 100th issue (People)
- 1 page in the GRANDS PRIX DU DESIGN edition
- Gold Partnership at one Gala
- 2 NEWS pages + 2 GET INSPIRED pages

Ideal for associating your brand with the 100th issue of INT.DESIGN magazine.

OPTION 3

Partner at Both Galas

$13,000

You save 35%

- 1 page in each of the 2 GRANDS PRIX DU DESIGN editions
- Gold Partnership at both Galas
- 2 NEWS pages + newsletter
- 2 GET INSPIRED pages

Ideal for increasing your visibility at both Galas of the 20th edition of the GRANDS PRIX DU DESIGN Awards.

OPTION 4

Integrated Annual Campaign

$17,000

You save 40%

- 1 page in each of the year's 3 editions
- Gold Partnership at both Galas
- 3 NEWS pages + 3 GET INSPIRED pages
- Year-round presence, including the 100th issue

Ideal for showcasing your brand throughout the year with the INT.DESIGN 100th issue, both Galas of the 20th edition of the GRANDS PRIX DU DESIGN Awards and a digital campaign.

ENHANCE YOUR PACKAGE

B · Double-page advertisement
+$2,500
per edition

C · VIP table for 6 people
+$2,600
per Gala

D · Evening Partnership
+$5,250
per Gala

E · Upgrade to Platinum Partnership
+$6,100
per Gala

F · Platinum + Evening Partnership
+$11,350
per Gala

Details of each option and its enhancements follow.

All amounts are before applicable taxes.

OPTIONS IN DETAIL

OPTION 1

PARTNER AT ONE GALA		
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 1 or 2**		$6,600
1 **Gold Partnership** at one **Gala**		$1,400
1 page in the **NEWS** section, shared in our **monthly newsletter**		$1,600
1 page in the **GET INSPIRED** search engine		$350
VALUE IF PURCHASED INDIVIDUALLY		**$9,950**
Discount		$2,650
TOTAL TO PAY	You save $2,650 (27%)	
Option 1A	**Base package**	**$7,300**
Option 1B	**Double-page advertisement** in the magazine	**$9,800**
Option 1C	Add a **VIP table for 6 people**	**$9,900**
Option 1D	Add an **Evening Partnership**	**$12,550**
Option 1E	**Upgrade to Platinum Partnership**	**$13,400**
Option 1F	**Platinum + Evening Partnership**	**$18,650**

OPTION 2

ONE GALA + INT.DESIGN 100TH ISSUE		
1 advertising page in the ***People*** edition of the magazine (100th issue)		$6,600
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 1 or 2**		$6,600
1 **Gold Partnership** at one **Gala**		$1,400
2 pages in the **NEWS** section, shared in our **monthly newsletter**		$3,200
2 pages in the **GET INSPIRED** search engine		$700
VALUE IF PURCHASED INDIVIDUALLY		**$18,500**
Discount		$6,500
TOTAL TO PAY	You save $6,500 (35%)	
Option 2A	**Base package**	**$12,000**
Option 2B	**Double-page advertisement** in the 2 magazine editions	**$17,000**
Option 2C	Add a **VIP table for 6 people**	**$14,600**
Option 2D	Add an **Evening Partnership**	**$17,250**
Option 2E	**Upgrade to Platinum Partnership**	**$18,100**
Option 2F	**Platinum + Evening Partnership**	**$23,350**

All amounts are before applicable taxes.

OPTION 3

PARTNER AT BOTH GALAS		
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 1**		$6,600
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 2**		$6,600
1 **Gold Partnership** at the **October Gala** 2027		$1,400
1 **Gold Partnership** at the **November Gala** 2027		$1,400
2 pages in the **NEWS** section, shared in our **monthly newsletter**		$3,200
2 pages in the **GET INSPIRED** search engine		$700
VALUE IF PURCHASED INDIVIDUALLY		**$19,900**
Discount		$6,900
TOTAL TO PAY	You save $6,900 (35%)	
Option 3A	**Base package**	**$13,000**
Option 3B	**Double-page advertisement** in the 2 magazine editions	**$18,000**
Option 3C	Add a **VIP table for 6 people** at both Galas	**$18,200**
Option 3D	Add an **Evening Partnership** at both Galas	**$23,500**
Option 3E	**Upgrade to Platinum Partnership** at both Galas	**$25,200**
Option 3F	**Platinum + Evening Partnership** at both Galas	**$35,700**

OPTION 4

INTEGRATED ANNUAL CAMPAIGN		
1 advertising page in the ***People*** edition of the magazine (100th issue)		$6,600
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 1**		$6,600
1 advertising page in the GRANDS PRIX DU DESIGN magazine edition, **part 2**		$6,600
1 **Gold Partnership** at the **October Gala** 2027		$1,400
1 **Gold Partnership** at the **November Gala** 2027		$1,400
3 pages in the **NEWS** section, shared in our **monthly newsletter**		$4,800
3 pages in the **GET INSPIRED** search engine		$1,050
VALUE IF PURCHASED INDIVIDUALLY		**$28,450**
Discount		$11,450
TOTAL TO PAY	You save $11,450 (40%)	
Option 4A	**Base package**	**$17,000**
Option 4B	**Double-page advertisement** in the 3 magazine editions	**$24,500**
Option 4C	Add a **VIP table for 6 people** at both Galas	**$22,200**
Option 4D	Add an **Evening Partnership** at both Galas	**$27,500**
Option 4E	**Upgrade to Platinum Partnership** at both Galas	**$29,200**
Option 4F	**Platinum + Evening Partnership** at both Galas	**$39,700**

Enhancements can be combined. Contact us for a customized proposal.

All amounts are before applicable taxes.

GRANDS PRIX DU DESIGN

GOLD & PLATINUM PARTNERSHIPS

View a **sample personalized visibility report**

	GOLD $1,400 / Gala	PLATINUM $7,500 / Gala
BEFORE THE GALA		
Exclusivity in your business sector		●
Your logo in the **newsletter** campaigns for the call for entries and the Galas, sent to **50,000 subscribers**	●	●
A **dedicated post** about your partnership on Instagram, Facebook and LinkedIn		●
Your logo on the **e-tickets** sent to all guests	●	●
Your logo in the **PARTNERS** section of the INT.DESIGN portal, online all year	●	●
Your name in the official evening **program**	●	●
Your logo and hyperlink in the **digital program**, and your logo in the **printed program**		●
MAGAZINE · COMPETITION EDITION (given to every guest, free FR and EN digital editions online)		
Your **advertising** page in the special competition edition	●	●
A bilingual **1/3 page** article with photo about your company		●
DURING THE GALA		
Your logo and advertisement looped on the **cocktail screens**	●	●
Your logo on the illuminated partner **kiosk** at the venue entrance		●
Your advertisement in the Gala **opening video**, on the giant screen		●
Your **videos looped** on the side screens during meal breaks		●
An **awards segment** in your colours, introduced by the host		●
Your **corporate video** on the giant screen at the start of your segment		●
Your logo and **product photos** looped on the screens throughout your segment		●
Your **representative** named on stage and acknowledged by the audience		●
2 tickets to the Gala (+ first choice for table purchase)		●
1 ticket to the Gala	●	
AFTER THE GALA		
Your logo in the Gala **recap newsletter**		●
A page dedicated to your company in the INT.DESIGN **NEWS** section, shared in our newsletter and on social media		●
A personalized **visibility report**		●

A PLATINUM PARTNERSHIP IN NUMBERS: 2026 EDITION

400,000 cumulative newsletter sends with your logo

56 on-screen appearances during the cocktail

25 min of on-screen visibility during the Gala

510 guests from 159 companies

Gold and Platinum cannot be combined: the Platinum Partnership replaces the Gold Partnership.

All amounts are before applicable taxes.

EVENING PARTNERSHIPS

Associate your brand with a special moment of the Gala through a customized event partnership. Your company enjoys distinctive visibility before, during and after the event, as well as a right of first refusal for the following edition. Custom concepts are also available.

$6,000 per Gala, in addition to a Gold or Platinum Partnership.

YOUR VISIBILITY

Each Evening Partnership is designed with you: visibility varies with the chosen activation. For example:

- Your logo, website and a photo on the magazine's **evening partners page**
- An **on-stage presence**: announcement, draw or presentation, depending on the chosen activation
- A **feature with photo** in the Gala recap newsletter, sent to 50,000 subscribers
- A **right of first refusal** for the following edition

POSSIBLE ACTIVATIONS



Design of the **entrance** and **exit**



Stage design



Signature **cocktail**



Visibility on **tables**



Photobooth



Custom activation



Gift bags with the magazine



Draws (maximum of 3 per Gala)



Valet service



Presentation of the **Tribute award**



Bursary awarded to a winner (category to be determined)

Activations subject to availability and approval by the organizers.

All amounts are before applicable taxes.

THE VIP EXPERIENCE

VIP TABLE FOR 6 OR 10 PEOPLE

- 6 or 10 seats reserved for your guests
- Prime location along the central aisle, facing the stage, with your logo clearly displayed.
- Attentive, personalized service in the VIP section throughout the evening
- Two bottles of champagne at your table to start the evening in style
- Gourmet cheese and charcuterie platter before the meal
- Selection of premium wines to accompany each course

VIP table, 6 people	**$3,250**
VIP table, 10 people	**$4,750**
Individual ticket	**$375**

Central aisle
where guests and winners pass by

Facing the stage
the best view of the awards

Your logo
displayed on your table all evening

An unparalleled showcase for your brand and an unforgettable experience for your guests.

All amounts are before applicable taxes.

AT A GLANCE

Amounts shown are the total package price with the selected enhancement.

2027 PACKAGES

	Option 1 1 Gala	Option 2 1 Gala + 100th issue	Option 3 2 Galas	Option 4 Integrated annual
A · Base package	**$7,300**	**$12,000**	**$13,000**	**$17,000**
ENHANCEMENTS				
B · Double-page advertisement	**$9,800**	**$17,000**	**$18,000**	**$24,500**
C · VIP table for 6 people	**$9,900**	**$14,600**	**$18,200**	**$22,200**
D · Evening Partnership	**$12,550**	**$17,250**	**$23,500**	**$27,500**
E · Upgrade to Platinum	**$13,400**	**$18,100**	**$25,200**	**$29,200**
F · Platinum + Evening	**$18,650**	**$23,350**	**$35,700**	**$39,700**
Savings on base package	27%	35%	35%	40%

EXPO DESIGN 2027

October 20 and 21, 2027 · Québec City Convention Centre

The professional design and architecture trade show: over 3,000 visitors, over 100 exhibitors, 85,000 sq. ft. of exhibition space, over 20 conferences, VIP Cocktail and GRANDS PRIX DU DESIGN Gala.

Standard space, 100 sq. ft.	**$45 / sq. ft.**
Standard space, 200 sq. ft. and more	**$40 / sq. ft.**
Signature Space (turnkey)	**from $1,250**
Basic sponsorship (required for exhibitors)	**$1,000**
Sponsorship packages	**$4,500 to $40,000**

An exhibitor page on the INT.DESIGN portal is included with every participation.



PID AGENCY MEDIA KIT

Magazine, GRANDS PRIX DU DESIGN, portal and audience

View the kit

EXPO DESIGN 2027 EXHIBITOR & PARTNER KIT

Floor plans, exhibition formats and sponsorships

View the kit

Let's talk about your presence in **2027**

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All amounts are before applicable taxes.