

En Route, the Career Hub in Electric and Smart Transportation!

Partnership plan





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Project overview

En Route 2022 will also be targeting the general public in order to get as many people as possible interested in the EST industry, inform them and, above all, show them the full extent of Quebec's expertise!

To further address labor force issues that are slowing the industry's growth, Propulsion Québec will be running a 2nd En Route!, [the Career Hub in Electric and Smart Transportation edition](#).

It will have four complementary components:

1. [A large-scale promotion campaign](#)
2. [En Route! The Event and activities all year long](#)
3. [A dedicated microsite](#)
4. [School-Industry networking activity](#)

GOALS

1. Promote the EST industry and EST careers, education, and training to target audiences
2. Fill jobs in the industry by attracting students and skilled workers

TARGET AUDIENCES

1. Students and graduates (especially technical profiles):
 - a. Vocational programs
 - b. Technical programs
 - c. University programs
2. Quebec skilled workers from other industries/sectors:
 - a. Specialized workers
 - b. Technicians
 - c. Engineers/designers
 - d. Programming, computer science, data, and artificial intelligence
 - e. Marketing, service, and management
3. General public
4. Businesses
5. Educational institutions and guidance counselors

A successful first event despite the pandemic

With the financial support of Services Québec and many industrial and institutional partners, Propulsion Québec held its very **first En Route event, a virtual career and training fair**, on **March 29 and 30, 2021**.

For the event, Propulsion Québec also launched a [dedicated microsite](#) showcasing the EST industry and EST careers, education, training, and jobs, and ran an EST careers [promotional campaign](#) from February to October 2021.

En Route! [The Event](#) was a resounding success. Here are some of the highlights:

- [Over 400](#) participants (see typical profiles in the Appendix)
- [250](#) job openings posted
- [16](#) expert speakers and panelists
- [40](#) exhibitors at the virtual fair

The [\\$100,000 promotional campaign](#) has generated significant interest among our target audiences:

- Big media partnership with Québecor
- Over [6.8 million](#) impressions (see the Appendix for details)
- More than [2,500](#) followers on social media
- More than [3,500](#) unique monthly visitors to the En Route microsite
- More than [25](#) priority EST jobs descriptions posted online
- More than [30](#) content articles published on the industry
- [11](#) newsletters sent to over [1,200](#) subscribers
- [8](#) short videos produced and published

The [school–industry networking activity](#) in November 2021 was also a great success:

- [13](#) businesses in the industry
- [14](#) educational institutions
- [47](#) participants
- More than [60](#) networking meetings



A wealth of valuable information!

A comprehensive listing of EST [careers](#) and [training programs](#) that lead to jobs in the EST sector

Discover the EST industry

- [The electric and smart transportation sector needs YOU!](#)
- [Smart transportation: Many career opportunities on the horizon](#)
- [Electric transportation: New job opportunities await you](#)
- [En Route! The Event: Electric transportation](#)
- [En Route! The Event: Smart transportation](#)

Discover priority jobs

- [Software designers and engineers in high demand!](#)
- [Career spotlight: Assembler](#)
- [Career spotlight: Application engineer](#)
- [Career spotlight: Mechanical engineer, electric motor design](#)
- [Career spotlight: Mechatronics engineer](#)
- [Large trades families](#)

New hires made possible by En Route! The Event

- [Transdev is recruiting a performance trainee](#)
- [Effenco is hiring an after-sales service supervisor](#)

>> Participation in the electromobility web series *Branche-toi* (aimed at 15-to-29-year-olds)! [Go for a green job](#)

*Outstanding visibility
through an 11-month
promotional campaign!*



The event was successful in rallying and mobilizing industry and education stakeholders to promote EST careers, education, training, and jobs.



En Route! The Event 2022

And networking opportunities all year long

The second edition of En route! The Event will take place in two stages:

En route! *Express May 2022*



The En route express event will allow partners to participate in a virtual recruitment activity focused on skilled trades such as assemblers, machinists, welders, operators and more!

Since it is organized in partnership with [AppyHere](#), an innovative solution that optimizes geolocated and real-time recruitment, you will benefit from our promotional campaigns and the latest recruitment technologies.

En Route! The Event *in person Oct. 2022**

The event is back, but this time, in person! This improved formula will make it possible to highlight the know-how of Quebec companies in the EST sector, schools and students in order to create a unique opportunity for exchange with potential candidates and interns.

*Given the current uncertain health situation, En route! The Event in an in-person format could be postponed to a later date or canceled, in accordance with public health recommendations. We will continue to monitor the situation. In the event of a postponement or cancellation of En route! The Event, the partners will of course be notified, and special agreements will be made with each of them according to the nature of their partnership and in respect of their individual objectives.

We also offer other exchange opportunities throughout the year

(calendar p. 12)

Student contest *New!*

A first student competition will allow university teams to compete through the resolution of a case study specific to the EST sector.

In-school meetings *New!*

Targeted activities in schools to raise awareness of the sector and the companies in the cluster, virtually and in-person (if the health situation allows).

En route innovation challenges *New!*

The En route innovation challenges, with the support of [IMACA](#), will allow students to solve the technical or business challenges of companies in the sector (virtually).

School-Industry networking activity *It's back!*

Take advantage of the annual industry-school networking activity to build partnerships with the various partner schools. The 2021 edition was a great success!

En Route!

Express – May 2022



En route! Express will allow partners to participate in a virtual recruitment activity for specialized trades such as assemblers, machinists, welders, operators and much more!

En route! Express will unite and consolidate under the En route brand the recruitment efforts of the EST sector as part of a targeted promotional campaign in May 2022.

Since it is offered in partnership with [AppyHere](#), (see appendix) an innovative solution that optimizes geolocated and real-time recruitment, you will benefit from our promotional campaigns and the latest recruitment technologies.



How does it work?

- Partner companies choose a few specialized job categories to recruit
- With our partner [AppyHere](#), we launch promotional campaigns to reach potential candidates using their patented technology
- The [AppyHere](#) application preselects candidates according to your criteria and you then meet them according to the time slots that suit you
- Without having to create a resume, candidates complete their profile in minutes and are offered jobs that match their interests and skills.

	Availability	# categories of jobs for recruitment	Price	Extra per category of jobs
Lead partners	3	2	Included	\$750
Major partners	6	2	Included	\$750
Official partners	6	1	Included	\$750
Pick and choose	Depending on availability	1	\$750	\$750

En Route! The Event

in person – Oct. 2022

The second En Route! The Event will be held **IN PERSON** on **October 26, 2022** at the Montreal Science Centre.*

Like the first En Route, this unique event will bring together all target audiences of the En Route project in order to:



INTRODUCE
QUEBEC EST
BUSINESSES
AND KNOW-HOW



HELP WORKERS AND
GRADUATES FIND JOBS



INSPIRE STUDENTS TO
PURSUE TRAINING OR
CAREERS IN EST

En Route! The Event 2022 features an outstanding program:

- Exhibitor section
- Vehicle and technology demonstrations
- Presentations and interactive workshops
- Student EST innovation competition
- Appointments and exclusive meetings between employers and candidates
- Networking cocktail



This is a **GOLDEN** opportunity for businesses to:

- Meet candidates
- Advertise job and internship opportunities
- Showcase Quebec's expertise, vehicles, technology, and products
- Develop value-added partnerships with educational institutions

In addition, for educational institutions, this is an opportunity to:

- Promote EST programs and courses
- Showcase EST student projects
- Attract new students
- Develop value-added partnerships with businesses

*Given the current uncertain health situation, En route! The Event in an in-person format could be postponed to a later date or canceled, in accordance with public health recommendations. We will continue to monitor the situation. In the event of a postponement or cancellation of En route! The Event, the partners will of course be notified, and special agreements will be made with each of them according to the nature of their partnership and in respect of their individual objectives.

Feature your jobs automatically



It will now be possible to feed the En route job board automatically!

With our partner Getro, we offer you the latest technology so that you can post your job offers in real time all year round!

- No need to duplicate data entry anymore
- Partners benefit from our campaigns to promote job offers
- Analysis tools allow us to measure the performance of partner offers
- Our Lead Partners and Major Partners are highlighted for maximum visibility
- Unlimited number of recruiting positions
- Your offers are published in French or in English

The posting of job offers will therefore be offered as a priority to all Lead Partners, Major Partners, Official partners, partners of special initiatives and exhibitors, free of charge. Member companies of Propulsion Québec will be able to post their jobs for \$60 per year for an unlimited number of positions. The service is reserved for En route partners or members of Propulsion Québec.

	Postings	Price
Lead partners Major partners Official partners Exhibitors	Unlimited annual	Included
Members of Propulsion Québec not partnered with En route	Unlimited annual	\$60
Propulsion Québec non members	Not offered	N/A

To post your job offers, contact joelle.gallant@propulsionquebec.com

En Route promotional campaign

The second *En Route, the Career Hub in Electric and Smart Transportation!* promotional campaign will run from February to December 2022.

Various platforms will be used to raise awareness of workforce opportunities and challenges in electric and smart transportation among different audiences.

Content will include:

- a. Promotion campaign on the different platforms of a major media partner
- b. Ten special monthly newsletters with employer, candidate, and news sections, as well as quarterly newsletters aimed at students
- c. Five special En Route! The Event newsletters to promote the event's format and program
- d. Dedicated promotion campaign as part of the En route! The event express and En route! The event
- e. Biweekly social media posts (Facebook, LinkedIn, and Instagram)
- f. Advertising campaign and digital placements on websites and social media of interest to different audiences
- g. Articles and content distributed in media specializing in innovation, careers, training, and technology and in mainstream media
- h. Distribution of videos about EST careers and businesses
- i. Ongoing recruitment of students and skilled workers through various activities and communication channels

Content will be developed in part by the En Route team as well as by project partners, who will be able to present their own opportunities and messages.

NEW IN 2022

The En Route team will work closely with student associations and clubs to better connect with students at different levels of education:

- Participation in innovation competitions
- Attendance at student events (happy hours, podcasts, talks, etc.)
- Promotion of internship opportunities twice a year

Calendar of activities*

FEB

- Launch of the annual promotional campaign
- En Route monthly newsletter

MAR

- Meetings in universities #1
- Launch of the En Route Instagram account
- Launch of the new jobs page

APR

- En Route innovation challenges, with the support of IMACA
- Meetings in schools (CFP, CÉGEP) #1
- Meetings in universities #2

MAY

- En Route! Express (virtual)
- Participation of Propulsion Québec at the Science *on tourne* contest (to be confirmed)

JUN

- En Route monthly newsletter
- Highlighting priority jobs
- Short videos on the sector

JUL

- En Route monthly newsletter
- Student newsletter
- Short videos on the sector

AUG

- En Route! The Event special monthly newsletter
- Promotion of internships and training

SEP

- Monthly newsletter dedicated to internship offers
- En Route! The Event special newsletter
- Student newsletter

OCT

- Meetings in universities #3
- En Route! The Event in person
- Student competition

NOV

- Meetings in schools (CFP, CÉGEP) #2
- Meetings in universities #4
- School-industry networking activity (edition #2)

* The dates of the activities are announced for information only; they are subject to change and/or cancellation at any time.

Become a partner of the *En Route Project*

**LEAD
PARTNERS**
**MAJOR
PARTNERS**
**OFFICIAL
PARTNERS**

FINANCIAL CONTRIBUTION	\$10,000	\$7,500	\$3,500
AVAILABLE SPOTS	3	6	6

EN ROUTE! THE EVENT

THE EVENT En Route! Express

Number of job recruitment categories	2	2	1
Extra for each additional category of positions	\$750	\$750	\$750

Strategic positioning

Area with your logo and company name (e.g. Company Meeting Area, Exhibitor Section) – Concept to be developed jointly

X

Joint development of an interactive workshop

X

Opening remarks or moderator role in a workshopⁱ

X

On-site visibility

Static or video advertising (20 sec.) on screens

X

X

Logo on stage during all activities

X

X

Logo on the arch at the entrance of the Exhibitor Section

X

X

X

Promotion

Logo on advertising including the event's promo kit (web banners)ⁱⁱⁱ

X

Logo on event-related newsletters/invitationsⁱⁱⁱ

Header

X

Mention in media advisories and/or press releases issued in connection with the event

Quote

Mention

Logo on the event website

Footer
+ Partners
page

Partners
page

Partners
page

Exhibitor Section

Booth * **Booth packages information to come**

X

X

X

Vehicle demonstrations

X

X

Extra \$1,000

Free lunch coupons

5

3

2

Virtual platform

Logo on the event bannerⁱⁱⁱ

X

X

Creation of Partner Profiles for all your representatives (including videos, hyperlinks, PDFs, etc.)

X

X

Your Partner Profiles featured on the homepage

X

X

Logo in the Partners Carouselⁱⁱ

X

X

PROMOTIONAL CAMPAIGN

See next page for details

⇓

⇓

LEAD
PARTNERS

MAJOR
PARTNERS

OFFICIAL
PARTNERS

PROMOTIONAL CAMPAIGN

Advertorials

Advertorials provided by the partner in connection with EST, careers, and training to be posted on the website and social media and included in the monthly newsletter^{iv}

2

1

1

Short videos (filming, editing, and distribution)

Short presentation of your organization

1

1

Spotlight on a trade/profession within your organization

(of your choice)

(of your choice)

Content sharing on social media

Sharing of 3 posts related to the EST industry, jobs, and training from December 2021 to November 2022

X

Banner ads

Banner ad on the En Route web platform

X

X

Banner ad in the special monthly newsletter

X

X

Featured employer

Featured employer on the new En Route web platform (for 1 month)

X

Social media post listing all job/internship opportunities posted by the employer

X

X

Sharing of a job/internship offer in a social media post listing offers from many employers

X

X

X

Sharing of 2 job/internship offers in a special monthly newsletter

X

X

X

Unlimited listing of your job offers on the En Route portal

X

X

X

Student and academic outreach

Innovation challenges En route in virtual

X

Participation in an outreach activity at a university (e.g., happy hour, podcast, etc.)

X

X

Participation at the Science *on tour* contest to highlight internships and jobs for students in CÉGEPS (to be confirmed and depending on # of spots available)

X

X

Invitations to the school–industry networking event (by invitation only)

3

2

1

Logo on promotional tools developed for a networking event between educational institutions and industryⁱⁱⁱ

X

X

X

ⁱ Contingent on feasible integration with the established program and alignment with the rest of the event's content and each of the activities.

ⁱⁱ To be confirmed depending on the features of the selected platform. Equivalent visibility will be provided in compensation if needed.

ⁱⁱⁱ Unless the format doesn't allow for it (e.g., very small web banner).

^{iv} In accordance with Propulsion Québec's editorial policy, article written by the partner in French and English, with no more than 2 visuals.

EXHIBITORS

Come and recruit employees and interns!

The En Route! The Event Exhibitor Section will be a great place to showcase your organization and highlight your workforce needs. Get the attention of potential candidates with technology demonstrations!

	MEMBERS	NON-MEMBERS
PACKAGE PRICE	\$895 + tax	\$1,495 + tax

INCLUDES

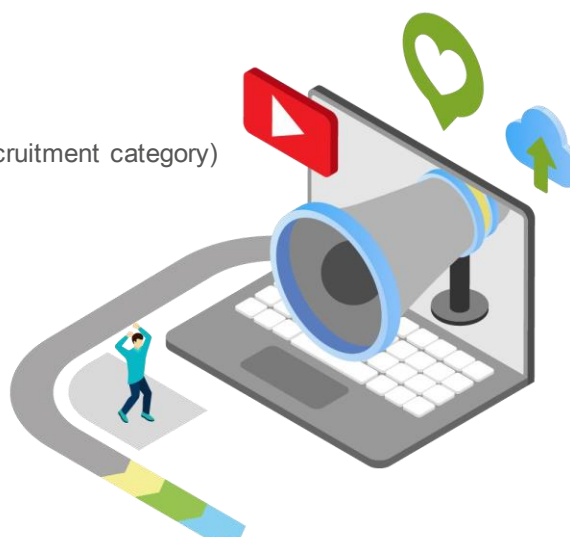
- Space to demonstrate your technology or products with a table and two chairs
- Location and space required for each booth discussed and coordinated with the Propulsion Québec team according to needs
- Unlimited listing of your job offers on the En route website
- Lunch coupons (2)
- Partner profiles for all your representatives on the virtual platform for networking with potential candidates
- Logo on the exhibitors page of the En Route website

OPTIONS

- Demonstration vehicle (extra \$1,000 + tax)
- Participate in the En route Express The Event! (\$750 for one job recruitment category)

see page 8

See special packages for educational institutions on page 15



PACKAGES FOR EDUCATIONAL INSTITUTIONS

Meet prospective students

En Route! The Event is an opportunity to present your electric and smart transportation training programs to an enthusiastic audience and to join other employers in showcasing the careers available to them.

PACKAGE PRICE	CÉGEPS AND VOCATIONAL TRAINING CENTERS	UNIVERSITIES
	\$1,750 + tax	\$3,500 + tax

INCLUDES

En route! The Event:

- Space for technology demonstration with a table and two chairs
- Additional space for a student club innovation - *Universities only*
- Location and space required for each booth discussed and coordinated with the Propulsion Québec team according to needs
- Lunch coupons (2)
- Partner profiles for all your representatives on the virtual platform
- Logo on the exhibitors page of the En Route website

En route project:

- Partner of the student competition (see details on page 14) - *Universities only*
- Diffusion on website, social media and monthly newsletter of an infomercial provided by your organization in connection with electric and smart transportation, careers and training
- Dedicated page in the [educational institutions section](#) of the En route microsite
- Banner ad in 1 special monthly newsletter*
- Industry-schools networking activity
- In person or virtual activity to present the sector with one or more companies – *Universities only*
- Participation of Propulsion Québec in the Science *on tour* competition (to be confirmed) – *CEGEPS only*
- Two virtual events presenting the sector with one or more companies to college and professional students – *CEGEPS and CFP only*

* Rectangular 600x160 px banner ad for 1 newsletter

PICK AND CHOOSE YOUR PACKAGE

(in addition to the packages offered¹)

Tailored activities and visibility

The En Route! promotional campaign will reach a pool of prospective candidates all year round leading up to the event. You can pick and choose the promotional options that best suit your needs. Feel free to send us specific requests that could add value to our offer.

Advertorials	
Advertorials provided by the partner in connection with EST, careers, and training to be posted on the website and social media and included in the monthly newsletter	\$250.00
Filming, editing, and distribution of a short video (2 min.)	
Short presentation of your organization	\$3,500.00
Spotlight on a trade/profession within your organization	\$3,500.00
Promotion of a training program offered by your institution	\$2,500.00
Content sharing on social media	
Sharing of three (3) posts related to the EST industry, jobs, and training (from January to November 2022)	\$350.00
Banner ads*	
Banner ad on the En Route web platform or in the special monthly newsletter	\$750.00
Featured employer	
Featured employer on the new En Route web platform (for 1 month)	\$1,000.00
Social media post listing all your job/internship opportunities related to our industry	\$750.00
Sharing of a job/internship offer in a social media post listing offers from many employers	\$350.00
Sharing of 2 job/internship offers in a special monthly newsletter	\$750.00
Student and academic outreach	
Participation in an outreach activity at a university (e.g., happy hour, podcast, etc.)	\$750.00
Special activity partnership during the En route! event	
Partner of one extra experience during the event (e.g. Barista lounge in the networking section, Bar, Photobooth, etc.)	info to come

¹ Propulsion Québec gives priority to the partnerships presented on pages 7 - 9 and 13 to 16. The pick and choose items offered are therefore offered in addition to the partnerships, initially and until an indefinite date. Depending on availability, pick and choose items may be offered independently of proposed partnerships.

* Rectangular 600x160 px banner ad for 2 newsletters or square 300x300 px banner ad on the En Route microsite for 2 months

Other partnership opportunities

OFFICIAL PRESENTER OF THE NETWORKING COCKTAIL

Face-to-face networking opportunities have been sorely missed in recent months. This is your chance to be the sole presenter of a happy hour event bringing together job seekers, students, employers, and educational institutions!

PACKAGE PRICE \$5,000 + tax

INCLUDES:

- Opening remarks at the networking cocktail
- Logo on stage during the networking cocktail
- Static or video advertising (20 sec.) on screens
- Mention in media advisories and/or press releases in connection with the event
- Mention in the program
- Logo on the event website's partners page
- Free lunch coupons (3)
- Visibility on the virtual platform

OFFICIAL PARTNERS OF THE STUDENT COMPETITION

As part of the En route! project, Propulsion Québec will organize its first electric and smart transportation student competition (theme and format to be announced). The competition will allow university students to get a taste of our sector.

PACKAGE PRICE \$5,000 + tax

INCLUDES:

- Contribution to developing the competition
- Seat on the competition jury
- Opening remarks during the prize-giving ceremony
- Logo on stage during the prize-giving ceremony
- Logo on newsletters about the competition
- Mention in the program
- Logo on the event website's partners page
- Free lunch coupons (2)
- Visibility on the virtual platform

OFFICIAL PRESENTER of the En route Innovation Challenge

For participants to get their hands dirty and catch the bug of electric and smart transportation, innovation challenges will be offered in connection with concrete issues in the industry. Take the opportunity to involve participants directly in your organization for a workshop!

PACKAGE PRICE \$3,000 + tax

INCLUDES:

- Joint development of an interactive workshop
- Opening remarks or moderator role during the workshop
- Static advertising on screens
- Logo on stage during the workshop
- Mention in the program
- Logo on the event website's partners page
- Free lunch coupons (2)
- Visibility on the virtual platform

OFFICIAL SPONSOR OF A DERIVATIVE PRODUCT

Become the exclusive supplier of a promotional item of your choice to be given to all participants attending En Route! The Event.

PRICE To be discussed depending on the item selected and the quantities desired



ABOUT Propulsion Québec

Propulsion Québec went from 0 to 100 in a flash, becoming a key player in the electric and smart transportation ecosystem soon after its creation in the fall of 2017. [Our mission is to position Quebec as a global leader!](#)

The cluster now has nearly 240 members, from start-ups to big companies as well as institutions, research centers, and mobility operators in Quebec. Our team and our membership both began to grow exponentially, which gave us the energy and assurance to roll out projects in each of our seven working groups, including the Skilled Labor Working Group.

Our financial backing comes from the Quebec government, the Canadian government, Communauté métropolitaine de Montréal (CMM), ATTRIX, Fasken, Fonds de solidarité FTQ, Hydro-Québec, Desjardins Group, and Québecor.

SKILLED LABOR WORKING GROUP

Mandate

Facilitate access to training and skilled workers to meet industry needs and make the electric and smart transportation sector a prime choice for workers.

Achievements include:

- Presentation of a strategic workforce planning forum to grapple with the issues associated with the labor shortage from different angles and point the working group in a productive direction.
- En Route!, the Career Hub in Electric and Smart Transportation, is an initiative that addresses workforce issues that are holding back the growth of the EST industry.
- [Carrying out a study on labor and training needs in the electric and smart transportation industry in Quebec.](#)

OUR ACTIVITY SECTORS



Recharge
infrastructure



Electric vehicles



Smart vehicles



Smart
infrastructure



Mobility
services



Battery
industry

OUR MEMBERS



136

small
businesses

Fewer than 25 employees



71

medium-sized
businesses



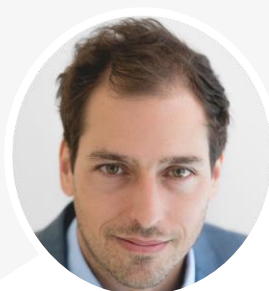
24

large
businesses

More than 500 employees

Stay in touch

Support Propulsion Québec's efforts to improve the quality of job applicants in our industry and facilitate the recruitment process for Quebec employers who are shaping the future of mobility both locally and internationally!



SIMON PILLARELLA

Director, Skilled Labor and Funding

simon.pillarella@propulsionquebec.com

438.888.2316

Appendices



ABOUT AppyHere

AppyHere helps HR professionals struggling to hire hourly workers, with a one-stop solution designed to cover the entire hourly worker hiring cycle, from recruitment campaigns to job offer.

Thanks to our powerful algorithm, based on Artificial Intelligence, the application automates in the same place the pre-selection, the instant identification of the best candidates, the planning of interviews and the psychometric tests. Unlike TTYs, candidate profiles are always kept up to date and you can communicate with the people you are interested in directly via the app, integrated messaging or video conferencing.



Value proposition

- ✓ Intelligent hyper-automation: Focus on value-added tasks
- ✓ Speed & Volume: Hire hourly employees in 24 hours
- ✓ Development of AI & ML solutions to reduce turnover
- ✓ Improved and simplified candidate experience

Contact: Martin Mathe martin.mathe@appyhere.com 514-247-8485

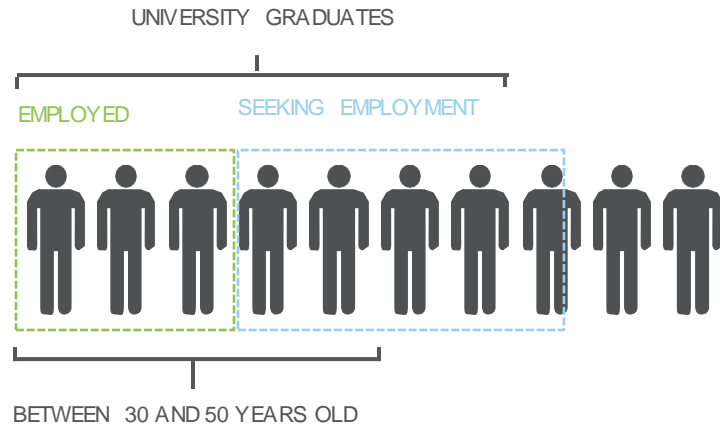
Company	Clients	License	Architecture
<ul style="list-style-type: none"> • Founded in 2017 • 40 employees • Based in SF and Montréal 	<ul style="list-style-type: none"> • 350 active clients • North America • Businesses of all sizes 	<ul style="list-style-type: none"> • Based on the number of hires • Free for candidates 	<ul style="list-style-type: none"> • Cloud/SAAS • Mobile Experience • GDPR compliance

Functional reach			
<ul style="list-style-type: none"> • No c.v. • Automatic candidate pre-selection 	<ul style="list-style-type: none"> • Geolocation • Intelligent filtering 	<ul style="list-style-type: none"> • Conversational AI • Automatic appointment scheduling 	<ul style="list-style-type: none"> • Group Video Interviews • Real-time tracking of candidates

TYPICAL PROFILES FROM THE 1ST EN ROUTE EVENT

EN ROUTE! THE EVENT

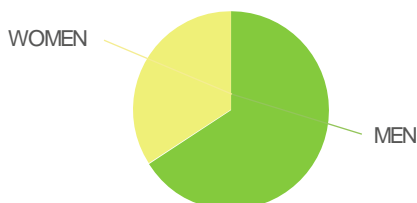
- A large proportion of registrants were employed (33%) or seeking employment (47.4%)
- The top two sectors of interest to registrants were management (24%) and trades, transport, and machinery (20%)
- Over 50% of registrants were between the ages of 30 and 50
- Nearly 70% of registrants had a university degree



SOCIAL MEDIA PROMOTIONAL CAMPAIGN

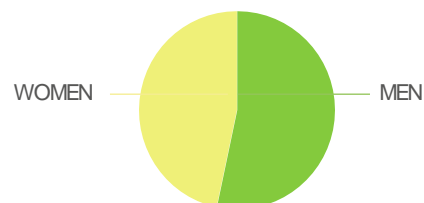
LinkedIn

- Work primarily in operations, engineering, business development, and information technology
- 66% men 34% women



Facebook

- 53 % men 46 % women
- Main age groups: 25–34 (26%), 45–54 (19%), 55–64 (13%)



2021 Promotional Campaign Review

FEBRUARY TO
NOVEMBER 2021

Ad placements

6.8 million impressions*

*Social media (LinkedIn & Facebook), trade media, mainstream media, and Google Ads

Subscribers as of November 30, 2021

LinkedIn

1,152

Facebook

1,811

En Route microsite

72,683

impressions

1,176

clicks per month

3,500

unique visitors per month (on average)

Newsletter

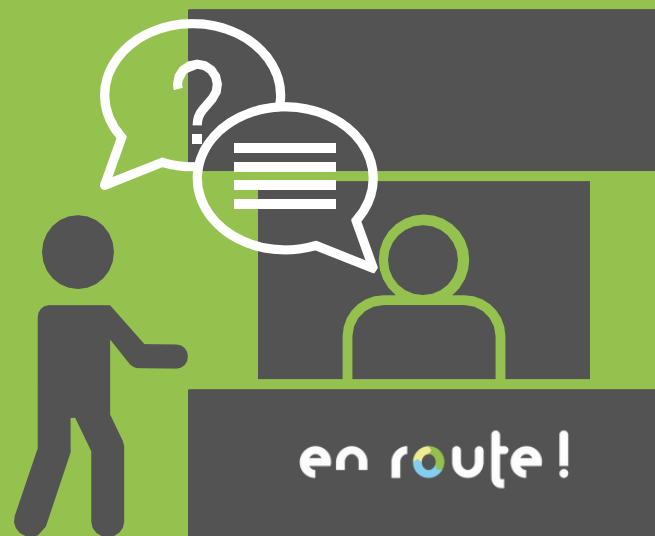
1,200

subscribers



BOOTH

APPENDIX



LEAD PARTNER

Basic installation included
in the agreement:

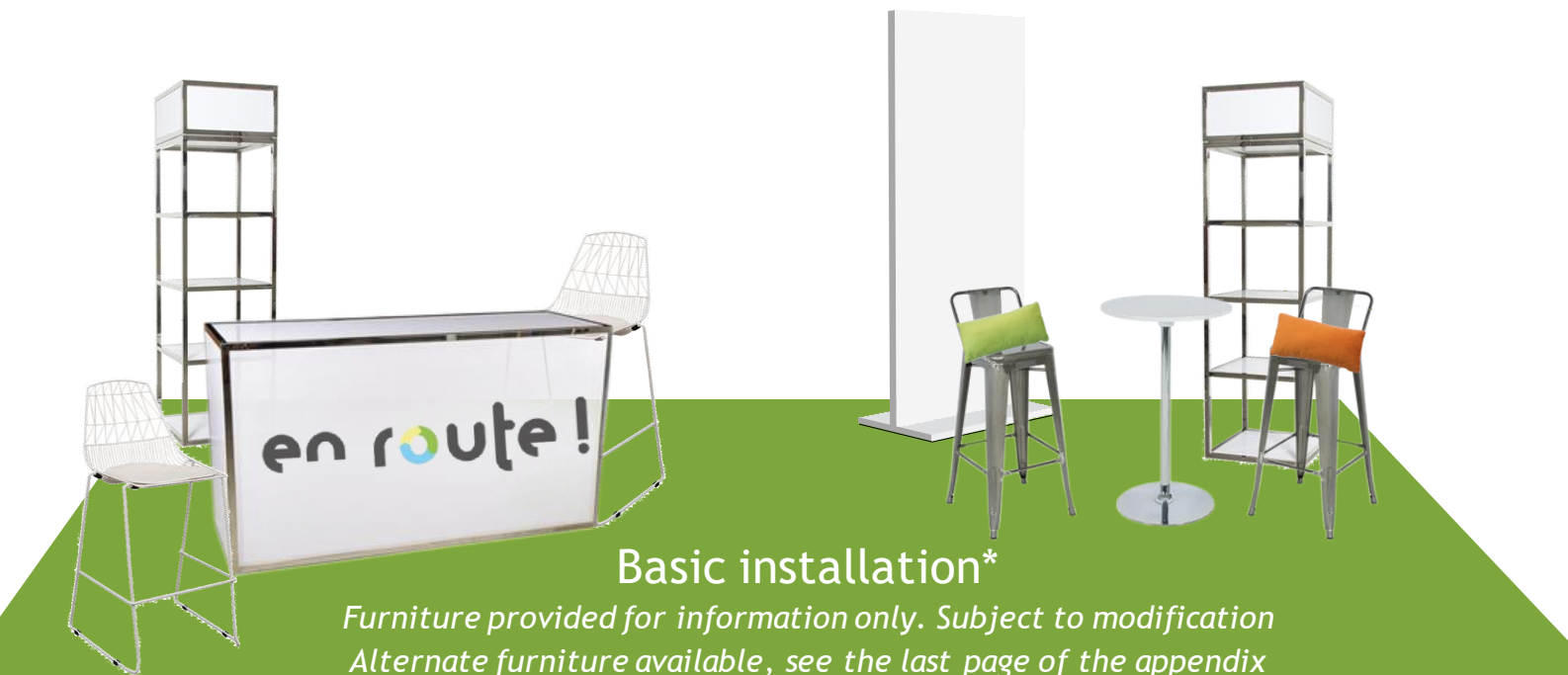
10 x 15' booth space

**Possibility of adding a 10x5
exhibition space for a vehicle to
total 10x20' with the vehicle.*

- High table
- 2 stools with cushions
- 1 bar (as presentation furniture)
- 2 Chloé stools with cushion (if needed)
- 2 Empire shelving units + Empire Box shelving unit + customized Printing
- 10' x 20' carpet
- Decoration
- Lighting and electricity

Additional elements:

- 40" television: \$250
- Discussion kit (2 armchairs, cushions and side table): \$400
- Extra basic kit (1 high table and two stools): \$200
- Extra customized furniture, price on request.



*Furniture provided for information only. Subject to modification
Alternate furniture available, see the last page of the appendix*

MAJOR PARTNER

Basic installation included
in the agreement:

10' x 10' booth space

**Possibility of adding a 10x5
exhibition space for a vehicle to
total 10x15* with the vehicle.*

- 1 high table
- 2 stools with cushions
- 1 bar (as presentation furniture)
- 2 Chloé stools with cushion (if needed)
- 1 Empire tower shelving unit + Empire Box shelving unit + customized Printing
- 10' x 10' carpet
- Decoration
- Lighting and electricity

Additional elements:

- 40" television: \$250
- Discussion kit (2 armchairs, cushions and side table): \$400
- extra basic kit (1 high table and two stools): \$200
- Extra customized furniture, price on request.



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OFFICIAL PARTNER

Basic installation included
in the agreement:

8 x 10' booth space

- 1 high table
- 2 stools with cushions
- 8' x 10' carpet
- Decoration
- Lighting and electricity

Additional elements:

- Possibility of adding a 4x10 exhibition space for a vehicle to total 12x10' with the vehicle: \$1,000
- 40" television: \$250
- Exhibition kit (1 Tonic bar and 2 Chloé stools with cushions): \$200
- Extra basic kit (1 high table and two stools): \$200
- Extra customized furniture, price on request.



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EDUCATIONAL INSTITUTIONS

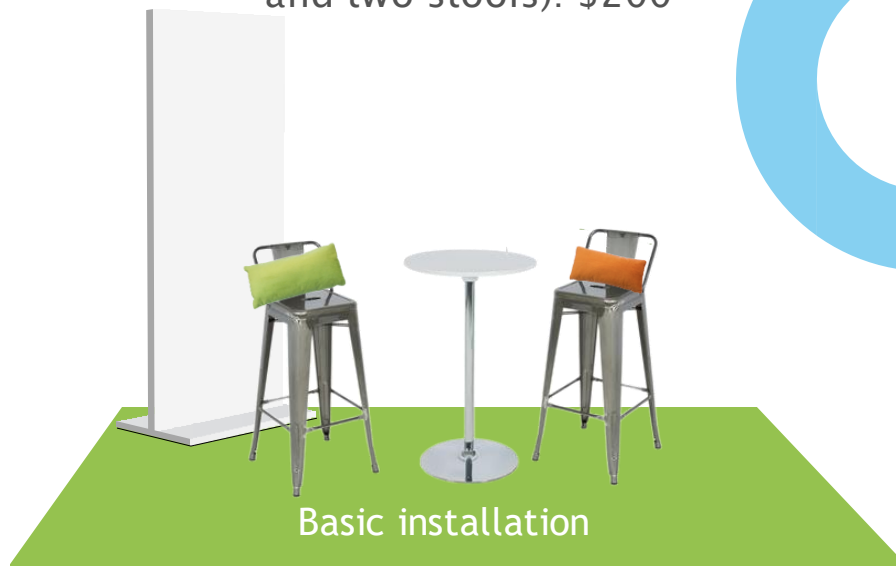
Basic installation
included in the agreement:

Additional elements:

6 x 8' booth space

- 1 high table
- 2 stools with cushions
- Decoration
- Lighting and electricity
- **For universities** Extra space for a student club innovation of 4x8 for a total of 10x8'

- 40" television: \$250
- Exhibition kit (1 Tonic bar and 2 Chloé stools with cushions): \$200
- Extra basic kit (1 high table and two stools): \$200



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Alternate furniture available, see the last page of the appendix*

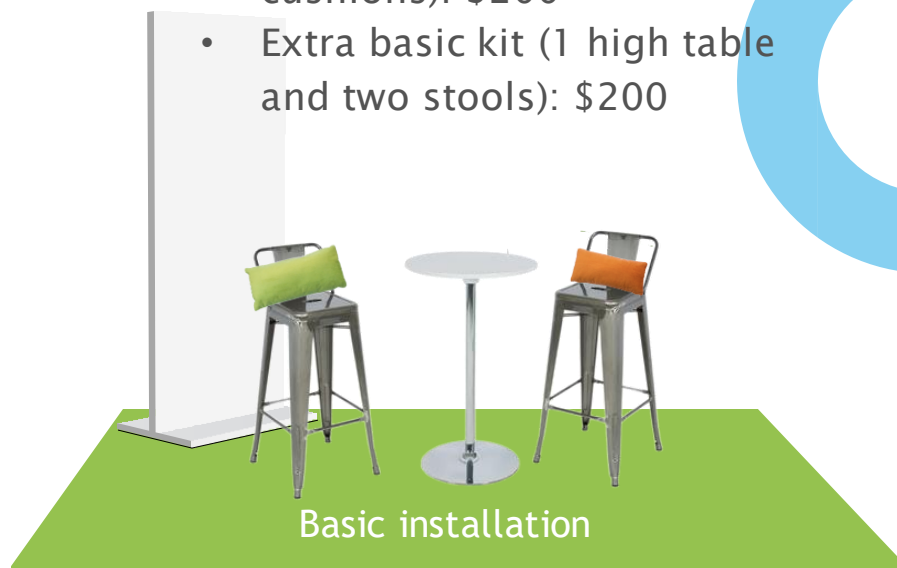
PICK AND CHOOSE EXHIBITORS

Basic installation included
in the agreement:

Additional elements:

- 6 x 8' booth space
- 1 high table
- 2 stools with cushions
- Decoration
- Lighting and electricity

- 40" television: \$250
- Exhibition kit (1 Tonic bar and 2 Chloé stools with cushions): \$200
- Extra basic kit (1 high table and two stools): \$200



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Alternate furniture available, see the last page of the appendix*

FURNITURE

Table and stool kit 1



Table and stool kit 2



Chloé stool



Bar 1



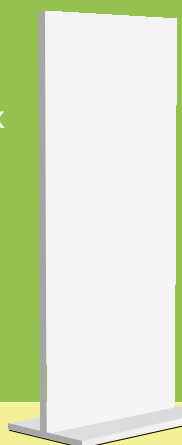
Bar 2



Empire shelving tower + Empire box



Your banner



Cushions

