



### Our Ten Commitments:

1. Produce 3d photos hologram-like of the ten selected products.
2. Grant the ten businesses unlimited dissemination of the "***Innovation 2016 choisie/picked by AQMAT***" branding.
3. Issue a press release which will unveil the ten products, and which will be sent to all journalists who have an interest in business and the housing industry. Reach: Potential broadcasts by media (TV, radio, magazine, newspaper, web).
4. Reveal the ten products in the AQMAT newsletter on October 20, 2016. Reach: 2000 subscriber members.
5. Publicly unveil the ten products at the Montreal Fall HomeExpo at the Olympic Stadium from October 20 to 23, 2016. AQMAT exhibition stand and production of a leaflet distributed to all visitors. Reach: more than 60,000 targeted visitors and a few thousand professionals.
6. Publication of a ten-page presentation of each of the ten products in the AQMAT's print magazine, October-November issue. Reach: mailed to 3,000 members, with an estimated total readership of 10,000 industry merchants and professionals. Worth \$3130.
7. Bilingual, full-page ad on each of the ten products in the AQMAT "New and Improved Products Catalog", Fall issue. Reach: mailed to 3500 merchants Canada-wide. Worth \$3130.
8. Present the ten products during the 5th AQMAT Gala Reconnaissance on February 18, 2017, held at the Château Frontenac in Québec. Reach: 500 of the most important guests in our industry.
9. At the same Gala, the ten products will automatically be nominees in the "Innovation» category. Reach: Additional visibility with the chance to become one of the three finalists, and ultimately, to become this year's recipient.
10. Publish a two-page presentation of the ten products in six daily newspapers in March 2017 (*Le Soleil, Le Droit, Le Quotidien, Le Nouvelliste, La Tribune and La Voix de l'Est*). Reach: 230,000 readers (\$50,000 advertising campaign).

