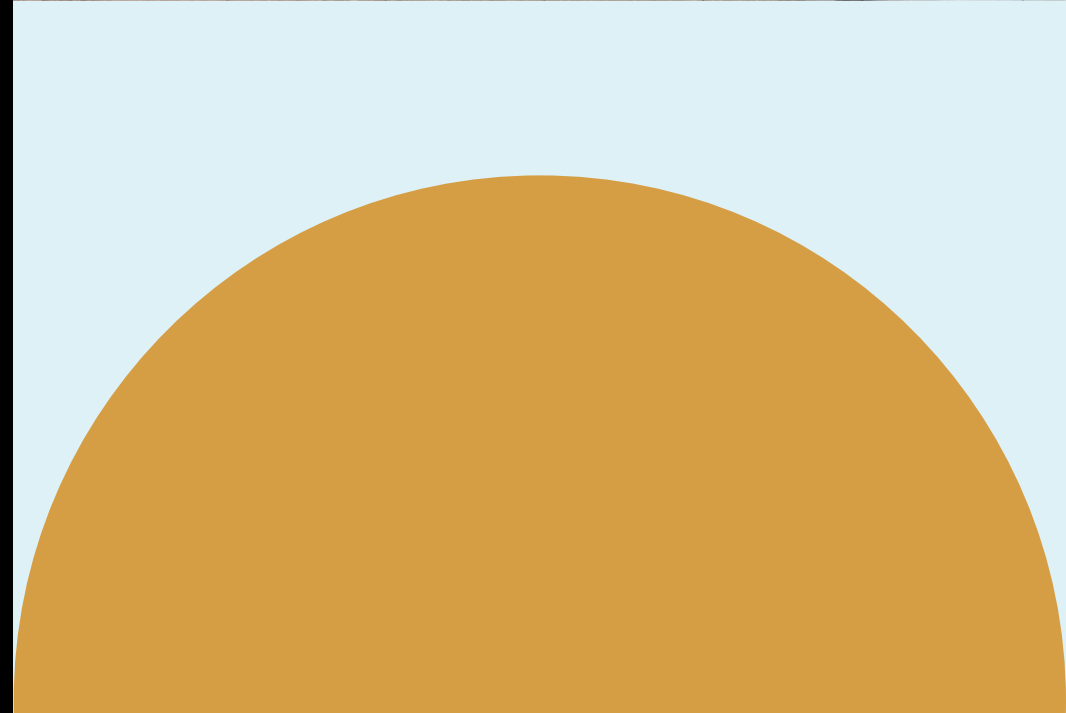


Retailer's Guide



Galerie p_m^v



A word from management

Dear retailer,

We are pleased to count you among the tenants of Galerie PVM. In this document prepared for your attention, we invite you to learn about the policies and opportunities for your business at PVM.

If you have any questions or would like to request visibility do not hesitate to contact the marketing team at the following address: marketingpvm@canderel.com. It will be our pleasure to assist you.

We wish you every success in your operations.

Please accept our most distinguished greetings.

The Marketing Team

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Editorial Guidelines

Content Submission and Approval

All visibility requests must be submitted to the Marketing team at the following email address: marketingpvm@canderel.com.

To take advantage of a visibility opportunity, please submit the following materials at least 10 business days before your desired launch date to secure your placement:

- A description of your initiative in both French and English, including the activation dates;
- A visual asset (please refer to the following sections for accepted formats);
- Any relevant or important information;
- Your desired deployment date.

The following content formats are also accepted, subject to availability:

- Discount promotions;
- Loyalty programs.

Content Selection Criteria

All visibility requests are reviewed by the Marketing team to ensure compliance with our editorial guidelines and to maintain a balanced mix of published content. The Marketing team reserves the final decision regarding the publication of submitted content, taking into consideration factors such as the nature of the proposed content and the volume of requests received. Please note that the same visual or message may only be published once.

Editorial Guidelines

Promotional Content

To ensure effective communication planning and a consistent experience for our community, retailers may submit one (1) promotion per season to be featured on the PVM website.

Eligible Promotions

Only the following types of promotions will be considered:

- End-of-season sales
- Promotions running for a minimum of 14 consecutive days

Short-term promotions, flash sales, contests, or promotional events lasting fewer than 14 days are not eligible for this program.

Submission Process

All requests for publication must be submitted by completing the designated online submission form. [Click here to access form.](#)

The following information must be provided:

- Store name;
- Promotion title;
- Description of the offer in both French and English;
- Promotion start and end dates;
- Promotional visual meeting the specifications outlined on page 9.

Timeline

Retailers are encouraged to submit their promotions at least 14 business days prior to the promotion start date to allow sufficient time for communications planning. The Marketing team reserves the right to modify or decline any submission that does not meet the established criteria or current editorial standards.

Please note: Submission of a promotion does not guarantee publication. All requests are reviewed by the Marketing team to ensure their relevance and compliance with PVM's guidelines and editorial standards.

Digital visibility opportunity

Social Media

Interested in promoting your business on social media?

PVM has both Instagram and Facebook accounts that could assist your visibility efforts.

Infeed publication on Instagram and Facebook

Items needed to submit your content for our social platforms:

- A visual of your promotion or lifestyle type without logo, without text and preferably avoid white backgrounds in 4 : 3 format (1280 x 960);
- A brief description of your content in French and in English.

Reposting of a story publication on Instagram

- The text in the description of the publication must be mostly in French* ;
- The account @placevillemarie must be identified on the publication;
- The initiative must be communicated to the marketing team two days before the publication of the story via the email address marketingpvm@canderel.com.

** The PVM brand nomenclature must be used correctly. Please refer to the glossary on page 12 if you have any questions.*

Follow us!



[@PlaceVilleMarie](https://www.instagram.com/PlaceVilleMarie)



[@PlaceVilleMarie](https://www.facebook.com/PlaceVilleMarie)

Digital visibility opportunity

monCampusPVM app

The monCampusPVM ('myCampusPVM') app is the perfect place to communicate your latest news exclusively to PVM workers.

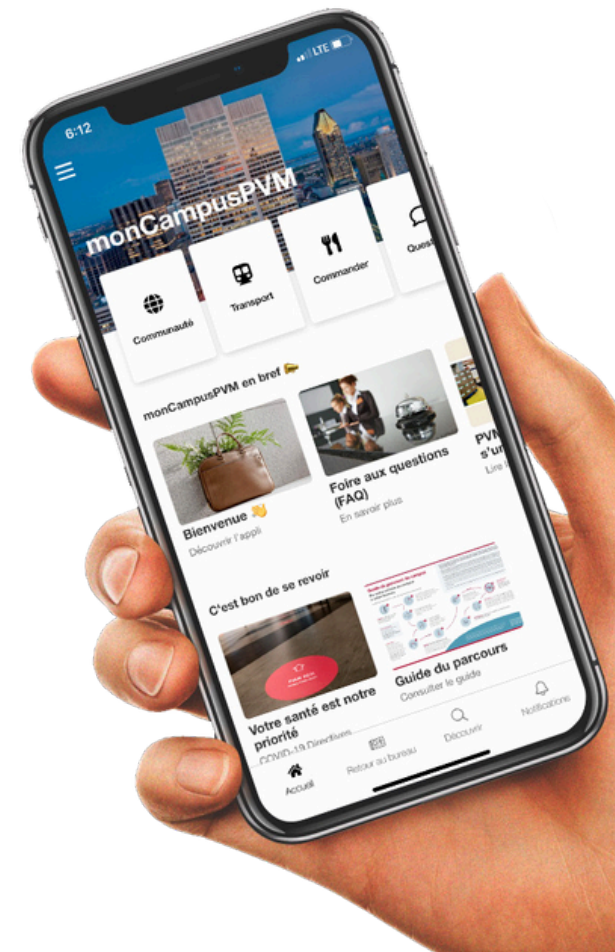
Items needed to submit your content for the monCampusPVM application:

- A visual of your promotion or lifestyle type without a logo, without text and preferably avoid white backgrounds in 4 : 3 format (1280 x 960);
- A brief description of your content in French and English.

Type of content found on the app:

- Exclusive discounts for workers of Campus PVM;
- Events at PVM;
- Exclusive news;
- And more!

** Please note that the maximum display time on this channel is four weeks.*



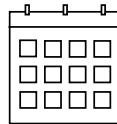
Digital visibility opportunity

PVM Newsletter

Sent each month, the PVM newsletter is an excellent way to communicate your messages to the visitors of Galerie PVM and Campus PVM workers.

Items needed to submit your content:

- A visual of your promotion or lifestyle type without logo, without text and preferably avoid white backgrounds in 4 : 3 format (1280 x 960);
- A brief description of your content in French and English.



Please note that it is necessary to submit your content before the 15th of the month to be included in the following month's edition.



Digital visibility opportunity

PVM Website

The PVM website has a dedicated page for each of its retailers.

This page is created when the retailer joins Galerie PVM. An update can be done once a month upon request.

Please note that it is the retailer's responsibility to update the store's business hours and address through Google.

Items needed to submit your content:

- A visual of your promotion or lifestyle type without logo, without text and preferably avoid white backgrounds in 4 : 3 format (1280 x 960);
- A brief description of your content in French and in English.

Promotions

Retailers can benefit from increased visibility by featuring their seasonal promotions on a dedicated page showcasing current offers. Publication is subject to editorial guidelines and approval by the Marketing team. Please refer to page 5 for all terms and conditions.

Physical visibility opportunities

Screens of Campus PVM

PVM puts at your disposal screens in Galerie PVM, on Esplanade PVM, and in the lobby of 1 PVM to communicate your messages to visitors and workers of the PVM Campus.

Items needed to submit your content:

- A lifestyle visual in 1080 x 1596 format;
- A brief description of the content to be promoted; the exclusive use of French is preferred. The message should be a maximum of 15 words, excluding your logo.
- The mention of a website is not permitted.

**Please note that the maximum display time on this channel is two weeks.*

Physical visibility opportunities

Elevator screens of Campus PVM

PVM provides you with screens to communicate your messages exclusively to workers.

The screens are located in each elevator cabins of PVM's five office buildings.

Items needed to submit your content:

- A lifestyle visual in 1600 x 1200 format;
- A brief description of your news in French only and a maximum of 50 characters. The font size must be at least 12 points.
- The mention of a website and the integration of a QR code are not permitted.

** Please note that the maximum display time on this channel is two weeks.*

Glossary

Place Ville Marie

PVM is more than a tower; it is where you can expect the unexpected every day, in the very heart of Montreal. It has a **business campus** with five office buildings, an upcoming calendar of enriching events on its **esplanade**, and a modern take on a food hall concept surrounded by shops in its revamped retail **gallery**.

Editorial Notes:

- We never write “at the Place Ville Marie” or “at the PVM” but rather “at Place Ville Marie” or “at PVM” The use of the determiner “the” is never accepted;
- There is no hyphen between the words “Ville” and “Marie,” unlike the Ville-Marie borough;
- The use of the short version, PVM, is preferred in communications. It is also possible, in long texts where PVM is mentioned several times, to use the long version “Place Ville Marie”;
- Always favor the use of the acronym (PVM);
- Always write PVM in uppercase (exception: logo);
- Never use punctuation to separate the letters of the acronym.

Hashtag:

#placevillemarie

Glossary

Campus PVM

As one of the most important business complexes in Montreal, we facilitate connections and collaboration between a multitude of companies of various sizes and complementary expertise.

Business campus with five addresses.

1 PVM is the 46-story cruciform building often referred to when talking about Place Ville Marie.

2-3 PVM is the building on Cathcart Street that extends to the corner of Robert-Bourassa Boulevard. It has two addresses because it used to be two separate buildings. Over the years, some internal walls have been removed, allowing passage from 2 to 3 PVM internally (for certain tenants). This building has six floors.

4 PVM is the other building located on Cathcart Street, but at the corner of Mansfield Street (it is similar to 2-3 PVM, but narrower). This building has six floors.

5 PVM is the 17-story glass building located on Mansfield Street at the corner of René-Lévesque Boulevard.

Glossary

Campus PVM

Editorial Note:

If we wish to use the term Campus PVM with the name Place Ville Marie, it should be used as follows:

“Campus PVM at Place Ville Marie”.

Hashtag:

#CampusPVM

Glossary

Galerie PVM

Located beneath the entire campus (under 1, 2-3, 4, and 5 PVM) and partially under PVM's glass pavilion, Galerie PVM stands out with its shops, services, and unique culinary offerings in Montreal.

Editorial Note:

- If we wish to use the term Galerie PVM with the name Place Ville Marie, it should be used as follows:

“Galerie PVM at Place Ville Marie”.

- To describe the gallery in a long text, it is possible to use “the commercial gallery,” which is the level where the gallery is located.

Hashtag:

#GaleriePVM

Glossary

Esplanade PVM

A large open gathering space designed to stimulate interactions, Esplanade PVM is intended to host enriching cultural and experiential programming.

We are giving back the space to our occupants, visitors, and community.

Editorial Note:

- If we wish to use the term Esplanade PVM with the name Place Ville Marie, it should be used as follows:

“Esplanade PVM at Place Ville Marie.”

Hashtag:

#EsplanadePVM

Glossary

The Ring

The Ring is a timeless artistic installation symbolizing the strong union between Montreal, PVM, Montrealers, and visitors from near and far. This artistic installation, designed by CCxA, highlights the dynamism of downtown and reflects its cultural vibrancy.

Editorial Note:

- When referring to it, always capitalize “The” and “Ring”.
- If we wish to use the term The Ring with the name Place Ville Marie, it should be used as follows:

“The Ring at Place Ville Marie.”

Hashtag:

#AnneauPVM

Glossary

PVM's glass pavilion

PVM's glass pavilion is a true architectural feat. It is one of the most important glass structures in North America.

It features 18 beams covered with 15 glass panels, each 15 meters long and 2.5 meters wide.

Editorial Note:

- The term “glass pavillon” is always in lowercase.

Glossary

Monumental staircase

Large staircase creating a direct link between Esplanade PVM and McGill College Avenue, this architectural creation connects PVM to the heart of downtown.

Glossary

Le Cathcart Restaurants et Biergarten

Gourmet food court, Le Cathcart offers a unique and varied culinary experience composed of table-service restaurants, culinary counters, and cafes, as well as a beer garden located under the PVM's glass pavilion.

This epicurean space showcases culinary concepts from well-established chefs and emerging Montreal talent.

Editorial Note:

- In short form, it is possible to write 'Le Cathcart'.
- We can refer to the biergarten only, but not: 'Le Cathcart and biergarten'.



Contact us

You wish to submit a
content request?

Contact us at marketingpvm@canderel.com.