



EXPO-CHAMPS

AUGUST 26 TO 28, 2025

Sponsored by
Farm Credit Canada



26th
EDITION

EXHIBITOR'S MANUAL

expo-champs.com

WELCOME TO THE 26TH EDITION OF EXPO-CHAMPS

We are excited to welcome you on August 26, 27, and 28 for the largest open-air agricultural event in Quebec.

This must-attend business event brings our team together with yours to offer visitors a unique experience in the world of Quebec agriculture.

Expo-Champs comes to life in the heart of farmland. For a few days, the event allows you to position yourselves as industry leaders in the eyes of a qualified audience. It is a golden opportunity to showcase your products and services and introduce your innovations in a rapidly growing market.

The event provides fertile ground for cultivating relationships built on trust, driven by human connections. Your presence at Expo-Champs makes you a key player in industry change.

Our team is here to support you in this journey by providing this exhibitor manual to help you prepare for your participation in the event. It contains a wealth of practical information to ensure you plan effectively and maximize your impact.

We are delighted to have you with us for this 26th edition.

The Expo-Champs team



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GENERAL INFORMATION

This section will answer all your questions about where, when and how. At a glance, you will be able to get up to speed on the event and plan your presence.

Whether you are in your first or your tenth year as an exhibitor, if you are looking for new ideas or if you have additional questions, please contact us.

A member of our team will be happy to answer you, the entire Expo-Champs team is there for you.

infosalon@sash.ag



GENERAL INFORMATION

Main contacts

BOOTH BOOKING AND TICKETING SERVICE	Karine Vézina, 450 768-9941* infosalon@sash.ag *Voicemail
PARTENERSHIPS	Michel Bienvenue, 450 768-9934 mbienvenue@sash.ag
EVENT MANAGMENT	Sonia Fortin, 450 768-9936 sfortin@sash.ag
TENTS, LOAD-IN/OUT SCHEDULES, SECURITY	Mathieu Riendeau mathieu@planesolutions.ca Camille Desmarais camille@planesolutions.ca
COMMUNICATIONS & MARKETING	Eliane Tremblay-Moreau, 450 768-9937 etmoreau@sash.ag
LOGISTICS	Jasmin Fréchette, 450 768-9928 jfrechette@sash.ag

Event dates and opening hours for visitors

Tuesday, August 26 – 8:30 am to 5 pm

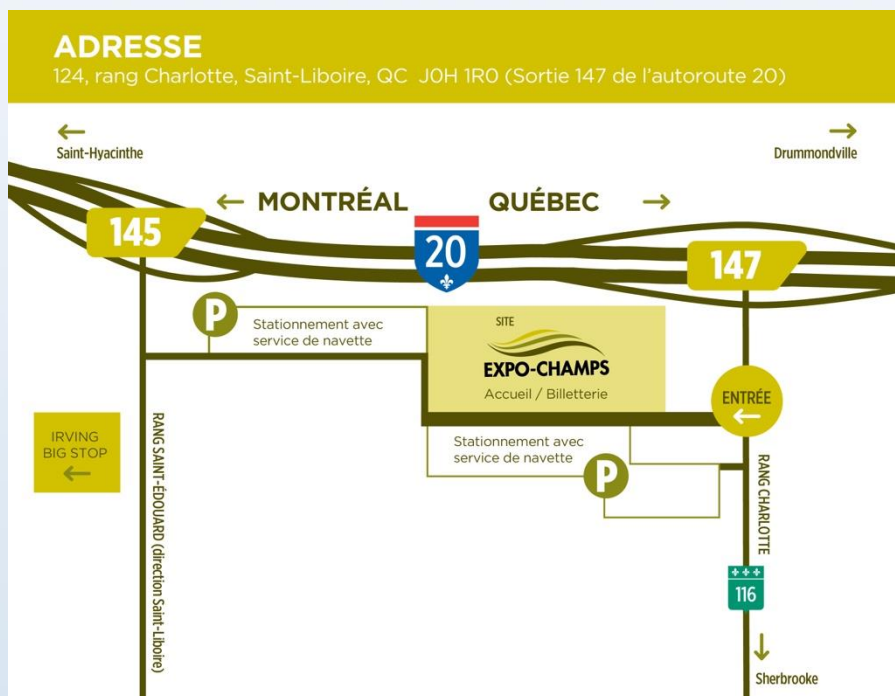
Wednesday, August 27 – 8:30 am to 5 pm

Thursday, August 28 – 8:30 am to 4 pm

Exhibitors schedule

MOVE-IN	EVENT	MOVE-OUT
Schedule provided by email in mid-July.	Tuesday, August 26 – 6:30 am to 8 pm Wednesday, August 27 – 6:30 am to 8 pm Thursday, August 28 – 6:30 am to 8 pm	Thursday, August 28 – 5 pm to 8 pm Friday, August 29 – 7:30 am to 11 am

GENERAL INFORMATION



Exhibition location

EXHIBITORS ACCESS TO THE SITE

Exit 147 from Highway 20 (towards Upton)

Emergency contact : Sonia Fortin – sfortin@sash.ag – 450-768-9936

Administrative offices and invoicing

Société d'Agriculture de Saint-Hyacinthe

2670, Beaulieu avenue, Saint-Hyacinthe, Québec, J2S 4M8

450 771-1226 – infosalon@sash.ag

www.expo-champs.com

Primary site map

The event is held in a field along Highway 20. Electricity has been installed and centralized on the site to allow exhibitors to contract service during the event (\$). Restrooms are temporary and no water is available.

To view the 2025 base site map, visit the [exhibitor's portal](#). This map is subject to change at anytime.

Please always validate your booth number with the current year's site map. Changes may have been made for logistical purposes.

GENERAL INFORMATION

Inclusions with a booth rental

The 250\$ administration fee includes:

- Registration and management of the location form
- Listing of exhibitors in the official Expo-Champs Guide published in La Terre de chez nous
- Listing of the company on the list of exhibitors on the Expo-Champs website
- Tools to facilitate your participation (exhibitors' manual, newsletters, exhibitors' portal, etc.)
- Preferential rates with qualified service providers
- On-site equipment loading/unloading by forklift (according to schedule)
- A massive media campaign
- An optimized online ticketing system
- A discount code unique to your company to invite your customers to the event
- A security service before and during the event
- A shuttle service, on-site parking and alternative parking

*Administration fees are non-refundable

Specifications according to the type of booth

TYPE OF BOOTH	INCLUSIONS	EXCLUSIONS
Under the Big and the Small tent	<ul style="list-style-type: none">• Location under the tent• Gravel floor• Electricity (one 15 amp/120 v outlet)• Wi-Fi• Complimentary tickets*	<ul style="list-style-type: none">• Curtains• Floor covering• Furnishings• Material and equipment
All other types of booths	<ul style="list-style-type: none">• Grass floor• Gravel or grass front walkway (depending on positioning)• Complimentary tickets*	<ul style="list-style-type: none">• Tent• Curtains• Floor covering• Electricity• Furnishings• Material and equipment• Internet

*The number of complimentary tickets is determined by the square footage of the exhibit space purchased. Only one type of ticket, valid for the 3 days, will be supplied for your team and your guests.

RULES AND REGULATIONS

Booth

- For more information, please refer to the [event rules](#).

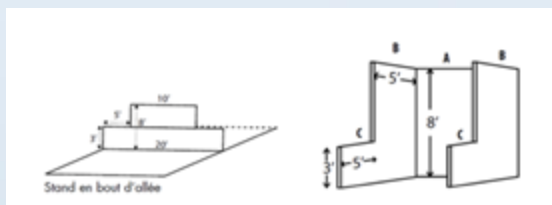
Viewing rights for booths in the Big and Small Tents and on lots with less than 50' Frontage

In order to avoid obstructing the view of adjacent booths, you are required to adhere to the established guidelines below. To facilitate clear sightlines for each space, the first 5 feet of the side partitions must not exceed 3 feet in height.

Dimensions for 10 x 10 and 10 x 20 booths under

the Big and Small tent (see diagram)

- A. Rear bulkhead : width 10', height 8'
- B. Side wall (rear) : width 5', height 8'
- C. Side wall (front) : width 5', height 3'



Signs, banners and animation at the booth

Signs, banners and animation must be contented in the perimeter of the booth. No equipment or animation is allowed to exceed the limits of the booth or bother other booths nearby. For safety reasons, aisles must be kept clear for visitor traffic. For the respect of each exhibitor, no noisy animation will be allowed.

*Posting on the party wall (greater than 8 ft) is permitted only on the interior side of your booth and only on condition that the visible side on your neighbor's booth is clean and aesthetic, without any logo or identification of any kind.

Instant tents

Due to the site's exposure to high winds and for safety reasons, temporary structures such as instant tents (Easy-up or pop-up) must be dismantled daily. If you prefer not to disassemble the structure, you must remove the roof covering at the end of each day. The use of stakes to secure the installation to the ground is not sufficient; it is mandatory to install weights at all four corners of the shelter to keep it anchored. Expo-Champs disclaims any responsibility for damages caused from the lifting of an instant tent on the site and will not assume any costs incurred for equipment or machinery damage.

If you prefer permanent installations, please refer to the "Suppliers" section.

RULES AND REGULATIONS

Plots

Starting **July 28, 2025**, it is permitted to install signage on seed company plots. All infrastructures, signage, and harvests must be removed and completed **by September 26, 2025**, to allow for fall fieldwork.

Electrical installations

Please note that due to the particularities of our site, it is possible that electrical installations cross your space in order to adequately serve other exhibitors.

If you decide to mow the lawn of your location on your own with your mower, you will need to be extremely cautious of electrical wires that may be on the ground in your rental space. The power may already be on and there is a high risk of electrification and other injuries caused by electricity or fire. Expo-Champs or its electricity supplier cannot be held responsible for any incident that may occur because of a lawnmower blade running over the electrical cables, whether or not they are connected.

Maintenance

During the day, public walkways and grounds are maintained by the promoter. Every evening, a complete cleaning of the alleys is done.

The booth's interior cleaning is the responsibility of the exhibitor. The exhibitor must deposit his waste in the garbage cans every evening at closing time. Sufficient waste bins will be placed to keep the show grounds clean.

Cleaning upon dismantling

Each booth must be cleared of debris and other landscaping materials (e.g., plants, cedar mulch, straw, shavings, etc.) during dismantling. If additional cleaning efforts are required by the Expo-Champs team, a fee of \$125/hour will be charged to the exhibitor for these operations.

Required personal at the booth

The exhibitor must keep their booth open and adequately staffed during exhibition hours. A representative must be present at least 15 minutes before doors open and remain on-site until the event closes to visitors. Out of respect for attendees, **early closure or removal of the booth before the end of the exhibition is strictly prohibited** unless otherwise decided by the organizer.

Use of vehicles on site

Exhibitors and transporters must circulate in the designated streets at all times. They must avoid passing through or using another exhibitor's space, especially during booth setup and dismantle.

If an exhibitor needs to transport materials, they must do so between 7:00 AM and 8:00 AM in the morning or after 5:00 PM in the evening. No vehicles will be allowed on site during public opening hours.

Only motorized vehicles provided by the official suppliers of Expo-Champs are authorized to circulate on-site during the event. It should also be noted that golf carts are not allowed to leave the exhibition area. Cart renters must refer to the rental regulations. Exhibitors agree to comply with these regulations. In case of non-compliance, sanctions will be applied, and Expo-Champs, Mobilicab, or the on-site security team may revoke the rental without prior notice.

The organizer reserves the right to prohibit access to the exhibition area to any vehicles (trucks, carts, cars, scooters, etc.) at any time.



RULES AND REGULATIONS

Subletting of spaces

The subletting of spaces is strictly prohibited. To share a booth, you must obtain prior written permission from Expo-Champs, which will be at the sole discretion of the promoter.

Solicitation and publicity material

These activities are permitted in your booth only and are prohibited in aisles, restaurants, lobby or other booths.

Distribution of samples, souvenirs, advertising material as well as commercial solicitation should only take place within the confines of the exhibitor's booth. It is strictly forbidden to distribute advertising material, whether by exhibitors or any individual or independent body without the permission of Expo-Champs, under penalty of a fine. The distribution ban extends to the site's parking lots as well as the surrounding area (ex. vehicle windshields in parking lots and in neighboring streets).

Offering food or beverages to visitors

The exclusive beverage supplier and caterers are authorized to provide services on-site. This regulation also applies to the distribution of popcorn.

As Expo-Champs holds a meeting permit from the RACJ (Régie des alcools, des courses et des jeux), our organization is responsible for regulating alcohol consumption on-site. Exhibitors may offer sample-sized products, excluding alcoholic beverages (maximum container size of 2 oz), without needing prior authorization.

Note that distributing food samples containing allergens such as peanuts or nuts is strictly prohibited. Any exhibitor distributing food samples with allergens will be held responsible for any major incidents related to allergic reactions. Expo-Champs assumes no liability in this regard.

Cnesst regulations – work at height (assembly)

Per CNESST regulations, any worker working at a height of more than 3 m must be effectively protected against a fall. The latter's employer has an obligation to ensure that the worker performs his work while being protected against fall (ex. checking whether the worker is wearing his safety harness, whether he is using the equipment provided, etc.). When the CNESST inspector notices a dangerous situation, such as a worker in danger of falling, he must intervene.



RULES AND REGULATIONS

Insurance, liability and payment

For more information, please refer to the [event rules](#).

Insurance

Each exhibitor is required to carry a liability insurance policy with a minimum value of \$2,000,000 covering the period of set-up, dismantling and the Expo-Champs event. A valid document must be sent to comptabilite@sash.ag by email prior to the event, as stipulated in the "Rules and regulations". Expo-Champs will not be responsible for injuries to individuals, loss or damage to products, booths, equipment, fire damage, accidents, theft or other causes during your stay at the event. Exhibitors are also responsible for their products and equipment from the time they set up their booth until they leave the site via their property insurance.

Cancellation or inability to hold the event

If Expo-Champs is forced to cancel its event or cannot allow the exhibitor to take possession of the space it has rented, for reasons beyond its control (war, fire, strike, civil disobedience, climatic conditions, lock-out, natural disasters or others), Expo-Champs will be exonerated from any blame and any responsibility.

Security

Security is provided at the event site by Expo-Champs 24 hours a day from August 19 to August 29, 2025 at noon. Reasonable precautions will be taken to ensure the protection of property. However, Expo-Champs cannot guarantee the safety of persons or the protection of property. Neither the owner of the premises, Expo-Champs, nor the contractors performing the services can be held responsible for loss, theft or damage to goods in storage, in transit to or from Expo-Champs.

Payment of accounts

Exhibitors must respect the payment terms indicated on the contract they have signed. **Exhibitors will not be admitted to the exhibition site unless they have already paid the amounts due to Expo-Champs.**

Right of first refusal for the next edition

If you were an exhibitor at the last edition of the event, you have **until April 1, 2025, at 11:59 PM** to exercise your right of first refusal and benefit from the preferential rate. If you have not submitted your form by this deadline [using the contract link sent by email](#), Expo-Champs reserves the right to rent out your previously reserved space to another exhibitor on the waiting list, even if you have occupied the space for several years. **The regular rate will also apply starting April 2, 2025.**

Drone use

To ensure safety on-site, **the use of drones at Expo-Champs is prohibited** unless you have a valid Special Flight Operations Certificate (SFOC) **and written authorization from the event organizer.**



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PLANIFICATION TOOLS

As the Expo-Champs team has at heart the influence of each of its exhibitors, you will find in the next pages, all the information you will need to plan your presence at our event.

This section contains a list of official suppliers who are used to working with our organization and who also have your success at heart.

All order forms are available on our website:
<https://expo-champs.com/exhibitor-portal/>



DEADLINES AND OFFICIAL SUPPLIERS

Use this checklist as a guide to find out when the preferred rates offered by certain suppliers are available for booking various services. By ordering in advance, you will save on the total amount of your reservations.

All order forms will be available on the exhibitor portal:

<https://expo-champs.com/exhibitor-portal/>

DONE	DEADLINE	SERVICES	CONTACT DETAIL	NOTES
<input type="checkbox"/>	June 13	Demonstrations/ Ride & Drive	Promoter Jasmin Fréchette 450 768-9928 jfrechette@sash.ag	
<input type="checkbox"/>	July 4	Novelty – Delivery of texts and photos	Promoter Eliane Tremblay-Moreau 450 768-9937 etmoreau@sash.ag	
<input type="checkbox"/>	July 4	Tent & floor	Mathieu Riendeau mathieu@planesolutions.ca	After July 4, the regular rate will apply, and availability will be limited until stocks run out. The tent must be completely cleared by August 28 at 6:00 PM.
<input type="checkbox"/>	July 31	Advertising in the Official Guide published by La Terre de chez nous	Publicity department @ La Terre 450 679-8483 pub@laterre.ca	A TCN representative will contact you to inquire about your interest.
<input type="checkbox"/>	August 1	Recruiter	Promoter Eliane Tremblay-Moreau 450 768-9937 etmoreau@sash.ag	The job offers can be forwarded up one week before the event.
<input type="checkbox"/>	August 8	Pressure washing	Promoter for Entreprises Antaya Jasmin Fréchette 450 768-9928 jfrechette@sash.ag	The cleaning date will be determined according to your entry schedule provided by the promoter.
<input type="checkbox"/>	August 8	Concrete blocks and straw bales	Promoter Jasmin Fréchette 450 768-9928 jfrechette@sash.ag	

DEADLINES AND OFFICIAL SUPPLIERS

DONE	DEADLINE	SERVICES	CONTACT DETAIL	NOTES
<input type="checkbox"/>	August 8	Lawn mowing	Les entretiens AM Brière Maxime Brière 450 278-7389 lesentretiensambriere@gmail.com	
<input type="checkbox"/>	August 8	Turnkey solution booth, accessories and furnishings	Groupe ABP Elizabeth Dumont 514-232-8984 edumont@groupeabp.com	
<input type="checkbox"/>	August 8	Private Internet network	Promoter Jasmin Fréchette 450 768-9928 jfrechette@sash.ag	Included in the Big and the Small tent. Please note that we cannot guarantee free Wi-Fi access or cellular network on the Expo-Champs site. Exhibitors must order electricity to take advantage of this service, except within the Big and the Small tent.
<input type="checkbox"/>	August 8	Electricity	Électro Performance 450 447-4721 electro@electroperf.com	Exhibitors located in the Big Tent ONLY have a 15 amp/120 volts outlet.
<input type="checkbox"/>	August 15	Organize an event (Public or private)	Promoter Lyne Pelletier 450 768-9936 lpelletier@sash.ag	
<input type="checkbox"/>	August 15	Catering and bar service	Promoter Lyne Pelletier 450 768-9936 lpelletier@sash.ag	
<input type="checkbox"/>	August 15	Audiovisual and sound system	Son-Arts Productions Jean-François Laroche 450 773-0280 jf@son-arts.com	

DEADLINES AND OFFICIAL SUPPLIERS

DONE	DEADLINE	SERVICES	CONTACT DETAIL	NOTES
<input type="checkbox"/>	August 15	Personnalized ticketing code	Promoter Karine Vezina 450 768-9941 infosalon@sash.ag	
<input type="checkbox"/>	August 15	Lunch box delivery	Promoter Lyne Pelletier 450 768-9936 lpelletier@sash.ag	
<input type="checkbox"/>	August 15	Golf cart	Mobilicab Lyne Délisle 1-800 561-7610, poste 4 lyne.delsle@mobilicab.com	

Authorized Tent Suppliers*

For special sizes or orders after July 4 , 2025

Chapiteaux Maska

Laurence Beauregard
1 866-799-5599
info@chapiteauxmaska.com

Party Tente

Guy Laperle
450 278-3394
info@partytente.ca

Chapiteaux Fleury

Keven Fleury
450 846-1189
chapiteauxfleury@hotmail.com

*Only these tent suppliers are authorized to come to the Expo-Champs site. These companies are committed to respect the standards required by Expo-Champs.

DEADLINES AND OFFICIAL SUPPLIERS

Some additional service providers can also help you

Official carrier

Ecko Logistique

Joannie Dion

450 250-0277 p. 713

j.dion@eckologistics.com

Purchase and transport of wooden logs

Donald Côté

450 799-3967

Barand catering service

For more details, please contact Lyne Pelletier at lpelletier@sash.ag.



EXHIBITOR SERVICES

Admission tickets

VISITORS TICKETS

- **Presale online** (until August 25, 2025)
 - 13 y. o. and over : 22,00\$ (tx and service fees included)
 - 12 y. o. or lower : Free
- **Regular rate** (starting August 21, 2025)
 - 13 y. o. and over : 26,00\$ (tx and service fees included)
 - 12 y. o. or lower : Free

Each ticket is valid for the 3 days of the event .

New procedure: Complimentary tickets

You will be able to acquire the quantity of tickets you desire using the discount code assigned to you. This code is applicable to both your representatives and guests and should be used on the online ticketing platform (accessible at the beginning of June).

Once the code is activated, we will send it by email to the designated contact along with instructions. We encourage you to share it with your clients and prospects.*

At the time of billing, we will credit you for the number of tickets included with the rental of your space. You will pay for any additional tickets used based on the current pricing tier.*

Pricing tiers

- 1 to 20 - \$22.00* / ticket used
- 21 to 50 - \$18.00* / ticket used
- 51 to 100 - \$15.00* / ticket used
- 101 to 500 - \$13.50* / ticket used
- 501 to 1000 - \$11.50* / ticket used

**Taxes and service charges included. Tickets are non-exchangeable and non-refundable.*



EXHIBITORS SERVICES

Exhibitors' service desk

The exhibitors' service desk is where you can quickly get assistance from the organizer or an official supplier.

Location : Visitors' main entrance (nearby the Big tent).

OPENING HOURS		
Exhibitors' move-in	Wednesday, August 20 Thursday, August 21 Friday, August 22 Monday, August 25	8 am to 5 pm
During the event	Tuesday, August 26 Wednesday, August 27 Thursday, August 28	7 am to 4 pm

Handling – Move-in & move-out

Exhibitor move-in

An exhibitor entry schedule will be developed by the Expo-Champs team, taking various logistical factors into account. **This personalized schedule will be sent to you via automated email in mid-July.**

To ensure a smooth setup and seamless handling service, **please adhere to this schedule and coordinate your transportation accordingly.**

The organizer provides complimentary forklift handling services for loading and unloading merchandise at the event entrance and exit. However, any additional handling within the exhibition grounds is the exhibitor's responsibility.

If the booth representative is not present during the unloading of equipment, a minimum charge of one hour of handling will apply for repositioning items within the designated space.

For forklift services within your booth, please complete the **handling order form** available on the exhibitor portal **before August 15** to take advantage of the **preferential rate of \$125 per hour**. After this date, the **regular rate of \$250 per hour** will apply, without exception.

Exhibitors located under the Grand and Small Tents are scheduled to enter on **Monday, August 25, from 8:00 AM to 5:00 PM.**

The unloading area for rolling equipment will be accessible from **Tuesday, August 19, to Sunday, August 24.**

*** No entry will be permitted on Tuesday, August 26, 2025 ***

EXHIBITOR SERVICES

Move-out

Expo-Champs will close its doors to visitors on Thursday, August 28 at **4 pm**.

Out of respect for the visitors present, it is strictly forbidden to start dismantling before the doors close to visitors.

Schedule for dismantling and move-out :

- Thursday, August 28, from 5 pm to 8 pm
- Friday, August 29, from 7:30 am to 11 am

No forklift or security service will be available after noon on Friday, August 29, 2025. Any exhibitor who leaves equipment or machinery after 4:00 pm will be fully responsible for its security, surveillance, and relocation, with Expo-Champs completely exempt from liability.

Official carrier

Looking for help with your transportation needs? Ecko Logistique is your solution! They are the official carrier for Expo-Champs.

For over 15 years, Ecko Logistics has been providing transportation solutions for all types of merchandise across Canada and the United States. With more than 65,000 shipments to date, they are reliable, dedicated and take your transportation and equipment to heart.

Feel at ease and trust your assignments to Ecko Logistics!



SERVICES AUX EXPOSANTS

Restauration

Various dining options will be available on-site (refer to the site map on the [Exhibitor Portal](#)).

Based on previous years, we have noticed that the flow of traffic on the food courts peaks between 12 pm and 1:30 pm. In order to avoid unwanted waiting time, we suggest that you take advantage of the box lunch delivery service directly to your location. To take advantage of this service, an order form must be completed (available on the [Exhibitor Portal](#)).

Accommodation

Blocks of rooms at special rates for our exhibitors will be available with our partner hotels to take advantage of the preferential rate. When calling, mention the group name associated with each hotel. Availability is limited.

First come, first served !

Best Western Drummondville

**Reservation required before July 25, 2025. Please note that the first night's stay will be charged within 24 hours of booking. The remaining nights will be charged upon arrival.*

915 Hains Street,
Drummondville (QC)
J2C 3A1

Booking link: [Click here](#)
View the booking procedure: [here](#).

CANCELLATION POLICY

30 days (1 month) or less before arrival: First night is non-refundable.
7 days (1 week) or less before arrival: Entire stay is non-refundable.

Holiday Inn Saint-Hyacinthe

**Reservation required before July 25, 2025.*

1500 East Daniel-Johnson Street,
Saint-Hyacinthe (QC)
J2S 8W5

To make a reservation, contact the hotel at 450-251-1111. Don't forget to mention the group name to benefit from the special rate.

CANCELLATION POLICY

Guests can cancel their reservation free of charge up to 24 hours before the arrival date. After this period, a cancellation fee equivalent to the first night's stay will apply.

You can also visit the Saint-Hyacinthe Tourist Information Office at www.tourismesainthyacinthe.qc.ca for other options.

SERVICES AUX EXPOSANTS

Sheraton Saint-Hyacinthe

**Reservation required before July 25, 2025.*

1315 Daniel-Johnson Street West
Saint-Hyacinthe (QC)
J2S 8S4

To make a reservation, call **450-250-5555** or **1-833-250-8555**. Don't forget to mention the group name **Expo-Champs 2025** to benefit from the special rate.

CANCELLATION POLICY

All reservations must be guaranteed by a recognized credit card or by your organization; otherwise, the hotel will not hold the room. No room cancellations will be accepted less than forty-eight (48) hours prior to the arrival date.

Le Dauphin Saint-Hyacinthe

**Reservation required before July 25, 2025.*

1250 Daniel-Johnson Street West
Saint-Hyacinthe (QC)
J2S 7K7

To make a reservation, contact the hotel at 450-774-4418 or 1-888-465-4842, or by email at hya@hoteldauphin.ca. Don't forget to mention the group name to benefit from the special rate.

CANCELLATION POLICY

Guests may cancel their reservations free of charge up to 24 hours prior to the arrival date. After this deadline, a cancellation fee equivalent to the first night's stay will be charged.

You can also visit the Saint-Hyacinthe Tourist Information Office at www.tourismesainthyacinthe.qc.ca for other options.

SERVICES AUX EXPOSANTS

Parking and shuttles

Free parking is available directly on site. Free shuttles will take you from the parking lots to the main entrance on a continuous basis. A private golf cart cab service is also available.

Shuttles that move around the event site allow you to make a complete tour of the site in a few minutes.

ALTERNATIVE PARKING ADDRESSES

Parking DM Machinery

1875 St-Édouard Road

Saint-Simon-de-Bagot (QC)

J0H 1Y0



3

VISIBILITY TOOLS

Expo-Champs is a golden opportunity to showcase your business to Quebec's producers.

With hundreds of exhibitors vying for attention, it's essential to be prepared to distinguish yourself.

To assist you in boosting your visibility, we offer to accompany you in your communication strategy with a wide range of promotional tools.

We've compiled numerous tips and tricks to help you promote your participation and generate maximum benefits!



OPTIMIZED VISIBILITY

Demonstrations and open trials

The advantage of participating in an outdoor event during the summer is that you can see the equipment in action. Use this opportunity to let your clients and prospects try out your equipment. It's a chance to stand out from your competitors.

*Equipment demonstrations are only allowed on designated areas (official demonstration area and exhibitor areas starting with the letters TD). Additional fees may apply if you require the setup of fences.

Novelty to present

Over 40% of visitors come to Expo-Champs primarily to see the new products available in the agricultural world.

Enhance your visibility and capture the attention of producers with promotional tools.

The Novelty to present package includes:

- Group-sponsored social media post on Expo-Champs channels before the event
- 1 story during the event
- Short text about your new product in the official event guide
- Booth identification on the event site map
- Official shuttle stop at your location
- Group promotion of your new product in the visitor newsletter

Registration Conditions:

- The new product must be a product or service
- The product or service must have been on the market for no more than 12 months
- Limit of one new product per exhibitor
- The company must ensure they have a high-quality photo to illustrate the new product in the official guide, as only texts with photos received before **Friday, July 31, 2025**, will be published

Cost: \$875 + tax

After expressing your interest in the Space Rental Form, a representative from *La Terre de chez nous* will contact you to explain the procedures and graphic standards to be followed.

Inscription deadline : Friday, July 4, 2025

OPTIMIZED VISIBILITY

Recruiters

75% of visitors are specialized in the agricultural field, and more than 400 agricultural students attend Expo-Champs. Stand out as an employer of choice during the event and use our reputation to find the talent you are looking for!

You will benefit from:

- Being featured in a group-sponsored post on social media leading up to the event
- Displaying your job openings on the website with a link to your chosen webpage
- Visibility in a visitor and exhibitor newsletter
- Identification of your booth on the event site map

Cost : \$100 +tx

Inscription deadline : Friday, July 4, 2025

Organize an event

Take advantage of Expo-Champs as a window to create human connections in your image through an event!

Whether it's a happy hour, a conference or a business dinner, our team will be happy to support you in organizing your event.

For details, communicate with Lyne Pelletier (lpelletier@sash.ag).

Inscription deadline : Friday, August 15, 2025

Visibility plan – Partnerships

You would like to associate your company at an event with a strong notoriety? Our team will have a pleasure to improve your organization with creative visibility tools that live up to your expectations. There are a multitude of possibilities available to you.

Some simple actions can have an important impact on the preparation of your team as well as on the quantity of potential customers directly at your booth during Expo-Champs.

For details, contact Michel Bienvenue (mbienvenue@sash.ag).



OPTIMIZED VISIBILITY

What to do now...

- ☐ Fill in your site rental form.
- ☐ Book your accommodation and take advantage of our special rates.
- ☐ Subscribe to our social media!

[Don't miss a thing!](#)
[For exclusive images!](#)
[For the latest agricultural news!](#)



- ☐ Watch your inbox! You'll receive our exclusive exhibitor newsletter.
- ☐ Complete your order forms
- ☐ Visualize the look you want for your booth and determine the list of materials you need!

In July...

- ☐ Once you've received your move-in schedule, plan your transport and train your employees.
- ☐ Add the Expo-Champs visual to the home page of your website.
- ☐ Invite your customers and guests to Expo-Champs with your own discount code!

In August ...

- ☐ Announce your presence at the event on your social media by tagging us.
- ☐ Make sure your team knows about the event, and remind your customers and prospects to come and meet you!



**THE WHOLE TEAM WISHES YOU
A GREAT 26TH EDITION!**

