



EXHIBITOR GUIDE



August 18 to 20 | expo-champs.com



WELCOME TO THE 27TH EDITION OF EXPO-CHAMPS

We are delighted to welcome you back on August 18, 19, and 20, 2026. For this transitional edition, the event will exceptionally be held at Espace Saint-Hyacinthe, while maintaining its practical approach and field-based DNA.

A true business hub, Expo-Champs is the ideal opportunity to showcase your innovations and build trust with a qualified clientele.

This manual has been designed to simplify your procedures and maximize your reach. We are proud to have you with us for this essential industry event.

The Expo-Champs Team

VISITOR HOURS

Tuesday, August 18: 8:30 AM to 5:00 PM
Wednesday, August 19: 8:30 AM to 5:00 PM
Thursday, August 20: 8:30 AM to 5:00 PM

EXHIBITOR SCHEDULE

Tuesday, August 18: 7:00 AM to 9:00 PM
Wednesday, August 19: 7:00 AM to 5:00 PM
Thursday, August 20: 7:00 AM to 8:00 PM
Friday, August 21 : 7h AM to 2:00 PM

YOUR SUCCESS AT EXPO-CHAMPS STARTS HERE

01 CONSULT THE EXHIBITOR MANUAL

This document contains all safety standards, technical specifications for your location, and emergency contacts.

02 FINALIZE YOUR BOOTH RESERVATION

Assurez-vous que votre contrat est signé et que votre preuve d'assurance responsabilité civile de 2 000 000 \$ nous a été transmise.

03 SELECT YOUR VISIBILITY PACKAGE

Stand out from the crowd! Select your visibility tools before the deadlines to maximize your impact.

04 PLAN YOUR MOVE-IN / MOVE-OUT

Your success in the field depends on your technical coordination. Keep an eye on your inbox in mid-July to receive your personalized move-in schedule.

05 CONSULT THE EXHIBITOR PORTAL

Regularly check the Exhibitor Portal and our newsletters to ensure you don't miss a thing.



CONTACTS

SONIA FORTIN | EVENT MANAGER

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NEW THIS YEAR : TURNKEY PACKAGES TO SIMPLIFY YOUR PLANNING

LOCATIONS AND RATES :

PLEASE REFER TO THE FLOOR PLAN AVAILABLE ON THE EXHIBITOR PORTAL. EARLY BIRD RATE UNTIL APRIL 18, 2026

P1 | BMO - LAITIER

- ✓ 20 x 20 p2
- ✓ Indoor
- ✓ Électricité, Internet, A/C

PRICE :

2 070 \$

P2 | SOLLIO AGRICULTURE

- ✓ 20 x 20 p2
- ✓ Indoor
- ✓ Électricité, Internet, A/C

PRICE :

1 680 \$

Sample booth dimensions and rates (for information purposes only)

LOCATIONS AND RATES :

P3 | SOLENO

- ✓ 10 x 10 p2
- ✓ Indoor
- ✓ Électricité, Internet, A/C

PRICE :

862,50 \$

P4 | OUTDOOR - GRAVEL

- ✓ 40 x 40 p2
- ✓ Outdoor
- ✓ 10 x 10 Tent, électricité, Internet

PRICE :

2 576 \$

P5 | OUTDOOR - GROUND

- ✓ 40 x 40 p2
- ✓ Outdoor
- ✓ 10 x 10 Tent, électricité, Internet, floor

PRICE :

2 576 \$



Sample booth dimensions and rates (for information purposes only)



VISIBILITY AND PROMOTIONAL TOOLS

To maximize the return on investment of your participation, Expo-Champs offers several targeted promotional platforms.

NEW PRODUCT

- ✓ **Inclusions:** Featured text and photo in the official show guide, Recognition on the site map, Promotion in the visitor newsletter, Dedicated video and story on our social media channels during the event
- ✓ **Conditions :** Limit of one novelty per exhibitor. A high-resolution photo is required before the deadline.
- ✓ **\$875 + taxes, to be booked before July 1st**

RECRUITER

- ✓ **Inclusions :** Job postings on the official website and "Recruiter" identification on the site map.
- ✓ **100 \$ + taxes, to be booked before July 1st**

VISIBILITY AND PROMOTIONAL TOOLS



Promote your booth at Expo-Champs on **social media** and in your **email signature** using the templates available on the Exhibitor Portal.

SPOTLIGHT

- ✓ **Inclusions** : A product presentation, a grand unveiling, or any other opportunity to step into the spotlight. Includes integration into the official event schedule, a feature in the 'Highlights' section of the website, promotion in the visitor newsletter, and a dedicated story on our social media channels during the event.
- ✓ **495 \$ + taxes, to be booked before July 1st**

PARTNERSHIP

- ✓ Looking to increase your visibility and become an event partner? Contact Michel Bienvenue at mbienvenue@sash.ag to discuss the various opportunities available.

HOST YOUR PRIVATE EVENT DURING EXPO-CHAMPS



Looking to host a happy hour, a conference, a breakfast, or any other private event with your clients during Expo-Champs? Contact us before July 3rd to find the perfect setup for your needs. Strengthen your professional ties in an exclusive setting!

CONTACT US

A CUSTOM SOLUTION TAILORED TO YOUR BUDGET

- ✓ Opt for a private room: the ideal setting for your conferences or business dinners requiring calm and focus. You will benefit from a high-performance, multifunctional audiovisual system to support your presentations.
- ✓ Enjoy a turnkey catering and bar service, fully tailored to your needs.

ORDER FORMS

Lunch box	Please reserve before July 17, 2026	
Tent and Flooring Modifications	Please reserve before July 17, 2026	
Concrete Blocks and Hay Bales	Please reserve before July 17, 2026	
Turnkey Packages, Accessories, and Furniture	Please reserve before July 17, 2026	
Electrical Requirements & Changes	Please reserve before July 17, 2026	
Internet Requirements	Please reserve before July 17, 2026	
Audiovisual	Please reserve before July 17, 2026	
Equipment Washing	Please reserve before July 17, 2026	

FAQ – STANDARDS AND SAFETY

BOOTH SETUP

What is the maximum height allowed?

Back walls may reach a maximum height of 8 ft. To ensure neighboring booths remain visible, the first 5 ft from the aisle on each side must not exceed 3 ft in height.

Can I use a pop-up tent?

Yes, but it must be weighted at all four corners. As a safety precaution (due to wind), the roof canopy must be removed or the tent must be taken down every evening.

Is onsite activation or entertainment permitted?

Yes, as long as it remains within your lot boundaries and does not disturb your neighbors with excessive noise

VEHICLES AND LOGISTICS

Can I drive my vehicle on the site?

Only between 7:00 AM and 8:00 AM or after 5:00 PM. No vehicles are permitted in the aisles during public show hours.

Who is responsible for booth maintenance?

You are responsible for the interior cleanliness of your booth. Trash must be placed in the designated bins every evening. A fee of \$125/hr will apply if the organization is required to clean your space after your departure.

FAQ – STANDARDS AND SAFETY

FOOD AND SOLICITATION

Can I offer snacks at my booth?

Tasting portions (max. 2 oz) are permitted, provided they are non-alcoholic. The distribution of products containing allergens (nuts, peanuts) is strictly prohibited

What about meals or alcohol?

You must obtain prior authorization from Expo-Champs and use the official caterer.

Where am I allowed to solicit visitors?

Exclusively within the boundaries of your booth space. Handing out flyers in the parking lots or aisles is strictly prohibited.

SAFETY AND INSURANCE

What are the insurance requirements?

You must provide proof of general liability insurance of \$2,000,000 covering move-in, the event, and move-out.

Is the site secure?

Security service is provided 24/7. However, the organization is not responsible for any theft of or damage to your equipment.

Can I use a drone?

Prohibited without written authorization from the promoter and possession of a valid SFOC (Special Flight Operations Certificate).