



# EXPO-CHAMPS

Sponsored by  
Farm Credit Canada



AUGUST 27 TO 29, 2024



25<sup>th</sup>  
EDITION

# EXHIBITOR'S MANUAL

[expo-champs.com](http://expo-champs.com)





Sponsored by  
Farm Credit Canada



# WELCOME TO THE 25TH EDITION OF EXPO-CHAMPS

We are excited to see you on August 27, 28 and 29 for the largest open-air agricultural event in Quebec.

This unmissable business event unites our team with yours to offer our visitors a unique experience in the world of our farmers.

Expo-Champs comes to life in the middle of a field. For a few days, the event allows you to position yourself as a leader in the eyes of a qualified customer base. It is a golden opportunity to present your products and services to a growing market.

The event offers you a fertile ground where to germinate bonds of trust, propelled by human contact. Your presence at Expo-Champs makes you an actor of change.

Our team wishes to accompany you in this adventure by making this manual available to you to facilitate your presence at the event. It contains a lot of practical informations that will help you plan your participation and your outreach.

We are happy to count you among us for this 25th edition.

**The Expo-Champs team**

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# 1

## 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@goxpo.ca](mailto:infosalon@goxpo.ca)

## GENERAL INFORMATION

### Main contacts

<b>SALES</b>	Karine Vézina, 450 768-9941 <a href="mailto:infosalon@goxpo.ca">infosalon@goxpo.ca</a>
<b>PARTENERSHIPS</b>	Michel Bienvenue, 450 768-9934 <a href="mailto:mbienvenue@goxpo.ca">mbienvenue@goxpo.ca</a>
<b>EVENT MANAGMENT</b>	Lyne Pelletier, 450 768-9936 <a href="mailto:lpelletier@goxpo.ca">lpelletier@goxpo.ca</a>
<b>TENTS, LOAD-IN/OUT SCHEDULES, SECURITY</b>	Camille Desmarais, 514 702-8743 <a href="mailto:cdesmarais@goxpo.ca">cdesmarais@goxpo.ca</a>
<b>COMMUNICATIONS</b>	Émilie Madore, 450 768-9937 <a href="mailto:emadore@goxpo.ca">emadore@goxpo.ca</a>
<b>LOGISTICS</b>	Jasmin Fréchette, 450 768-9928 <a href="mailto:jfrechette@goxpo.ca">jfrechette@goxpo.ca</a>
<b>EVENTS, TICKETING &amp; GROUPS</b>	Arianne Fortin, 450 768-9927 <a href="mailto:afortin@goxpo.ca">afortin@goxpo.ca</a>

### Event dates and opening hours for visitors

Tuesday, August 27 – 8:30 am to 5 pm

Wednesday, August 28 – 8:30 am to 5 pm\*

Thursday, August 29 – 8:30 am to 4 pm

\* All our exhibitors are invited to the Tailgate party on Wednesday August 28 from 5 pm to 9 pm. Festive atmosphere, music show, networking and food service will be on the menu during this evening.

### Exhibitors schedule

<b>MOVE-IN</b>	<b>EVENT</b>	<b>MOVE-OUT</b>
Schedule provided by email in mid-July.	Tuesday, August 27 – 7 am to 6 pm Wednesday, August 28 – 7 am to 9 pm Thursday, August 29 – 7 am to 4 pm	Thursday, August 29 – 5 pm to 8 pm Friday, August 30 – 7:30 am to 11 pm

## GENERAL INFORMATION

### Exhibition location

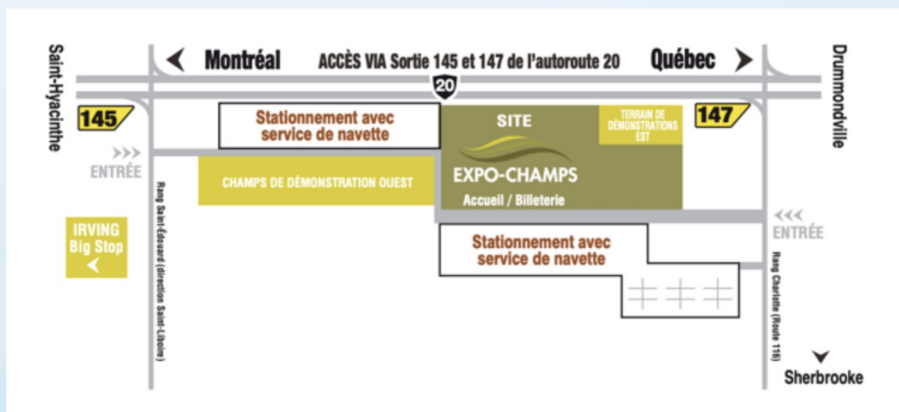
#### **Address**

124, Charlotte Road, Saint-Liboire (Quebec) J0H 1R0

#### **Access to the Saint-Liboire site by exhibitors**

Exit 147 from Highway 20 (towards Upton)

Emergency contact : Lyne Pelletier - [lpelletier@goxpo.ca](mailto:lpelletier@goxpo.ca) – 450 768-9936



### Administrative offices and invoicing

#### **GOXPO, CRÉATEUR D'ÉVÉNEMENTS**

2670, Beaulac Avenue, Saint-Hyacinthe, Québec, J2S 4M8  
450 771-1226 – [infosalon@goxpo.ca](mailto:infosalon@goxpo.ca)  
[www.expo-champs.com](http://www.expo-champs.com)

### 2024 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 2024 base site map, visit the exhibitor's portal. This map is subject to change at anytime.

\* Please always validate your site number with the current year's site plan. Changes have been made for logistical purposes.



## GENERAL INFORMATION

### Inclusions with a booth rental

#### The 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 material handling 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 (details in the Exhibitor Manual)
- 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 tent	<ul style="list-style-type: none"> <li>• Location under the tent</li> <li>• Gravel floor</li> <li>• Electricity (one 15 amp/120 v outlet)</li> <li>• Complimentary tickets*</li> </ul>	<ul style="list-style-type: none"> <li>• Curtains</li> <li>• Floor covering</li> <li>• Furnishings</li> <li>• Material and equipment</li> </ul>
All other types of booths	<ul style="list-style-type: none"> <li>• Grass floor</li> <li>• Gravel or grass front walkway (depending on positioning)</li> <li>• Complimentary tickets*</li> </ul>	<ul style="list-style-type: none"> <li>• Tent</li> <li>• Curtains</li> <li>• Floor covering</li> <li>• Electricity</li> <li>• Furnishings</li> <li>• Material and equipment</li> <li>• Internet</li> </ul>

\*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

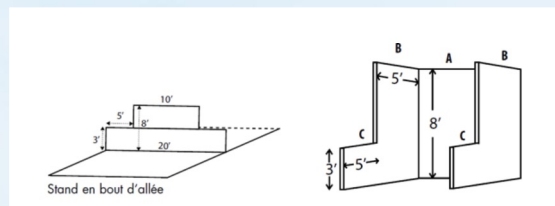
- For more information, please refer to the event rules.

#### **Viewing rights of booths (big tent)**

The first 5 feet of the side walls should not exceed 3 feet in height.

Dimensions (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 contained 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 at 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

### Parcels

It is allowed to install signs on your parcels as of **July 29, 2024**. All infrastructure, signage and corps must be picked up by **September 27, 2024** in order to allow fall work.

### 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 exhibit area must be kept free of garbage and other landscaping materials (e.g. plants, cedar mulch, shavings, etc.) during dismantling. In the event that Expo-Champs staff needs to make additional efforts to clean up your rental space, you will be charged a fee to cover these operations.

### Required personal at the booth

Exhibitors must have a minimum of one person on duty at their booth at all times. Someone must be on duty at least 15 minutes before the doors open (8:15 am), and attendance is mandatory until the event closes to visitors (5:00 pm on Tuesday and Wednesday). Out of respect for visitors, it is strictly forbidden to dismantle your booth before the doors close, i.e., before 4:00 pm on Thursday. However, exhibitors in the Big tent are allowed to leave starting from 2:00 pm on Thursday.

### Use of vehicles on site

Exhibitors and carriers must adhere to constant circulation on the designated streets. It is mandatory to avoid passing through or utilizing another exhibitor's space, particularly during the setup and dismantling of the site.

If an exhibitor needs to transport equipment to their booth using their own vehicle, it should be done between 7:00 am and 8:00 am in the morning or after 5:00 pm in the evening. No vehicles are permitted on the site during public opening hours.

Only motorized vehicles supplied by Expo-Champs' official providers are permitted to move around the site during the event. Notably, it is forbidden to exit the exhibition area with golf carts. Golf cart renters must refer to the rental regulations. Exhibitors commit to compliance with these regulations. In case of non-compliance, sanctions will be applied, and Expo-Champs, Mobilicab, or the on-site security team reserve the right to revoke the rental without prior notice.

## **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**

If an exhibitor wishes to offer beverages and food to visitors, they must obtain prior approval from Expo-Champs and must engage with the designated caterer. Only the exclusive beverage supplier and approved caterers are allowed to provide these services on the premises. This regulation also applies to the distribution of popcorn. With an RACJ meeting permit, our organization is responsible for regulating alcohol on the site.

The exhibitor can offer products in a tasting format excluding alcoholic beverages (containers of a maximum size of 2 ounces) without needing prior authorization. Please note that the distribution of food samples containing allergens such as peanuts or nuts is strictly prohibited. Anyone distributing food samples containing allergens will be held responsible in the event of a major incident related to such an allergy. Expo-Champs disclaims any responsibility in this regard.

### **Cnesst regulations – work at height (assembly)**

Per CNEST 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 CNEST 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@goxpo.ca](mailto:comptabilite@goxpo.ca) by email prior to the event, as stipulated in the "Exhibitor Manual". 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 20 to August 30<sup>th</sup> 2024 at 5 pm. 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**

Your presence at the 25th edition of Expo-Champs gives you the right of first refusal on a similar site for the 26th edition, in 2025, whether it be the same lot or another lot of similar size, at the promoter's discretion.

#### **Drone use**

In order to ensure safety on the site, it is forbidden to use a drone at Expo-Champs without a valid Specialized Flight Operations Certificate (SFOC).



# 2

## 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/>

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
July 5	Novelty – Delivery of texts and photos	<b>Promoter</b> Émilie Madore 450 768-9937 <a href="mailto:emadore@goxpo.ca">emadore@goxpo.ca</a>	.
July 5	Commented demonstration	<b>Promoter</b> Arianne Fortin 450 768-9927 <a href="mailto:afortin@goxpo.ca">afortin@goxpo.ca</a>	
July 5	Tent & floor	<b>Promoter</b> Camille Desmarais 514 702-8743 <a href="mailto:cdesmarais@goxpo.ca">cdesmarais@goxpo.ca</a>	A personalized site plan for your location will be sent to you by email. The tent must be vacated by August 29 at 16 pm.
July 5	Recruiter	<b>Promoter</b> Émilie Madore 450 768-9937 <a href="mailto:emadore@goxpo.ca">emadore@goxpo.ca</a>	The job offers can be forwarded up one week before the event.
July 19	Organize an event (Public or private)	<b>Promoter</b> Lyne Pelletier 450 768-9936 <a href="mailto:lpelletier@goxpo.ca">lpelletier@goxpo.ca</a>	
July 26	Advertising in the Official Guide published by La Terre de chez nous	<b>Publicity department @ La Terre</b> 450 679-8483 <a href="mailto:pub@laterre.ca">pub@laterre.ca</a>	A TCN representative will contact you to inquire about your interest.

## DEADLINES AND OFFICIAL SUPPLIERS

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
August 9	Pressure washing	<b>Promoter for Concept RRR</b> Jasmin Fréchette 450 768-9928 <a href="mailto:jfrechette@goxpo.ca">jfrechette@goxpo.ca</a>	The cleaning date will be determined according to your entry schedule provided by the promoter.
August 9	Concrete blocks and straw bales	<b>Promoter</b> Jasmin Fréchette 450 768-9928 <a href="mailto:jfrechette@goxpo.ca">jfrechette@goxpo.ca</a>	
August 9 - Preferential rate	Lawn mowing	<b>Les entretiens AM Brière</b> Maxime Brière 450 278-7389 <a href="mailto:lesentretiensambriere@gmail.com">lesentretiensambriere@gmail.com</a>	
August 9 - Preferential rate	Turnkey solution booth, accessories and furnishings	<b>DEE</b> Élizabeth Dumont 514 232-8984 <a href="mailto:elizabeth.dumont@dee-expo.com">elizabeth.dumont@dee-expo.com</a>	
August 9	Private Internet network	<b>Promoter</b> Jasmin Fréchette 450 768-9928 <a href="mailto:jfrechette@goxpo.ca">jfrechette@goxpo.ca</a>	Included in the Big 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 tent.
August 16	Catering and bar service	<b>Promoter</b> Lyne Pelletier 450 768-9936 <a href="mailto:lpelletier@goxpo.ca">lpelletier@goxpo.ca</a>	
August 16 - Preferential rate	Electricity	<b>Électro Performance</b> 450 447-4721 <a href="mailto:electro@electroperf.com">electro@electroperf.com</a>	Exhibitors located in the Big Tent ONLY have a 15 amp/120 volts outlet.



## DEADLINES AND OFFICIAL SUPPLIERS

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
August 16 - Preferential rate	Audiovisual and sound system	<b>Son-Arts Productions</b> Jean-François Laroche 450 773-0280 <a href="mailto:jf@son-arts.com">jf@son-arts.com</a>	
August 16	Discount codes for Visitor Tickets and Additional Exhibitor Tickets	<b>Promoter</b> Arianne Fortin 450 768-9927 <a href="mailto:afortin@goxpo.ca">afortin@goxpo.ca</a>	
August 16	Lunch box delivery	<b>Promoter</b> Lyne Pelletier 450 768-9936 <a href="mailto:lpelletier@goxpo.ca">lpelletier@goxpo.ca</a>	
August 16	Golf cart	<b>Promoter</b> Lyne Pelletier 450 768-9936 <a href="mailto:lpelletier@goxpo.ca">lpelletier@goxpo.ca</a>	

### Authorized Tent Suppliers\*

For special sizes or orders after July 5 , 2024

#### **Chapiteaux Maska**

Laurence Beauregard  
1 866-799-5599  
[info@chapiteauxmaska.com](mailto:info@chapiteauxmaska.com)

#### **Party Tente**

Guy Laperle  
450 278-3394  
[info@partytente.ca](mailto:info@partytente.ca)

#### **Chapiteau Excellence**

Vanessa et Patrice  
450 546-4753  
[info@chapiteauexcellence.com](mailto:info@chapiteauexcellence.com)

#### **Chapiteaux Fleury**

Keven Fleury  
450 846-1189  
[chapiteauxfleury@hotmail.com](mailto: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](mailto:j.dion@eckologistics.com)

#### **Purchase and transport of wooden logs**

Donald Côté

450 799-3967

#### **Bar service**

Information to be confirmed

More details will be confirmed by newsletter shortly

#### **Catering service**

Information to be confirmed

More details will be confirmed by newsletter shortly

## EXHIBITOR SERVICES

### Admission tickets

#### VISITORS TICKETS

- **Presale online** (until August 18, 2024)
  - 13 y. o. and over : 21,00\$ (Tx and service fees included)
  - 12 y. o. or lower : Free
- **Regular rate** (starting August 21, 2024)
  - 13 y. o. and over : 25,00\$ (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 - \$21.00\* / 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		
<b>Exhibitors' move-in</b>	Wednesday, August 21 Thursday, August 22 Friday, August 23 Monday, August 26	8 am to 5 pm
<b>During the event</b>	Tuesday, August 27 Wednesday, August 28 Thursday, August 29	7 am to 4 pm

### Handling – Move-in & move-out

#### **Move-in**

A schedule for exhibitor entry will be established by the Expo-Champs team, taking various factors into consideration. **This personalized schedule will be sent to you via email in mid-July.**

To ensure a smooth process and seamless handling service, **please adhere to this schedule and coordinate your transportation accordingly.** For exhibitors requiring forklift handling services or presenting heavy equipment, a member of our team will reach out to you in June for additional details.

Exhibitors under the Big tent are scheduled to enter on Monday, August 26, from 8:00 am to 5:00 pm. The unloading area for rolling equipment will be accessible from Tuesday, August 20, to Sunday, August 25.

**Expo-Champs reserves the right to charge a fee of \$150/hour for any exhibitor utilizing the forklift service for more than 1 hour.**

\*\*\* No entry will be permitted on Tuesday, August 27, 2024 \*\*\*

## EXHIBITOR SERVICES

### Move-Out

Expo-Champs will close its doors to visitors on Thursday, August 29 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 29, from 4:30 pm to 8 pm
- Friday, August 30, from 7:30 am to 11 am

No forklift or security service will be available after noon on Friday, August 30, 2024. 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!

## 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 in July on the [Exhibitor Portal](#)).

## Accommodation

Rooms at advantageous rates for our exhibitors with our hotel partners will be available. To benefit of the preferential rate, book yours from May 15 to July 28. When calling, mention the "Expo-Champs 2024" group. Quantities are limited.

**First come, first served !**

### **Sheraton Saint-Hyacinthe**

1315, rue Daniel-Johnson O.  
Saint-Hyacinthe, QC,  
J2S 8S4

**Book now 450 250-5555**

### **Hôtel Le Dauphin Saint-Hyacinthe**

250 Rue Daniel - Johnson  
O, Saint-Hyacinthe, QC  
J2S 7K7

**Book now 450 774-4418**

You can also visit the Saint-Hyacinthe Tourist Information Office at [www.tourismesainthyacinthe.qc.ca](http://www.tourismesainthyacinthe.qc.ca) for other options.



## **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.

Two 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 Réseau Encan Québec - Saint-Simon**

2141 Charlotte Road

Saint-Simon de Bagot (QC)

J0H 1Y0

#### **Parking Encans de la Ferme - REQ Saint-Hyacinthe**

5110 Martineau Street

Saint-Hyacinthe (QC)

J2R 1T9

#### **Parking DM Machinery**

1875 St-Édouard Road

St-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 attending an outdoor event during the summer is that you can see the equipment in action.

Use this opportunity to have your customers and prospects try out your equipment. This is your chance to stand out from your competitors.

\*Equipment demonstrations are only allowed on the designated fields (official demonstration fields and exhibitor fields beginning with the letters TD). Additional fees may apply if you require fencing.

### Novelty to present

More than 40% of attendees come to Expo-Champs primarily to discover the latest innovations in the agricultural industry.

Boost your visibility and attract the attention of producers with promotional tools!

The Novelty package includes :

- Presence in the NOVELTY section on the event website
- Presentation of the new product in the official event guide
- Identification of your booth on the plan
- Publication on social networks (as a group)
- Exclusive signage on grounds

Registration conditions :

- The novelty must be a product or a service
- The product or service offered must have been on the market for less than 12 months
- One novelty per exhibitor
- The company must have a high-quality photo to illustrate its novelty, because only texts with photos received before Friday, July 5 will be published.

**Cost : \$250 +tx**

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

Inscription deadline : Friday, July 5, 2024

## OPTIMIZED VISIBILITY

### Recruiters

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

- Sending a newsletter to thousands of potential visitors
- Being seen by more than 12,500 subscribers with various publications on our social networks (Facebook, Instagram, LinkedIn) including a redirection link to the Agri-Jobs Zone of the Expo-Champs website
- Be promoted to visitors and students and identified on our site map
- And much more!

**Cost : \$100 +tx / company**

Inscription deadline : Friday, July 5, 2024

### 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@goxpo.ca](mailto:lpelletier@goxpo.ca)).

Inscription deadline : Friday, July 19, 2024

### 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@goxpo.ca](mailto:mbienvenue@goxpo.ca)).

**You want to stand out and maximize your visibility? Follow these steps!**



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



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# THE WHOLE TEAM WISHES YOU A GREAT 25<sup>TH</sup> EDITION!

