

# EXHIBITOR'S

## MANUAL



Salon de l'agriculture show,  
the unmissable business meeting

**MAPLE PRODUCTION  
FIELD CROP  
FORESTRY  
BREEDING  
SERVICES  
ORGANIC  
TECHNOLOGIES**

# WELCOME TO THE 37<sup>TH</sup> EDITION OF THE SALON DE L'AGRICULTURE

We look forward to seeing you on January 17, 18 and 19 for the not-to-be-missed indoor trade show that showcases companies specializing in agriculture products and services.

For three days, you will have the opportunity to position yourself as leaders to thousands of potential customers in the process of purchasing and to exchange with other passionate professionals. Producers have told us that they prioritize buying through a sales representative. Trust is built through human contacts!

Your presence at the Salon de l'Agriculture will be a fertile ground business development with targeted and qualified customers!

The purpose of this manual is to ease your presence at the Salon de l'Agriculture. It contains many practical information that will help you to plan your participation and outreach.

We are very happy to see you with us for the 37<sup>th</sup> edition!

The Salon de l'Agriculture team

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# 1

## GLOBAL PORTRAIT OF THE SALON

This section is the right place where you can find the description of the event. In one look, you will find a lot of information that will help you to plan your presence and be up to date for the 2023 edition.

Are you a new exhibitor? Are you looking for great ideas to renew the look of your booth? Do you need extra information?

We are here to help you. Don't hesitate to contact us!

**[infosalon@goxpo.ca](mailto:infosalon@goxpo.ca)**

## Key contacts

<b>BOOTH SPACE AND PRIVATE EVENTS</b>	Myriam Gagnon-Potvin, 450-768-9934 <a href="mailto:mgagnon@goxpo.ca">mgagnon@goxpo.ca</a>
<b>EVENT MANAGEMENT AND PARTNERSHIPS</b>	Cloée Viens, 450-768-9936 <a href="mailto:cviens@goxpo.ca">cviens@goxpo.ca</a>
<b>COMMUNICATION AND PARTNERSHIPS</b>	Annie St-Pierre, 450-768-9928 <a href="mailto:gstpierre@goxpo.ca">gstpierre@goxpo.ca</a>
<b>LOGISTICS</b>	Émilie Madore, 450-768-9937 <a href="mailto:emadore@goxpo.ca">emadore@goxpo.ca</a>  Catherine Laroche, 450-768-9935 <a href="mailto:claroche@goxpo.ca">claroche@goxpo.ca</a>
<b>PROGRAM, TICKETING AND GROUPS</b>	Janie Fontaine, 450 768-9927 <a href="mailto:jfontaine@goxpo.ca">jfontaine@goxpo.ca</a>

## Event dates and opening hours for visitors

- Tuesday January 17th – 9 am to 5 pm
- Wednesday January 18th – 9 am to 5 pm
- Thursday January 19th – 9 am to 4 pm

## Exhibitors schedule

Move-in	Event	Move-out
Schedule provided by email around the first week of December.	Tuesday January 17th – 6:30 am to 6 pm Wednesday January 18th – 8 am to 6 pm Thursday January 19th – 8 am to 4 pm	Thursday January 19th – 4:30 pm to 9 pm Friday January 20th – 7:30 am to 2 pm

## Exhibition location

### **DELIVERY ADDRESS**

Promoter's office | Centre BMO  
2730, Beauparlant Avenue, St-Hyacinthe (Québec) J2S 4M8  
Emergency: Myriam Gagnon-Potvin, 450-768-9934

### VISITOR ADDRESS

Espace Saint-Hyacinthe  
2730, Beuparant Avenue, St-Hyacinthe (QC) J2S 4M8  
Exit 130 et 133 | Autoroute 20

4 exhibitions pavilions :  
Centre BMO | Jefe Pavilion | La Coop Pavilion | Soleno Pavilion

The pavilions are connected by heated interior passages.

## PLAN D'ACCÈS



### Légende

- Espace Saint-Hyacinthe  
2730 avenue Beuparant
- Trajet suggéré  
(pour accéder au site)
- Hôpital
- Hôtels
- Accès au stationnement  
secondaire
- Navette

**Stationnement secondaire gratuit** - Réseau Encans Québec (5110 rue Martineau)  
Un service continu de navette vous transportera au Salon entre 8 h et 18 h.

## Administrative offices and invoicing

### GoXpo, créateur d'événements

2670, Beuparant Avenue, St-Hyacinthe, Québec, J2S 4M8  
450 771-1226 – [infosalon@goxpo.ca](mailto:infosalon@goxpo.ca)

## **Inclusions with a booth rental**

- 1 electrical outlet of 120 volts
- Wi-fi available in all pavilions (no guarantee)
- 9 basic exhibitor's tickets + 3 tickets / 100 sq. ft. of surface (valid for 1 person for 1 day)
- Handling of your equipment by forklift at the move-in & the move-out
- Planning facilitation tools such as the online Exhibitor's manual, newsletters, customizable promotional tools, orders form for products and services with professional suppliers, etc.
- Massive promotional campaign for the event
- Report of entries under your promotional code
- First right of refusal of participation or the next edition

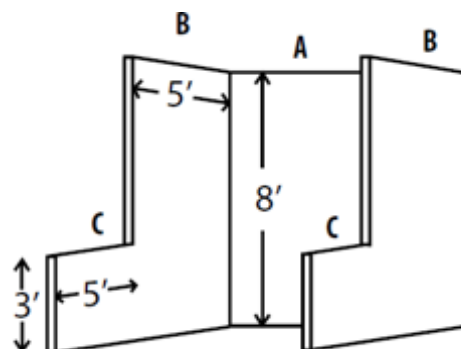
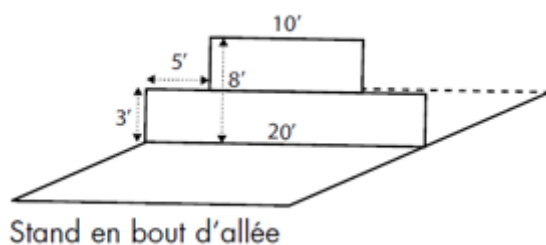
## **BOOTH**

### **Viewing rights of booths**

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 contented in the perimeter of the booth. No equipment or animation is allowed to exceed the limits of the booth or bother other booth near by. The aisles must be free for visitors circulation. No hanging from the ceiling, ramp or walls are allowed. No noisy animation will be tolerated in exhibition pavilions.

Ceiling height (maximum available) is :

- Centre BMO : 35 ft
- Jefe Pavilion : 20 ft
- Soleno Pavilion : 20 ft
- La Coop Pavilion : 35 ft

Please, refer to [Rules of rental space form](#) for more details.

- ***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.***

The width and height of the garage doors for each pavilion is :

- Centre BMO : L 25,1' x H 15,1'
- Jefe Pavilion : L 21,73' x H 16'
- Soleno Pavilion : L 16,7' x H 13,9'
- La Coop Pavilion : L 25,1' x H 13,1'

### HOUSEKEEPING

During the day, maintenance of the public aisles is maintained. Every evening, a complete cleaning of the aisles is carried out by a professional firm.

**The cleaning of the interior of the booth is the responsibility of the exhibitor.** He must put his rubbish in the trash cans every evening when it closes. The sweeper service will be offered by DEE (an order form to be filled out is required). Trash cans will be placed to keep the exhibit area clean.

### REQUIRED PERSONAL AT THE BOOTH

Exhibitors must have, at a minimum, one person on duty in their booth at all times. Someone must be on duty at least 15 minutes before the doors open (8:45 am) and attendance is mandatory until the event closes to visitors (Tuesday and Wednesday 5 pm). To respect visitors, it is strictly forbidden to dismantle your booth before the Salon closes, i.e. Thursday January 19th at 4 pm.

### SUBLETTING OF SPACES

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

### SOLICITATION AND PUBLICITY MATERIAL

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

Distribution of sample, 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 the Salon de l'agriculture, **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).

### CNESST REGULATIONS – WORK AT HEIGHT (ASSEMBLY)



The CNESST told us in an intervention report that 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.

### SECURITY

1. The fuel tanks of the equipment must be empty, the caps tied with gummed tape and the batteries disconnected.
2. No booth or equipment should hide alarm triggers, electrical rooms signs and emergency exits.
3. The Salon will retain the services of competent and reliable guards and take the necessary measures to ensure the protection of exhibitor's property, but the Salon will not assume responsibility for damage, loss or theft.

## Insurances and payment

Exhibitors must have their own insurances. The Salon will not take responsibilities of injuries to people, loss or damages caused to products, booths, tools or deterioration by fire, water, accidents, theft or other causes caused during the event in the building or its outbuildings. **Exhibitors must contract at his own fees a multi-risk exhibition policy.** The exhibitor must provide proof of insurance by Friday, November 25, 2022 at [comptabilite@goxpo.ca](mailto:comptabilite@goxpo.ca).

### PREVENT

If the Salon 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, weather conditions, lock-out, natural or other disasters), the Salon de l'agriculture will be exempt from all blame and all liability.

### RESPONSABILITY

Under no circumstances will the Salon assume responsibility for damage, loss or theft. We recommend that you read the [Rules of Rental spaces form](#) very carefully.

### ACCEPTANCE OF ACCOUNTS

Exhibitors must comply with the payment terms indicated on the contract they have signed. **Exhibitors are only admitted to the exhibition site if they have already paid in full the amounts due to the Salon.**

### PRECAUTIONS TO TAKE

For heavy machinery exhibitors, we ask to place a piece of carpet under the wheels of the vehicles and remove snow or mud before entering the exhibition site.

Polythene or equivalent should cover the floor under vehicles or any motorized equipment using lubricants.

It is now **MANDATORY to use the 2-sides adhesive tape for rugs, brand « Echo tape »**. This is now available at the exhibitors entrance (entrance to the Centre BMO), at a cost of \$20/unit. In the event that our teams have to clean the rented location and carry out a degumming, these costs will be borne by the exhibitor.

For full details of the rules, please see the [Rules of the Rental spaces form](#).

# 2

## PLANIFICATION TOOLS

What is the key to have a successful presence at the Salon de l'Agriculture?  
Be well prepared!

You will find in the following pages every detail that you will need to plan for your presence at the Salon de l'Agriculture.

This section contains a list of suppliers that are used to work with us and have your success in mind.

Every order forms are available on our website :  
<https://salondelagriculture.com/exhibitors/>

## Deadlines and official suppliers

Use this list as a guide to find out the deadline for preferential rates offered by certain suppliers for the reservation of different services. By ordering them in advance, you will save on the total amount of your reservations.

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
October 7 <sup>th</sup>	Delivery of the Rental spaces form	<b>Promoter</b> Myriam Gagnon-Potvin 450-768-9934 <a href="mailto:mgagnon@goxpo.ca">mgagnon@goxpo.ca</a>	For exhibitors of the 2022 edition who wish to renew. After this date, the Salon is authorized to rent the space to another exhibitor.
November 11 <sup>th</sup>	Novelty – Delivery of texts and photos	<b>Promoter</b> Cloée Viens 450 768-9936 <a href="mailto:cviens@goxpo.ca">cviens@goxpo.ca</a>	For exhibitors who have expressed an interest in the Rental Spaces form, an agent of La Terre de chez nous will contact you.
November 25 <sup>th</sup>	Organize an event	<b>Promoter</b> Myriam Gagnon-Potvin 450 768-9934 <a href="mailto:mgagnon@goxpo.ca">mgagnon@goxpo.ca</a>	For exhibitors who have expressed an interest in the Rental spaces form, the manager will contact you.
November 25 <sup>th</sup>	Recruiters	<b>Promoter</b> Janie Fontaine 450 768-9927 <a href="mailto:jfontaine@goxpo.ca">jfontaine@goxpo.ca</a>	For exhibitors who have expressed an interest in the Rental spaces form, the manager will contact you.
December 22 <sup>nd</sup> - 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>	
December 22 <sup>nd</sup> - Preferential rate	Sweeping services	<b>DEE</b> Élizabeth Dumont 514-232-8984 <a href="mailto:elizabeth.dumont@dee-expo.com">elizabeth.dumont@dee-expo.com</a>	

## Deadlines and official suppliers

December 22 <sup>nd</sup> - Preferential rate	Electricity	<b>Électro Performance</b> 450-447-4721 <a href="mailto:electro@electroperf.com">electro@electroperf.com</a>	For an additional need to the 800 watts / 120 volts outlet supplied with your booth.
December 22 <sup>nd</sup> - 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>	
December 22 <sup>nd</sup>	Internet with wired connection	<b>Bell Canada</b> 1-800 472-5113 <a href="mailto:evenements.speciaux@bell.ca">evenements.speciaux@bell.ca</a>	For an additional need for Wi-fi available free of charge (without guarantee)
January 6 <sup>th</sup>	Equipment cleaning	<b>Promoter</b> Émilie Madore 450-768-9937 <a href="mailto:emadore@goxpo.ca">emadore@goxpo.ca</a>	The outside temperature must be above -15°C for washing to be done.
January 6 <sup>th</sup>	Photograph	<b>Patrick Roger</b> 450-502-2545 <a href="mailto:patrick@patrickroger.ca">patrick@patrickroger.ca</a>	
January 6 <sup>th</sup>	Lunch box delivery	<b>Promoter</b> Catherine Laroche 450-768-9935 <a href="mailto:claroche@goxpo.ca">claroche@goxpo.ca</a>	
January 6 <sup>th</sup> *Limited number of seats	Lunch conference with Guy Boucher	<b>Promoter</b> Janie Fontaine 450 768-9927 <a href="mailto:jfontaine@goxpo.ca">jfontaine@goxpo.ca</a>	For exhibitors who have expressed interest in the Site Rental Form or who have completed the order form, tickets will be sent to you by email.
January 11 <sup>th</sup>	Catering and alcohol services	<b>Promoter</b> Catherine Laroche 450-768-9935 <a href="mailto:claroche@goxpo.ca">claroche@goxpo.ca</a>	For exhibitors who have expressed an interest in the Rental spaces form, the manager will contact you. For any other need, contact it.

January 11 <sup>th</sup>	Discount Codes – Presale Ticket	<b>Promoter</b> Janie Fontaine 450 768-9927 <a href="mailto:jfontaine@goxpo.ca">jfontaine@goxpo.ca</a>	Exhibitors who wish to obtain additional tickets at a pre-sale rate, must order them via a discount code(s) personalized to their company.
N/A	Official transporter	<b>ECKO Logistique</b> Joannie Dion <a href="mailto:j.dion@eckologistics.com">j.dion@eckologistics.com</a> 450-250-0277 poste: 713	Contact us directly by email or phone for a quote.

For all bar and catering requests, here are the official suppliers to use depending on the location:

### **Bar service**

#### **Pavillons Jefe, La Coop et Centre BMO**

Stéphane Perreault

Festi-Broue owner

514-236-8180

[Stephane.Perreault@service-indemnisation.com](mailto:Stephane.Perreault@service-indemnisation.com)

#### **Pavillon Soleno**

Jonathan Morin

CEO – Pub Soleno

450-701-8677

[direction@deksth.com](mailto:direction@deksth.com)

### **Service de traiteur**

#### **Salle Richard-Robert – Centre BMO :**

Marie-Lise Larivière

Chargée de projet – Las Olas

450.677.4314 # 222

[Marie-lys@lasolas.ca](mailto:Marie-lys@lasolas.ca)

#### **Salles Albany-Nichols & Elphège-Lagacé – Pav. Jefe :**

Marie-Lise Larivière

Chargée de projet – Las Olas

450.677.4314 # 222

[Marie-lys@lasolas.ca](mailto:Marie-lys@lasolas.ca)

Jinny Di Pisa

Co-owner La Galoche

**450-518-2063**

[restolagaloche@outlook.com](mailto:restolagaloche@outlook.com)

### **Admission tickets**

There are different forms of admission tickets available depending on who purchased them and when the tickets were purchased. Therefore, it is important to understand the nuances.

**NEW: ADMISSION TICKETS ARE VALID FOR 3 DAYS.**

#### **VISITORS TICKETS (+tx)**

- Presale (via the online ticket office before January 17th)
  - 13 y.o. and over : \$16,50 +tx
  - 12 y.o. or less : Free
- On place after January 17th
  - 13 y.o. and over: \$20,00 + tx
  - 12 y.o. or less : Free

\* Anyone arriving on January 17, 18 or 19 and who does not have an electronic or paper ticket will have to pay out of the rates above.

#### **EXHIBITORS COURTESY TICKETS**

EXHIBITOR COURTESY admission tickets (for your employees) are offered free of charge when signing the exhibitor rental spaces form according to the following scales:

- **9 basics tickets + 3 additional ticket / 100 sq.ft of area**

**IMPORTANT !**  
**NEW : Admission tickets are valid for 3 days.**

These tickets will be emailed to you in PDF format at the beginning of December.

### PRESALE TICKETS

\*\*\* NEW OPERATION \*\*\*

Would you like to get a discounted rate for volume tickets? We have the solution for you!

Admission tickets will be generated with one or more discount codes customized to your organization. You will be able to share your discount codes directly with your clients and prospects. They will be able to go to the online ticketing service of the Salon de l'agriculture and order their ticket(s) directly, courtesy of your company.

Following the event, an invoice will be sent to you as well as the contact information of the clients who came on your behalf, allowing you to :

- review your participation
- offer you the opportunity to get in touch with your clients who attended the Show!

The contact information of the customers who came on your behalf will be sent to you after the event!

#### Order presale tickets in your company's name:

Base fee for creating a discount code including 20 tickets: **\$330 + tx**

Then only the tickets used at the door (via your discount code(s)) will be charged after the event!

21 to 100 @ \$13,50 +tx / ticket  
101 to 500 @ \$11,50 +tx / ticket  
501 to 1000 @ \$9,50 +tx / ticket  
1001 to 2000 @ \$8,50 +tx / ticket

To obtain one or more discount codes for your business, please complete the order form: <https://salondelagriculture.com/exhibitors/>

#### IMPORTANT

No PRESALE TICKETS in PDF format will be sent to companies. To benefit from the preferential rate, tickets must be ordered via the online ticket office with the promo code before January 11th 2022. **No promotional code will be accepted at the on-site ticket office.**



## CONFERENCE

### LUNCH OPENING CONFERENCE PRESENTED BY G3 CANADA LIMITED

Exhibitors are invited to the opening luncheon conference to welcome the arrival of **Mr. Guy Boucher**, NHL head coach, television host and professional speaker.

#### How to create a winning dynamic within your team

During his career, he has been able to adapt his coaching and help his players exploit their abilities for the benefit of the team. From now on, it is through his conferences that he vibrates and gives you his tools, as well as his expertise, to help you create a winning dynamic within your company. His indisputable qualities as a head coach and manager, supported by exemplary titles, make Guy Boucher a most relevant speaker.

During his conferences, he shares his methods and tools for leadership, work ethics and performance by drawing on his expertise in psychology. His interventions will allow you to learn the keys to coach and strengthen the cohesion of your teams. Reach your corporate objectives with his advice and lead your company towards efficiency and performance.

When: Tuesday, January 17 between 7:00 am and 8:30 am

Ticket inclusion: the conference and the breakfast

As an exhibitor, you will benefit from the preferential rate of \$40 (regular price \$60).

## Exhibitors reception

The exhibitor's reception is the place to get prompt assistance from the promoter or official suppliers.

Location : Centre BMO lobby

Opening hours		
Exhibitors entry	Thursday January 12th Friday January 13th Monday January 16th	8 am to 5 pm
During the event	Tuesday January 17th Wednesday January 18th Thursday January 19th	7:30 am to 4 pm

## **Handling – Move-in & move-out**

### **Move-in**

An exhibitor entry schedule will be developed by the Salon de l'Agriculture team, taking into account a multitude of issues. **This personalized schedule will be emailed to you the first week of December.**

To ensure that everything goes smoothly and that the handling service is flawless, **please respect this schedule and coordinate your transportation according to it.**

For exhibitors requiring forklift handling, heavy equipment display or hanging sign installation, you will be contacted in November by one of our teammates for more details.

### **Move-out**

The Salon de l'Agriculture will close its doors to visitors on Thursday January 19th at **4 pm**. To respect the visitors, it is strictly forbidden to start the dismantling before the doors close.

### **Schedule of disassembly and exit :**

- Thursday January 19th, **4 :30 pm to 9 pm**
- Friday January 20th, **7:30 am to 2 pm**

Any exhibitor who does not leave the premises within the prescribed time **will be charged a penalty of \$1,000 plus taxes / day late**. In addition, in the event that an exhibitor has not collected all of its material (including the booth) **before 2 pm on January 20<sup>th</sup>, 2023, the remaining material will be entrusted to our official carrier and the exhibitor must recover it at its expense.**

\* It is strongly recommended that exhibitors secure, at the start of dismantling valuable items that can be easily transported and that they ensure the surveillance of their booth themselves. Instructions for the exit of each exhibitor will be given before the end of the event.

## **OFFICIAL TRANSPORTER**

Do you need a reliable, dedicated and efficient carrier to move your equipment in and out of the show? Have peace of mind and entrust the mandate to our official carrier: ECKO Logistique.

With nearly 15 years of experience and more than 30,000 transports to date, the ECKO Logistique team will offer you a quality service based on trust.

For a quote request (\$), contact :  
Joannie Dion, Director of Operations  
j.dion@eckologistics.com  
4425 Boulevard Laurier East,  
St-Hyacinthe, QC J2R 2B3  
450-250-0277 ext: 713

### **Restauration**

One catering point will be open to exhibitors during assembly, on Monday January 16th:

- Pavillon Jefe canteen – 11 am to 3 pm

During the event, each pavilion has a catering point open according to the opening hours of the site.

### **Accommodation**

We have reserved blocks of rooms at great rates for our exhibitors at our hotel partners!  
Mention the « **Salon de l'Agriculture** » promotion

***First come, first served!***

#### **Sheraton Saint-Hyacinthe**

1315, rue Daniel-Johnson O.  
Saint-Hyacinthe, Québec J2S 8S4  
450 250-5555

450 250-5555  
Preferential rate until places are  
sold out

**154\$ + tx / night**



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

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

450 774-4418  
Preferential rate until  
December 16<sup>th</sup>

**125\$ + tx / night**



#### **Holiday Inn Express & suites Saint-Hyacinthe**

1500 Rue Daniel - Johnson E,  
Saint-Hyacinthe, QC J2S 8W5

[Reserve here](#) or by phone: 450 251-  
1111  
Preferential rate until  
December 16<sup>th</sup>

**135\$ + tx / night**



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

### **Parking and shuttles**

A free parking is available directly **on the site of the event**. Places are limited. **FIRST ARRIVED, FIRST PLACED.**

A second free parking is accessible at **RÉSEAU ENCANS QUÉBEC**, located at 51110, Martineau Street, St-Hyacinthe (Qc) J2R 1T9. A free, non-stop shuttle will take you to the event site (Espace Saint-Hyacinthe).

Also, a **shuttle service** will be offer between **Holiday Inn Express** hotel, **Sheraton** hotel and the event site of **Salon de l'agriculture** (Espace Saint-Hyacinthe) from **8 am to 6 pm** for exhibitors and visitors that uses accomodations at those places.

# 3

## VISIBILITY TOOLS

The Salon de l'Agriculture is a privileged window to contact agriculture producers of the province. Show that your company support the agriculture industry, is innovative and listen to their customers!

To maximize your visibility before, during and after the event, we offer you support in your communication strategies with a wide range of promotional tools.

We have put together many tips and tricks that will help you promote your participation and generate unlimited profit!

### **Novelty to present**

More than 50% of visitors come primarily to the Salon de l'Agriculture to see novelty available in the agriculture industry.

Improve your visibility and seized the attention of producers with promotional tools.

The *Novelty to present* package include:

- Presence in the NEWS tab on the event website
- Presentation of the new product in the official event guide
- Identification of your booth on the plan
- Identification by a NEW PRODUCT sticker in front of your booth on place

Registration conditions :

- The novelty must be a product or a service
- The product or service offered must have been on the market for a maximum of 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 November 11th will be published.

Cost: \$175 +tx

After you have expressed your interest in the rental spaces form, an agent from **La Terre de chez nous** will **contact you** to advise you of the procedures and graphic standards to be followed.

Inscription deadline:  
**Friday November 11<sup>th</sup>, 2022**

### **Recruiters**

Did you know that 75% of our visitors are specialized in the agriculture industry and more than 400 students in agriculture programs visit the Salon de l'Agriculture? Stand out as an employer of choice during the event and use our reputation to find the talent you are looking for!

- Jobs posting at ZONE AGRI-EMPLOIS tab on event's website
- Identification of your booth as a RECRUITER on the plan
- Be supported by Espace Carrière in your strategic research of candidates
- Identification by with a RECRUITER sticker in front of your booth

Cost: \$75 +tx / company

### **Organize an event**

Take advantage of the Salon de l'Agriculture as a window to create human connections in your image through an event!

You want to create a networking event or a happening on your booth? Our team will take care of you! Contact Myriam Gagnon-Potvin ([mgagnon@goxpo.ca](mailto:mgagnon@goxpo.ca)).

You would like to participate in the program by offering a conference, a workshop, a clinic or by participating in a panel discussion on a given topic? Contact Janie Fontaine ([jfontaine@goxpo.ca](mailto:jfontaine@goxpo.ca)).

### **Visibility plan – Partnerships**

You would like to associate your company to an event with a strong notoriety? Our team will be happy to enhance your organization with creative visibility tools that meet your expectations. A multitude of possibilities are available to us.

Some simple actions can have a significant impact on the preparation of your team, such as the number of potential customers directly at your booth during the show.

For more details, contact Cloée Viens ([cviens@goxpo.ca](mailto:cviens@goxpo.ca)).

Do you want to stand out and maximize your visibility? Follow the next steps!

### WHAT TO DO NOW...

- ☐ Complete your Rental space form.
- ☐ Complete your suppliers order forms.
- ☐ Book your accomodation and take advantage of the preferential rate.

- ☐ Subscribe to our social media!



[So you don't miss a thing!](#)



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### IN NOVEMBER ...

- ☐ Watch your mailbox ! You will receive the newsletter intended exclusively for exhibitors.
- ☐ Visualize the look you want to give your booth and determine the list of necessary materials !

### IN DECEMBER...

- ☐ After receiving your entry schedule, plan your transportation and train your employees.
- ☐ Invite your customers to the Salon using your company's discount code !
- ☐ Add the visual of the Salon de l'agriculture to the home page of your website.

### IN JANUARY...

- ☐ Advertise your presence at the event on social media by tagging us.
- ☐ Make sure your team is well informed about the event and remind your customers and prospects to come meet you !





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**TOUTE L'ÉQUIPE  
VOUS SOUHAITE  
UNE BONNE 37<sup>E</sup>  
ÉDITION!**

**17<sup>TH</sup>  
18<sup>TH</sup>  
19<sup>TH</sup>**  
**JANUARY 2023**

