

EXHIBITOR'S

MANUAL



WELCOME TO THE 38TH EDITION OF THE SALON DE L'AGRICULTURE

We are excited to reunite with you on January 16, 17, and 18 for the essential business rendezvous that is the Saint-Hyacinthe Salon de l'agriculture.

Our team is proud to join forces with yours to offer all our visitors a memorable experience in the heart of the agricultural domain. Over three days, you will have the opportunity to inspire, network, and position yourself as a leader in front of thousands of potential clients.

The Salon de l'agriculture provides you with fertile ground to cultivate trustful relationships powered by human interaction. It represents more than just a unique opportunity to showcase your products and services and launch your innovations.

Our team wishes to accompany you on this adventure by providing you with this manual to facilitate your preparations for your presence at the event. It compiles numerous practical details that will help you effectively plan your participation and visibility.

We are delighted to have you with us for this 38th edition!

The Salon de l'agriculture Team

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**16TH
17TH
18TH**
JANUARY 2024



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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 2024 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

KEY CONTACTS

BOOTH SPACE AND PARTNERSHIPS	Karine Vézina, 450 768-9941 infosalon@goxpo.ca
EVENT MANAGEMENT	Lyne Pelletier, 450 768-9936 lpelletier@goxpo.ca
COMMUNICATION AND PARTNERSHIPS	Gabrielle Palardy, 450 768-9940 gpalardy@goxpo.ca
LOGISTICS	Émilie Madore, 450-768-9937 emadore@goxpo.ca
PROGRAM, EVENTS, TICKETING AND GROUPS	Jusqu'au vendredi 3 décembre 2023 : Janie Fontaine, 450 768-9927 jfontaine@goxpo.ca

EVENT DATES AND OPENING HOURS FOR VISITORS

Tuesday January 16th – 9 AM to 5 PM
 Wednesday January 17th – 9 AM to 5 PM
 Thursday January 18th – 9 AM to 4 PM

EXHIBITORS SCHEDULE

MOVE-IN	EVENT	MOVE-OUT
Schedule provided by email around the first week of December.	Tuesday, January 17 th – 6:30 AM to 6 PM Wednesday, January 18 th – 8 AM to 6 PM Thursday, January 19 th – 8 AM to 4 PM	Thursday, January 19 th – 4:30 PM to 9 PM Friday, January 20 th – 7:30 AM to 2 PM

Pavilions at Espace Saint-Hyacinthe are open from Monday to Friday, from 8 AM to 5 PM, during the event setup.

GENERAL INFORMATION

Important Locations

DELIVERY ADDRESS

Bureau du promoteur | Centre BMO
2730, avenue Beaulparlant, St-Hyacinthe (Québec) J2S 4M8
Urgence : Lyne Pelletier - lpelletier@goxpo.ca – 450 768-9936

ADMINISTRATIVE OFFICES AND INVOICING

GoXpo, créateur d'événements
2670, av. Beaulparlant, St-Hyacinthe, Québec, J2S 4M8
infosalon@goxpo.ca - 450 771-1226

VISITOR ADDRESS

Espace Saint-Hyacinthe
2710 et 2720, avenue Beaulparlant, St-Hyacinthe (QC) J2S 4M8
Sortie 130 et 133 | Autoroute 20

4 pavilions connected by heated interior passages:

Centre BMO | Jefo Pavilion | Sollio Agriculture Pavilion | Soleno Pavilion

PLAN D'ACCÈS



GENERAL INFORMATION

Basic Site Map

The event takes place at Espace Saint-Hyacinthe. To view the basic site map, visit the [Exhibitor's Portal](#).

Several numbers and locations have been revised this year for logistical reasons. The 2023 plan is also available on the Portal.

Inclusions with a booth rental

- 1 electrical plug of 120 volts
- Wi-fi available in all pavilions (no guarantee)
- 3-day tickets for exhibitors and visitors, quantity based on booth dimensions

The \$200 administration fee charged with your rental includes:

- Registration and management of booth reservation form
- Inclusion in the list of exhibitors in the Official Guide of Le Salon de l'agriculture published in "La Terre de chez nous"
- Company listing in the online exhibitors' list on Le Salon de l'agriculture website
- Tools to facilitate your participation (exhibitor manual, newsletters, exhibitor portals, etc.)
- Preferential rates with qualified service providers
- On-site material handling by forklift (according to provided schedule)
- Massive media campaign
- Optimized online ticketing system
- Unique discount code for your company to invite your clients to the event

Administration fees are non-refundable.

Exclusions: curtains, carpets, furniture, and booth dressing.

GENERAL INFORMATION

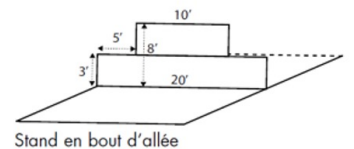
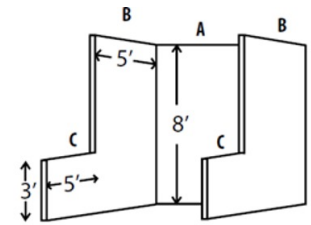
Booth

BOOTH VIEWING RIGHTS

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'



***It is now mandatory to equip the back of your booth with a** (masking curtains or a rigid structure of 8 feet in height). The costs associated with the installation of this wall are the sole responsibility of the exhibitor. It is possible to place an order for it through the supplier authorized by the trade show.

SIGNS, BANNERS AND ANIMATION AT THE BOOTH

Signs, banners and animation must be in the perimeter of the booth. No equipment or animation is allowed to exceed the limits of the booth or bother other booths nearby. 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
- Sollio Agriculture Pavilion : 35 ft

Please, refer to Rules of rental space form on [Exhibitor's Portal](#) for more details.

GENERAL INFORMATION

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'
- Sollio Agriculture 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. Exhibitor 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 18th at 4 PM.

SUBLETTING OF SPACES

It is now possible to sublease your booth to a third-party company. In order to be fair to all exhibitors, an additional fixed fee of \$400 will be charged in addition to the initial booth rental rate. To share a booth, you must obtain prior written authorization from Le Salon, which will be at its sole discretion.

SOLICITATION AND PUBLICITY MATERIAL

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 Le 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).

For more details about contests, please see the Rules on the [Exhibitor's Portal](#).

GENERAL INFORMATION

FOOD OR BEVERAGE OFFERING TO VISITORS

If an exhibitor wishes to offer beverages or food to visitors, they must obtain prior authorization from the Fair and must work with the caterer designated by the promoter. With our approval, exhibitors may offer products in tasting format (containers up to 2 oz) **excluding** alcoholic beverages without requiring additional authorization, but they must ensure the cleanliness of the area (this also applies to popcorn). Distribution of food samples containing allergens such as peanuts or nuts is **strictly prohibited**.

As we have an alcohol meeting permit from the RACJ, our organization is responsible for regulating alcohol on the premises. It is prohibited to bring your own alcoholic beverages inside our pavilions.

CNESST REGULATIONS

The Salon is committed to complying with the current laws and regulations of CNESST and insists that its exhibitors and their work teams comply with this law.

Exhibitors are responsible for taking all precautions to ensure the safety of the Salon's visitors, their own operators, and the exhibition staff during the event, as well as during setup and dismantling.

This includes, but is not limited to:

- Any worker operating at a height of more than 3 m must be protected against falls, including the use of a safety harness and appropriate equipment.
- Belt, chain, or drive systems must be covered.
- Cutting equipment must be equipped with safety shields or other safety devices.
- The fuel tanks of equipment must be empty, caps secured with tape, and batteries disconnected.
- No booth or equipment should obstruct alarm triggers, electrical rooms, signage panels, or emergency exits.

You can consult the event management for further details or explanations on the requirements. Non-compliance with these laws may result in the expulsion of offending exhibitors from the event site.

SECURITY

The Salon will retain the services of competent and reliable guards and take the necessary measures to ensure the protection of the exhibitor's property, but Le Salon will not assume responsibility for damage, loss or theft.

GENERAL INFORMATION

Insurance and Payment

Each exhibitor must provide a liability insurance policy with a minimum coverage of \$2,000,000 that covers the setup, dismantling, and the event period. Le Salon will not be held responsible for injuries to individuals, losses, or damages to products, booths, tools, or any deterioration caused by fire, water, accidents, theft, or other causes occurring during their stay in the building or its premises. The exhibitor is also responsible for their products and equipment from the setup of their booth until their departure from the site through their property insurance. The exhibitor must provide proof of insurance no later than Friday, November 24, 2023, at comptabilite@goxpo.ca.

SETTLEMENT OF ACCOUNTS

Exhibitors must adhere to the payment terms outlined in the contract they have signed. **Exhibitors will only be admitted to the exhibition site if they have already settled the amounts owed to Le Salon.**

RIGHT OF FIRST REFUSAL FOR THE NEXT EDITION

Your presence at the 38th edition of Le Salon de l'agriculture grants you the right of first refusal for your booth space in the 39th edition, in 2025.

In addition to this right, you can take advantage of the early bird rate if you confirm your participation for the 39th edition in 2025 by January 26th, 2024. You will then have until February 18th, 2024, to forgo the early bird rate while still retaining your right of first refusal for the 2025 edition.

PRECAUTIONS TO BE TAKEN

The exhibitor is required to return its booth space in the same condition as it was received.

It is now **MANDATORY to use double-sided adhesive tape for carpets, branded as 'Echo Tape.'** This is available at the exhibitor services desk (entrance of the BMO Centre) at a cost of \$20 per unit. If our team need to clean the rented space and perform degumming, these costs will be borne by the exhibitor.

For exhibitors with heavy machinery, we request placing a piece of carpet under the wheels of the vehicles and removing snow or mud before entering the exhibition site. A plastic sheet or equivalent material should cover the floor under vehicles or any motorized equipment using lubricants.

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PLANIFICATION TOOLS

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 18 th	Confirm your spot using the Rental space form	Promoter Karine Vézina 450 768-9941 infosalon@goxpo.ca	
November 1 st	Novelty – Delivery of texts and photos	Promoter Gabrielle Palardy 450 768-9940 gpalardy@goxpo.ca	
November 25 th	Organize an event or conference (private or public)	Until Dec., 3rd Promoter Janie Fontaine 450 768-9927 jfontaine@goxpo.ca	
November 25 th	Recruiters	Promoter Gabrielle Palardy 450 768-9940 gpalardy@goxpo.ca	Job offers can be submitted up to one week before the event.
December 4 th	Advertising in Official Guide of <i>La Terre de chez nous</i>	La Terre de chez nous, Advertising Dpt 450 679-8483 pub@laterre.ca	A representative from La Terre de chez-nous will contact you to inquire about your interest.

DATES LIMITES ET FOURNISSEURS OFFICIELS

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
December 22 nd - Preferential rate	Turnkey solution booth, accessories and furnishings	DEE Élizabeth Dumont 514-232-8984 elizabeth.dumont@dee-expo.com	
December 22 nd - Preferential rate	Sweeping services	DEE Élizabeth Dumont 514-232-8984 elizabeth.dumont@dee-expo.com	
December 22 nd - Preferential rate	Audiovisual and suspended signs	Son-Arts Productions Jean-François Laroche 450-773-0280 jf@son-arts.com	
December 22 nd	Internet with wired connection	Bell Canada tradeshows@bell.ca	Wi-fi is available free of charge (without guarantee)
December 22 nd	Lunch box delivery	Until Dec., 3rd Promoter Janie Fontaine 450 768-9927 jfontaine@goxpo.ca	
January 5 th - Preferential rate	Electricity	Électro Performance 450-447-4721 electro@electroperf.com	For an additional need to the 15 amp / 120 volts plug supplied with your booth.
January 5 th	Equipment cleaning	Promoteur Émilie Madore 450-768-9937 emadore@goxpo.ca	Date of cleaning will be determined based on your move-in schedule.
January 11 th	Discount Codes – Presale Tickets	Until Dec., 3rd Promoter Janie Fontaine 450 768-9927 jfontaine@goxpo.ca	

All order forms will be available on the [Exhibitor's Portal](#) by October 16th, 2023.



EXHIBITORS SERVICES

Admission tickets

To adequately differentiate between the number of visitors and exhibitors, we manage admission tickets differently. Each booth now includes exhibitor tickets and visitor tickets, all valid for the 3 days of the event. The number of complimentary tickets offered is displayed on the exhibitor's invoice.

VISITOR TICKETS

- **Pre-sale (until January 12, 2024)**
 - 13 years and older: \$19.55 (Tax and service fees included)
 - 12 years and under: Free
- **Regular price (starting January 13, 2024)**
 - 13 years and older: \$23.00 (Tax and service fees included)
 - 12 years and under: Free

EXHIBITOR TICKETS

The number of included exhibitor tickets is determined by the rented area. These tickets will be sent by email in PDF format in early December to the designated contact. If you need additional tickets, you will need to fill out the associated order form on the [Exhibitor's Portal](#).

VISITOR TICKETS WITH DISCOUNT CODE

The visitor tickets included with the booth rental will be accessible through a personalized discount code for each exhibitor. To access these visitor tickets, the discount code must be used on the online ticketing system only. This code is stated in your contract and will be sent to you along with the exhibitor badges and entry schedule, along with usage instructions.

If you prefer a personalized discount code, a management fee of \$150 will be charged. To do so, you will need to fill out the designated order form, available on the exhibitor portal.

For all additional tickets (exhibitor or visitor) not included in the contract, here are the preferential rates that will be invoiced to your company after the event based on the number of additional tickets used:

- 1 à 20 billets : 18,40 \$
- 21 à 100 billets : 16,10 \$
- 101 à 500 billets 13,50 \$
- 501 à 1000 billets 11,20 \$
- 1001 à 2000 billets 9,75 \$

All tickets are valid for all 3 days of the event and can be scanned once per day.

**Taxes et frais de service inclus*

QUESTIONS?

Janie Fontaine, 450 768-9927
jfontaine@goxpo.ca

EXHIBITORS SERVICES

Exhibitors Welcome Desk

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

Location : Centre BMO Lobby

OPENING HOURS		
Exhibitors entry	Thursday, January 12 th Friday, January 13 th Monday, January 16 th	8 AM to 5 PM
During the event	Tuesday January 17 th Wednesday January 18 th Thursday January 19 th	7:30 AM to 4 PM

Handling – Move-in & move-out

MOVE-IN

An exhibitor entry schedule will be done 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

It is 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.

No forklift will be available after noon on Friday, January 19th, 2024.

The exhibitor commits, among other things, to comply with all directives given by Le Salon regarding the restoration of the premises, and more specifically, **to vacate the exhibition site no later than 12:00 PM on Friday, January 19, 2024.**

Each booth must be returned in the same condition it was loaned by Le Salon before your arrival, meaning it must be free of waste and other materials during the dismantling process. In the event that Le Salon staff need to exert additional efforts to clean your rental space, a fee of \$125/hour will be charged to cover these operations.

Any exhibitor who has not vacated the premises within the prescribed time limits will be charged a **penalty of \$1,000 plus taxes per day of delay.** Furthermore, in the event that an exhibitor has not retrieved all their equipment (including the booth) **by 12:00 PM on January 19, 2024, the remaining equipment will be entrusted to a carrier, and the exhibitor will be responsible for retrieving it at their own expense.**

Restauration

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

Catering & bar services

Further details will be confirmed through an upcoming newsletter. Please direct all your questions to lpelletier@goxpo.ca.

Accommodation

Blocks of rooms at preferential rates are reserved with our hotel partners. Mention the « **Salon de l'Agriculture** » promotion when calling the hotel.

First come, first served!

Sheraton Saint-Hyacinthe

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

450 250-5555



Hôtel Le Dauphin Saint-Hyacinthe

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

450 774-4418



Holiday Inn Express & suites Saint-Hyacinthe

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

450 251-1111



You can also visit the Saint-Hyacinthe Tourist Information Bureau website at 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 **shuttle service** will be offered between the 3 partner hotels and the event site of **Salon de l'agriculture** (Espace Saint-Hyacinthe) from **7 AM to 6 PM** for exhibitors and visitors who will stay at those hotels.

Information regarding alternative parkings will be communicated later.

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VISIBILITY TOOLS

The Salon de l'agriculture is a privileged window to contact agriculture producers of the province.

Show that your company supports the agriculture industry, is innovative and listens to its customers!

To maximize your visibility before, during and after the event, we can support you 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 maximum benefits!

OPTIMIZED VISIBILITY

Novelty to present

Most visitors come primarily to the Salon de l'agriculture to see novelties available in the agriculture industry. Improve your visibility and seize the attention of producers with promotional tools.

The Novelty package includes:

- 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
- Publication on social media (grouped)
- Identification by a NOUVEAUTÉ sticker in front of your booth on place

Registration conditions:

- The novelty must be a product or service 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 by December 1st will be published.

Cost: \$225 +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: November 1st, 2023

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 thanks to :

Vous bénéficiez de :

- A newsletter sent to thousands of potential visitors.
- Being seen by over 12,500 subscribers through various posts on our social media channels (Facebook, Instagram, LinkedIn), including a redirect link to the Job Zone on the Le Salon website.
- Promotion to visitors and students, with identification on our site map.
- Displaying your job offers on the Job Zone of the Agricultural Fair website.
- Visit from our marketing team to your booth to promote your recruitment on our social media platforms during Le Salon.

Cost: \$100 +tx / company

QUESTIONS?

Gabrielle Palardy, 450 768-9940
gpalardy@goxpo.ca

OPTIMIZED VISIBILITY

Organize an event

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

Would you like to participate in the program by offering a conference, workshop, clinic, or participating in a panel discussion on a specific topic? Private rooms are available, as well as public spaces in the JEFO pavilion and the BMO Centre for short conferences.

Interested in hosting a happy hour? Several options are available within Le Salon.

QUESTIONS?

Janie Fontaine, 450 768-9927

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.

QUESTIONS?

Karine Vézina, 450 762-9941

infosalon@goxpo.ca

TIPS FOR MAXIMIZING YOUR PARTICIPATION

What to do now...

- Complete your Rental space form.

What to do in October...

- Complete your suppliers order forms (from Oct. 16th)
- Book your accomodation and take advantage of the preferential rate.

- Subscribe to our social media!



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



[For exclusive images!](#)



[For the latest news from the agriculture world !](#)

What to do 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.

What to do in December...

- After receiving your entry schedule, plan your transportation and train your employees.
- Invite your customers to Le 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 the event.
- Make sure your team is well informed about the event and remind your customers and prospects to come meet you !



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LE SALON DE
L'AGRICULTURE
TEAM WISHES YOU
A SUCCESSFUL
38TH EDITION!

16TH
17TH
18TH
JANUARY 2024

38th
EDITION