



Salon de l'agriculture

Sponsored by
Financement agricole Canada



EXHIBITOR'S MANUAL

JANUARY 14 TO 16, 2025



39th
EDITION

salondelagriculture.com



WELCOME TO THE 39TH EDITION OF THE SALON DE L'AGRICULTURE

We are excited to welcome you on January 14, 15, and 16 for the unmissable business event that is the Salon de l'agriculture de Saint-Hyacinthe.

Our team is proud to join forces with yours to offer all our visitors a memorable experience at the heart of the agricultural sector. For 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 offers fertile ground for growing trust-based relationships, driven by human interaction. It is also a unique opportunity to showcase your products and services and launch your latest innovations.

Our team is here to support you in this journey by providing this exhibitor manual, which contains practical information to help you plan your participation and visibility at the event.

We are happy to have you with us for this 39th edition!

The Salon de l'agriculture Team

TABLE OF CONTENTS

1. OVERVIEW OF THE SHOW

- 6 General Information
- 8 Show Rules and Regulations
- 9 Booth
- 11 Insurance and Payment

2. PLANNING TOOLS

- 13 Deadlines and Official Suppliers
- 15 Exhibitor Services
- 15 Admission Tickets
- 16 Exhibitor Welcome
- 16 Handling – Exhibitor Entry and Exit
- 17 Restauration
- 17 Catering
- 17 Accommodation
- 18 Parking and Shuttle Services
- 18 Webinaire

3. VISIBILITY TOOLS

- 20 Enhanced Visibility
- 20 New Products to Present
- 21 Recruiters
- 21 Organizing an Event
- 22 Visibility Plan

1

OVERVIEW OF THE SHOW

Whether this is your first or tenth time exhibiting, whether you're looking for new ideas or have additional questions, do not hesitate to contact us.

A member of our team will be happy to assist you. The entire Salon de l'agriculture team is here for you.

For any questions, reach out to: infosalon@sash.ag

PRIMARY CONTACTS

EXHIBITORS SERVICE	Karine Vézina, Voicemail: 450 768-9941 infosalon@sash.ag
EVENT MANAGEMENT	Lyne Pelletier, 450 768-9936 lpelletier@sash.ag
COMMUNICATION AND MARKETING	Émilie Madore, 450 768-9937 emadore@sash.ag
LOGISTICS	Jasmin Fréchette, 450 768-9928 jfrechette@sash.ag
PROGRAM, TICKETING AND STUDENT GROUPS	Janie Fontaine, 450 768-9927 jfontaine@sash.ag
PARTNERSHIPS	Michel Bienvenue, 450 768-9934 mbienvenue@sash.ag
MOVE-IN/MOVE-OUT SUPERVISOR + PARKING AND SECURITY	Camille Desmarais, 514 702-8743 camille@planesolutions.ca

EVENT DATES AND OPENING HOURS FOR VISITORS

Tuesday, January 14, 2025 – 9 a.m. to 5 p.m.

Wednesday, January 15, 2025 – 9 a.m. to 5 p.m.

Thursday, January 16 – 9 a.m. to 4 p.m.

EXHIBITORS SCHEDULE

MOVE-IN	EVENT	MOVE-OUT
Schedule will be emailed around the first week of December.	Tuesday, January 14 – 6:30 a.m. to 6 p.m. Wednesday, January 15 – 8 a.m. to 6 p.m. Thursday, January 16 – 8 a.m. to 4 p.m. Note that only the exhibitor entrances at the JEFO Pavilion (near the hospital) and the BMO Center (main entrance) will be open starting at 6:30 a.m. All other entrances will open at 8:00 a.m.	Thursday, January 16 – 5 to 9 p.m. Friday, January 17 – 7:30 a.m. to 12 p.m.

Important: All large-format machinery and equipment must be moved into the pavilions by 4:00 p.m. on Friday, January 10. After this time, the required logistics operations for such handling will no longer be available.

**Pavilions at Espace Saint-Hyacinthe are open from
Monday to Friday, from 8 a.m. to 5 p.m., during the event setup.**

GENERAL INFORMATION

Important Addresses

DELIVERY ADDRESS

Promoter's Office | Centre BMO
2730, Beauparlant Avenue, Saint-Hyacinthe (QC) J2S 4M8

ADMINISTRATIVE OFFICES AND BILLING ADDRESS

Société d'Agriculture de Saint-Hyacinthe
2670, Beauparlant Avenue, Saint-Hyacinthe (QC) J2S 4M8
infosalon@sash.ag - Voicemail : 450-768-9941

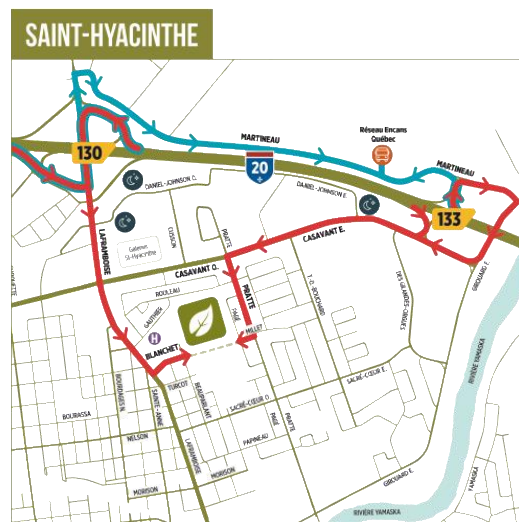
VISITOR ADDRESS

Espace Saint-Hyacinthe
2710 et 2720, Beauparlant Avenue, Saint-Hyacinthe (QC) J2S 4M8
Highway 20, Exit 130 and 133

Four exhibition pavilions connected by heated indoor walkways:
BMO Center | JEFO Pavilion | Sollio Agriculture Pavilion | Soleno Pavilion

Emergency on site : Lyne Pelletier - lpelletier@sash.ag – 450 768-9936

ACCESS PLAN



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LEGEND

- Espace Saint-Hyacinthe
2730 Beauparlant Avenue
- Suggested route
to access the site
- Hospital
- Hotels
- Access to alternative
parking
- Shuttle

**Free alternative
parking**
Réseau Encans Québec
(5110 Martineau Street)

A continuous shuttle service
will transport you to the show
between 8 a.m. and 6 p.m.

GENERAL INFORMATION

Basic Site Map

The event takes place at Espace Saint-Hyacinthe. To view the 2025 site map, visit the [Exhibitor Portal](#).

Please note that several changes have been made in the Jefe and Sollio Pavilions. Refer to the previous edition's map as needed for reference.

Inclusions with a booth rental

- Electricity (one 15 amp/120 v outlet)
- Wi-fi available in all pavilions (no guarantee)
- A predetermined number of regular tickets valid for all three days of the event, based on the size of your booth.

The \$230 administration fee billed with your rental includes:

- Registration and management of the booth reservation form
- Registration in the official Agricultural Show Guide published in *La Terre de chez nous*
- Listing of your company on the exhibitor list online at the Agricultural Show website
- Tools to facilitate your participation (exhibitor manual, newsletters, exhibitor portal, etc.)
- Preferential rates with qualified service providers
- Material handling on-site by forklift (according to the provided schedule)
- Extensive media campaign
- Online ticketing system
- A unique discount code for your company to invite your clients to the event
- Free parking for exhibitors and visitors

Please note that the administrative fees are non-refundable.

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

GENERAL INFORMATION

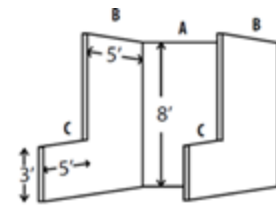
Booth

BOOTH VIEWING REGULATIONS

The first 5 feet of the side walls should not exceed 3' 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 highly recommended to equip the back of your booth with a wall (8' high masking curtains or rigid structure) to cover the shared wall with your neighbor. The installation costs for this wall are the full responsibility of the exhibitor. You may order this from the authorized supplier.**

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.

Maximum **ceiling** heights:

- Centre BMO : 35'
- Jefe Pavilion : 20'
- Soleno Pavilion : 20'
- Sollio Agriculture Pavilion : 35'

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

- BMO Center : 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'

GENERAL INFORMATION

CLEANING SERVICES

Public aisle cleaning will be maintained during the day. Every evening, a professional firm will perform a thorough cleaning of the aisles.

Exhibitors are responsible for cleaning inside their booths. Exhibitors must dispose of their waste in the provided trash bins at the close of each day. Vacuuming service is available on an optional basis through an official supplier (an order form is required).

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 a.m.) and attendance is mandatory until the event closes to visitors. It is strictly forbidden to dismantle your booth before the Salon closes, i.e. Thursday, January 16 at 4 p.m..

SHARING A BOOTH WITH ANOTHER EXHIBITOR

It is possible to share a booth with another company. In order to ensure service, two contracts must be completed, and two administration fees will apply. In return, the Salon agrees to list both companies in the Official Guide published in La Terre de chez nous and on the event website. Tickets included will be split between the two companies.

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 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).

For more details about contests, please see the Rules on the [Exhibitor 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 Salon 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, 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 from Thursday, January 9, 2025 to Friday, January 17, 2025. Take note that the 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 22, 2024, 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 the Salon.**

RIGHT OF FIRST REFUSAL FOR THE NEXT EDITION

Your presence at the 39th edition of the Salon de l'agriculture gives you a right of first refusal on your site for the 40th edition in 2026, provided you meet the contract completion deadlines. To retain this right, you must complete the contract for the 2026 edition before the deadline that will be communicated to you (communications to this effect are generally sent in September).

The promoter may modify the site plan or relocate a booth, at his sole discretion and at any time, notwithstanding the right of first refusal. It is the exhibitor's responsibility to validate the site plan sent to consolidate his position.

PRECAUTIONS TO BE TAKEN

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

It is **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.

2

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 1	Submission of space rental contract or spot change request	Proceed to any request via the link provided by e-mail	This is also the deadline for the right of first refusal and the end of the preferential rate.
November 25	Novelty – Delivery of texts and photos	Promoter Émilie Madore 450 768-9937 emadore@sash.ag	
November 25	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.
November 29	Recruiters	Promoter Émilie Madore 450 768-9937 emadore@sash.ag	Job offers can be submitted up to one week before the event.
December 15	Organize an event or conference (private or public)	Promoter Lyne Pelletier lpelletier@sash.ag	

DEADLINES AND OFFICIAL SUPPLIERS

DEADLINE	SERVICES	CONTACT DETAIL	NOTES
December 20 – Preferential rate	Turnkey solution booth, accessories and furnishings	DEE Élizabeth Dumont elizabeth.dumont@dee-expo.com	
December 20 – Preferential rate	Sweeping services	DEE Élizabeth Dumont elizabeth.dumont@dee-expo.com	
December 20 – Preferential rate	Audiovisual and hanging signs	Son-Arts Productions Jean-François Laroche jf@son-arts.com	
December 20	Internet	Bell Canada tradeshaw@bell.ca	To have your own Internet connection since the quality of Wi-fi available free of charge is not guarantee.
December 20	Lunch box delivery	Promoter Lyne Pelletier lpelletier@sash.ag	
December 20	Equipment cleaning	Promoteur Jasmin Fréchette 450-768-9928 jfrechette@sash.ag	Date of cleaning will be determined based on your move-in schedule.
January 3 – Preferential rate	Electricity	Électro Performance 450-447-4721 electro@electroperf.com	For an additional need to the 15 amp/120 v outlet included with your booth rental.
January 6	Personalized discount Codes	Promoter Janie Fontaine 450 768-9927 jfontaine@sash.ag	

EXHIBITORS SERVICES

Admission tickets

Each location is given a certain number of tickets, depending on the size of the space rented. A single type of ticket is available for visitors and exhibitors, without distinction. These tickets are valid for all three days of the event.

VISITOR TICKETS

Pre-sale (until January 13, 2025)

- 13 years and older: \$17.95 (before taxes)
- 12 years and under: Free

Regular price (starting January 14, 2025)

- 13 years and older: \$20.87 (before taxes)
- 12 years and under: Free

UNIQUE DISCOUNT CODE

The tickets included with the booth rental will be accessible through a personalized discount code for each exhibitor. To access these 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 usage instructions.

If you prefer a personalized discount code, a management fee of \$150 will be charged. To do so, please contact Janie Fontaine to place your order.

For all additional tickets 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 scanned at the Salon entrance:

- 1 à 20 billets : 17,95 \$
- 21 à 100 billets : 15,95 \$
- 101 à 500 billets 13,45 \$
- 501 à 1000 billets 10,95 \$
- 1001 à 2000 billets 8,95 \$

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

**Prices before taxes*

QUESTIONS ?

Janie Fontaine, 450 768-9927
jfontaine@sash.ag

EXHIBITORS SERVICES

Exhibitors Welcome Desk

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

Location : BMO Center Lobby

OPENING HOURS		
Exhibitors entry	Thursday, January 9 Friday, January 10 Monday, January 13	8 a.m. to 5 p.m.
During the event	Tuesday January 14 Wednesday January 15 Thursday January 16	6:30 a.m. to 5 p.m.

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 16 at 4 p.m..

Out of respect for visitors, **it is strictly forbidden to start dismantling before the event doors are closed.** We invite you to start dismantling the interior of your booth between 4 and 6 pm. During this time, our teams will be busy dismantling the aisle mats. **There will be no circulation allowed in the aisles during this time.** Once all the mats have been removed, the handling service will begin.

Move-out schedule and exit:

- Thursday January 16, 6 to 9 p.m.
- Friday January 17, 7:30 a.m. to 12 p.m.

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.

No forklift will be available after noon on Friday, January 17, 2025.

The exhibitor commits, among other things, to comply with all directives given by the Salon regarding the restoration of the premises, and more specifically, **to vacate the exhibition site no later than 12:00 p.m. on Friday, January 17, 2025.**

Each booth must be returned in the same condition it was loaned by the Salon before your arrival, meaning it must be free of waste and other materials during the dismantling process. In the event that the Salon staff need to exert additional efforts to clean your rental space, a \$125/hour fee 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 p.m. on January 17, 2025, 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@sash.ag.

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!

<p>Hôtel Le Dauphin Saint-Hyacinthe 1250 West Daniel-Johnson St Saint-Hyacinthe (QC) J2S 7K7 450-774-4418</p> <p>\$149/night* *Continental breakfast included</p> <p>★ ★ ★</p>	<p>Hôtel Rive Gauche Beloeil 1810 Rue Richelieu Beloeil (QC) J3G 4S4 450-467-4477</p> <p>\$165/night</p> <p>★ ★ ★ ★</p>	<p>Holiday Inn Express Saint-Hyacinthe 1500 East Daniel-Johnson St Saint-Hyacinthe (QC) J2S 8W5 450-251-1111</p> <p>\$209/night* *Breakfast included</p> <p>★ ★ ★</p>	<p>Sheraton Saint- Hyacinthe 1315 West Daniel- Johnson St Saint-Hyacinthe, (QC) J2S 8S4 1-833-250-8555</p> <p>Starting \$169/night</p> <p>★ ★ ★ ★</p>
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You can also visit the Saint-Hyacinthe Tourist Information Bureau website at www.tourismesth.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.

Webinar

In the next few weeks, we will be offering a webinar for exhibitors. Keep an eye on your emails, as the invitation for a Google Meet session will be sent to both the signatory contact and the event contact listed in your rental agreement. All webinars are recorded and made available on the exhibitor portal afterward. In case of unforeseen circumstances, you will always be able to access the webinar and watch it at a later time.

3

VISIBILITY TOOLS

The Salon de l'agriculture is a golden opportunity to showcase your business to Quebec producers.

Hundreds of exhibitors will be trying to attract attention, so you need to be ready to stand out from the crowd.

To help you in your quest for visibility, we offer a wide range of promotional tools to support your communications strategy.

We've put together a wealth of tips and tricks to help you promote your participation and generate maximum profits!

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 printed by La Terre de chez nous
- Identification of your booth on the plan
- Publication on social media (grouped)
- Identification by a NOVELTY sticker in front of your booth during the event

Registration conditions:

- The proposed product or service 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 by November 25 will be published.

Cost : 275\$ +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 25, 2024

NEW - PILOT PROJECT 2025

This year, we're offering exhibitors presenting NEW products the opportunity to present them to visitors on the Emergence Zone stage. This area, located in the Soleno pavilion, is the ideal place to inform visitors about technical and detailed aspects of your novelty. All audiovisual equipment is provided. It's an opportunity offered at no extra cost this edition. Places are limited. We will contact those who have expressed an interest using the order form provided.

OPTIMIZED VISIBILITY

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 to find the talent you're looking for.

You'll benefit from:

- 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 Zone Agri-emploi on our website.
- Promotion to visitors and students, with identification on our site map.
- Displaying your job offers on the Zone Agri-emploi on our website.

Cost : 150\$ +tx / company

QUESTIONS?

Émilie Madore | 450-768-9937 | emadore@sash.ag

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 round table 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 the Salon.

QUESTIONS?

Lyne Pelletier | lpelletier@sash.ag

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 .

QUESTIONS?

Michel Bienvenue | 450-768-9934 | mbienvenue@sash.ag

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.
- Add the visual of the Salon de l'agriculture to the home page of your website.
- Invite your customers to Le Salon using your company's discount code.

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
39TH EDITION!



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