



Sponsored by  
Financement agricole  
Canada



39<sup>th</sup>  
EDITION

## OUR SHOW, YOUR SHOWCASE

**CUSTOMIZED  
VISIBILITY  
PLANS:**  
We can help you  
achieve your  
objectives.

Put your brand at the heat of the event!

The Salon de l'agriculture is one of Quebec's leading agricultural events. It has been a showcase for agricultural knowledge and technology since 1986. Visitors come to meet with industry players and suppliers to acquire knowledge and expertise to improve their production yields. It's a crossroads for enriching exchanges and the development of lasting business relationships, as well as a first-rate showcase for your brand image.



### WHY BECOME AN EVENT PARTNER?



Promote your brand image



Encourage business development



Increase points of contact with your potential customers



Support an organization that promotes agriculture

# JANUARY 14 ET 16, 2025

[salondelagriculture.com](http://salondelagriculture.com)

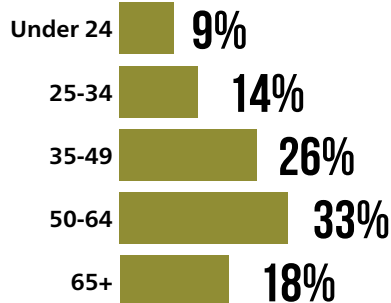


## THE SALON DE L'AGRICULTURE IS...

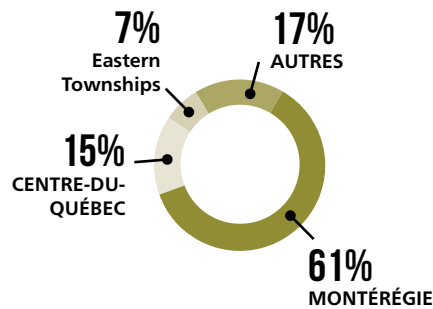


**13K VISITORS**

### AGE GROUP



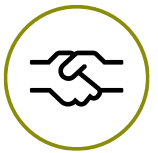
### ORIGIN



### PROFESSION

48%	FARM BUSINESS OWNER
24%	FARM BUSINESS PROFESSIONAL
13%	EMPLOYEE IN A FARMING BUSINESS
8%	RETIRED FROM FARMING
7%	STUDENTS AND TRAINEES
15%	OTHER

### PROGRAMMING



**+260 EXHIBITORS**

## MEDIA DEPLOYMENT



**400K\$**  
MEDIA PLAN VALUE



## NEWSLETTER

7,500 subscribers  
47% open rate



## WEBSITE

30,446 visits  
54,217 page views  
22,203 users

# PARTNERSHIP PLAN SALON DE L'AGRICULTURE 2025

Each partnership plan offers basic visibility adapted to its level, as well as a residual amount applicable, *à la carte*, on the various customizable Salon properties (see property chart).

## OFFICIAL PARTNERS / \$8,000

- Logo on print ads
- Logo in promoter team email signature (21-day duration)
- Logo in the partners section of the official TCN guide
- Logo on the Partners page of the website
- Web banner on website home page
- Logo on ticketing page of website
- Logo in newsletters sent to exhibitors and visitors
- Logo on the cover image of the Salon de l'agriculture Facebook page
- One (1) Facebook and LinkedIn publication exclusive to your company
- Logo on on-site thank-you poster
- 15-second on-screen television ad
- 12 admission tickets valid for 3 days

RESIDUAL AMOUNT APPLICABLE  
ON À LA CARTE PROPERTIES: \$4,000

## PARTNERS LEVEL 3 / \$5,500

- Logo on the Partners page of the website
- Logo in the partners section of the official TCN guide
- Mention of your company in newsletters sent to exhibitors and visitors
- One (1) Facebook and LinkedIn publication exclusive to your company
- Logo on thank-you poster on site
- 15-second on-screen television ad
- 12 admission tickets valid for 3 days

RESIDUAL AMOUNT APPLICABLE  
ON À LA CARTE PROPERTIES: \$2,500

## PARTNERS LEVEL 2 / \$2,500

- Logo on the Partners page of the website
- Logo in the partners section of the official TCN guide
- Logo on thank-you poster on site
- 15-second on-screen television ad
- Floor signage (4 pellets 24x24)
- 8 admission tickets valid for 3 days

RESIDUAL AMOUNT APPLICABLE  
ON À LA CARTE PROPERTIES: \$1,500

## PARTNERS LEVEL 1 / \$1,250

- Logo on the Partners page of the website
- Logo in the partners section of the official TCN guide
- Logo on thank-you poster on website
- 15-second on-screen television ad
- 4 admission tickets valid for 3 days

RESIDUAL AMOUNT APPLICABLE  
ON À LA CARTE PROPERTIES: \$500

## PROGRAMMING PARTNERS / \$1,200

- Logo on the Partners page of the website
- Logo in the partners section of the official TCN guide
- Logo on official programming calendar
- Logo on pre-conference screens
- 15-second on-screen television ad
- Logo on thank-you poster on site
- 4 admission tickets valid for 3 days

RESIDUAL AMOUNT APPLICABLE  
ON À LA CARTE PROPERTIES: \$500

## ADVERTISING PARTNERS / \$500

- 15-second on-screen television ad



## « À LA CARTE » PROPERTIES

Value	Properties
2,500\$	Personalization of pocket plans
2,500\$	Conference presenter
2,500\$	Signage in corridor between Sollio and BMO pavilions
2,500\$	Personalization of ice bar
2,500\$	Auditorium personalization
1,750\$	Personalization of maple bar
1,500\$	Personalization of exhibitor lounge
1,500\$	Food court customization
1,500\$	Visitor survey presenter
1,500\$	Mural on stairs
1,500\$	Bathroom mural
1,500\$	Personalization of coffee sleeves
1,250\$	Bar customization (3 available)
1,250\$	Relaxation zone customization
1,250\$	Exclusive merchandise for first-time visitors (number to be defined)
1,250\$	Visitor bag: 5,000 souvenir bags
1,000\$	Changing rooms: personalized signage
1,000\$	Personalization of mobile bars (2 available)
1,000\$	Wi-Fi provider: personalized network name and password
1,000\$	Waste garbage cans: sticker on each garbage can
750\$	Distribution of products in the official bag* (available in French only)
500\$	Advertising on TV screens
350\$	Floor signage (4 pellets 24x24)

\*Subject to organizer's approval. Material production extra



### INFORMATION AND BOOKING

**MICHEL BIENVENUE,**  
Manager, Strategic  
Partnership Development

450 768-9934  
[mbienvenue@sash.ag](mailto:mbienvenue@sash.ag)

**CUSTOMIZED PLAN OPTIONS AVAILABLE.  
CONTACT US.**



LE SUPRÊME  
LAITIER

