



## OUR SHOW, YOUR SHOWCASE

Put your brand at the heart of the event.

For 40 years, Salon de l'agriculture has been Quebec's premier agricultural showcase — where farmers, suppliers, and industry leaders connect, learn, and grow together.

Our visitors come to:

- Discover innovations and technologies that transform their operations
- Connect with trusted suppliers and partners
- Gain knowledge to improve productivity and profitability

This anniversary edition is more than just an event — it's a celebration of four decades of progress, partnership, and passion for agriculture. Be part of it.

### WHY BECOME AN EVENT PARTNER?



Strengthen your  
brand visibility



Connect with your  
ideal customers



Support the  
advancement  
of agriculture

# JANUARY 13 TO 15, 2026

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

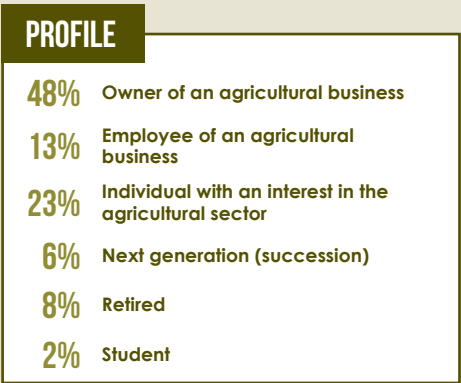
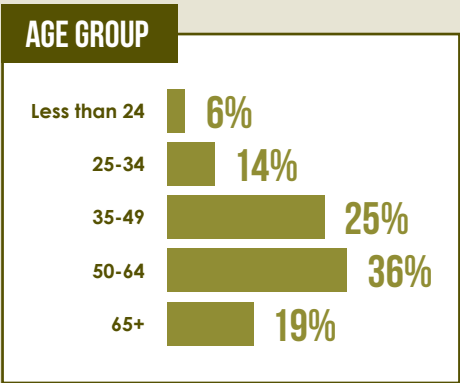
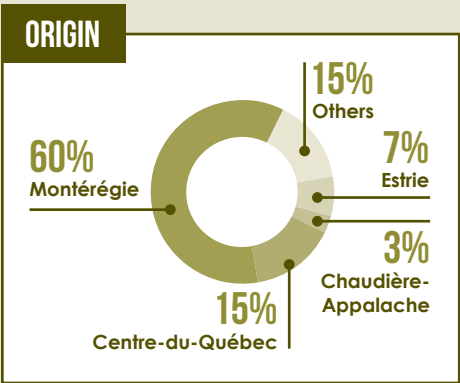
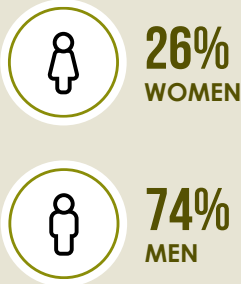


Espace Saint-Hyacinthe • 2670, avenue Beauparlant, Saint-Hyacinthe, QC



THE SALON DE L'AGRICULTURE IT'S...

A must-attend business event to meet experts, network with professionals from the agricultural industry, and get inspired to develop solutions that meet market needs and reflect the latest industry trends.



SCHEDULE

AN OPPORTUNITY TO ATTEND CONFERENCES AND PANEL DISCUSSIONS ON THE FUTURE OF THE AGRICULTURAL SECTOR.

A PROFESSIONAL MEETING PLACE TO HELP YOU ACHIEVE YOUR BUSINESS GOALS.

ROLLOUT

**NEWSLETTER**  
Subscribers: 6,580  
Average open rate: 44%

Sponsored campaign on Facebook/Instagram targeting various agricultural audiences

Extensive advertising campaigns in traditional agricultural media both print and digital across the province

Collaboration with media partners in agriculture and agri-food to reach a larger pool of potential visitors.

TOP 5 BUSINESS GOALS OF OUR VISITORS

- 1 IMPROVE PERFORMANCE AND YIELDS
- 2 SIMPLIFY AND STREAMLINE WORK
- 3 BUSINESS GROWTH
- 4 SAVE TIME AND MONEY
- 5 DIVERSIFY BUSINESS REVENUE STREAMS



# PARTNERSHIP PLAN SALON DE L'AGRICULTURE 2026

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 PARTNER / \$8,500

Includes premium visibility across digital, print, and onsite channels, plus:

- Logo on print ads, landing page, newsletters, ticketing page, social media cover
- Web banner on website home page
- Exclusive Facebook & LinkedIn post
- On-site thank-you poster
- 15-second video ad on TV screens
- 12 admission tickets (3-day)

\$4,500 CREDIT FOR À-LA-CARTE ACTIVATIONS

## MAJOR PARTNER / \$5,500

Includes key digital and on-site visibility, plus:

- Logo on website & guide
- Mention in newsletters
- Exclusive Facebook & LinkedIn post
- Thank-you poster & TV ad
- 12 admission tickets (3-day)

\$2,500 CREDIT FOR À-LA-CARTE ACTIVATIONS

## UNITED PARTNER / \$3,000

- Logo on website & guide
- Thank-you poster & TV ad
- 4 floor signs (24x24)
- 8 admission tickets (3-day)

\$1,500 CREDIT FOR À-LA-CARTE ACTIVATIONS

## COMPANION PARTNER / \$1,500

- Logo on website & guide
- Thank-you poster & TV ad
- 4 admission tickets (3-day)

\$500 CREDIT FOR À-LA-CARTE ACTIVATIONS

## ADVERTISING PARTNERS / \$500

- 15-second on-screen television ad



# PARTNERSHIP PLAN SALON DE L'AGRICULTURE 2026

## À LA CARTE ACTIVATIONS

| Value   | Properties                                        |
|---------|---------------------------------------------------|
| \$4,000 | 300 people Auditorium personalization <b>SOLD</b> |
| \$2,500 | Pocket plan personalization                       |
| \$2,500 | Premium Conference presenter                      |
| \$2,500 | Corridor signage (Sollio-BMO)                     |
| \$2,500 | Thematic bar personalization                      |
| \$2,500 | Mobile charging stations                          |
| \$2,500 | FRAQ Tour presenter                               |
| \$2,500 | Exhibitor coffee lounge                           |
| \$1,500 | Food court area signage                           |
| \$1,500 | Visitor survey presenter                          |
| \$1,500 | Stair mural                                       |
| \$1,500 | Bathroom mural                                    |
| \$1,500 | Coffee sleeve personalization                     |
| \$1,250 | Bar customization                                 |
| \$1,250 | Relaxation zone                                   |
| \$1,250 | Exclusive visitor merchandise                     |
| \$1,250 | Visitor bag (5,000 units)                         |
| \$1,000 | Coat check signage                                |
| \$1,000 | Mobile bar personalization                        |
| \$1,000 | Wi-Fi provider branding                           |
| \$1,000 | Garbage bin stickers/emptying sorting station     |
| \$1,000 | Outdoor Showroom space                            |
| \$500   | TV screen advertising                             |
| \$500   | Floor signage (4 pellets 24x24)                   |
| \$500   | Product distribution in official visitor bag*     |

\*Subject to organizer approval. Production costs extra.



### INFORMATION AND BOOKING

**MICHEL BIENVENUE,**  
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### LET'S BUILD YOUR CUSTOM PLAN!

Be part of the 40<sup>th</sup> anniversary celebration.  
Make your brand the heart of Quebec agriculture.



LE SUPRÊME  
LAITIER

