

Exhibitor Kit



SALON INTERNATIONAL TOURISME VOYAGES

PRÉSENTÉ PAR



Aéroport International
Montréal-Trudeau
International Airport

October 30–November 1, 2026

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1 General Information

1.1 Location

Palais des congrès of Montréal

- **Public entrances:** 159 Saint-Antoine Ouest, 201 Avenue Viger Ouest or 1001 Place Jean-Paul Riopelle, Montréal, QC
 - ***No deliveries at these addresses.**
- **Loading dock/Deliveries** (access for the move-in and move-out / deliveries):
 - 163 rue Saint-Antoine Ouest, Montréal, QC H2Z 1X8.

1.2 Dates and hours

- **SHOW**
 - Friday, October 30, 2026 / 12:00 am to 8:00 pm
 - Saturday, October 31, 2026 / 10:00 am to 6:00 pm
 - Sunday, November 1, 2026 / 10:00 am to 5:00 pm
- **MOVE IN:**
 - Thursday, November 29, 2026
 - See page 4 for details
- **MOVE OUT:**
 - Sunday, November 1, 2026
 - See page 5 for details

*Please note that the doors will open for exhibitors 1 hour before the show starts and will close 30 minutes after the closing time during show days.

1.3 Parking

- Parking Palais des Congrès - 1025 Rue Chenneville, Maximum height: 1,81m (5'11'') : [how to get there](#)
- Parking Indigo Quartier internationale - 249 rue Saint-Antoine Ouest, Maximum height: 2m (6,7'') : [how to get there](#)
- Electronic charging stations: [how to get there](#)

1.4 Exhibitor Passes

Each exhibitor receives four (x4) exhibitor badges for every 100 sq. ft. of booth space. These will be available from the accreditation desk on Thursday, October 29, from 9:00 a.m. to 4:00 p.m., or starting at 9:00 a.m. on Friday, October 30.

Each card gives access to the show for one person per day. Anyone who leaves during the day or evening with no intention of returning can leave their card at the front desk to be picked up the next day by another staff member. Additional cards are available for purchase onsite.

1.5 Move-In times and procedures

Set-up procedure:

When setting up, it is important to build your walls inside your space (refer to the markings on the floor). We ask that you use good quality tape for carpet installation as to not ruin the venue floors: **Please note the requirements and regulations** for event installations at the Palais des Congrès de Montréal: [LINK](#)

Thursday evening is strictly reserved for the final touch up of the booths and the installation of the aisle carpet. Only hand-carried merchandise will be allowed in (no carts)

Move-In times:

MOVE-IN		
BOOTH SURFACE	DATE	HOURS
- 200 pi2	THURSDAY, OCTOBER 29	1pm – 11pm From 7 p.m. - No carts will be allowed once the carpets have been installed. However, the installation of your booth in your space may continue.
+ 200 pi2	THURSDAY, OCTOBER 29	Please contact the Operations Department exhibitorservices@expomediainc.com to obtain your schedule. NO MOVE-IN WITHOUT A RESERVED TIME SLOT From 7 p.m. - No carts will be allowed once the carpets have been installed. However, the installation of your booth in your space may continue.
- 200 pi2	FRIDAY, OCTOBER 30	7am – 11pm No carts will be allowed on the floor - Only hand-carried goods will be allowed in.
+ 200pi2	FRIDAY, OCTOBER 30	07am– 11pm No carts will be allowed on the floor - Only hand-carried goods will be allowed in.
➤ You are responsible for guarding your merchandise and exhibition equipment. If you have valuables in your possession, be vigilant! The promoter and the Palais des congrès decline all responsibility in the event of breakage or theft. ➤ Children aged 14 and under are not allowed on site during move-in		

DELIVERY OF EXHIBITION MATERIAL		
BOOTH SURFACE	DATE	HOURS
- 200 pi2	THURSDAY, OCTOBER 29	1pm – 5pm
+ 200 pi2	THURSDAY, OCTOBER 29	8am – 5pm
➤ Make sure that all taxes and delivery charges for your exhibition material are paid in full. Expo Média will not assume any costs. ➤ You must identify your boxes. Please download the shipping labels and affix them to each of your boxes: here. ➤ During the Show, NO EQUIPMENT will be allowed to leave the exhibition hall without written authorization from the promoter.		

FREE FORKLIFT SERVICES

BOOTH SURFACE	DATE	HOURS
- 200 pi2	THURSDAY, OCTOBER 29	1pm – 5pm
+ 200 pi2	THURSDAY, OCTOBER 29	8am – 5pm
➤ Forklift handling services are available, free of charge, for unloading and loading heavy merchandise (during set-up and dismantling). However, any operation requiring handling services for assembly and/or placement in the booth space is at the exhibitor's expense. See the Palais des congrès portal for service reservation: congresmtl.com/en/services/client-portal. The same provisions apply to dismantling.		

DELIVERY OF GOODS (small boxes)		
BOOTH SURFACE	DATE	HOURS
- 200 pi2 et + 200 pi2	THURSDAY, OCTOBER 29	7am – 5pm
➤ Make sure you pay all taxes and delivery charges for your material (boxes). Expo Media will not assume any costs. ➤ You must identify your boxes. Please download the shipping labels and affix them to each of your boxes: here.		

1.6 Move-Out Procedures

MOVE OUT		
BOOTH SURFACE	DATE	HOURS
- 200 pi2 et + 200 pi2	SUNDAY, NOVEMBER 1	Around 6pm after aisle carpet removal.
➤ Out of respect for visitors, it is strictly forbidden to dismantle your booth before the Show closes at 5:00 p.m. on Sunday, November 01. ALL MATERIAL WILL BE HELD IN THE HALL UNTIL 6:00 P.M. ➤ You are responsible for looking after your merchandise. If you have valuables, please be vigilant! The promoter and the Palais des congrès will not be held responsible for the breakage or theft of your merchandise. ➤ Don't forget to make the necessary arrangements with your carrier so that your merchandise is returned before 11 p.m. on Sunday, November 1. If your carrier is not available, we suggest that you use the Show's official carrier. North American Logistics Services (NALS) (1-877-332-8987) ➤ All equipment still in the hall after 11 p.m. on Sunday, November 01 will be disposed of at your expense at the rate of \$500. ➤ During the Show, NO EQUIPMENT may leave the exhibition hall without written authorization from the promoter. ➤ Children aged 14 and under are not allowed on site during move-out		

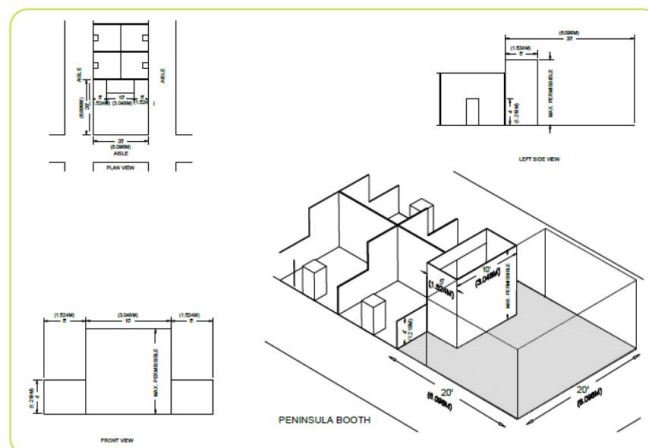
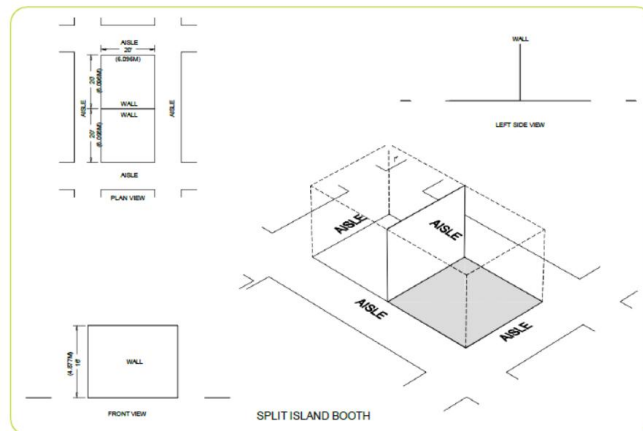
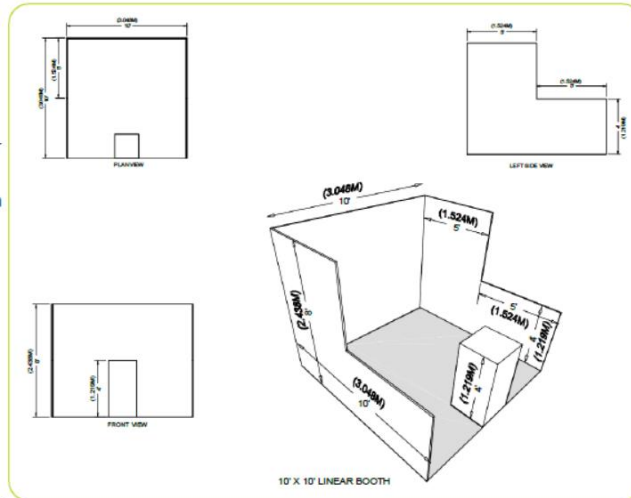
2 Booth Installation and Supplier Orders

2.1 Supplier Orders

Service	Supplier	Contact	Courriel	Order Forms	Deadline for preferential pricing
Turnkey booths	Promotor	Lucia Zurita Perez / Exhibitor services	Lzurita@expomediainc.com / exhibitorservices@expomediainc.com	Order Form	October 9, 2026
Internet (Wi-Fi)	Promotor	Exhibitor services	Orders can be placed on our website in the Exhibitors Area > My Account tab WIFI : 1 code = 1 device (computer, phone, OR tablet). The code is valid for a single device only.	Web site / Account	October 2, 2026
Carpet and Furniture	GES	Exhibitor Services - GES	serviceinfo@ges.com	Order online with GES	October 9, 2026
Hard walls	GES	Exhibitor Services - GES	serviceinfo@ges.com	Order online with GES	October 9, 2026
Transport, early delivery and storage, and border services	Nalsi	Robert Vieira	montreal@nalsi.com	Order Form	October 9, 2026
Audio-visual	Promotor	Exhibitor services	Orders can be placed on our website in the Exhibitors Area > My Account tab	Web site / Account	October 9, 2026
Catering / Approval for food and beverage sampling	Maestro Culinaire	Exhibitor Services – Maestro Culinaire	info-mtl@maestroculinaire.ca	Order form	October 14, 2026
Water services and booth cleaning	Palais des Congrès de Montréal	Exhibitor Services - Palais des congrès	Online orders only	Order online	October 14, 2026
Forklift and material handling	Palais des Congrès de Montréal	Exhibitor Services - Palais des congrès	Online orders only	Order online	October 14, 2026
Electricity	Palais des Congrès de Montréal	Exhibitor Services - Palais des congrès	Online orders only	Order online	October 14, 2026
Banner hanging	Palais des Congrès de Montréal	Exhibitor Services - Palais des congrès	Online orders only	Order online	October 14, 2026
Hotel	Coming soon		<i>See section 2.2 for more information</i>		Coming soon

2.2 Booth Regulations

- Floor covering is **mandatory** (carpet, tiles, etc.) *
- Hard walls of 8 feet are **mandatory** (curtains are not permitted)
- Walls visible from the aisles must be finished on both sides
- All decor or walls over 8 feet in height must be approved by show management (exhibitorservices@expomediainc.com)
- You must leave a space of 1 metre (3 feet) wide on each side of the booth for visibility rights
- Construction standards must comply with the International Association of Exhibitions and Events™ (IAEE) guide:
 - [Click here](#) to access the guide
 - Layout examples:



- **“Half Moon” or “pop-up” booths / This** type of booth is permitted under the following conditions: the booth must measure 8 feet high by 10 or 20 feet wide (depending on the width of your booth) and you must have walls on either side of your booth if you have neighboring booths. If your booth does not meet these conditions, we invite you to consider renting the Turnkey or walls & carpet packages (see section 2.1 to order).

Exhibitor liability:

Exhibitors are responsible for meeting the standards set by the Palais des congrès regarding fire department regulations (section 3.12 of the Exhibitor Manual).

Mandatory: Exhibitors must send the booth plan for approval to Show Management. Please send the floor plan to exhibitorservices@expomediainc.com by **September 30th**. Be sure to order everything you need before the show by following the standards required for the layout of your booth.

Make sure you order everything you need before the Show, in accordance with the standards required for the layout of your booth. Please note the requirements and regulations for event facilities at the Palais des Congrès de Montréal: [LINK](#)

Draped tables

Skirt to draped table must be of good quality and **be fireproofed**. Tables must be covered on the entire front and sides to look attractive. Improvised makeshift tables will not be permitted.

2.3 Storage

All boxes and packaging containers must be removed from the booths before the aisle carpets are placed. The storage of cardboard boxes or any other container around the booth is strictly prohibited by the City of Montreal Fire Department. Empty containers and boxes of additional materials may be stored at the loading dock during the show in the designated area.

2.4 Food Services and Sampling

Maestro Culinaire is the **exclusive food service provider** for the Palais des congrès. Any delivery (from outside suppliers) of food/beverages to the Exhibition Halls is prohibited. Exhibitors may not bring food or beverages onto the event premises.

If you plan to offer samples at the Show, it is **mandatory** to fill out the Maestro Culinaire application form. Otherwise, you will not be allowed to offer samples at the Show.

Please complete the form below and send it to info-mtl@maestroculinaire.ca for approval.

❖ [Exclusivity of food services – Maestro Culinaire](#)

2.5 Hotel

More information to come

2.6 Other accommodations options

For other accommodation options, visit the Tourisme Montréal website: <https://www.mtl.org/fr/hebergement>

3 Rules and Conditions

3.1 Attitude, behaviour and respect

Exhibitors are responsible for their personnel, their behavior and attitude. In order to maintain a harmonious show, any person deemed violent, aggressive, unpleasant or undesirable will be expelled from the exhibition premises.

3.2 Health, safety and security

In order to provide a highly safe and secure environment, the Palais des congrès de Montréal has adopted numerous measures and offer onsite security to meet the security demands of our event. For more information, please consult the requirements and regulations for event facilities at the Palais des Congres de Montréal: [LINK](#)

Palais des congrès de Montréal security phone number : 514-871-3141

Expo Media Inc. and the Palais des congrès can not be held responsible for theft or damage to exhibitors' merchandise or property during the entire event, including set-up and dismantling, nor for injuries caused to exhibitors or their representatives.

3.3 Insurance (mandatory)

Expo Media Inc. and its representatives will not be held responsible for any accident, injury to persons in the booths, loss or damage to products or booths due to fire, theft or any other cause.

Expo Media Inc. requires proof of insurance from the exhibitor covering these risks for the duration of the show. Each exhibitor must carry a minimum of two million dollars (\$2,000,000) of public liability insurance coverage for the duration of the Show. The policy also needs to name Expo Media as additional insured and insure Exhibitor against all claims of any kind arising from or in any way connected with Exhibitor's presence or operations at the Show.

MANDATORY: Please send your proof of insurance to exhibitorservices@expomediainc.com before **October 1, 2026**

If you do not yet have insurance for the show, please contact.

Insurance provider: Exhibitor Insurance

Price: Special exhibition price of \$175 + tax.

LINK to the insurance requirements document : [LINK](#)

LINK to subscribe to exhibitor insurance : [LINK](#)

3.4 Distribution of promotional material

No bag of any material may be distributed by the exhibitor without prior written authorization from the Show Management. The distribution of samples, souvenirs and promotional material, as well as commercial solicitation, is only permitted inside your booth. Any distribution is subject to the approval of the Show management (exhibitorservices@expomediainc.com). Any distribution deemed illegal will be stopped immediately and those responsible may be expelled from the site, if the Show Management deems it necessary. All self-adhesive advertising material is prohibited outside the booths.

3.5 Contests

Commercial games and contests organized by exhibitors must never commit Expo Media Inc. Contests must be authorized by Show Management.

If you are planning to host a contest, please notify us: exhibitorservices@expomediainc.com

3.6 Helium balloons

The use of helium-filled balloons is permitted but if the balloon becomes unhooked, recovery costs (cost of forklift) of \$220 per balloon will be billed to the exhibitor.

If you would like to use helium-filled balloons in your booth, please contact us at exposants@expomediainc.com

3.7 Noise

The municipal by-law on noise in commercial premises limits the sound power. The Show management reserves the right to enforce an acceptable noise level of 85 decibels at 5 meters from the source, in order to promote good neighborliness. The use of microphones in the booths is subject to the approval of the Show management (exhibitorservices@expomediainc.com).

3.8 Presence in the booth / Booth cleanliness

The exhibitor must ensure the presence of personnel in his booth during all the opening hours of the Show. Booths must be cleaned daily before the show opens to the public. Trash must be placed in the aisle in front of the booth at the end of each day for pick-up by the hall maintenance department.

3.9 French Language Regulations

In order to satisfy all visitors, the exhibitor agrees to distribute sufficient French literature for the duration of the event. French is the predominant language and must be reflected on signage inside the event.

"Public signs and commercial advertising must be in French. They may also be done both in French and in another language provided that French is clearly predominant." Source: Article 58 of the Charter of the French Language

For more information: <https://www.oqlf.gouv.qc.ca/charte/reglements/index.html>

3.10 Photography

Photography is permitted during the exhibition with the exhibitor's permission. Expo Media Inc. reserves the right to prohibit the taking of photographs of any person deemed undesirable or harmful to the smooth running of the exhibition.

3.11 Banners and signs

Any banner or sign must be installed inside the booth, at a maximum height of 8 feet. Banners hung on the wall of the booth must be professionally made and aesthetically pleasing. All hanging work on the Palais des congrès structure (columns, mezzanine, other) or from the ceiling must be done by the Palais des congrès team and approved by the Show operations (exhibitorservices@expomediainc.com).

French is the predominant language and must be reflected on the signage inside the Show.

3.12 Lighting

As the intensity of lighting varies from show to show, it is the responsibility of the exhibitors to ensure that they have additional lighting to meet their needs.

3.13 Fire Safety

The City of Montreal Fire Department requires, among other things, that all objects, materials and fabrics used in your booth be fireproof. Wood is tolerated as long as it has a minimum thickness of ¼ inch. Tents are prohibited by the Show management. Each booth covered by a ceiling must be protected by a sprinkler system if it exceeds 300 square feet in area. Inspectors may require the dismantling of booths that are deemed to be non-compliant with these standards. If in doubt, consult the following website: <http://ville.montreal.qc.ca/sim/occupation-temporaire-dun-batiment-exposition>

For further information, please consult the venue's fire safety regulations:

[Palais des congrès – Fire safety regulations](#)

4 Increase your visibility

4.1 Exhibitor Listing

A) Make sure to create or update your exhibitor listing profile. Here are the steps to register for the directory:

- Go to the [Exhibitor page](#)
- Click on [Sign up](#)

The exhibitor listing is an important part of your space contract! The only way to guarantee your listing on our website is to register your company. Take advantage of this great visibility before and after the Show for which you have already paid. For any questions, please write to: exhibitorservices@expomediainc.com

4.2 Marketing Kit and the LaPresse+ Show Guide

If you wish to increase your visibility online (newsletters, social media, website ads, advertising in the La Presse + Show Guide) or in person at the show (become a presenter of an attraction, distribute promotional items or even showcase your country's cuisine in the *Cuisine du Monde*), we have the tools you need! Please consult our Marketing Kit!

❖ [Marketing Kit](#)

4.3 Talk about your presence at the show!

Find us on social media! Tag us in your publications before and during the show, it will be our pleasure to share your posts. Post pictures of your booth and talk about your contests and promotions!



@saloninternationaltourismevoyages



@salontourismemtl

Contact us if you need the Show logo for the creation of your content: exhibitorservices@expomediainc.com.

4.4 Personalized promo code

Offer your customers a promotional code for ticket purchases with your own personalized code. Contact exhibitorservices@expomediainc.com to receive your promo code!

4.5 Complementary tickets

Each exhibitor receives **20 complimentary tickets** to the show to invite clients, friends or family. Many exhibitors use these tickets to organize social media contests and promote their presence at the Show. If you would like to have more courtesy tickets than the base amount, please contact exhibitorservices@expomediainc.com.

5 Show check-list

☐	Step 1: Read the Exhibitor Kit and take into account all rules and regulations for event installations at the Palais des Congres de Montréal: LINK
☐	Step 2: Make sure that your booth set-up complies with the required standards (section 2.2 of the exhibitor kit) Send your booth layout plan for approval to exhibitorservices@expomediainc.com by September 31st .
☐	Step 3: Place all your orders (electricity, wi-fi-, turnkey booth, carpet, hard walls, audio-visual, transport, etc.) * (section 2.1 of the exhibitor kit) *Pay attention to supplier deadlines for preferential pricing ** WIFI : 1 code = 1 device (computer, phone, OR tablet). The code is valid for a single device only.
☐	Step 4: Plan your needs for your deliveries, the move-in and the move-out (section 1.6 of the exhibitor manual).
☐	Step 5: Check that the information on your profile in the list of exhibitors is up to date. If you are not yet registered, or if you wish to update your profile, click here to submit your information (section 4.1 of the exhibitor manual).
☐	Step 6: Print the shipping labels and affix them to each of your boxes: here .
☐	Step 7: Consult the marketing kit and order your additional visibility before August 17 (section 4.2 of the exhibitor manual).
☐	Step 8: Book your Hotel. <i>Coming soon</i>
☐	Step 9: Send your proof of insurance to exhibitorservices@expomediainc.com by October 1 (section 3.3 of the Exhibitor Kit).
☐	Step 10: Promote your presence at the show through your social media pages and other advertising (section 4.3 and 4.4 of the exhibitor manual)!

ÉTIQUETTE D'EXPÉDITION

SHIPPING LABEL

ÉVÉNEMENTS / Show

SALON INTERNATIONAL TOURISME VOYAGES

- **DATES / Dates** : 30 OCTOBRE - 01 NOVEMBRE 2026
- **LIEU / Venue** : Palais des congrès de Montréal
- **Salle / Room** : 210 - 230 - 220A

INFORMATIONS / informations

- **NOM DE L'EXPOSANT / Exhibitor's name** : _____
- **NUMÉRO DE KIOSQUE / Booth number** : _____
- **NOM DU RESPONSABLE / Person in charge** : _____
- **NUMÉRO MOBILE / Cell number** : _____
- **NOMBRE TOTAL DE BOITES / Total boxes**: _____
- **NUMÉRO (number)** _____ **DE (of)** _____ **PIÈCES (pieces)**
- **TRANSPORTEUR / Carrier**: _____

ADRESSE DE LIVRAISON / Delivery address

Salon international tourisme voyages
Débarcadère – Palais des congrès
163 rue Saint-Antoine Ouest, Montréal, Québec, H2Z 1H2

Aucune livraison ne sera acceptée AVANT 7h00, le 29 octobre 2026
No deliveries will be accepted BEFORE 7 am October 29th 2026



The beauty of local craftsmanship

Order form	Maestro Culinaire	2026 Edition
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Order form

Click on the appropriate icon to access our daytime menus (breakfast, coffee break, lunch), our evening menus (dinner, cocktail, reception) or our bar menus

Daytime Menu

Evening Menu

Bar Menu

Please complete the sections below and return both pages of the Order Form at least three (3) weeks before the event. Questions or other requests, contact: info-mtl@maestroculinaire.ca

IDENTIFICATION

Name of the event	Booth number/Room number
Name of the on-site contact	Mobile number of the on-site contact
Company name	
Applicant's name	Phone
Adress	Email
City	Province
Country	Postal / ZIP code

ORDER DETAILS

Delivery date	Delivery time	Pickup time	Quantity	Description	Unit price	Total price
Preliminary total						
Administration fees 18 %						
Subtotal						
GST 5 %						
QST 9,975 %						
TOTAL						

Order form

TERMS AND CONDITIONS

Exclusivity

- Maestro Culinaire is the exclusive supplier of food services at the Palais des congrès de Montréal. It is strictly forbidden to bring food, drinks, sweets or any other articles of a similar nature to the premises.

This includes bottled water.

Labor and equipment

- Unless indicated otherwise, prices include delivery and pick-up of orders only.
- It is possible to hire Maestro Culinaire staff in order to provide service at your booth. Hourly rate is \$58.00/hour, with a minimum of 3 consecutive hours.
- Maestro Culinaire does not supply tables, furniture or electrical outlets in your space (booth or meeting room). If required, please order directly with the Palais des congrès de Montréal. Fees will apply for any damage to Maestro Culinaire material or for equipment not returned/lost.
- Charges will apply for any damage to Maestro Culinaire's service material or for equipment not returned.

Billing and payment

- Prices are in Canadian dollars and subject to change without notice.
- Administration fee of 18% and applicable taxes are extra.
- Full prepayment required upon receipt of the Order Form.
- No reimbursement should the order be cancelled 48 hours or less prior to the event.

METHOD OF PAYMENT (Visa or Mastercard accepted)

By signing below, the customer agrees to pay total charges as specified on the catering contract as well as any applicable charges for additional items ordered on-site. Maestro Culinaire will also use this authorization for any additional charge(s) incurred as a result of order modification(s) by the on-site contact.

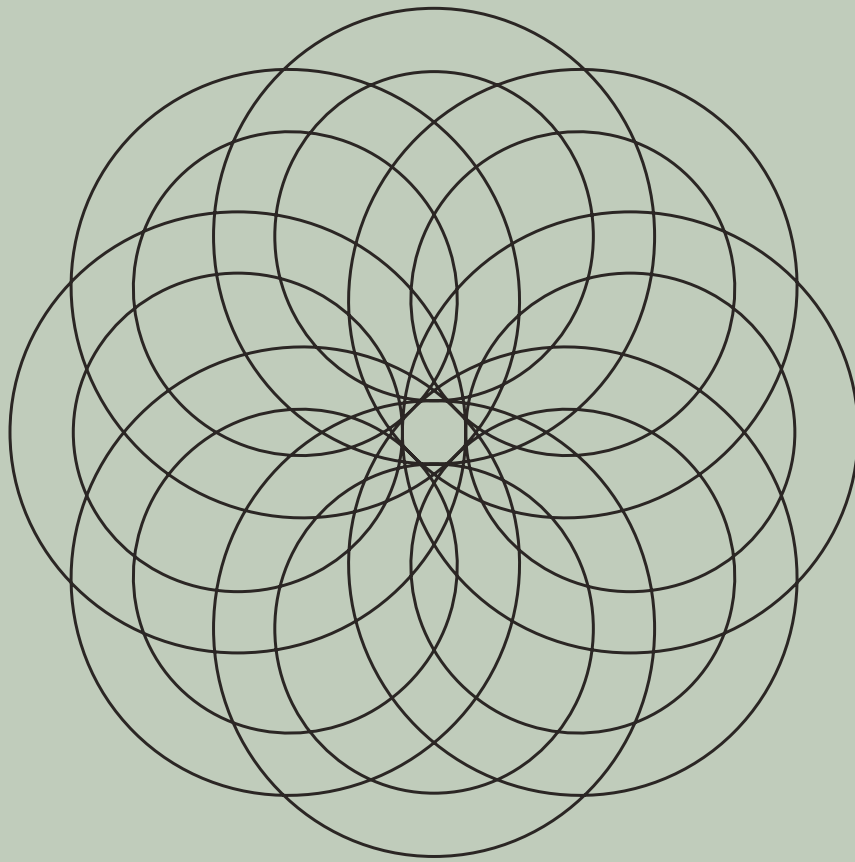
_____ Cardholder (printed)	_____ Card number	_____ Security number (3 digits numbers)
_____ Cardholder's signature	_____ Expiration date	

Please return both pages of this order form by email to:

info-mtl@maestroculinaire.ca

You will receive an email confirmation within three working days of the request.
Maestro Culinaire, Saint-Antoine Street West, 4th floor, Montréal (Québec) H2Z 2A7

Maestro Culinaire



Policy of food exclusivity
2026



INTRODUCTION

Maestro Culinaire is proud to act as the exclusive food services partner at the Palais des congrès de Montréal. Our team is at your service, ready to offer you a wide range of fresh, tasty and creative products.

This guide has been written to support:

1. Event promoters;
2. Exhibitors;
3. Producers and distributors of food products who take part in events and want to showcase their products.

Its aim is to raise awareness of the various rules governing the presentation of food products, particularly during trade fairs, as well as opportunities for using food and beverage to generate traffic at a kiosk or in an entertainment zone.

It is essential to obtain prior authorization from your sales representative before distribution of any food product or beverage, alcoholic or non-alcoholic. Please do not hesitate to contact a member of our team to discuss the best option available to you.

Enjoy your event!

POLICY OF FOOD EXCLUSIVITY

As the exclusive supplier, Maestro Culinaire plays a leading role in ensuring that the laws and regulations that are applicable to the food industry are respected. Its mandate is to ensure that the products offered as part of food functions at the Palais des congrès de Montréal, are of the highest caliber and present no health risks to guests and visitors.

Maestro Culinaire holds the liquor licence for the entirety of the exhibition halls at the Palais des congrès de Montréal, therefore supplies all alcoholic products on an exclusive basis.

Maestro Culinaire has the expertise to act as a partner in your activities, helping you navigate the complex world of these laws and regulations.

Under all circumstances, the distribution of a food product outside Maestro Culinaire's offer must be requested in writing.

1 - Retail sales products

These products are distributed and/or sold on a «to go» basis and consumed outside the Palais des congrès de Montréal.

Although subject to authorization by Maestro Culinaire, the distribution and/or sale of products that are not consumed on site is permitted, free of charge. For example, but not limited to: coffee/tea bags, spice blends, jam containers, condiments, sauces, pasta packages.

2 - Sampling

Sampling food is permitted only when conducted by the producer, manufacturer or representative of the product, within their designated kiosk, and at no cost.

Alternatively, exhibitors are required to reach out to Maestro Culinaire to procure their products.

Exhibitors must adhere to a reasonable sampling format, enabling them to present their product without providing a full portion. The format will be determined by your Maestro Culinaire representative and is expected to be approximately:

- Non-alcoholic beverages: 120 ml (4 oz)
- Food: 100 g (4 oz)

In the case of sampling an alcoholic product, the exhibitor or promoter must communicate with their representative from Maestro Culinaire, the exclusive alcohol permit holder, and adhere to the norms of the Régie des alcools, courses et jeux du Québec (RACJ). The exhibitor must obey to the following sampling formats defined under the alcohol permit law: [p-9.1, r. 6 - Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages \(gouv.qc.ca\)](https://www.gouv.qc.ca/lois-et-reglements/legislation/la-loi-sur-la-promotion-et-l'education-des-alcools), based on the alcohol by volume percentage contained in the alcoholic beverage:

- Up to 7%: 100 ml (3.5 oz)
- More than 7% and less than 20%: 50 ml (1.75 oz)
- 20% and over: 25 ml (0.75 oz)

3 - Products bearing a corporate identity

Exhibitors are permitted to distribute, free of charge, products showcasing their corporate identity, such as logos, slogans, or other unique visual elements that Maestro Culinaire cannot replicate (excluding alcoholic beverages), in any format. This product will be considered as long as it is distributed inside the kiosk on an ad hoc basis.

Maestro Culinaire retains the right to seek financial compensation, determined by your representative based on the circumstances, should products featuring a corporate identity be distributed deliberately as part of a food function.

4 - Culinary demonstrations

Exhibitors or promoters wishing to conduct a culinary demonstration, meaning, preparation and cooking on-site, to showcase a product, dish, or piece of equipment, may do so. The distribution of the featured product for tasting must be complementary and comply with the sampling rules outlined in this document. The exhibitor or promoter may supply themselves with any required product for preparation, except in the case of an alcoholic product which must be purchased from Maestro Culinaire, the alcohol permit holder.

The exhibitor or promoter will be responsible for procuring the equipment required for storing, preparing, and cooking the products. The necessary steps should be taken with your representative from the Palais des congrès de Montréal to validate the terms of preparation and cooking on-site.

5 - Activation

A marketing activity being set up to introduce a new food product in a fun and engaging way. Visitors will be invited to participate in a free tasting during an event that is not food-related. Maestro Culinaire reserves the right to request financial compensation, the amount of which will be determined by your representative based on the context.

6 - All Other Consumer Products

The distribution of any other product must be approved by Maestro Culinaire. Maestro Culinaire reserves the right to refuse the distribution of a product or to request financial compensation—amount to be determined by your representative depending on the context—if the products being distributed are of the same nature as those included in its regular offerings or sold at its various food retail locations.

In all cases, the exhibitor must comply with the food safety regulations of all relevant government authorities.

SAMPLING AUTHORIZATION FORM

**Maestro
Culinaire**

Event Name : _____

From : _____

Year/Month/Day

To : _____

Year/Month/Day

Company Name : _____

On-site contact name : _____

Exhibitor name : _____

Phone number : _____

Booth number : _____

E-mail : _____

1 - Retail products ☐

2 - Sampling ☐

3 - Products with
corporate branding ☐

4 - Culinary
demonstrations ☐

5 - Activation ☐

6 - Any other consumer
product ☐

Product description	Quantity	Product or sample size	Price (if applicable)

Authorized by Maestro Culinaire (Maestro Culinaire use only)

Maestro Culinaire representative signature : _____

Date : _____

Client Signature : _____

Date : _____

*** Please provide us with a photo of the booth and the products ***

This form must be returned duly completed no later than 3 weeks (21 days) before the start of the event, to the address info-mtl@maestroculinaire.ca. You will receive an acknowledgment within 48 hours of receiving the request. This form alone does not constitute authorization. Once this form has been duly approved and returned to you by Maestro Culinaire, please keep it as proof of approval. For any assistance, our team is available by dialing 514-871-3111.

SOME INSPIRATION...

Nothing beats the pleasures of the table to foster beneficial business conversations. Here is an example selection of products that will undoubtedly attract traffic to your booth.

Taxes and administrative fees additional

Beverages

Botanical water 10L **\$81,50**

Served in a transparent dispenser for visual enjoyment. Various flavors available, including citrus-cinnamon and cucumber-mint.

**Variety of
homestyle smoothie** **\$6,00 ea**

Our tempting smoothies are made from fresh ingredients. Bursting with fresh fruits, they can showcase Quebec seaweeds, be vegan, and gluten-free. 6 oz

Nespresso Machine **\$250/day**

Easy to use, this semi-professional machine quickly produces a variety of coffees to your liking. Includes milk frother, milk, cream, sugar, compostable stirrers, and cups.

+ Espresso coffee capsules + \$4,50/ea

Barista services and bubble tea are available. Please feel free to contact your representative for details and rates.

Feeling like toasting with your clients? Ask our advisors to introduce you to our variety of craft beers, as well as our ready-to-drink Quebecois options, with or without alcohol.

Snacks

Viennese pastries and breads

Whether it's a crispy croissant, a fluffy cinnamon bun, or a slice of savory kombu squash bread, our tempting freshly baked pastries and breakfast breads will ensure a smooth start to your day. A selection of vegan and gluten-free products is also available.

Prices range from \$41.50 to \$59.50 per dozen depending on the selection.

Frozen snacks

Tempting variety of ice cream bars, ice cream sandwiches, and topped cones.

Prices range from \$5.50 to \$6.75 depending on the selection.

Candy bar

Sure to catch the eye, our variety of colorful candies and gummy treats are offered in a self-service style, so everyone can indulge their sweet tooth as they please.

Prices starting at \$4.25 per serving.

Pop-corn **\$880**

Freshly prepared in a carnival-style popcorn machine, popcorn is a must-have. The service includes the machine, an operator, paper bags, and 500 servings.

Charcuterie & cheese

Our variety of Quebec charcuteries and artisanal cheeses are mouth-watering. Presented with crackers and dried fruits, they will perfectly accompany a small glass as happy hour approaches.

Prices starting at \$13 per serving.