



2017 8th CONVENTION

MORE THAN
25 YEARS
OF DEVELOPMENT
IN THE INDUSTRY

WHEN: NOVEMBER 20th, 21st, 22nd, 2017

WHERE: CENTRE DES CONGRÈS DE QUÉBEC

+ OVER 175 BREWERS INVITED

PRESENTATION

The mission of the Association des micro-brasseries du Québec (AMBQ) is to bring the microbreweries of Québec together “to collectively promote and defend their common interests”. Founded in 1990, the AMBQ represents over 80 firms owning more than 90 commercial establishments. Its members produce around 90 % of the volume of microbrewery craft beer produced and sold in Québec. SME breweries are now firmly established all over Québec. They are run by young entrepreneurs who create high-quality jobs. Microbrewers are an integral of the economy in small, medium and large cities as well as active participants in their regional social, agri-food and tourist dynamics.

Microbreweries in Québec have restored the art of brewing to its former glory: the prizes they have been awarded at both the national and international levels are proof of their high quality and their creative talent.

As part of their common vision for development, the main objectives of AMBQ activities are: establishing a guarantee of quality, the ability to access markets, the development of a solid value chain with the agricultural community and strengthening its various alliances.

Microbrewery products are steadily gaining ground in the Québec market. At present, they account for 9 % of sales.

Around fifteen new businesses have sprung up over the last year, for a total of 178. All are invited to the convention, and many are expanding.

Since its beginnings, the microbrewery industry has been able to rely on a number of active collaborators: retailers, restaurant owners, suppliers of raw materials, services and equipment. In order to reach the goal set for 2017, the AMBQ plans to increase and strengthen this collaboration.

Following the resounding success of its preceding conventions, the AMBQ has created a must-see annual event, and is proud to present its 2017 vintage! This convention is designed to provide a unique opportunity for leaders of the microbrewery industry to get together with their current and eventual partners in a professional setting conducive to exchanging ideas and networking. Its other objective is to strengthen the bonds between partners and collaborators in order to reach development goals set for the brewing industry in Québec.

Visibility: the AMBQ Convention promises its partners:

Excellent visibility with clients: existing, potential and under development who are looking for specialized suppliers who may be hard to reach because they are located far from urban centres.

A chance to present their products and services through the Suppliers' Expo and a chance to be seen on the convention site for several months.

The perfect opportunity to **create and consolidate** business relationships.

ABOUT THE CONVENTION

2017 Convention of the l'Association des microbrasseries du Québec

This annual meeting represents an important step towards consolidating the microbrewing culture and industry in Québec. This is a young industry whose leaders are passionate and creative entrepreneurs. This is a chance to create major partnerships and to foster excellence throughout Québec.

Recognition Gala

Our acquired know-how is up to the standards of the first founders and promoters. Being associated with them means sharing their pride in meeting the challenges.

Presentations

Keynote speakers from Québec and other countries whose reputations will attract the interest of both participants and media.

Suppliers' Expo

The Suppliers' Expo provides opportunities for exchanges between suppliers and microbrewers. Its purpose is to strengthen existing business relations and develop new ones. A unique opportunity for suppliers to be under the same roof as decision-makers from small breweries (expanding businesses as well as new businesses that are just getting set up) and to present them with new product ideas, services and expertise.

À la carte Sponsorship

The AMBQ's media visibility plan invites businesses working closely with the brewing industry to form partnerships with the 2017 annual convention in order to extend and consolidate the network linking suppliers to microbreweries. This can only lead to mutually profitable business encounters.

PRELIMINARY PROGRAM SCHEDULE

MONDAY, NOVEMBER 20th

9:30 AM to 10 AM	President's address
10 AM to 11 AM	Microbrewery and diversity <i>Speaker to be determined</i>
11:30 AM to 12:30 PM	Export to Alberta - <i>Mike Tessier</i>
11:30 AM to 12:30 PM	Laboratory analyzes <i>Sébastien Morasse and Stéphanie Gaudreault</i>
12:30 PM to 2 PM	Lunch - Matching beers with food <i>Creations by Philippe Wouters</i>
2 PM to 3 PM	Dry yeasts - <i>Tobias Fischborn</i>
2 PM to 3 PM	Brewery management - <i>Speaker to be determined</i>
3:20 PM to 4:30 PM	Barrel aging - <i>Jim Crooks</i>
4:30 PM to 8 PM	Cocktail (<i>in Suppliers' Expo</i>)

TUESDAY, NOVEMBER 21st

9 AM to noon	AMBQ Issues
Noon to 1:30 PM	Lunch
1:30 PM to 2:30 PM	Malt - <i>Speaker to be determined</i>
1:30 PM to 2:30 PM	How traditional beer cultures survive despite our modern industries - <i>Martin Thibault</i>
3 PM to 4 PM	Bottle refermentation - <i>Phil Leinhart</i>
3 PM to 4 PM	The importance of communications for the success of your business - <i>Katia Bouchard</i>
4:30 PM to 6 PM	Portrait of Baladin - <i>Teo Musso</i>
7 PM	RECOGNITION GALA

WEDNESDAY, NOVEMBER 22nd

9 AM to noon	AMBQ Issues
Noon to 1:30 PM	Lunch
1:30 PM to 4 PM	AMBQ Annual General Meeting

SPONSORSHIP OPPORTUNITIES



PRESTIGE

- + **Official sponsor of the convention**
- + Publicity poster on the lecture podium during the whole convention and at the Suppliers' Expo
- + Official sponsor of the Gala and donor of one prize
- + Logo on participants' badges
- + Logo on all promotional and information documents (maximum visibility)
- + Name mentioned by convention presenters
- + Participation in Suppliers' Expo
- + Publicity on the front page of the program folder
- + Admission for two people to the 2 days of the convention, (November 20 and 21, 2017) **Including Gala Supper**
- + Internet visibility

Cost \$6,000

GOLD – One day (Monday or Tuesday)

- + Gold sponsor of one prize at the AMBQ Gala
- + Publicity poster on the lecture podium during the sponsored day
- + Logo on all promotional and information documents
- + Name mentioned by convention presenters
- + Participation in the Suppliers' Expo on the sponsored day.
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017) **Including Gala Supper**
- + Internet visibility

Cost \$3,950

GOLD – One day (Wednesday)

- + Gold sponsor of one prize at the AMBQ Gala
- + Publicity poster on the lecture podium during the sponsored day
- + Logo on all promotional and information documents
- + Name mentioned by convention presenters
- + Participation in the Suppliers' Expo on the sponsored day. **If Wednesday is chosen as the sponsored day, the sponsor will participate in the Suppliers' Expo on Tuesday.**
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017) **Including Gala Supper**
- + Internet visibility

Cost \$3,300

SPONSORSHIP OPPORTUNITIES



SILVER – Monday (Lunch)

- + Logo on press releases
- + Name mentioned by convention presenters
- + Logo on promotional panel at convention entrance
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017)
Including Gala Supper
- + Identification of sponsor on each table during the meal and sponsor's name mentioned by emcees during meal.
- + Participation in Suppliers' Expo on the sponsored day
- + Internet visibility

Cost

\$3,000

SILVER – Monday (Cocktail) or Tuesday (lunch)

- + Logo on press releases
- + Name mentioned by convention presenters
- + Logo on promotional panel at convention entrance
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017)
Including Gala Supper
- + Identification of sponsor on each table during the meal or cocktail and name mentioned by emcees during meal or cocktail. **If the Monday evening cocktail is chosen, 2 advertising panels will be set up in the room to identify the sponsor.**
- + Participation in the Suppliers' Expo on the sponsored day.
- + Internet visibility

Cost

\$2,850

SILVER – Wednesday (Lunch)

- + Logo on press releases
- + Name mentioned by convention presenters
- + Logo on promotional panel at convention entrance
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017)
Including Gala Supper
- + Identification of sponsor on each table during the meal or cocktail and name mentioned by emcees during meal or cocktail
- + Participation in the Suppliers' Expo on the sponsored day. **If Wednesday is chosen as the sponsored day, the sponsor will participate in the Suppliers' Expo on Tuesday.**
- + Internet visibility

Cost

\$2,475

SPONSORSHIP OPPORTUNITIES



EVENINGS – (Monday or Tuesday)

- + Logo on press releases
- + Name mentioned by convention presenters
- + Logo on promotional panel at convention entrance
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017)
Including Gala Supper
- + Participation in the Suppliers' Expo on the sponsored day.
- + Internet visibility

Cost **\$3,500**

BRONZE – (Monday, Tuesday or Wednesday)

- + Logo on press releases
- + Name mentioned by convention presenters
- + Sponsor identified on a panel (beside the breakfast table on the day sponsored)
- + Logo on promotional panel at convention entrance
- + Admission for one person to the 2 days of the convention, (November 20 and 21, 2017)
Excluding Gala Supper
- + Internet visibility

Cost **\$1,000**

*To register as a sponsor
or at the Suppliers' Expo:*

Partner member

www.inscriptweb.com/ambq2017/sponsors/member

Non-member

www.inscriptweb.com/ambq2017/sponsors/non-member

To register as a participant:

www.inscriptweb.com/ambq2017/congres/en

SPONSORSHIP OPPORTUNITIES

SILVER EVENINGS –Monday or tuesday

- + Panels in the brewery during the sponsored evening
- + Logo on press release
- + Mention by convention emcees
- + Logo on promotional panel at entrance to the convention
- + Access for one person to both days of the convention, on November 20 and 21, 2017 **(including the Gala Supper)**
- + Participation in the Suppliers' Expo for the day of the sponsorship
- + Internet visibility

Cost

\$3,500

In response to increasing demand from our suppliers, the AMBQ has created a new sponsorship package for its annual convention.

The Silver Sponsorship Evenings package provides a golden opportunity to meet and greet with the brewers in a relaxed atmosphere at one of the breweries in the convention's host city. The sponsor chooses the brewery where the evening will be held. Two evenings are available for the Silver Sponsorships Evenings package:

> **Monday, November 20, 2017 at 9 p.m.**

> **Tuesday, November 21, 2017, at 9 p.m.**

The following breweries will be participating in the 2017 Silver Sponsorships Evenings in Québec:

- > La Barberie
- > La Voie Maltée
- > La Korrigan
- > L'Inox
- > Noctem Artisans Brasseurs

**The sponsorship package includes one beer per person in the selected brewery.*

These evenings could include games or other amusing activities such as:

- > Contest – infected beers
- > Assembling clamps
- > Blind tasting with 3 or 4 Québec beers
- > etc.

EXPOSURE 2017 UNIT PRICE	PRESTIGE	GOLD	GOLD	SILVER	SILVER	SILVER	EVENINGS	BRONZE	SUPPLIER'S EXPO	SUPPLIER'S EXPO
	<i>Official Sponsor</i>	<i>Monday or tuesday</i>	<i>Wednesday</i>	<i>Lunch monday</i>	<i>Cocktail monday or Lunch tuesday</i>	<i>Lunch wednesday</i>	<i>Monday or tuesday</i>	<i>Monday tuesday or wednesday</i>	<i>One day Monday OR Tuesday (Note 1)</i>	<i>Monday AND Tuesday (Note 1)</i>
Price	\$6,000	\$3,950	\$3,300	\$3,000	\$2,850	\$2,475	\$3,500	\$1,000	\$850	\$1,500
Available sponsorship opportunities	1	2	1	1	2	1	2	3	80 each day	
Official presenter at the convention	X									
Publicity poster on speaker's podium for the duration of the convention and at Suppliers' Expo	X									
Official sponsor of the Gala	X									
Logo on participants' badges	X									
Publicity on the front page of the program folder	X									
Two days admission to the convention for 2 people, including Gala Supper	X (\$1,020 value)									
Sponsor of one prize at the Gala	X	X	X							
Logo on program	X	X	X							
Logo on press releases	X	X	X	X	X	X	X			

Internet visibility (logo and name mentioned) and hyper-link in the Convention section of the AMBQ website	X	X	X	X	X	X	X			
Name mentioned by convention presenters	X	X	X	X	X	X	X	X		
Logo on promotional panel at convention entrance	X	X	X	X	X	X	X			
Logo and mention "presented by" for that day on the program folder		X	X							
Publicity poster on speakers' podium during the sponsored day		X	X							
Two days admission to the convention for 1 person including the Gala Supper		X (\$510 value)	X (\$510 value)	X (\$510 value)	X (\$510 value)	X (\$510 value)	X (\$510 value)			
Logo and mention "presented by" where the meal is mentioned in the program folder				X	X	X		X		
Logo and mention "presented by" where the evening is mentioned in the program folder							X			
Identification of the sponsor on each table during the meal and name mentioned by emcees during the meal (Note 2)				X	X	X				
Sponsor identified on a panel set up in the brewery during the evening activity.							X			

Sponsor identified on a panel (beside the breakfast table on the day sponsored)								X		
Two days admission to the convention for 1 person excluding the Gala Supper								X (\$385 value)		
List of companies present at the Suppliers' Expo with hyper-link in the convention section of the AMBQ website	X	X	X	X	X	X	X		X	X
Booth at Suppliers' Expo	Monday and Tuesday (\$1,500 value)	Monday or Tuesday (\$850 value)	Tuesday only (\$850 value)	Monday only (\$850 value)	Monday or Tuesday (\$850 value)	Tuesday only (\$850 value)	Monday or Tuesday (\$850 value)		X	X
Actual cost of sponsorship	\$3,480	\$2,590	\$1,940	\$1,640	\$1,490	\$1,115	\$2,140	\$1,000	\$850	\$1,500
Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner	\$300	\$170	\$170	\$170	\$170	\$170	\$170	-	\$170	\$300
Actual cost of sponsorship for an AMBQ partner-member	\$3,180	\$2,420	\$1,770	\$1,470	\$1,320	\$945	\$1,970	\$1,000	\$680	\$1,200

Note 1:

Only 80 places available each day (Room 2000ABC).

Spaces at the Suppliers' Expo will be allocated according to the established allocation policy (see last page).

Priority will be given to suppliers who wish to be present for both days of the Expo, on Monday and Tuesday.

Spaces are offered on a per day basis starting from October 9, 2017, if there are any vacancies.

Two noon meals will be provided with the booth on each day.

Extra noon meals can be purchased at a cost of \$45 per person.

*** All coffee breaks and the Monday evening cocktail will be set up in the same room as the Suppliers' Expo.

Note 2:

Since the Monday evening cocktail will be a «standing event», 2 advertising panels will be set up in the room to identify the sponsor.

SCHEDULE: SUPPLIERS' EXPO

Monday and Tuesday, November 20th and 21st, 2017

MONDAY

11 a.m. to 8 p.m.

TUESDAY

10 a.m. to 4:30 p.m.

INCLUDED WITH BOOTH

- + One table, 2 ½ feet by 6 feet, with skirt and tablecloth
- + Two chairs
- + Displays on freestanding supports only
- + One electrical outlet 120/208 V 15 A
- + Free Wi-Fi - Personal use (Speed up to 5 Mbps, total data transfer per day 250 Mo)

SETUP

From 7 a.m. to 11 a.m Monday morning

TAKEDOWN

From 4:30 p.m. to 6 pm Tuesday

CONTACT

MANAGEMENT

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AMBQ General Manager

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COORDINATION

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Coordinator

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SPONSORSHIP ALLOCATION POLICY AND SUPPLIER SPACES

In order to provide just and equitable treatment in the allocation of sponsorships and spaces at the Suppliers' Expo for the annual microbreweries convention, the Association des microbrasseries du Québec (AMBQ) has drawn up a policy that it is committed to uphold.

Sponsorships

1. The AMBQ will contact sponsors from the previous year to give them the first right of refusal on the same sponsorship package.
2. The sponsor must respond to the AMBQ's offer within ten working days.
3. If he wishes to keep the same sponsorship package, the sponsor must sign a letter of confirmation.
Registration and on-line payment will take place in the following weeks.
4. Next, any remaining sponsorship packages will be offered to AMBQ partner members. They will have priority for a period of ten working days.
5. Any remaining available sponsorship packages will be offered to all the suppliers and accepted on a first-come-first-served basis.

Espaces du salon des fournisseurs

1. Sponsors will have first choice for booth locations.
2. Next, there will be two rounds of registration for the Suppliers' Expo:
 - a) A first round for AMBQ partner members
 - b) A second round for all other suppliers
3. Booth locations will be chosen or allocated based on the order of registration.

*The cost of sponsorships and booths at the Suppliers' Expo can change from one year to the next.
No rates are guaranteed for the following year.

