



FERVEUR

SAVEUR

MICROBRASSERIES DU QUÉBEC

2021 11th CONVENTION

WHEN: NOVEMBER 15TH, 16TH & 17TH

WHERE: QUÉBEC CITY CONGRESS CENTER

OVER 230 BREWERS INVITED

Message from the board of directors

After a compulsory break of a full year, we are delighted to be working on getting together for the 11th edition of the AMBQ Convention. In compliance with the sanitary measures, we have been striving to provide you with a safe, reassuring convention space that still provides the meetings/dialogues/exchanges and learning opportunities that are the very essence of our event.

These past months of pandemic have highlighted the importance of human-to-human relationships. In our industry, as elsewhere, businesses have shown great adaptability and

have reinvented themselves, but nothing can replace face-to-face conversations with no screens in sight. So much has happened in our lives since our last convention that this annual get-together becomes even more significant. We are really looking forward to seeing you all again and raising our glasses to health and good times. Cheers!

Marie-Ève Myrand
General Manager



Description of the Association des microbrasseries du Québec

Founded in 1990, the Association des microbrasseries du Québec (AMBQ) represents more than 200 businesses. Its mission is to “bring together the microbreweries of Québec and promote and defend their common interests”.

SME breweries have been established in all areas of Québec. They are operated by young entrepreneurs who create high-quality jobs. These microbreweries are fully integrated into the economic life of small, medium, and large cities, and they play an active role in the social, agri-food and tourist dynamics of their environment.



Distribution of members

[See Appendix 2 – Member profiles](#)

- 160 Artisan and Brewer members*
- 66 Partner members
- 13 businesses in start-up (waiting for a permit and/or not producing)

Our values

We seek to develop partnerships that go hand in hand with our values and our mission:

- **Collaboration:** Shapes all the long-term relationships that the AMBQ forms with its members and the organizations in its environment.
- **Excellence:** Allows us to set the bar very high for the quality of the services and products provided with a view to fostering continuous improvement.
- **Passion:** Known for the ardour and zeal of its craft brewers, the microbrewing industry is characterized by its passion.
- **Partnership:** The strength of the AMBQ lies in the concerted efforts of its group members.
- **Cooperation:** Brewing is a world apart because of the collaboration and mutual support of all the actors.

Did you know?

According to the General Regulations of the AMBQ, in order to be considered a microbrewery, a business must:

- Hold a brewer’s permit or a small-scale brewer’s permit issued by the Régie des alcools, des courses et des jeux (RACJ)
- Brew fewer than 500,000 hectolitres per year in Québec
- Not be affiliated with a holding company which produces more than 1,000,000 hectoliters internationally.

*50 % of the Artisan (small-scale) and Brewer members have been in business for less than 5 years.

Emergence of the industry

More than 130 new brewing businesses have been created in Québec over the last 5 years.

Since the beginning of the 2000s, the number of brewer's permits has grown by 780 %, increasing from 35 to 273 (data 2020). Joining the AMBQ offers a unique opportunity to get in contact with a large number of new brewing businesses. These SMEs, which are in the start-up phase, need services, raw materials, and equipment. Because of this, they are good candidates for new partnerships that will help them ensure their launching and their development.

Strong positioning of our members.

Our Artisan and Brewer members produce approximately 90% of the volume of microbrewery beers brewed and sold in Québec.

Entrepreneurship and socio-economic development

The second most important food tourism attraction in Québec, even greater than the maple industry

Joining the AMBQ means participating in the development of SMEs all over Québec!

The industry provides nearly 5,000 jobs in the province and contributes to regional economic development.

20% of Québec's breweries are established in towns with fewer than 5,000 inhabitants.

Microbreweries have won great acclaim for Québec and the many awards they have received are a testament to their creative talent and the high quality of their products. This industry spreads the province's reputation in national and international markets. Epicures and travelers from all over come to our province to sample the treasures of our brewing industry.

The Association's mandate and actions taken for its members

An active and dynamic proximity partner

Industry champion

- Microbreweries and their stakeholders exist in a complex business environment. Microbrewers often point out, and rightly so, that the rigidity and obsolescence of the legislative framework are a curb on their development. With this in mind, the AMBQ is constantly working to defend and promote the interests of its members.

Pioneer in the implementation of quality assurance and certification programs

- **Quality assurance program:** Offered as a process tool using methods that support the fabrication of beers with consistent characteristics that are in compliance with industry standards. In this regard, two excellent volumes have been published and distributed and technical assistance is provided to support brewers in its implementation.
- **AMBQ Certification:** This certification guarantees the consumer and the retailer that the beer produced by a certified microbrewery is the result of a strictly observed process. When the AMBQ seal appears on a brewery product, it is a guarantee of high quality.

Continuous improvement and development

- Training sessions and research provided by the AMBQ inform members on topics that are relevant to them and help them to improve their methods.

Positioning and promotion of microbreweries

- From a development perspective, increasing visibility and promoting microbreweries is a major issue to which the AMBQ devotes constant effort. To this end, the Association has set up two marketing studies to gain a better understanding of the determining factors in consumers' decisions to purchase craft beers.

Member services

Among the numerous advantages offered for its members, and in order to support them, the AMBQ offers a comprehensive group insurance plan. This plan includes a wide range of protections, allows its members to achieve significant cost savings and lightens their administrative load.

Québec microbreweries convention

A crucial step in strengthening the culture and the industry

From November 15 to 17, 2021 at the Centre des congrès de Québec

Every year, the AMBQ organizes this must-attend get-together for its members, passionate, creative young entrepreneurs. Its programming is loaded with activities ([See Appendix 3 – Convention Program](#)) that allow the community to network, exchange and develop lasting partnerships. The AMBQ convention, considered the largest in its field in Canada, is meant to provide a unique opportunity to bring together the leaders of the industry and their current and potential partners in a context of professional meetings and exchanges.

A few testimonials...

Participants:

- I truly enjoy this time. Sharing with colleagues always provides inspiration and motivation.
- Right on! ;)
- The conferences were interesting and provided me with information that will be useful in developing my brewery.
- The topics discussed this year were particularly pertinent to our reality and our issues.

Data on participations

*Overall participant satisfaction level 99 %**

In the last 5 years

- 817 participants in 2019
- 783 participants in 2018
- 660 participants in 2017
- 522 participants in 2016
- 443 participants in 2015
- More than 50% of the exhibitors return every year.

Exhibitors:

- For my first time at a convention, you succeeded well beyond my expectations.
- The participation of all our dealers in the province gives us much better visibility with visitors, who recognize their regional representatives or who are meeting them for the first time. Each dealer then leaves with the name of one person he will be meeting with in his region.
- Wide variety of suppliers for this emerging market.

In 2019

- 91 exhibiting companies
- 70% participation among Artisan and Brewer members
- 25% suppliers from the industry
- 5% others (Media & partners)

* Data from participation survey conducted in the fall of 2019.

Partnership structure

As a partner of the Association des microbrasseries du Québec, you...

- Collaborate with an Association that represents more than 150 distinctive businesses in a niche market;
- Position yourself in a rapidly expanding industry;
- Contribute to the socio-economic development of our province and support local artisans.

OFFICIAL PRESENTER	PRESTIGE	GOLD	SILVER
<ul style="list-style-type: none">— Co-presenter of the convention(2)— Yearly partners of the Association— \$9,375— \$7,500 (industry)	<ul style="list-style-type: none">— Associate partners for the Convention (2)— Co-presenters of the Opening Night— \$8,125— \$6,500 (industry)	<ul style="list-style-type: none">— Collaborating Partners for the Convention (3)— \$6,875— \$5,500 (industry)	<ul style="list-style-type: none">— Supporting Partners for the Convention (10)— \$3,250 (industry)

Privileges and visibility

Specifics of the AMBQ plan: with an eye to ensuring representativity from our business sector, each level of partnership must include at least 50% actors from the brewing industry, except for the Silver level, which is 100% industry stakeholders. The cost of sponsorship for these stakeholders is \pm 20% less than the cost for partners outside the industry.

Please note that this is intended as a basis for discussion, and we are open to your proposals regarding actions that would help reach the strategic goals of both our organizations.

Definition “Industry” (company):

Identifies companies providing products or services, a significant proportion of whose activities are directly linked to the brewing sector.

Examples:

- Suppliers of raw materials (hops, malts, yeast, etc.)
- Suppliers of brewing and packaging equipment
- Organizers of brewing events
- Suppliers of maintenance products
- Etc.

Definition “Outside the industry” (company):

Identifies companies providing products or services who do business with microbreweries, but whose activities spread well beyond the brewing sector.

Examples:

- Government corporations
- Financial services
- Insurance services
- Etc.

OFFICIAL PRESENTER	PRESTIGE	GOLD	SILVER
\$9,375 \$ \$7,500 (ind.) 2 places	\$8,125 \$ \$6,500 (ind.) 2 places	\$6,875 \$5,500 (ind.) 3 places	\$3,250 (ind.) 10 places

Sponsorship

Naming	Co-presenters of the Convention	Associate Partners of the Convention Co-presenters at the Opening Night and Well-being partners	Collaborating Partners of the Convention	Supporting Partners of the Convention
The AMBQ Convention presented by X or co-presented by X.	X			
...in association with X		X		
Length of sponsorship (once the pandemic situation is resolved, hopefully multi-year, 2 or 3 years)	1 year	1 year	1 year	1 year
Right of first refusal when it is time to renew the partnership (Depending on opportunities for partnership offered)	X	X	X	X
Exclusivity in the activities/services sector (applicable if the partner is outside the brewing industry)	X	X		



During the year

Logo with hyperlink in the AMBQ newsletter for 12 months (1/month), at the foot of the newsletter page. (“Proud partner of the AMBQ”)

X

Starting from the date when the partnership is confirmed.

Video ad in the AMBQ newsletter (1 time). (Some conditions apply).

X

X

(Video supplied by the partner).

Convention

Digital platforms

[\(Appendix 4 - Digital Platforms\)](#)

Logo on Web site with hyperlink (in the Convention section)

X

X

X

X

Logo with hyperlink in the newsletter (in the Convention section)

X

X

X

Mention of the partnership in a Facebook publication

X

X

X

X

(Sponsored and dedicated \$100)

(Sponsored and dedicated \$50)

(Publication announcing partners at this level)

(Publication announcing partners at this level)

Mention and logo in the banner image related to the Convention on the Facebook page

X

Instagram photo showing enabling of the partner with #key words (1 photo per partner)

X

X

X

During the Convention

[\(Appendix 6 - Convention Plan\)](#)

Exploitation of the brand in Room 2000 (Reception Day 1, Day 2, Day 3) some conditions apply)
(Example: Sponsor squad, roll-up banner, baseball cap, t-shirt for volunteers)

X

	X	X	X	X
Naming the Plenary Room “X Room” (In the program / leaflet (Posters, Web, and paper)	X (Choice, First Come) 1 co-presenter			
Naming the Exhibitors’ Expo “X Exhibitors’ Expo” (In the program / leaflet (Posters, Web, and paper)	X (Choice, First Come) 1 co-presenter			
Co-Presentation of VIP Opening Night		X		
Coffee Bar sponsored by:		X		
<ul style="list-style-type: none"> • Coffee cart in partner’s colours • Sponsored coffee bar at the entrance, with social distancing, presented by the partner • Position of coffee 		(1 only) (Choice, First come)		
“Health” Station presented by:		X		
<ul style="list-style-type: none"> • Hydroalcoholic gel dispensing stations in the Partner’s colours (stickers) • Lines on the floor with logo and mention 2m • Bathroom mirrors (electrostatic) 		(1 only) (Choice, First come)		
Mention “The lunch break is sponsored by”:				X
<ul style="list-style-type: none"> • Sticker on lunch box (“Have a good meal” with company logo) • Advertised in the programming (paper + sign at the entrance to the room) • The company might possibly supply a promotional item or flyer, handed out by the waiter or volunteer at the same time as the lunch box. (3 opportunities / 1 per noon meal) • Mention of the lunch break by the host 				(1 only)
Naming the workshop room “X Room”				X (1 only)
Naming the sponsored conferences room “X room”				X (1 only)

	X (1 only) Plenary room		X (1 only) Workshop room	
	X (1 only) Exhibitors' Expo		X (1 only) Sponsored conferences room	
Corporate roll-up out front – beside the speaker in the room that has been named (roll-up supplied by the partner)				
Booth for both days in the Exhibitor's Expo, including lunch on Monday and Tuesday at noon, participation in the Convention. (Value of \$1,800). <i>VIP Opening Night not included</i>	X	X	X	X
Thank you delivered from the microphone	X	X	X	X
One representative of the business will speak (1 min.) at the Convention opening.	X			
Logo on participants' name badge cord	X			
Logo on participants' name badge	X	X		
Logo on the first page or the cover of the information leaflet	X	X		
Logo associated with the sponsored activity section in the program leaflet	X	X	X	
Logo in the partners' section (reverse) of the program leaflet	X	X	X	X
Logo on the promotional panel at the entrance to the Convention	X	X	X	
Possibility of handing promotional tools to conventioners (accreditation table). Gift bags, etc. (Some conditions apply).	X	X	X	X

During the VIP Opening Night

(Appendix 3 – Convention Program)

The Opening Night sponsor will be mentioned in all event-related communications.		X		
Thank you delivered from the microphone	X	X		
One representative of the business will speak (1 min.) at the Convention opening.		X		
Roll-up banner at reception and next to the speakers' lectern. (Roll-up supplied by the partners).	X	X		
Possibility of a booth (some conditions apply). *Depending on sanitary measures in force.		X (1 only – Health partner)		
Invitations	2	4	2	2
Other privileges				
Visit to a microbrewery for X persons (recognition of your employees and/or partners) between the X and the X 2022 (Date and number of persons to be determined with the brewery selected.)	X	X		
Gift baskets, sampling brewery products on site (value \$75).	5 baskets	3 baskets	2 baskets	
Mention of the partnership in the annual activity report	X			

Exhibitor's expo

More than a space where exhibitors and microbrewers can meet to exchange ideas, the Exhibitor's Expo is meant to strengthen and develop business relationships. A unique chance for exhibitors to interact with decision-makers from microbrewery SMEs and offer their products, services and expertise.

Schedule

Monday, November 15, 2021: 11 a.m. to 8 p.m.

Tuesday, November 16, 2021: 10 a.m. to 4:30 p.m.

	EXHIBITOR'S EXPO- 2 DAYS (Monday and Tuesday) Room 2000 BCD
Booths available	94 (Dimensions: 10' wide X 8' deep)
Visibility and inclusions	<ul style="list-style-type: none"> • Booth 2 days in the Exhibitors' Expo (November 15 and 16, 2021), including lunch for two on Monday and Tuesday (value of \$1,800) • List of companies present at the Exhibitors' Expo on the AMBQ Web site with hyperlink (Convention section) • One skirted table measuring 2 ½ feet x 6 feet, for 2 days • Two chairs • Freestanding wall display only • One electrical outlet 120/208 V 15 A • Wi-Fi free – Personal use
Cost	\$1,800
20% discount available for partner member	\$360
Cost for AMBQ partner member	\$1,440

Places in the Exhibitors' Expo will be allocated according to the allocation policy created for this purpose ([see Appendix 7](#)).

Spaces will be offered on a daily basis starting on October 15, 2021, **if any spaces remain available**.

Two lunches will be provided each day with the booth in the Exhibitor's Expo.

Extra lunches may be purchased when registering.

Sponsored conferences

In response to a request from the suppliers, the AMBQ has created a program of sponsored conferences.

Sponsored conferences provide an ideal opportunity to present your business. A privileged moment for meeting the brewers and promoting your products.

Nine (9) time slots are available (Registration: first come, first served)

INCLUDED in the cost of your sponsored conference	TIME SLOTS	
	Monday, November 15, 2021	Tuesday, November 16, 2021
<ul style="list-style-type: none"> – A room with a capacity of 100 people – Speaker’s table (6 feet X 30 inches) and chairs – Lectern – Visibility in the convention’s leaflet (Sponsored programming) – Visibility on the Convention’s Internet site (Sponsored programming) – Projector and screen 	10 a.m. to 11 a.m.	9 a.m. to 10 a.m.
	11:30 a.m. to 12:30 p.m.	10:30 a.m. to 11:30 a.m.
	2 p.m. to 3 p.m.	1:30 a.m. to 2:30 p.m.
	3:30 p.m. to 4:30 p.m.	3 p.m. to 4 p.m.
		4:30 a.m. to 5:30 p.m.
COST	\$1,000 (+ TAX)	

*If any other products and services are required, their costs will be covered by the company sponsoring the conference (payable to the Centre des congrès de Québec).

** Please note that the regular programming is not yet complete. It is possible that the time slot chosen may coincide with another very popular conference that is part of the regular program. The 2021 program will basically follow the same parameters as the one used in 2019. To see last year’s regular program, follow this [link](#).

Registration and contact

Contact

Caroline Leclerc — *Coordinator*

C caro@ambq.ca

T 418-255-1965

To register as a sponsor or for the Exhibitors' Expo

Partner Member

www.inscriptweb.com/ambq2021/sponsors/member

Non-member

www.inscriptweb.com/ambq2021/sponsors/non-member

To register as a participant

www.inscriptweb.com/ambq2021/congres/en

Summary of appendixes

APPENDIX 1: A RAPIDLY GROWING ASSOCIATION

APPENDIX 2: MEMBERSHIP PROFILE

APPENDIX 3: CONVENTION PROGRAM

APPENDIX 4: DIGITAL PLATFORMS

APPENDIX 5: BOARD OF DIRECTORS, CONVENTION COMMITTEE AND PERMANENT TEAM

APPENDIX 6: CONVENTION FLOOR PLAN

APPENDIX 7: POLICY FOR AWARDING SPONSORSHIP CONTRACTS AND SPACES AT THE EXHIBITORS' EXPO

APPENDIX 8: ACCOMMODATIONS

Appendix 1: A rapidly growing association

- **1987:** First permits issued to microbrewers
- **1990:** Creation of the Association des microbrasseries du Québec (AMBQ)
- **2010:** First AMBQ convention
- **2013:** First craft brewer members accepted
- **2020:** AMBQ celebrates its 30 years of existence!
- **2020:** 173 brewer members

Appendix 2: Membership profile

The production of beer is not always a microbrewery's only activity. Many are offering related activities (restaurant, bar, sampling room, reception room, entertainment hall, lodging, etc.). Overall, 74% offer complementary services in addition to their main brewing business. Of course, this proportion is 100% in brewpubs, but still reaches 62% among industrial microbreweries. The AMBQ represents 2/3 of all Québec microbreweries.

Category	Members 2021
Small scale craft brewers AB	30
Brewing companies BR (excluding industrial brewers GB/BR)	130
Micros in start-up (+ subcontracted production)	13
Total craft brewers & brewers	173
AMBQ also includes Partner Members:	
Partners	61
Event organizers (festival)	3
Bars - restaurants - retailers	2
Total partners	66
Total members	239

Appendix 3: Convention program

VIP opening night (if the sanitary situation allows)

Exclusive evening reserved for partners, sponsors, and participants

Description:

Sponsor partners and participating brewers will be invited to celebrate the official opening night of the event in one of the breweries in the city hosting the convention. A great opportunity for networking.

Agenda for the evening:

- Finger foods
- Microbrewery beers
- Musical ambience
- Games

Number of guests expected: From 80 to 150 people, depending on the microbrewery's seating capacity

Conferences

The AMBQ team and the convention committee have kept up to date on the issues and trends of the industry in order to provide a varied and instructive program. Twenty or more conferences are held each year during the 3 days of the convention, covering brewing techniques as well as administrative considerations. Québécois and internationally regarded keynote speakers whose reputations arouse great interest among both participants and media, travel to the convention to share their knowledge and expertise with our many visitors.

Between 16 and 25 conferences (Regular and sponsored programming).

Appendix 4: Digital platforms

As of June 2021

Web Site

More than 41,000 visits per year

Average length of visit: 2:32 min.

Member's newsletter

Published: Monthly

More than 3,000 subscribers

Facebook

8,002 "Like"

8,923 Subscribers

39%: Women

59%: Men

0%: aged 17 and under

3.34%: 18-24

34.20%: 25-34

35.40%: 35-44

19.74%: 45-54

5.26%: 55-64

2.96%: 65 and over

1,463 (16.40%): Montréal

1,084 (12.15%): Québec

246 (2.76%): Sherbrooke

201 (2.25%): Trois-Rivières

7,916 (88.71%):

Spread out over the rest of Canada

Instagram

1,393 Subscribers

29.64%: Women

70.36%: Men

5%: 18-24

42%: 25-34

34.30%: 35-44

14.80%: 45-54

1.90% : 55-64

1.20%: 65 +

19.70%: Montréal

11.30%: Québec

1.90%: Laval

1.90%: Longueuil

75.60%:

Spread out over the rest of Canada

Appendix 5: Board of directors, convention committee and permanent team

Board of directors

President

Martin Parrot - Griendel Brasserie Artisanale

Vice-president

Sébastien Paradis - Les Brasseurs du Nord

Treasurer

Alain Rivard - Microbrasserie Le Temps d'une Pinte

Secretary

Francis Foley - À La Fût

Administrator

Alexandre Caron - Ras L'Bock

Administrator

Isabelle Charbonneau - Microbrasserie Dieu Du Ciel

Administrator

Nicolas Paquet - Boswell Brasserie Artisanale

Administrator

Michel Godin - Brasseurs RJ – Les Brasseurs GMT

Administrator

Sébastien Gagnon – Brasserie Dunham

Convention committee

Team leader

Caroline Leclerc, Coordinator

Members

Alex Caron, Ras L'Bock

Olivier Dupras, Isle de Garde

Pierre-Antoine Morin, Microbrasserie St-Pancrace

Pat Roy, Auberge Sutton Brouërie

Permanent team

Marie-Ève Myrand, General Manager

Caroline Leclerc, Convention coordinator

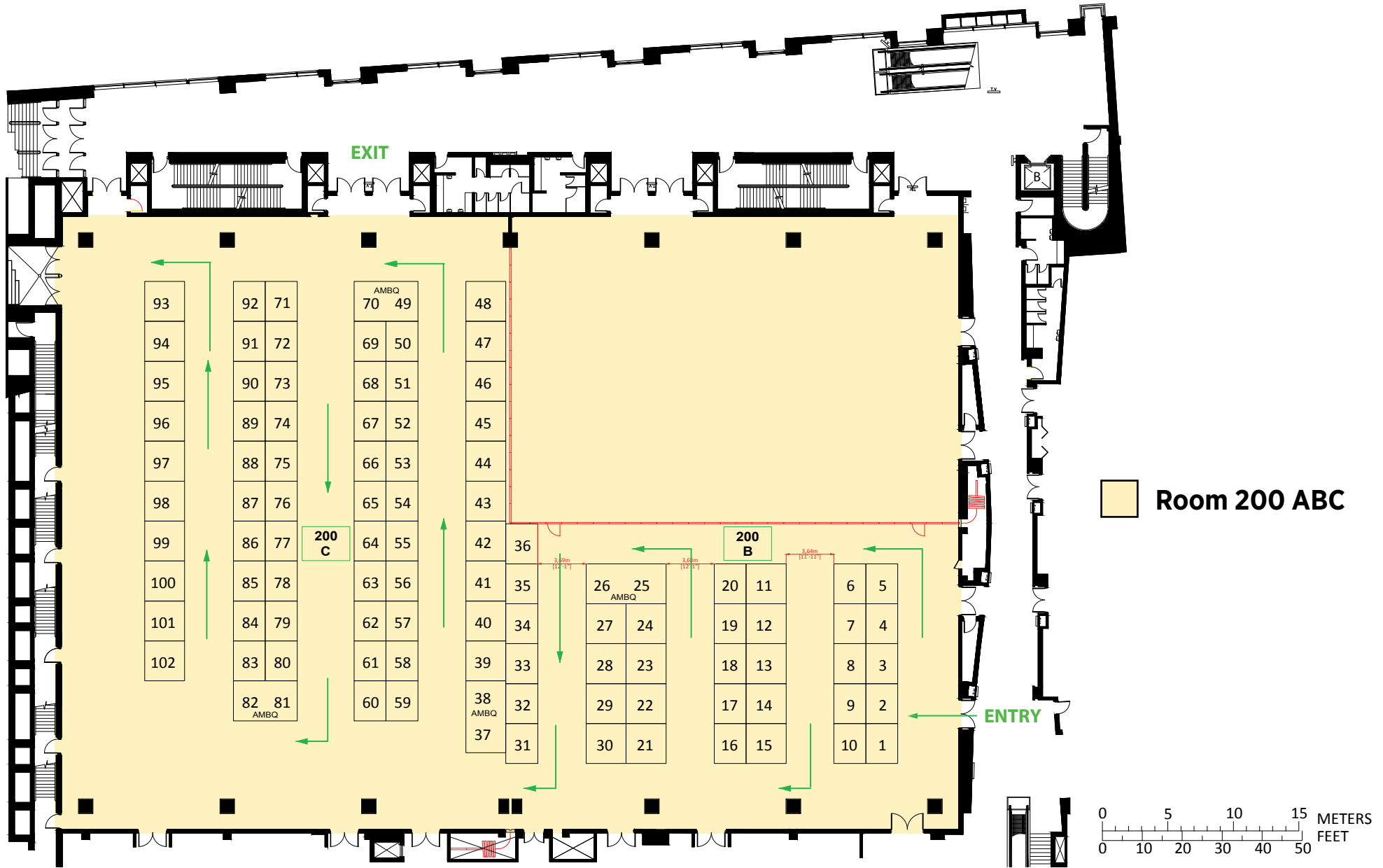
Julie Rodrigue, Administration and member support

Dominic Forgues, Bookkeeping and accounting

Dany Fortin, Agreement on returnable containers

Samuel Jeanson, Microbrewery sector

Appendix 6: Convention floor plan



Appendix 7: Policy for awarding sponsorship contracts and spaces at the exhibitors' expo

Determined to be fair and equitable in awarding sponsorship contracts and places in the Exhibitors' Expo for the annual convention of the microbrewing industry, the Association des microbrasseries du Québec (AMBQ) has developed and is committed to the following policy:

Sponsorship

1. The AMBQ agrees that it will contact sponsors from the previous year in order to give them first refusal on the same sponsorship package.
2. The sponsor must respond to the AMBQ's offer within ten working days.
3. If the sponsor wishes to keep the same sponsorship package, he must sign a letter of confirmation. Registrations and on-line payment must be made in the following weeks.
4. Remaining sponsorship packages will then be offered to AMBQ partner members. They will be given priority for a period of ten working days.
5. Any remaining sponsorship packages will then be offered to all suppliers and dealt with on a "first-come-first-served" basis.

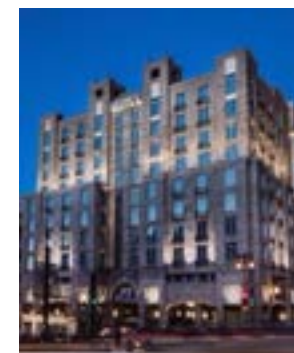
Spaces available in the Exhibitors' Expo

6. Sponsors will have first choice of sites.
7. Next, there will be two rounds of registration for the Exhibitors' Expo:
 - a) The first round for AMBQ partner members
 - b) The second round for all other suppliers
8. Allocation or choice of sites in the Exhibitors' Expo will follow the order of registrations.

Exclusivity – Official Presenter and Prestige Sponsors

The AMBQ confirms that the Official Presenter (2 sponsorships package) and the Prestige Sponsor (2 sponsorship packages) will have the exclusive right to advertise in their area of expertise. To prevent any potential conflict among the four companies, there will be an obligatory waiting period of 72 working hours before official confirmation of the sponsorship.

Appendix 8: Accommodations



Location	<p style="text-align: center;">Hilton Québec</p> <p>1100, René-Lévesque Est Québec (Québec) G1R 4P3 Telephone: 1 (418) 647-2411 Toll free: 1 (800) 447-2411</p>	<p style="text-align: center;">Palace Royal Québec</p> <p>775, avenue Honoré-Mercier Québec (Québec) G1R 6A5 Telephone: 1 (418) 694-2000 Toll free: 1 (800) 567-5276</p>
Rooms	<p style="text-align: center;">View - Downtown and Parliament</p> <p>\$165.00 per night / single or double occupation + tax*</p> <p style="text-align: center;">Vieux-Québec on the river</p> <p>\$185.00 per night / single or double occupation + tax*</p> <p style="text-align: center;">*Breakfast and parking not included. *Additional person: \$25.00 / person (+ tax / night)</p>	<p style="text-align: center;">Classic Room</p> <p>\$130.00 per night /single or double occupation + tax*</p> <p style="text-align: center;">Signature Suite</p> <p>\$150.00 per night / single or double occupation + tax*</p> <p style="text-align: center;">*Breakfast and parking not included. *Additional person: \$20.00 / person (+ tax / night)</p>
Online reservations	Reservations	Reservations
Groupe code	<p style="text-align: center;">No need for a code.</p> <p>Just mention that you are with the AMBQ group (Association des microbrasseries du Québec) (if you reserve by phone).</p>	<p># 5446688</p>
Other information	<p>The rates are guaranteed, and the block of rooms is reserved until October 26, 2021.</p>	<p>Reservations will be made by the individual and must be guaranteed with a credit card. The rates are guaranteed, and the block of rooms is reserved until October 10, 2021.</p>