



2019 10th CONVENTION

30 YEARS

THE AMBQ: 30 YEARS
OF DEVELOPMENT IN THE INDUSTRY

WHEN: NOVEMBER 11TH, 12TH, 13TH, 2019

WHERE: CENTRE DES CONGRÈS DE QUÉBEC

OVER 230 BREWERS INVITED

Presentation

The mission of the Association des microbrasseries 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 150 companies. 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 11 % of sales.

Around twenty new businesses have sprung up over the last year, for a total of 230. 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 2019, 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 2019 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

2019 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 2019 annual convention in order to extend and consolidate the network linking suppliers to microbreweries. This can only lead to mutually profitable business encounters.

Sponsorships OFFICIAL PRESENTER & PRESTIGE

2019 will be the launch year for the AMBQ's 30th anniversary celebrations. Several projects are planned to mark this event, specifically a souvenir magazine, a promotional video and a beer. **For this year only, the AMBQ will let the convention sponsors upgrade their sponsorship to obtain even more visibility.**

| | OFFICIAL PRESENTER | PRESTIGE |
|---|---|--|
| Available sponsorship opportunities | 1 | 2 |
| Visibility | <ul style="list-style-type: none"> • Official presenter of the convention • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • Publicity poster on the lecture podium during the whole convention • One minute of speaking time at the convention opening • Logo on participants' badge lanyard • Logo on participants' badges • Logo on the first page of the program folder • Gala Supper for 2 people (\$300 value) • Sponsor of one prize at the Gala • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • Publicity poster on the lecture podium during the whole convention • Logo on participants' badges • Publicity on the first page of the program folder • Gala Supper for 2 people (\$300 value) • Sponsor of one prize at the Gala • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website |
| Visibility 30th anniversary | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> • Logo predominantly displayed (Sponsor acknowledgement page) • Publicity 1 page <p>Video clip 30th</p> <ul style="list-style-type: none"> • Logo predominantly displayed and verbal recognition in screen credits <p>30th anniversary beer</p> <ul style="list-style-type: none"> • Logo predominantly displayed on signage during the launch • Verbal recognition at the launch | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> • Logo predominantly displayed (Sponsor acknowledgement page) • Publicity 1 page <p>Video clip 30th</p> <ul style="list-style-type: none"> • Logo predominantly displayed and verbal recognition in screen credits <p>30th anniversary beer</p> <ul style="list-style-type: none"> • Logo predominantly displayed on signage during the launch • Verbal recognition at the launch |
| Cost | \$ 8,000 | \$ 7,200 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$ 7,660 | \$ 6,860 |

Sponsorships GOLD

| | GOLD - Monday or Tuesday | GOLD - Gala Tuesday | GOLD - Wednesday |
|---|---|---|---|
| Available sponsorship opportunities | 2 | 1 | 1 |
| Visibility | <ul style="list-style-type: none"> A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) Publicity poster on speakers' podium during the sponsored day Gala Supper for 1 person (\$150 value) Sponsor of one prize at the Gala Logo on promotional panel at convention entrance Logo on program and media releases Name mentioned by convention presenters Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website | <ul style="list-style-type: none"> A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) Publicity poster on the podium during the Gala One minute of speaking time at the opening gala Gala Supper for 1 person (\$150 value) Sponsor of one prize at the Gala Logo on promotional panel at convention entrance Logo on program and media releases Name mentioned by convention presenters Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website | <ul style="list-style-type: none"> A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) Publicity poster on speakers' podium during the sponsored day Gala Supper for 1 person (\$150 value) Sponsor of one prize at the Gala Logo on promotional panel at convention entrance Logo on program and media releases Name mentioned by convention presenters Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website |
| Visibility 30th anniversary | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> Logo (Sponsor acknowledgement page) Publicity ½ page <p>Video clip 30th</p> <ul style="list-style-type: none"> Logo in screen credits <p>30th anniversary beer</p> <ul style="list-style-type: none"> Logo on signage during the launch Verbal recognition at the launch | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> Logo (Sponsor acknowledgement page) Publicity ½ page <p>Video clip 30th</p> <ul style="list-style-type: none"> Logo in screen credits <p>30th anniversary beer</p> <ul style="list-style-type: none"> Logo on signage during the launch Verbal recognition at the launch | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> Logo (Sponsor acknowledgement page) Publicity ½ page <p>Video clip 30th</p> <ul style="list-style-type: none"> Logo in screen credits <p>30th anniversary beer</p> <ul style="list-style-type: none"> Logo on signage during the launch Verbal recognition at the launch |
| Cost | \$ 6,000 | \$ 6,000 | \$ 5,000 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 | \$ 340 | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$5,660 | \$5,660 | \$4,660 |

Sponsorships SILVER

| | SILVER (Monday or Tuesday lunch) | SILVER (Monday cocktail) | SILVER (Wednesday lunch) |
|---|---|---|---|
| Available sponsorship opportunities | 2 | 1 | 1 |
| Visibility | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) • Identification of the sponsor on each table during the meal and name mentioned by emcees during the meal • Logo and mention «presented by» where the meal is mentioned in the program folder • Gala Supper for 1 person (\$150 value) • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) • Sponsor identified on a panel (beside the cocktail table on the sponsored day) • Logo and mention «presented by» where the meal is mentioned in the program folder • Gala Supper for 1 person (\$150 value) • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people) (\$1,700 value) • Identification of the sponsor on each table during the meal and name mentioned by emcees during the meal • Logo and mention «presented by» where the meal is mentioned in the program folder • Gala Supper for 1 person (\$150 value) • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website |
| Visibility 30th anniversary | Souvenir magazine 30th <ul style="list-style-type: none"> • Publicity ¼ page Video clip 30th <ul style="list-style-type: none"> • Logo in screen credits | Souvenir magazine 30th <ul style="list-style-type: none"> • Publicity ¼ page Video clip 30th <ul style="list-style-type: none"> • Logo in screen credits | Souvenir magazine 30th <ul style="list-style-type: none"> • Publicity ¼ page Video clip 30th <ul style="list-style-type: none"> • Logo in screen credits |
| Cost | \$ 4,800 | \$ 4,800 | \$ 4,000 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 | \$ 340 | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$ 4,460 | \$ 4,460 | \$ 3,660 |

Sponsorships SILVER - EVENINGS

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.

| SILVER - EVENINGS | |
|---|---|
| Available sponsorship opportunities | <ul style="list-style-type: none"> • Sunday night, November 10th, 2019 (1) • Monday night, November 11th, 2019 (1) • Tuesday night, November 12th, 2019 (1) |
| Visibility | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • Sponsor identified on a panel set up in the brewery during the evening activity. • Logo and mention «presented by» where the evening is mentioned in the program folder • Gala Supper for 1 person (\$150 value) • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website |
| Visibility 30th anniversary | <p>Souvenir magazine 30th</p> <ul style="list-style-type: none"> • Publicity ¼ page <p>Video clip 30th</p> <ul style="list-style-type: none"> • Logo in screen credits |
| Cost | \$ 4,800 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$ 4,460 |

The following breweries will be participating in the 2019 Silver Sponsorships Evenings in Québec

- > La Barberie
- > La Voie Maltée
- > La Korrigane
- > L'Inox
- > Noctem Artisans Brasseurs
- > Griendel: Brasserie Artisanale
- > Les 3 Brasseurs

** The course of the evening will be defined between the sponsor and the selected brewery.*

These evenings could include games or other amusing activities such as

- > Assembling clamps
- > Blind tasting with 3 or 4 Québec beers
- > Bites and / or beers
- > Music, etc.

Sponsorships BRONZE

| | Bronze Monday, Tuesday or Wednesday |
|---|---|
| Available sponsorship opportunities | 3 |
| Visibility | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • Sponsor identified on a panel (beside the snacks table on the sponsored day) • Gala Supper for 1 person (\$150 value) • Logo on promotional panel at convention entrance • Logo on program and media releases • Name mentioned by convention presenters • Internet visibility (logo and name mentioned) in the Convention section of the AMBQ website • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website |
| Visibility 30th anniversary | Not applicable |
| Cost | \$ 3,400 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$ 3,060 |

Suppliers' Expo

Schedule: Suppliers' Expo

Monday: 11 a.m. to 8 p.m.
Tuesday: 10 a.m. to 4:30 p.m.

Setup

Sunday, November 10th: From 12 p.m. to 4:30 p.m.
Monday, November 11th: From 7 a.m. to 11 a.m.

Takedown

Tuesday, November 12th: From 4:30 p.m. to 6 p.m.

| | SUPPLIERS' EXPO – 2 DAYS (Monday and Tuesday) | SUPPLIERS' EXPO – 2 DAYS (Monday and Tuesday) |
|---|--|--|
| Location | ROOM 2000 BCD | Foyer 2000 |
| Kiosks available (see venue map page 15) | 80 | 10 |
| Kiosk dimensions | 10' x 10' | 8' x 8' |
| Visibility and inclusions | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website • One table, 2 ½ feet by 6 feet, with skirt • Two chairs • Displays on freestanding supports only • One electrical outlet 120/208 V 15 A • Free Wi-Fi - Personal use | <ul style="list-style-type: none"> • A booth for 2 days at the Suppliers' Expo (November 11 and 12, 2019), including the noon meals on Monday and Tuesday for two people (\$1,700 value) • List of companies present at the Suppliers' Expo with hyperlink in the convention section of the AMBQ website • One table, 2 ½ feet by 6 feet, with skirt • Two chairs • Displays on freestanding supports only • One electrical outlet 120/208 V 15 A • Free Wi-Fi - Personal use |
| Cost | \$ 1,700 | \$ 1,700 |
| Additional discount of 20 % applicable to the value of a booth at the Suppliers' Expo if the member is an AMBQ partner | \$ 340 | \$ 340 |
| Actual cost of sponsorship for an AMBQ partner-member | \$ 1,360 | \$ 1,360 |

Spaces at the Suppliers' Expo will be allocated according to the established allocation policy (**see page 12**). Spaces are offered on a per day basis starting from October 11th, 2019, 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 des \$50 per person.

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

To register

Partner member

www.inscriptweb.com/ambq2019/sponsors/member

Non-member

www.inscriptweb.com/ambq2019/sponsors/non-member

To register as a participant

www.inscriptweb.com/ambq2019/congres/en

Sponsored Conferences

The sponsored conferences are the perfect opportunity to present your business; a privileged moment for meeting the brewers and promoting your products.

Nine (9) time slots are available (Registration on a first-come-first-served basis).

| The following are included in the cost of the sponsored conference | TIME SLOTS | |
|---|-------------------------------|----------------------------|
| | Monday, November 11, 2019 | Tuesday, November 12, 2019 |
| <ul style="list-style-type: none"> • Room 2101 (100 m2) with a capacity of 100 persons. (This room is located opposite of the room 2000A). • Speaker's table (6 feet X 30 inches) and chairs • Lectern • Water cooler • Visibility in the printed convention program (Sponsored program) • Visibility on the Convention website (Sponsored program) • 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 p.m. to 2:30 p.m. |
| | 3:30 p.m. to 4:30 p.m. | 3 p.m. to 4 p.m. |
| | | 4:30 p.m. to 5:30 p.m. |
| | | |
| COST | COST: \$ 1,000 (+ TAX) | |

*Should other products and services be required, costs will be defrayed by the conference sponsor (payable to the Centre des congrès de Québec).

** Please note that the regular program has not yet been completed. It is possible that the time slot chosen would conflict with another very popular conference in the regular program. The 2019 program will be largely based on the 2018 program. To view last year's regular program, click [here](#).

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.

Spaces at the Suppliers' Expo

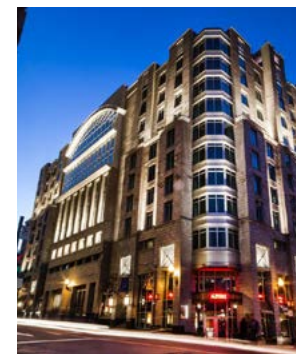
1. Sponsors will have first choice for booth locations.
2. Next, there will be two rounds of registration for the Suppliers' Expo:
 - a) A first round for AMBQ partner members
 - b) A second round for all other suppliers
3. Booth locations will be chosen or allocated based on the order of registration.

Exclusive – Official Presenter and Prestige Sponsors

The AMBQ confirms that the Official Presenter sponsor (1 sponsorship) and the Prestige sponsors (2 sponsorships) will be given exclusive rights to publicity in their specific area of expertise. In order to ensure that there is no conflict among these three companies, there will be a delay of 72 working hours before the sponsorship is officially confirmed.

*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.

Lodging



| | Hilton Québec | Palace Royal Québec |
|---------------------------|--|--|
| Location | 1100, René-Lévesque Est Québec (Québec) G1R 4P3 Telephone : 1 (418) 647-2411 Toll Free : 1 (800) 447-2411 | 775, avenue Honoré-Mercier Québec (Québec) G1R 6A5 Telephone : 1 (418) 694-2000 Toll free : 1 (800) 567-5276 |
| Rooms | <p style="text-align: center;">Parliament view \$ 155,00 / Single or double occupancy, + taxes*</p> <p style="text-align: center;">St-Lawrence River view \$ 175,00 / Single or double occupancy, + taxes*</p> <p style="text-align: center;">*Breakfast and parking are not included. *Additional person: \$ 25.00 / person (+ taxes / night)</p> | <p style="text-align: center;">Classique room \$ 130,00 / Single or double occupancy, + taxes*</p> <p style="text-align: center;">Signature Suit \$ 150,00, Single or double occupancy, + taxes*</p> <p style="text-align: center;">*Breakfast and parking are not included. *Additional person: \$ 20.00 / person (+ taxes / night)</p> |
| Online reservation | Reservation | Reservation |
| Group Code | N/A | # 4846873 |
| Other information | Rates are guaranteed until October 26 th 2019. | Reservations will be made on an individual basis, must be guaranteed with a credit card. Rates are guaranteed until October 10 th 2019. |



Contacts

Management

Marie-Ève Myrand — *AMBQ General Manager*
memyrand@ambq.ca

Coordination

Caroline Leclerc — *Coordinator*
caro@ambq.ca
418 255.1965

Venue map

