

Exhibitor Kit

BEER AND OTHER ALCOHOL

www.festivalmondialbiere.qc.ca



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TO RETURN TO MONDIAL DE LA BIÈRE

- Booth set-up of your kiosk (obligation by SIM)
- **Electricity form**
REMINDER NO ELECTRICITY IS PROVIDED WITH REGISTRATION
- Scan form
- Staff list
- List of your products for the program / menu description for the food exhibitor (see excel files)
- Storage
- Food and Beverage Analysis
- Mondial de la bière order form

TO RETURN TO SUPPLIERS

- Breuvages Philippe Harvey
- Québec Réfrigération /Summum Réfrigération
- Labrador
- DEE – structure and furniture order

ALL DOCUMENTS MUST BE RECEIVED
BEFORE MAI 3rd 2024



Montreal, April 2024

Dear Exhibitor,

We are pleased to welcome you to the 30th edition of the Mondial de la bière de Montréal. This is the time of year when we send the last information for the event's preparation. This exhibitors' manual contains valuable information such as: planning your participation in the event, setting up on site, conduct of the event and final dismounting.

The « Operational logistics » document is an important summary which should be kept in your kiosk for reference. Use it for an easy access to relevant information when changing staff! For any questions about the document, please contact Miguel Reynaud, Logistics Director at 514.722.9640 # 225 or logistique@festivalmondialbiere.qc.ca.

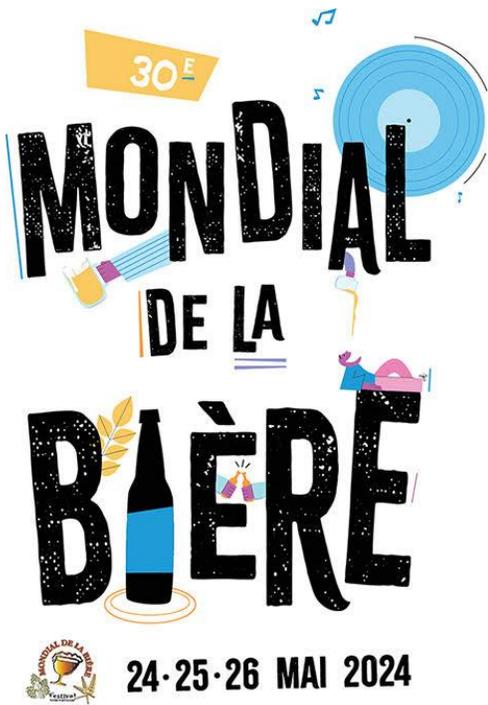
Note that on the ground from May 22nd to the 27th, his telephone number will be on the documents that you will retrieve from the administration when you arrive on site on May 23rd.

Your assigned time of entry will be confirmed, as soon as all your documents are completed and sent back to the person in charge of logistics.

Please note that your exhibitor's bracelet grants you access to the site before and after public opening hours and allows you to bypass line-ups.

Looking forward to seeing you at the Windsor Station in May!

The 2024 Mondial de la bière team!



SOCIAL MEDIA

#mondialbiere

Join us and announce
your presence at the festival!
Add photos, comments and follow the 30th edition live!



www.facebook.com/Mondialbiere
#mondialbiere



@Mondialbiere
#mondialbiere



@mondialbiere



www.youtube.com/mondialbiere



OPERATIONAL LOGISTIC

EVENT ADDRESS: Windsor Station and Rio Tinto Courtyard, 1100 Canadiens-de-Montréal Avenue, Montréal.

DATE AND OPENING HOURS: From May 24th to the 26th

Friday & Saturday: 11 a.m. to 11 p.m. and

Sunday: 11 a.m. to 9 p.m.

You and your personnel must wear the exhibitor wristband to access to your kiosk outside of opening hours.

ON-SITE TELEPHONE NUMBER: 514-722-9640

LOGISTIQUE DIRECTOR: Miguel Reynaud 514-722-9640 ext. 225 (office) and 514-566-1219 (during event only).

SETUP: 7 a.m. to 8 p.m., Thursday, May 23rd. Individual access hours to be confirmed after May 3rd.

TEARDOWN: Sunday, May 26th, 9:30 p.m. to 1 a.m. and Monday, May 27th, 7 a.m. to 4:59 p.m. (the site must be cleared for 5 p.m.). *Note: Any departure later than 5 p.m. must be approved by the logistics director (fees will be applicable)*

DELIVERIES: Friday to Sunday, 9 a.m. to 11 a.m. by the service elevator accessible via the alley from Saint-Antoine Street or by the Canadiens-de-Montréal Avenue for small deliveries.

You are responsible for your inventory at all times and since space is limited in your booth, we suggest you only bring supplies you will need for one day. Plan the transport of your supplies as well as the necessary equipment (staff, carts, dollies and etc.) to your booth.

PARKING

1- Interior parking 1115 St-Antoine West (\$22/day) adjacent to Tour Deloitte and accessible via St-Antoine Street. The entrance is directly opposite the exit ramp from Autoroute 720, just east of the Bell Centre.

STRUCTURE AND FURNITURE: Please refer to DEE catalogue.

LIGHTING AND POWER: **NO ELECTRICITY COMES WITH THE SPACE.** Please complete the Electro Performance order form and return it to the Mondial de la bière (bring your extension cords).

WATER: A hot water and sink facility is available at the site (see site map look for C-17, Salle traiteur). You can rent a water coolers, which include hot water (see Labrador order form).

ICE: Available on-site at the supply services (see site map for location). Ice bag: **\$13.50 per 16,1 kg bag (7 bags of 2,3 kg) plus taxes.** Exclusive supplier: Glace Pingouin.

GLASSES: The tastings will be served exclusively in the glasses of the Mondial de la bière from the 1994 to 2024 editions. The visitor will be able to obtain his glass on site. **Remember to bring liquid hand sanitizer for use in your booth.**

The Mondial's glasses from 1994 to 2024 are either made of glass or are reusable cups. They are designed for responsible consumption and 2% of the sales revenue from the glasses is donated to a Foundation.

MAINTENANCE: It is your responsibility to keep your booth and installations clean (bring cleaning products and supplies, garbage bin and recycling bags).

FIRE REGULATIONS — CITY OF MONTRÉAL: Please return the kiosk floor plan form (including the technical specifications of cooking appliances) before May 3rd, for approval by the fire protection service. **It is forbidden to leave cardboard (boxes or other) inside your kiosk or behind your space.**

VIRTUAL TASTING COUPONS: For tasting, festivalgoers must buy virtual tasting coupons at a cost of \$1 each (plus taxes), the promoter will return \$0,50 plus (taxes) per virtual coupon to the exhibitors. The price for most beer brand tasting of 2 or 4 oz must be between 2 and 8 virtual coupons. Other alcohol products: each tasting will have to be of at least 2 virtual coupons for 1 oz and up to 16 coupons by tasting of 4 oz for cider, port and other spirits... Each day, exhibitors must take the POS (Point Of Sales) scan from the designated location and bring it back at the end of each day. Some penalties can be charged if POS missing at the end of the day. The exhibitor statement will follow from 30 to 60 days later after the festival. Only festival goers who are 18 years of age and older are legally allowed to consume alcohol on the Mondial site. The exhibitor agrees to accept virtual coupons for the tasting.

SIGNAGE OUTSIDE KIOSKS: If you wish to mount a banner or any other visual element outside your kiosk (even on the outside tent wall), you must make a written request to the promoter (Mondial). A \$500 minimum charge applies to all supplementary visibility. Note: no sound effects, music or radio will be allowed without the written consent of the promoter.

DRAWS AND OTHER PROMOTIONS: No draws or any other promotion may be carried out on-site without the written consent of the promoter. No tasting or promotion allowed out of your booth.



ACCES AND SETUP / TEARDOWN PROCEDURES

ACCESS

Visitor: 1100 des Canadiens-de-Montréal Avenue and Rio Tinto Yard

Deliveries: refer to the information in the Operational logistic section

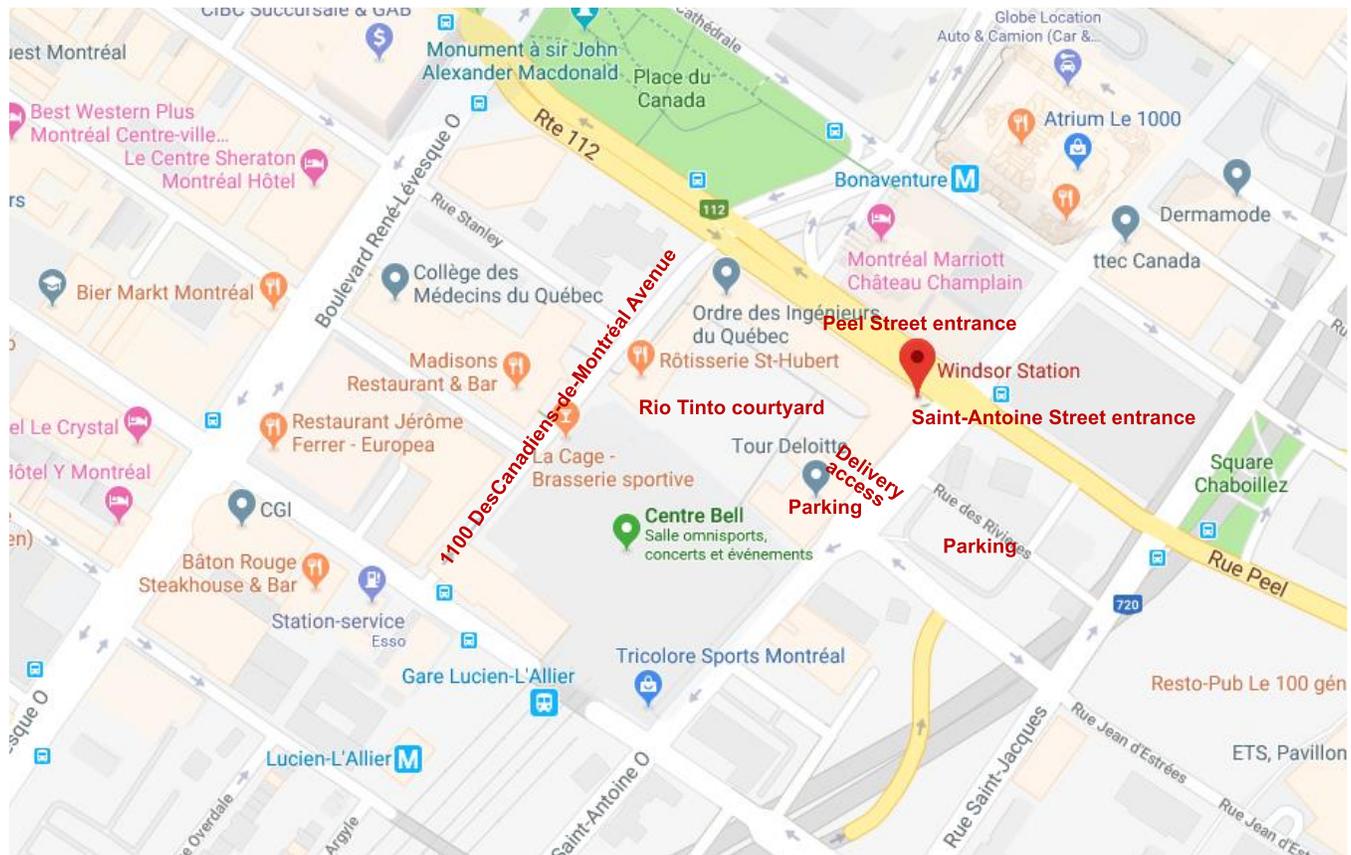
HOW TO GET TO GARE WINDSOR:

By foot

Form outside: main entrance on Canadiens-de-Montréal Avenue, and other entrances from the Rio Tinto courtyard, the Deloitte building and street level entrances on Saint-Antoine and Peel.

Subway (STM)

La Gare Windsor is located between Bonaventure et Lucien-L'Allier subway stations. Follow the indications in the underground passages that will bring or directly Salle des pas perdus of the Windsor Station.





SUPPLIES AND STORAGE SERVICE POLICY SUPPLY SERVICE GUIDELINES

BRIEF PROCEDURE:

- 1- The exhibitor presents themselves to the supply attendant and hands over a receipt either for ice or gas.
- 2- The exhibitor must leave with their order (ice and gas) themselves.
- 3- The supply service is open every day from 9:00 AM to 11:00 PM.

DELIVERY MANAGEMENT

The Beer World asks you to place your ice and CO2 orders with one of our attendants present at the supply in the caterer's room located near the freight elevator.
Please, get receipts directly from the supply to take ice and gas cylinders.

BOXES, EMPTY BOTTLES, AND CANS

The management of empty bottles and cans is your responsibility. Only the interior space of your booth can be used for storage.

For bottles and cans, you must use transparent bags.

For recycling (blue or transparent) and the waste you no longer want, you must use green or black bags and leave everything in the aisle in front of your booth at the end of the evening.

All cardboard boxes must be unfolded and folded; this helps us enormously! Thank you!

You must recover all your disposable kegs or others. No disposable kegs or others can be left on site (neither in the trash nor in recycling).

SAQ PROCEDURE

1) RETURN OF EMPTY BOTTLES:

Responsibility of the exhibitor

- The management of empty bottles is the responsibility of the exhibitor, as well as the administrative formalities with the SAQ.

RULES: GLASSES, SERVICE AND CONSUMPTION

TASTING GLASSES

The tastings will be served exclusively in the glasses of the Mondial de la bière from the 1994 to 2024 editions. The visitor will be able to obtain his glass on site. You can sell your glasses, but no tasting can be served in the glass.

The glass of the Mondial from 1994 to 2024 is either glass or it is a reusable cup, it is dosed for responsible consumption and 2% of the sales revenue from the glasses sold on site is donated to Fondation Rivières.

Please note that the Mondial de la bière glasses allow the service of 2- or 4-ounce tastings. The minimum price for a tasting is 2 virtual coupons for 2 or 4 ounces.

Thus, if a visitor walks around with a glass other than that of the Mondial de la bière, the visitor will be invited to buy a glass of the Mondial de la bière or to leave the event site if he does not want to comply with the rule. Visitors will be able to bring the glass of their choice to the Mondial site, if it is one of the glasses from the Mondial de la bière from 1994 to 2024.

ENCOURAGING RESPONSIBLE SAMPLING

POINT ZÉRO 8

We are very happy to announce that we have renewed our agreement with Point Zero 8. There is no subscription fee and the drive home service in the greater Montreal area are at the client's expense. We encourage you to promote the idea of tasting and responsible behaviour in your kiosk.

SERVICE - excerpt from the contract

The EXHIBITOR undertakes to serve the tastings exclusively in the glasses or the reuse cup of the Mondial de la bière for the tasting at its kiosk.

The EXHIBITOR undertakes to ensure that its beer samples will be 2 oz. or 4 oz. per sample and will not exceed 8 oz. per sample. For cider, wines and spirits, samples must not be less than half an ounce or more than 4 oz.

The EXHIBITOR agrees:

- (1) Not to serve or sell alcoholic beverages to a minor
- (2) Not to serve or sell alcoholic beverages to a person of full age if he knows they are for a minor



FIRE PREVENTION

PROHIBITED MATERIALS

Unless written authorization has been obtained, it is forbidden to use the following materials:

- Softwood trees or branches
- Straw shavings, straw, peat
- Cellulose acetate fabrics
- Packing chips
- Jute

Flames, sparks and candles

It is forbidden to produce open flames, sparks or heat using an ignition device or during an activity.

CONSTRUCTION OF BOOTHS

- must be constructed from fire resistant or flame-proof materials;
- from wood of a nominal thickness of more than ¼ inch (6mm), unless it has a coating of fire-retardant paint that complies with the standard CAN/ULC-S 102-03;
- fire-retardant fabric that complies with standards CAN/ULC-S109-03 or NFPA 705-2009;
- All other types of materials must be submitted for approval.

Curtains, drapes, carpets and other decorative items must be fire-resistant or flame-proof in accordance with standards CAN/ULC-S109-03 or NFPA 705-2009. Certificates must be produced upon request as evidence. Any combustible material that cannot be flame-proofed is prohibited.

STORAGE

1. Storing any products needed for a specific use inside a booth must be limited to the quantity required for one day of operation.
2. Daily waste materials must be safely stored.
3. The storage of combustible materials behind or between booths is prohibited.
4. Storing, handling and using flammable compressed gases, combustible liquids and hazardous materials is prohibited without the written authorization.



ADDITIONAL COMMITMENTS FOR EXHIBITORS AT THE WINDSOR STATION

1. Site development

- 1.1 Perform site development according to the provided and approved plan.
- 1.2 Fireproofing combustible decorations according to standard CAN/ULC-S-109-M87. The certificates must be sent to us before the event, moreover they must be available on site. This includes the tablecloths on the service tables.
- 1.3 Maintain the passages and aisles free of obstruction at any time.

2. Electricity

- 2.1 The electrical installations must be well maintained and used safely.
- 2.2 Public must not have access to the installations or electrical equipment, including the switches and fuses.
- 2.3 Lighting must be at electricity, bulbs and projectors must be distant from at least 600mm of any combustible materials.

3. Cooking (Some rules apply to the outdoor area)

- 3.1 Cooking appliances must be probated.
- 3.2 Cooking area must be isolated from public by preparation tables or other furniture.
- 3.3 No cooking is allowed in a closed tent or accessible to public.
- 3.4 Provide a clearance of 600mm between the closed side of the marquee and the cooking appliances.
- 3.5 The propane cylinder must be spaced at least 3m from the commercial cooking appliance.
- 3.6 Install a portable extinguisher of class **2A-10BC** near the designed space for the cooking.
- 3.7 A fryer will be authorized under a single closed side tent outside only and you must maintain a clearance from at least 400mm between the fryer and the cooking appliance flames.
- 3.8 Moreover, you must install an approved automatic extinction system above the cooking appliances as for fryers with a total capacity over two (2) frying basket, placed under a marquee.
- 3.9 Appliances using charcoal briquettes must be installed on a non-combustible surface and outdoors. Ashes should be disposed of safely after use.

4. Generalities

- 4.1 **No hook can be installed on the sprinkler system, electrical conduit, clocks, statue and lights. No tape will be used for any of the surfaces of the building (floor, wall, etc.)**
- 4.2 Any structure (stage, arch, hanging bridge for lighting, bench, terrace, tent or marquee) must be back up with an engineer certificate on the structure stability the additional load on the structure, it must be sent to us 30 days prior to the Event date.
- 4.3 The top of the flame (from candles or other) must be below 75mm of the incombustible protection which surround it (glass or other) and must be placed or protected in order that the flame doesn't get in touch accidentally with combustible material.

Repenser l'emballage à usage unique, une pinte à la fois!



Encore! revalorise les rebus agroalimentaires québécois en un matériau d'emballage **100% bio-sourcé** et **compostable** à la maison



Rejoignez-nous au **Stand 408** pour découvrir nos sous-verres fabriqués à partir de **drêches de bière surcyclées**.

Nous sommes impatients de partager avec vous la vision d'une industrie brassicole plus durable dans laquelle rien ne se perd mais où tout se transforme, encore et **Encore!**