



Exhibitor Kit

BEER AND OTHER ALCOHOL

www.festivalmondialbiere.qc.ca



TABLE OF CONTENT **BEER AND OTHER ALCOHOL**

TO CONSULT – INFORMATION ABOUT MONDIAL DE LA BIÈRE 2025

- Welcome letter
- Social Media
- Setup
- Operational logistics
- Access and entrance/exit procedures
- Management of supplies
- Rules and obligations: glasses, service and consumption
- Fire prevention
- Additional engagement for exhibitors at the Windsor Station
- Sustainable Development
- www.festivalmondialbiere.qc.ca

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
- Storage
- Food and Beverage Analysis
- Mondial de la bière order form
- **– If you haven't sent this to us yet:**
 - List of your products for the program / menu description for the food exhibitor (see excel file)
 - Registration to the Greg Noonan Mbeer Contest

TO RETURN TO SUPPLIERS

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

ALL DOCUMENTS MUST BE RECEIVED
BEFORE MAY 23rd, 2025



Montreal, May 2025

Dear exhibitor,

We are pleased to count you among us for this 31st edition of the *Mondial de la bière* in Montreal. We have reached the time of year when we send you the final details for preparing the event. In the **Exhibitor Manual**, you will find several key pieces of information for setup, the event itself, and takedown.

The document titled “**Operational Logistics**” is a very important one-page summary that can be kept as a reference at your booth. In the event of staff changes, it ensures that key information is always close at hand! For any questions or further details about this document, please contact Marie-Christine St-Charles, Director of Logistics, at 514.722.9640 #225 or by email at: logistique@festivalmondialbiere.qc.ca.

Please note that you can also reach Marie-Christine on-site from June 20 to 22 at 514.209.9985. Her phone number will also appear on the documents you will receive at the administration office upon arrival on June 19 or 20.

Your entry time will be confirmed once all required documents have been duly completed and returned to the person responsible for logistics.

Please note that your exhibitor wristband gives you access to the site before and after the public opening hours and allows you to skip waiting lines.

We look forward to seeing you at Gare Windsor in June!

The Mondial de la bière 2025 team



SOCIAL MEDIA

#mondialbiere

Join us, add comments and photos.

Follow the 31st edition of the Mondial de la bière live!



www.facebook.com/Mondialbiere
#mondialbiere



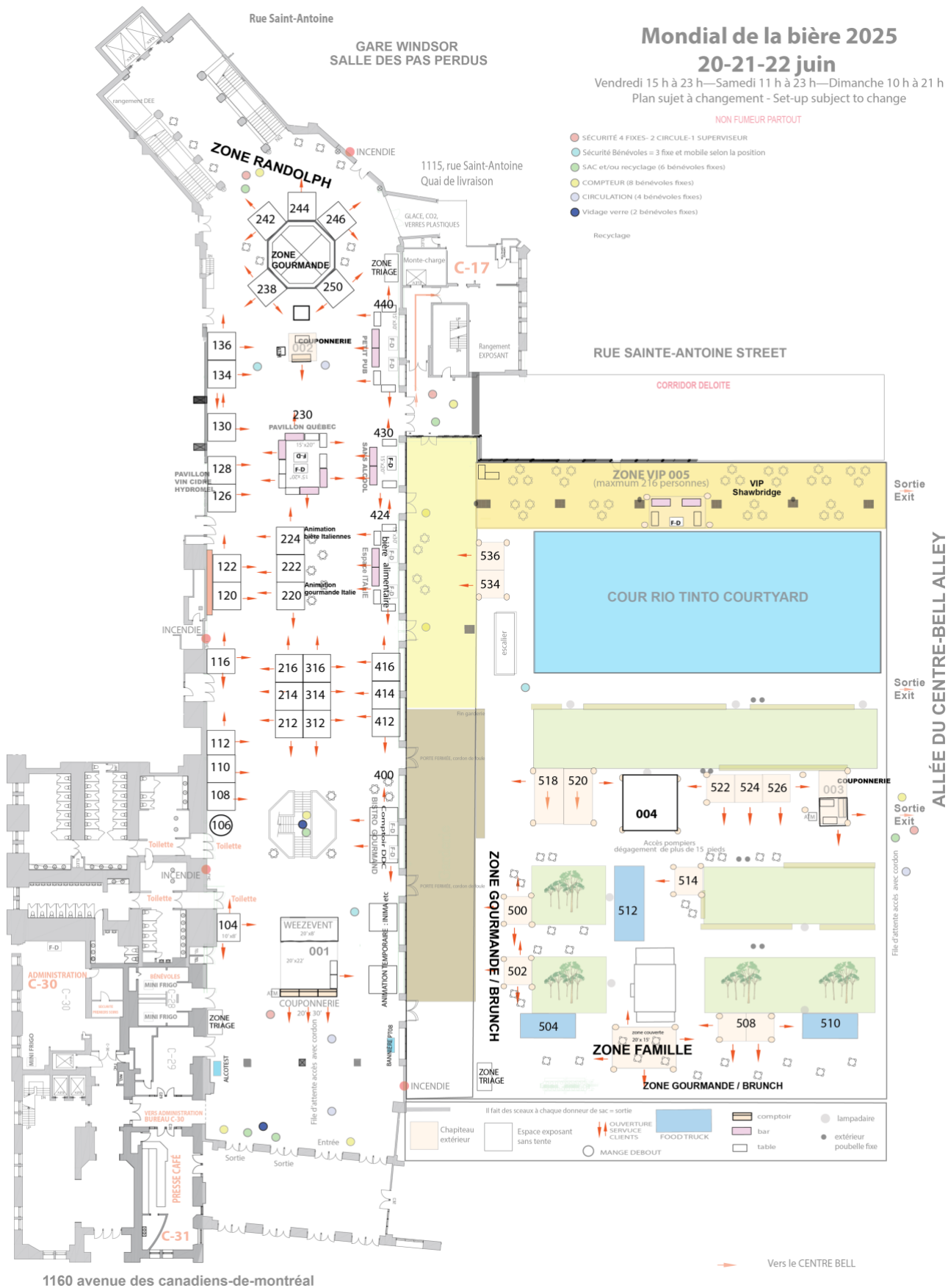
@Mondialbiere
#mondialbiere



@mondialbiere



www.youtube.com/mondialbiere





OPERATIONAL LOGISTIC

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

AND OPENING HOURS: From June 20th to the 22nd

Friday : 15 p.m. to 11 p.m.

Saturday: 11 a.m. to 11 p.m.

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: Marie-Christine St-Charles 514-722-9640 ext. 225 (office) and 514-209-9985 (during event only).

SETUP: Thursday, June 19th from 12 p.m. to 8 p.m., and Friday June 20th from 7 a.m. to 12 p.m. Individual access hours to be confirmed after May 23rd.

TEARDOWN: Sunday, June 22nd, 9:30 p.m. to 1 a.m. and Monday, June 23rd, 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 (additional fees may apply)*

DELIVERIES: Friday to Sunday, 8 a.m. to 10 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, dolly, etc.) to your booth.

PARKING

1- Interior parking 1115 St-Antoine West (\$22/for 12h) 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. Prices are subject to change at any time.

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).

GLASSES: The tastings will be served exclusively in the glasses of the Mondial de la bière from the 1994 to 2025 editions. The visitor will be able to obtain his glass on site. Remember to bring liquid hand sanitizer for use in your booth.

ICE: Available on-site at the supply services (see site map for location). Ice bag: **\$16.10 per 16,1 kg bag (7 bags of 2,3 kg) plus taxes.** Exclusive supplier: Glace Pingouin.

The Mondial's glasses from 1994 to 2025 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 Fondation Rivières.

MAINTENANCE: It is your responsibility to keep your booth and installations clean (bring cleaning products and supplies, **blue bags for recycling and clear bags for garbage** and bins).

FIRE REGULATIONS — CITY OF MONTRÉAL: Please return the kiosk floor plan form (including the technical specifications of cooking appliances) for May 23rd, 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 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 in 45 days later after the festival - 100% of sales are returned to the exhibitors, minus their expenses (ice, CO₂, balance, etc.) The exhibitor agrees to accept virtual coupons for the tasting. Only festival goers who are 18 years of age and older are legally allowed to consume alcohol on the Mondial site.

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

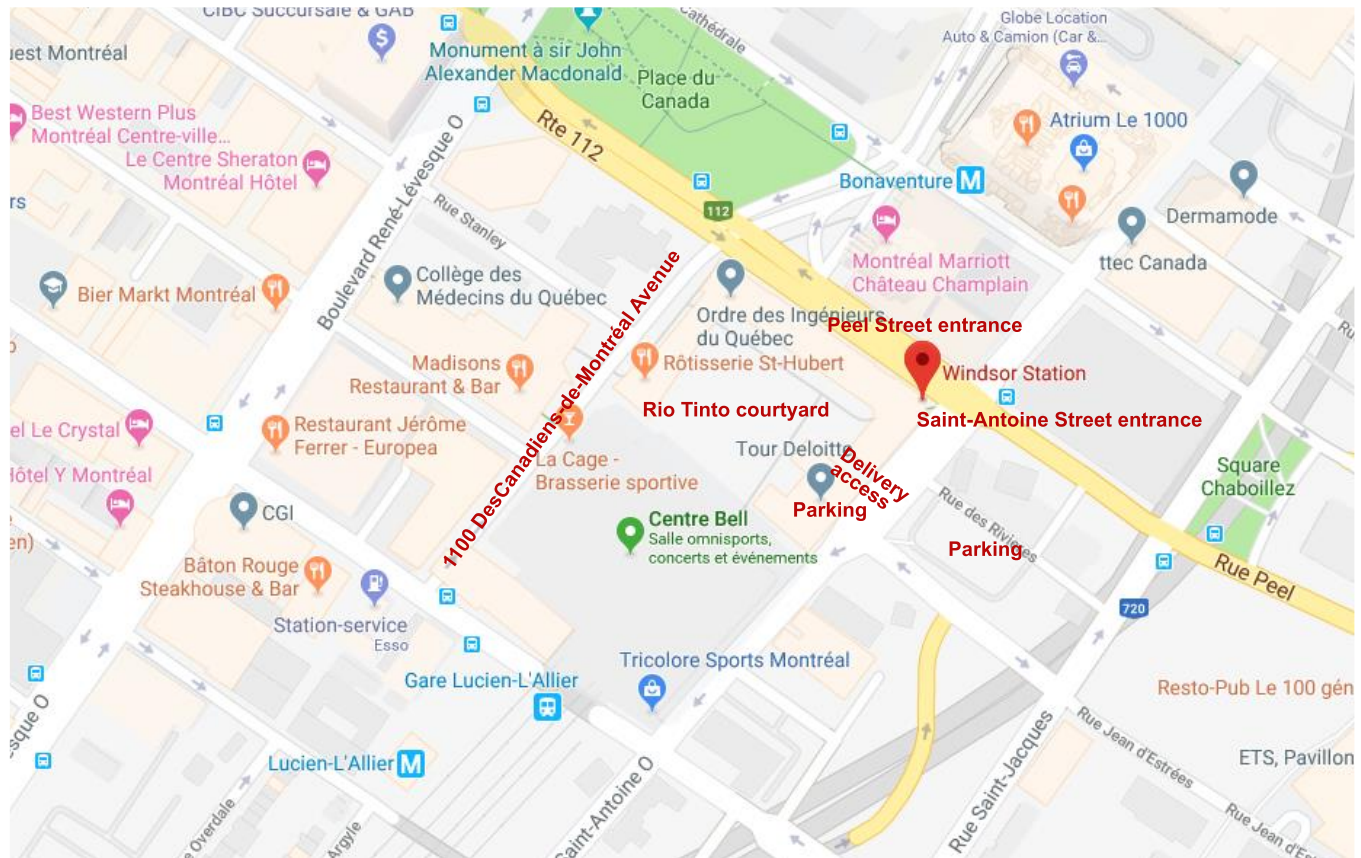
HOW TO GET TO GARE WINDSOR:

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.





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 8:00 AM to 11:00 PM.**

DELIVERY MANAGEMENT

The Mondial de la bière 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 bags) and garbage (clear bags), green or black bags are not permitted. Please place 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 2025 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 2025 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 2025.

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

g) The **EXHIBITOR** undertakes to ensure that its beer samples will be 2 oz. or 4 oz. per sample and 8 oz. for 4 samples. No serving shall be greater than 8 oz. For ciders, wines and spirits, samples must not be less than half an ounce or more than 4 oz.

h) The **EXHIBITOR** of beer products undertakes to sell samples using a virtual coupon exchange system with coupons valued at \$1.00 each (Plus GST and PTS). Two coupons must entitle the holder to a minimum sample of 2 oz. or 4 oz. and 8 coupons maximum for a sample of 8 oz. for most of the beer.

i) The **EXHIBITOR** of ciders, wines and spirits undertake to sell samples using a virtual coupon exchange system with coupons valued at \$1.00 each (Plus GST and PTS). Two coupons must entitle the holder to a minimum of 1 oz. and a 4 oz. sample may be obtained for up to 16 coupons.

j) The **EXHIBITOR** of beer products and of ciders, wines and spirits undertake to sell samples using a virtual coupon exchange system only. Tastings sold for cash or given are not authorized.

k) The **EXHIBITOR** of a food booth agrees to accept virtual coupons in addition to other payment methods.

l) The brewing and food **EXHIBITOR** is not required to pay any royalties to the promoters. Virtual coupons must be accepted by all exhibitors (each coupon has a value of \$1.00 plus GST and QST). The promoter will remit 100% of the value (plus GST and QST) per coupon to the **EXHIBITOR**.

m) The **EXHIBITOR** undertakes to serve samples exclusively in Mondial de la bière's glasses/ reusable cup (1994-2024) for samples at the EXHIBITOR's kiosk

n) The **EXHIBITOR** agrees:

(1) Not to serve or sell alcoholic beverages to a minor.

(2) Not to serve or sell alcoholic beverages to a to an adult if that person is intoxicated or if they know that the adult is purchasing or being served for a minor or a person who is intoxicated.



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, tents 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.

2.4 Please notify us immediately if any item from your order form is missing.

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. A tent must be installed to protect the food during cooking (MAPAQ regulations).

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.

SUSTAINABLE DEVELOPMENT

For several years, we have been implementing sustainable development initiatives.

We invite you to consult our eco-responsibility policy:

<https://festivalmondialbiere.qc.ca/ecoresponsabilite>

Below are some points from our action plan that concern you:

Orientation 1: Residual materials and recycling

- No single-use bottles may be sold. If you have any issues with this rule, please contact us.
- Minimize food waste by offering unsold perishable products to your employees, volunteers, or by arranging an agreement with organizations such as La Table des Chefs.

Orientation 2: Procurement

- We will need you to complete two forms: one regarding the origin of ingredients and another regarding your location.

Orientation 3: Social practices - Inclusion and prevention of harassment

Orientation 4: Energy

- We have set up a carbon footprint calculator that will provide more information on our impact in 2025. It is important that you complete it; it takes a maximum of five minutes. <https://festivalmondialbiere.qc.ca/>