



A R I S Q X P E R I E N C E

**SPRING** | **SUMMER** 2025

MAY 28-29-30 2024

EXHIBITION CENTER SHERBROOKE

PRESENTED BY

**ARISQ** | ASSOCIATION  
DES REPRÉSENTANTS  
DE L'INDUSTRIE  
DU SPORT DU QUÉBEC

# EXHIBITOR'S MANUAL – AX S/S – MAY 28-29-30, 2024 - SHERBROOKE



**Sherbrooke Exhibition Centre**  
 1600 boul. du Plateau St-Joseph  
 Sherbrooke, Qc, J1L 0C8

SHOW SCHEDULE	SHOW DAYS							
	FRIDAY MAY 24	SATURDAY MAY 25	SUNDAY MAY 26	MONDAY MAY 27	TUESDAY MAY 28	WEDNESDAY MAY 29	THURSDAY MAY 30	FRIDAY MAY 31
Delivery*	8h - 17h	8h - 18h						
Personalized booth Set-up			12h - 18h	8h - 18h				
Exhibitor Set-up				9h - 16h				
Show Opening hours**					8h - 18h	8h - 18h	8h - 14h	
Tear-down***							14h - 22h	
Material pick-up****								8h - 12h

\* Material Delivery – Please contact us for appointment (ARISQ : 450-965-9795) – Limited space available

\*\* Client appointment after 6:00 pm

*You are responsible to ensure your client leaves the premises after the official opening hours.*

\*\*\* No transporter will be admitted to the loading ramp before 3 p.m.

\*\*\*\* Fees will be charged for the return of material after 12 noon.

## INSCRIPTION | BADGE

Each sales representative, assistant or sub-agent must **OBLIGATORILY** have paid his/her registration fee before the fair. Non-registered persons will not be admitted into the Fair. The accreditation card is obligatory for all exhibitors and their staff during the Fair.

**It must be worn at all times.** Security guards will strictly control entrances and exits to ensure the safety of our private event. The accreditation cards will be available upon your arrival for set-up, at the promoter's office or at the ticket office.

## BOOTH SPACE

The 10 x 10 feet booth (without carpet) 785\$ includes:

- White curtains, 8 ft. high
- 1 draped table
- 3 chairs
- 1 wastebasket
- High-speed wireless Internet

## SERVICE PROVIDERS | EXHIBITION SERVICES

**Global D.EE service d'exposition** has been hired by ARISQ as official provider for the rental of booths and furniture. If you wish to add furniture and accessories you may contact:



Véronique Tremblay  
Tél : 514-640-0023  
Courriel : [vtremblay@deeglobal.ca](mailto:vtremblay@deeglobal.ca)

Michel Bibeau  
Tél : 514-951-6223  
Courriel : [mbibeau@deeglobal.ca](mailto:mbibeau@deeglobal.ca)

## DELIVERY & PICKUP OF YOUR MATERIAL

### MATERIAL IDENTIFICATION

- ✓ The name of the ARISQ member sales representative
- ✓ Contact information of contact person (*if different from the member's*)
- ✓ The brand / collection and booth #

### DELIVERY OF YOUR MATERIAL BY TRANSPORTER

Exhibitors who use delivery services such as Fedex, UPS, DHL, or others must ensure that customs fees, taxes, etc. are fully paid in advance.

**\* Please note that any goods shipped "to perceive" will not be accepted by the Sherbrooke Exhibition Center.**

In certain cases, delivery/messenger services do not specify that costs are to be paid by the sender at delivery, and the Sherbrooke Exhibition Centre occasionally receives an invoice up to 30 - 90 days after the event. In this situation, the exhibitor will be billed with added administration fees.

### PICKUP OF YOUR MATERIAL BY TRANSPORTER

After the tradeshow, you will be able to arrange the return of your material for Friday, May 31st, 2024 between 8 a.m. and noon by delivery/messenger service or a transporter. To do this, you must correctly fill out your delivery order yourself.

- All material not recovered by the exhibitor's carrier or the courier, will be automatically taking care by the Sherbrooke Exhibition Centre and all charges will be billed to the exhibitor.
- Fees will be charged on the part of the Sherbrooke Exhibition Centre for all shipments unidentified and unprepared as specified above.

## STORAGE

Make sure you label your cases and take them to the designated storage places. To facilitate your task, please plan to place your cases and sample packs in your vehicles for a smoother teardown procedure. Storage forklifts will NOT be accessible for the duration of the Fair.

### INDEPENDENT | PERSONALIZED BOOTHS

The storage of independent booths is taken care of by ARISQ. Independent booth companies must contact us info to predict storage needs with them, thank you.

## SET-UP AND TEAR-DOWN

### LOADING DOCK

**When you arrive, go to the rear of the building.** A member of our team will greet you and take you to one of the 4 loading ramps if necessary, or to the outer doors with access to the ground floor.

#### Outer Door 6 – ground level

- Width: 9 feet 6 inches
- Height: 11 feet 6 inches

#### Loading ramps (Doors 2, 3, 4, 5)

- Width: 7 feet 6 inches
- Height: 9 feet 6 inches
- Length: 53 feet

#### Ramps exits towards Rooms A, B, and C

- Width: 8 feet 6 inches
- Height: 9 feet 6 inches

### HANDLING OF GOODS

For both set-up and teardown, exhibitors must **OBLIGATORILY enter and exit by Door 6A at the rear of the building.**

**AT ALL TIMES, IT IS PROHIBITED TO USE THE FRONT DOORS FOR BRINGING IN OR TAKING OUT MATERIAL**

Note that the ARISQ team is at your disposal to help you unload your material from a vehicle and carry it directly to your booth.

### SET-UP PROCEDURES

#### **You are responsible for setting up your booth**

**Exhibitors must arrive before 4:00 p.m. on the set-up day and must have left at 6:00 p.m. All boxes of equipment must be removed from the floor at 6:00 p.m.**

If you would like help with your set-up, assistance is available by reservation. Please contact **Global D.EE service d'exposition** to schedule the necessary resources and obtain the costs.

## TEAR-DOWN PROCEDURES

Given the large size of the tradeshow, it is essential that we work together to ensure that teardown takes place in an orderly, respectful manner.

The ARISQ team, the Sherbrooke Exhibition Centre, and **Global D.EE service d'exposition** collaborate to ensure the smooth running of the Fair teardown; we therefore request that you cooperate in a timely manner with the team members at the site.

- To respect your colleagues and retailers at the show, **it is prohibited to begin dismantling your booth before the official closing, which is scheduled for 4 p.m.**
- **It is strictly prohibited to take material out by the doors at the main entrance.**

**\*\*\* Penalty of non-compliance :** \$300.00 penalty will be charged to exhibitors for the non-observation of these rules. We thank you for your kind collaboration.

## RESTRICTIONS ET OBLIGATIONS

It is your responsibility to comply with the following conditions:

- ❖ **Common areas:** Exhibitors must keep hallways, elevators, escalators, hall, lobby, directional signage, plasma screens, emergency exits, and all rooms at the Centre free from obstruction at all times.
- ❖ **Booth height:** The exhibitor's booth must not exceed 12 feet in height and the exhibitor must provide a structure with an exterior finish for any booth section exceeding 8 feet in height.
- ❖ **Custom booth:** All visible exterior walls of the booth must have a structure with proper / clean finishing
- ❖ **Cleanliness:** We ask for everyone's collaboration to keep the Fair site tidy and clean. Please use the various facilities provided for recycling (paper, cardboard, glass, plastic) during set-up/teardown and the event itself. Trash containers must be set outside the stands in the aisles every evening at closing time. The staff of the Sherbrooke Trade Fair Centre free of charge will empty them. Wastebaskets left inside the stands will not be emptied.
- ❖ **Adhesive tape:** The only adhesive tapes allowed at the Centre are the following:

Wall surfaces	<ul style="list-style-type: none"> <li>• 3M wall mounting tabs, No. 7220</li> </ul>
Floor surfaces	<ul style="list-style-type: none"> <li>• Tuck Tape 85 or Tuck Tape 99</li> <li>• Double Face Echo Tape DC-W188F</li> </ul>
Brick walls	<ul style="list-style-type: none"> <li>• 3M wall mounting tabs, No. 7220</li> </ul>

**Penalty:** Fees to remove the adhesive tape will be invoiced to the exhibitors that do not comply with these specifications.

- ❖ **Insurance :** Exhibitors must have their own liability insurance. ARISQ and the Sherbrooke Exhibition Centre are not liable for material damage to merchandise, stands, equipment or decorations caused by fire, water, or theft in the premises rented or during the transfers in the building, and in this last, whatever the cause may be.

# EXHIBITOR'S MANUAL – AX A/W – MAY 28-29-30, 2024 - SHERBROOKE

- ❖ **Fires** : As a safety measure, the aisles must be left completely unobstructed. The Fire Department of Sherbrooke imposes this regulation, and we will be obliged to move any installation that goes beyond the exact limits of your stand. To prevent fire, tent-tops, curtains, and any other material used for the stand must be fireproof, meaning that they must have undergone a fireproofing process.
- ❖ **Children** : For safety reasons, the presence of children at the loading ramp and in the exhibition hall is not recommended during the mounting and dismantling of stands.
- ❖ **Animals** : The presence of animals is subject to approval of the authorities of Sherbrooke Exhibition Center. Only service dogs for the disabled are allowed unrestricted.
- ❖ **Booth Cleaning** : You must keep your booth clean unless it is the responsibility of **Global D.EE service d'exposition**, the official service provider of the Fair.

## DIRECTIONS FROM MONTREAL

- Take the Champlain Bridge and follow the directions to Highway 10 East towards Sherbrooke.
- Follow Highway 10 East (for about 1 ½ hour) and take Exit 141 towards Boulevard Monseigneur-Fortier.
- Keep right after exiting the highway and continue on Boulevard du Plateau-St- Joseph.
- Turn left at the second traffic light.

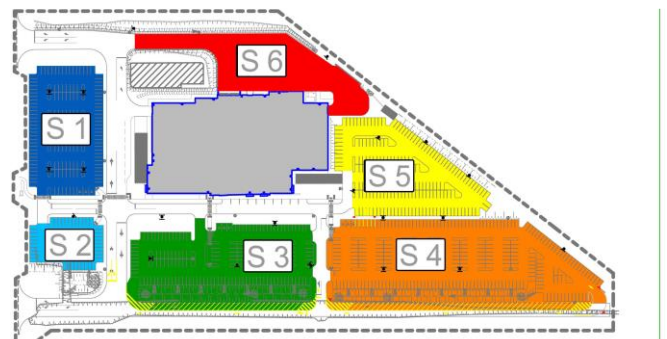
## DIRECTIONS FROM QUEBEC CITY

- Take Highway 20 West as far as Drummondville (for about 1 ½ hour).
- Take Exit 173 to access Highway 55 South.
- Continue on Highway 55 South (about 50 minutes) and take Exit 141 towards Boulevard Monseigneur-Fortier.
- Turn left on Rue du Fer-Droit and left again on Chemin Georges-Vallières.
- Turn right at the first traffic light and left at the next traffic light after that.

## PARKING

Parking is free for exhibitors and visitors to the Sherbrooke Exhibition Centre. There are reserved parking spaces for exhibitors. Please consult the attached Parking Map (S4 – S5)

**Parking is not allowed at the loading ramp.** Only loading and unloading is allowed; vehicles contravening this rule will be towed.



## CANCELLATION POLICY

Any cancellation of your participation must be communicated to us as soon as possible by email at : [INFO@ARISQ.COM](mailto:INFO@ARISQ.COM) For any cancellation **less than 30 days before the event**, you will have to pay the totality of the invoiced fees. For **any cancellation 31 days** before the event, a fee of 50% of the total cost will be charged.