

# Congrès 2011 Congress

## Exhibitor Fact Sheet

Produced by the Baking Association of Canada and the Conseil de la Boulangerie du Quebec the purpose of Congress 2011 is to provide a forum where suppliers to the baking industry can meet bakers (retail, grocery in-store, warehouse club and wholesale/commercial) or buyers of baked products to conduct business.

*Last held in the Montreal area in 2007 and not scheduled to return until 2015, Congress 2011 is the Baking Specific Event to see the newest, the best and the favourite products, ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve) for 2011!*

### Event Details:

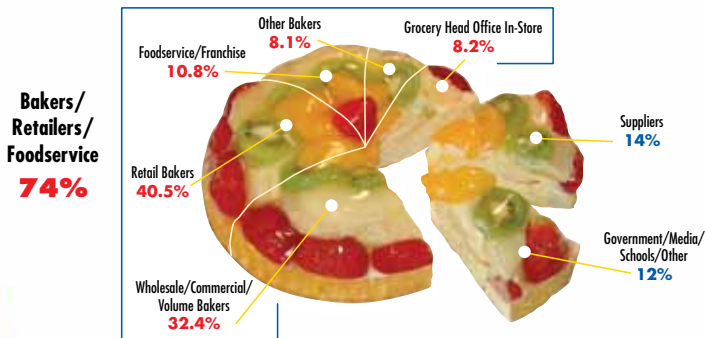
May 1 & 2 • Place Forzani • 4855, rue Louis-B-Mayer • Montreal (Laval), QC H7P 6C8  
Trade Show Hours: 12:00 noon to 5:00 pm each day

### Event Program

Time	Friday, April 29	Saturday, April 30	Sunday, May 1	Monday, May 2	Tuesday, May 3
Morning	Trade Exhibition Move-In	Trade Exhibition Move-In	BAC Annual General Meeting	Exhibitor Product Seminars	Trade Exhibition Move-Out
12:00 noon to 5:00 pm	<i>Note: Move-in hours to be determined</i>	<i>Note: Move-in hours to be determined</i>	Exhibitor Product Seminars		
Evening				Welcome Event	Social Event

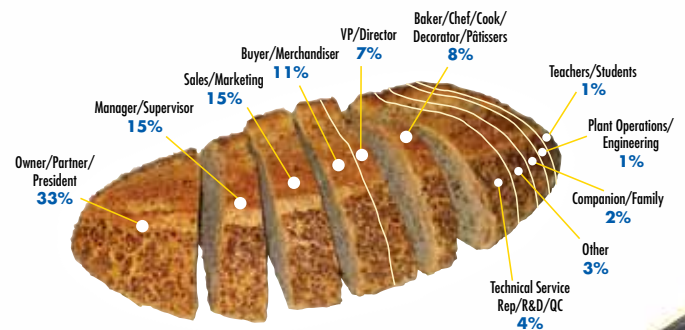
### Audience Profile:

#### 2007 AUDIENCE PROFILE - % by business

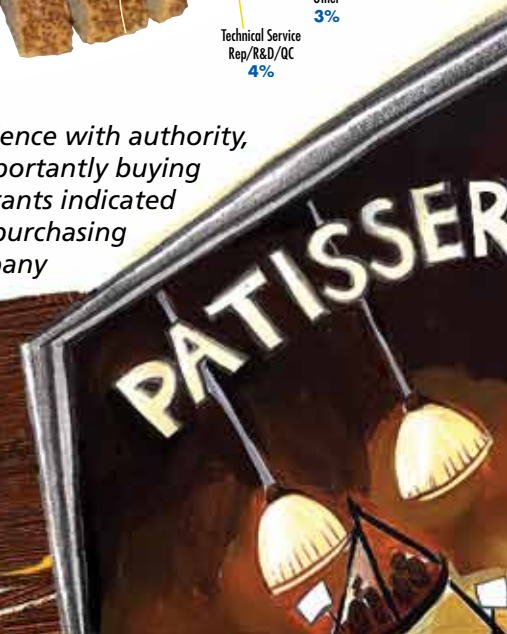


In 2011 over 1,200 industry professionals will come directly to you

#### 2007 AUDIENCE PROFILE - % by occupation

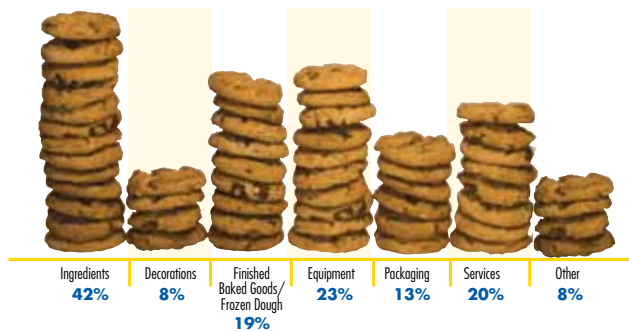


A highly qualified audience with authority, influence and most importantly buying power – 84% of registrants indicated they had a role in the purchasing decision for their company



## Exhibitor Profile:

### 2007 EXHIBITOR PROFILE - % by product category



Note: Exhibitor Profile exceeds 100% in total due to some company product ranges being represented in more than one category

In 2011 the leading allied trades will use Congress to deliver their message directly to bakers and buyers

## Exhibit Space Rates

Quoted in Canadian dollars, excluding 5% Federal GST (Goods and Services Tax) and 7.5% QST (Quebec Sales Tax).

Standard booth size is 10'x10' = 100 sq.ft. Various sizes and configurations can be accommodated.

**Single In-Line Booth** **\$19.25 per sq.ft.**

**Corner Premium (exposure on 2 sides)** **\$250 each**

## Exhibit Space Rates Include:

- 2 day exhibition, 10 hours total exhibit time
- Draped booth – 8' high x 10' wide backwall, 3' high railing drape to aisle in Congress 2011 colours
- Materials handling from loading docks to booth (uncrating, assembly & spotting available at additional charge)
- Removal, storage and return of shipping crates
- Building perimeter (entrance/exit) security coverage
- On-site refrigerated and freezer storage (user fee required)

- Attendee Lead Retrieval System (user fee required)
- 5 exhibitor badges per 100 sq.ft. (up to a maximum of 25 badges)
- 5 complimentary Baker/Retailer/Foodservice Passes per 100 sq.ft. (additional passes available at discounted rates). *Note: Passes are valid for admission to the trade show exhibition for two days. Tickets for social activities available at addition cost.*
- Company name pre-promotion in Attendee materials (if contracted by printing deadlines) and on BAC's web-site (hot link to company web-site available at additional cost)
- Pre-promotion of In-Booth activities including new products, show specials, prize draws, demonstrations and guest/celebrity appearances on BAC's web-site
- Opportunity to provide a Product Presentation to a group of attendees (Time slots are limited each day). *Note: New Product Presentations will be highlighted as such in promotions.*
- New exhibitor program (to participate in this program, company must not have participated in the 2007 edition of Congress)
- On-site show service contractors
- Exhibit Customer Service including Exhibitor updates and reminders
- Comprehensive Exhibitor Manual including operating rules, official contract information, order forms and general information
- Company listing in Official Program Guide published by Bakers Journal (if contracted by printing deadline) or in On-Site Addendum (if contracted after Official Program Guide printing deadline and before April 22, 2011)

## BAC/CBQ Members Also Enjoy the Following:

- \$2.89 sq.ft. discount on single in-line booth space (15% discount per 100 sq.ft.)
- Up to 30 cu.ft. of refrigerated or freezer storage (a \$150.00 value)
- An additional 5 complimentary Baker/Retailer/Foodservice Passes per 100 sq.ft.
- Discount on hot link to company web-site (a \$50 value)

## FOR MORE INFORMATION: