



AQPP Congress

November 20 and 21, 2025

Palais des Congrès de Montréal

EXHIBITOR'S GUIDE

Altitude C is in charge of managing the Exhibitors' Lounge.

55 Mont-Royal Avenue West, Suite 730, Montreal, Quebec H2T 2S5

E-mail : aqpp-exposition@altitudec.com

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IMPORTANT INFORMATION ABOUT THE EVENT

This document has been prepared for exhibitors. It contains information about your participation in the 2025 convention of the Association québécoise des pharmaciens propriétaires (AQPP).

For further information, please do not hesitate to contact our team at aqpp-exposition@altitudec.com.

SITE ACCESS

MAIN ENTRANCES

- ✓ 201, avenue Viger Ouest, Montréal
- ✓ 1001, Place Jean-Paul Riopelle, Montréal
- ✓ *No deliveries will be accepted to these addresses.*



DELIVERY BAY

- ✓ 163, rue Saint-Antoine Ouest, Montréal, H2Z 1X8
- ✓ *Please refer to the section "Quay - Assembly entry procedure" for entry details.*

PARKING

You can use the following parking lots to park your car:

✓ **Stationnement Viger - Palais des Congrès de Montréal**

1025, rue Chenneville, via l'avenue Viger

Free height : 1.81 m (5'11")

✓ **Stationnement Quartier International de Montréal**

249, rue Saint-Antoine Ouest

Free height : 2 m (6'7")

PUBLIC TRANSPORTATION

The Place-d'Armes metro station is right next to the Palais des Congrès de Montréal.

CHECKLIST

IMPORTANT DATES	HOURS	SERVICES
October 18, 2025		Sketch or photo (mandatory) of your booth.
		Proof of insurance (mandatory)
		The company description, published in the Exhibitor Directory, must be completed if you did not do so when reserving your space.
		Deadline to reserve a room at the discounted rate of \$249 at the Westin Montréal.
November 3, 2025		Exhibitor registration must be completed.
		Deadline for ordering additional audiovisual, computer and electrical services from Joël Dufresne at jdufresne@altitudec.com
		Deadline for preferential pricing on decorator services - GES - Global Event Specialist
		Deadline for ordering rigid structure if you don't have a full back wall
		Deadline for ordering services offered by the Palais des Congrès de Montréal at reduced rates: Palais des Congrès services - additional Internet access, telephony, hanging (subject to approval), temporary staff, and surveillance - Catering capital - Food services
November 15, 2025	12 :00 PM to 6 :00 PM	Showroom set-up Room 517 ABCD Badge collection at reception desk from 3:00 PM. Set-up times will be allocated according to the location of your space. A set-up schedule will be sent to you one month before the event.
November 16, 2025	7 :30 AM to 7 :00 PM	Event
November 17, 2025	7 :30 AM to 2 :30 PM	Event Dismantling from 3:30 PM

SCHEDULE

The exhibition will be held in **room 517 ABC** of the **Palais des Congrès de Montréal**.

	Wednesday November 15	Thursday November 16	Friday November 17
Setup	12 :00 PM to 6 :00 PM <i>Please consult the schedule, which will be sent to you one month before the show.</i>		
Exhibitor badge collection	3 :00 PM - 6 :00 PM	From 7 :00 AM	
Showroom opening		10 :10 AM - 4 :00 PM	9 :45 AM - 3 :30 PM
Exhibitor's lunch		11 :30 AM	11 :30 AM
Networking lunch		12 :00 PM - 2 :30 PM	12 :00 PM - 2 :00 PM
5@7 des exposants		5 :00 PM - 7 :00 PM	
Dismantle			From 3 :30 PM

TRANSPORTATION, ADVANCE WAREHOUSING AND CUSTOMS BROKERAGE

The official supplier for the Congress is ConsultExpo.

For all customs and transportation questions, please contact:

Diane Labbé

Phone: 514-709-0739

Office: 514-482-8886 Ext. 7

Fax: 888-629-9008

E-mail: jeffl@consultexpoinc.com

Website: www.consultexpoinc.com

ConsultExpo is a Canadian customs brokerage firm serving trade shows, conventions and annual meetings in all major cities across Canada. They work with Canada Customs to facilitate the entry of goods for conventions. They contact exhibitors and suppliers planning to import cross-border merchandise to ensure that everything runs smoothly and without hassle. ConsultExpo offers a complete air and ground transportation service for exhibitors, both inbound and outbound. This service covers all aspects of shipping, whether international or local.

For your advance storage needs, please contact Diane Labbé **BEFORE SENDING YOUR EQUIPMENT** to confirm the number of pieces, weight and dimensions of the equipment to be stored. Advance storage rates are as follows: \$75/100 lb, minimum 300 lb (minimum price \$225). Please note that shipping is not included in storage rates.

IMPORTANT:

Exhibitors using courier services such as FedEx, UPS, DHL, or others must ensure that customs fees, taxes, etc. are paid in advance. Any merchandise shipped "collect" will not be accepted by the Palais des Congrès de Montréal.

In some cases, courier services do not declare that charges are to be paid by the shipper at the time of delivery, and Le Palais des Congrès receives an invoice sometimes 30-90 days after the end of the event. In these cases, the invoice will be redirected to the exhibitor.

Arrangements must be made with ConsultExpo for all deliveries to be made before the start of the event. Please see Appendix V for full details of these deliveries.

DELIVERY

Please note for all deliveries to the site:

The Palais des Congrès will accept equipment **from the date of installation only (November 15, 2025).**

- Any material delivered before this date will be refused.
- Regular dock opening hours are 7:00 AM to 6:00 PM.
- The exhibitor must be present at the time of delivery, otherwise the Palais des Congrès de Montréal or the organization cannot be held responsible for material received in the exhibitor's absence.

DELIVERY NOTE

For direct shipments to the site, please address your parcels as follows:

Carrier :

Number of boxes :

Agency / Organization :

Stand number :

Attention: ALTITUDE C / AQPP Congress 2025

Name of event: AQPP Congress 2025, ROOM 517 ABCD

If you have any questions at the reception, please contact: aqpp-exposition@altitudec.com

Palais des Congrès de Montréal

Delivery dock : 163, rue Saint-Antoine Ouest, Montréal, H2Z 1X8

Any exhibitor who sends their material by carrier and requires handling to his booth must place a service order in advance on the Palais des Congrès de Montréal portal.

HANDLING AND STORAGE

Exhibitors arriving at the loading dock with their equipment may, **if they wish, handle it themselves using a cart provided.**

Delivery and pick-up of equipment must take place via the landing stage.

Please note the following information:

- **New** : AQPP is proud to assume the costs of handling and storing exhibitors' materials. Please note that the costs absorbed by the organization are those related to material handling and the supply of electricity (during set-up and dismantling).
- Packing material (crates and boxes) must be removed from stands during the entire event (in accordance with Ville de Montréal fire department bylaws).
- Please note that under no circumstances will exhibitors have access to the Palais des Congrès de Montréal's storage area, from the moment the material is stored. The boxes will only be accessible again at the end of the event, on November 17 from 3:30 PM.
- At the close of the show, empty crates will be returned to the stands by Palais des Congrès de Montréal handlers as soon as possible after visitors have left the hall.

REGISTRATIONS AND DELEGATE EXHIBITORS

BADGE

Management will allocate two "Exhibitors packages - 2 days (Gala Excellence and access to workshops not included)" per 10x10 exhibition space. These badges must be worn at all times on site. Your badges will be available at the registration desk from November 15, 3:00 PM.

REGISTRATION PROCEDURE

You must register your representatives individually before October 24, via the [online registration form](#). Please follow the instructions in the [Exhibitors section of our website](#) carefully.

You will receive a **Discount Code**, which you must enter in the appropriate box when registering representatives who will benefit from the "Exhibitor's packages - 2 days (Gala Excellence not included)" included in the exhibition space rental.

It is also possible to purchase other Packages (Full Program or Package - 2 days) or Show Passes (not including access to the Gala Excellence) for additional staff via the [online registration form](#).

Please note that some activities (workshops) have limited space, and registration is on a first-come, first-served basis.

For further information, please consult the "[Exhibitor Registration](#)" section of our website or contact the registration department at aqpp-congres@altitudec.com.

Management reserves the right to refuse admission to the exhibition hall to any visitor, exhibitor or employee who, in the opinion of management, is behaving inappropriately or is disrupting the smooth running of operations.

FOOD SERVICES

ON SITE

Please note that meals will be included for all event participants and exhibitors.

TO YOUR BOOTH

Capital Traiteur Inc. is the exclusive food services provider for the Palais des Congrès de Montréal.

Exhibitors will not be allowed to bring any food or drink onto the event site. **All requests for exceptions must be addressed to Capital Traiteur for evaluation.** If you wish to serve food or drink at your stand, you must order via the [Capital traiteur order form](#).

Please send your request to the following address:

info@capitaltraiteur.com

If you wish to distribute or sell food or drink samples from your stand, you must obtain prior authorization from Capital Traiteur.

EXHIBITION AREAS

WHAT DOES THE PRICE OF YOUR BOOTH INCLUDE?

- An individual booth includes :
 - A 10' x 10' space
 - 2' x 6' x 30" draped table with two chairs
 - Recycling bin and trash can
 - 120V, 15A electrical outlet
 - Wireless internet access (1.5 Mbps) **
 - Publication of company name on event website
 - Company name and description in the Exhibitor Directory, included in the convention mobile application.
 - Aisle cleaning and general security services
 - An amount will be used to draw the \$5,000 Exhibitors' Grand Prize.
 - Two 2-day Exhibitor's packages (Gala Excellence and workshops not included) giving access to Plenaries, food functions and *5@7 des exposants*.

*** If you require faster internet access, you must place an order with the Palais des Congrès via their online portal. Additional charges will apply.*

N.B. A double booth includes all the items of a single booth, multiplied by two.

To be included in the Official Program Exhibitor Directory, you must complete your profile when you book your booth online.

SPACE PLANNING

Please note that it is mandatory to have a rigid structure that completely covers the back of your space, to ensure the overall visual harmony of the exhibition (curtain walls are not permitted). You can use your own equipment, rent from a firm of your choice, or take advantage of the special rate of \$625 (plus taxes) offered by AQPP in conjunction with GES - Global Event Specialist. To order the structure offered by AQPP, please complete the Rigid Structure [Order Form](#) and return it to us before October 31.

N.B. The showroom is carpeted.

RIGHT OF VIEW AND BOOTH

Exhibitors must comply with the "Right of View" models. It is forbidden to build side walls that block the right of view of neighboring booths. Rear walls must completely cover the back of your booth (10 feet wide) and be 8 feet high. Side walls should be a maximum of 3 feet high for the first 7 feet from the driveway, and 8 feet high for the last 3 feet to the back of the kiosk. See the image below for an example of a kiosk conforming to the right-of-way.



Please contact aqpp-congres@altitudec.com if you plan to bring in equipment or structural elements exceeding 8 feet in height.

CEILING HANGING

All ceiling hangings must be approved by Show Management. Please note that the maximum hanging height is 16 feet, at the highest point of the structure. Please contact aqpp-congres@altitudec.com for approval of your hanging project. Exhibitors will then be able to order the hanging service through the Palais des Congrès customer portal.

PLAN OR SKETCH OF YOUR BOOTH

To ensure a quality environment and compliance with booth regulations by all parties involved, all exhibitors must submit a sketch or photograph of their booth for approval by Show Management by October 18, by e-mail to aqpp-congres@altitudec.com.

Important notes:

- ✓ For any changes to your kiosk option, please write to: aqpp-congres@altitudec.com

REMINDER | CONTACT SHEET

Don't want to print out the whole guide?

Just print out this page as a reminder and service reference.

Don't hesitate to contact us. We are here to optimize your participation in the AQPP 2025 conference.

Services	Resources	Deadline
Customized modular stand, rental of furniture, plants and accessories, labour for assembly and dismantling	G.E.S serviceinfo@ges.com Link for rentals : https://ordering.ges.com/CA-00063478	Book early before October 31, 2025
Handling, booth cleaning, hanging (on approval of the organization), telecommunication, security.	Services aux exposants Palais des Congrès de Montréal 514-871-5871 Infotechno@congresmtl.com Portail de commerce électronique pour vos commandes en ligne : https://congresmtl.com/services/commander-des-services/	Book early before October 31, 2025 Regular rate from Nov 1st – Nov 12 On site rate from Nov 13.
Audiovisual and computer equipment and electrical services	Altitude C Joel Dufresne jdufresne@altitudec.com	Book early before October 31, 2025
Turnkey stand orders, general questions about the organization and/or operation of the AQPP 2025 conference	aqpp-congres@altitudec.com	At any time
General questions about exhibitor registration	aqpp-inscription@altitudec.com	Exhibitor registration before : October 31, 2025

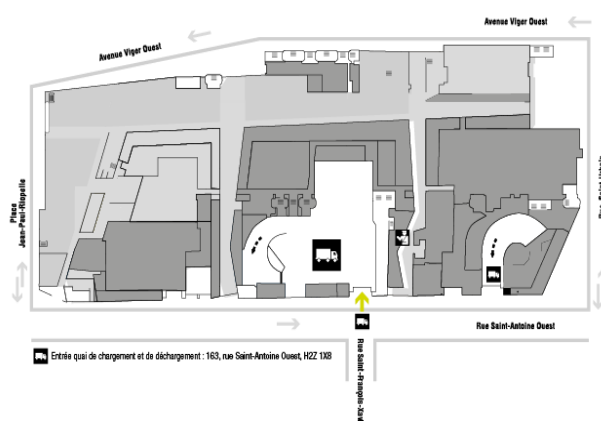
SET-UP TIME

Stand set-up and installation will take place on Wednesday, November 15, 2025, at the time assigned to you, and will end at 6:00 PM. on the same day. This time slot may vary according to your position in the exhibition and the availability of the Palais des Congrès de Montréal.

Please refer to the schedule that will be e-mailed to you a few weeks before the event.

Please respect your entry time to avoid overcrowding.

ASSEMBLY ENTRY PROCEDURE



- Upon arrival, please **pick up a mandatory pass** from an attendant at the loading dock.
- The maximum **time allowed for unloading a vehicle is 15 minutes**.
The owner of a vehicle left at the loading dock for more than 15 minutes is liable to parking and/or towing charges.
- To facilitate the transport of your goods, **blue carts will be available** at the loading dock.

- **Parking at the reception area is absolutely forbidden**, and trucks must leave the premises as soon as unloading is completed, failing which they will be towed away at the exhibitor's expense.
- On the day of the event, November 16, 2025, exhibitors may bring material to their stand during the hour preceding the opening of the Show, using light rolling equipment only (4-wheel carts and hand trucks prohibited). However, **as soon as the doors open, such equipment will no longer be tolerated in the exhibition hall**, and transportation of the said material will henceforth be carried out manually.

DISASSEMBLY PERIOD

Stand dismantling will begin on Friday November 17 at 3:30 PM. Exhibitors may not dismantle their stands or displays before 3:30 PM. Exhibitors must vacate the rented premises and the Palais des Congrès **by 6:00 PM on the same day**, failing which they must reimburse Show management for all expenses incurred in vacating the said premises (including storage fees).

To reduce the risk of theft during dismantling, it is recommended that valuable items be taken away by the exhibitor as soon as the show closes, and that the rest of the equipment be kept under the exhibitor's surveillance.

At the end of the scheduled show dismantling hours, any material not picked up by a carrier or the exhibitor's courier service will automatically be taken in charge by the Palais des Congrès and all costs will be billed to the exhibitor.

DISASSEMBLY EXIT PROCEDURE

- Blue carts will be available at the docks when the gates open.
- Please ensure you have all your equipment ready before collecting your vehicle.
- If your equipment can be transported without the aid of carts, it will be possible for you to leave the premises via the exhibition's pedestrian exit doors.
- Blue carts or any other heavy transport equipment are not allowed in the Palais des Congrès common and public areas, including public elevators and escalators.

GENERAL REGULATIONS

Standard and prefabricated stands, including signs, must not exceed 8 feet (2.44m) in height.

Exhibitors intending to use or build a prefabricated wall must comply with the following rules:

- ❖ A one-inch allowance must be left on each side of the stand partitions. For any non-conforming dimensions, you must obtain permission from management. Stand design must allow for a line of sight, i.e. the maximum height of side walls in the first 7 feet from the aisle may not exceed 3 feet. The maximum height accepted for any other part of the wall is 8 feet. Any exception to this rule must be approved in advance by Show management.
- ❖ All stand walls must be tastefully painted or covered on all surfaces exposed to public view.
- ❖ No stand may conceal alarm triggers, electrical chambers, signage or access to the premises.
- ❖ If an exhibitor has a pop-up stand, the sides of the stand must be aesthetically closed with a material.
- ❖ Hanging aerial banners above a stand: approval from the organization is required.

Any special request concerning the appearance of a stand must be submitted to management for approval no later than thirty (30) days prior to the opening of the Show and must be accompanied by a plan or sketch illustrating the request. Promotional items may be distributed within the rented space.

PROMOTIONAL ACTIVITIES

All commercial solicitation must take place inside the stands. Promotional activities are prohibited in aisles, food courts and corridors.

Commercial advertising and contests organized by exhibitors in connection with their participation in the event must not commit the promoter in any way. The exhibitor must provide management, upon request, with the authorization obtained from the Régie des alcools, des courses et des jeux du Québec for the organization of such contests.

If you wish to hold a draw from among the participants, make sure it's held at your stand, and don't forget to notify the winner!

INSURANCE

Exhibitors must have their own "liability" insurance. Neither the Société du Palais des Congrès de Montréal nor its agents assume any liability for personal injury or damage to materials and products, stands, equipment or decorations, caused by fire, water or theft, in the rented premises or during transitions in the building, regardless of cause.

The Exhibitor shall provide Altitude C (aqpp-exposition@altitudec.com) with proof of insurance, listing AQPP and Palais des Congrès as joint certificate holders, covering loss or damage to equipment, personal injury, death, and all related liabilities (minimum \$2 million).

STICKERS

The distribution of stickers is prohibited. Any costs incurred in removing them from the floor, walls or other stands will be charged to the exhibitor.

NOISE

The exhibitor must respect visitors and fellow exhibitors. Any equipment that causes excessive noise is prohibited and will be removed at the exhibitor's expense.

BUILDING WALLS, CEILING AND FLOOR

It is forbidden to perforate, paint or alter the walls of the building and the concrete columns of the exhibition hall. The floor of the building must not be perforated, painted or altered in any way whatsoever. No adhesive other than tape may be applied to the floor.

The exhibitor must remove tape from the floor during dismantling, otherwise additional charges will apply.

AUTHORIZED RIBBON

- Wall surfaces: 3M wall mounting tabs, no. 7220
- Floor surfaces: Echo Tape CL-W6300 or VI-N6120 or equivalent Double-Sided Echo Tape DC-W188F
- Brick walls: 3M wall fasteners, no. 7220
- *Use of other brands or models may result in cleaning charges.*

TRANSPALETTE

The use of pallet trucks is prohibited in carpeted rooms, without exception.

FIRE PREVENTION

Exhibitors must comply with fire prevention regulations. See "Safety measures and fire prevention" document:

http://congresmtl.com/pdf/Guide_prevention_incendie_exposition.pdf

SUSTAINABILITY

In an effort to minimize the ecological footprint of the conference, AQPP will implement a series of concrete measures, including the selection of locally sourced meals, the installation of sorting stations, and the reduction of printed materials. We also invite all exhibitors to join this initiative by limiting their printed materials, promotional items, and any other activities that may have a negative impact on the environment.

OFFICIAL EVENT HOSTING

A limited number of rooms have been reserved at the following hotel:



Le Westin Montréal

270 Rue Saint-Antoine O

(514) 380-3333

[Click here to reserve your room](#)

The reduced rate is valid until October 18, 2025