



Quoi de Neuf?

PRESIDENT'S NOTE

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Hello,

At the last meeting held in Valleyfield in October, we were warmly welcomed by the Ormstown Fair team. The lunch time that we took together allowed us to reconnect and share our experiences lived during the summer. With the visit of the fairground, we discovered a major event demonstrating the longevity of this almost century-old agricultural fair.

During the evening, we shared the successes achieved by our exhibitions during the 2011 season. The ExpoStars Gala presented the efforts of renewal and improvement provided by the directors of exhibitions. We applaud their motivation to always do better. The speaker of the next day, Mr. Attanasio, focused on what to do to get adequate support from our sponsors and partners. It's up to us now to apply what we learned. By cons, examples closer to our situations in his presentation would have been appreciated.

In mid-November, some AEAQ administrators, Nathalie Dion, Gale Johnson, Jean-Pierre Laroche and myself, have participated in the conference of the Canadian Association of Fairs and Expositions. The Quebec delegation was enhanced by the participation of Marc Sparrow, Expo Quebec, three other representatives of the Brome Fair as well as four representatives of the Shawville Fair. The busy schedule of this four-day conference allowed us to attend as many as six presentations and workshops. At the national final of the Youth talent show, the group representing Quebec, winner and native of Quebec, won first place. Congratulations to these young people! This is a second consecutive victory for our representatives to this national competition.

Now that we all have submitted our activity report, and before undertaking intensive efforts to host our next event, I wish you all a good time of rest and celebration with family and friends.

Come back in shape in 2012, invigorated and excited for the preparation of a season that I wish you full of projects!

Happy Holidays!

Romuald St-Pierre, President



HIGHLIGHTS OF THE AEAQ FALL CONGRESS

A little over one hundred participants were in Valleyfield, October 28th and 29th 2011 for the AEAQ Fall Conference. Hosting the event, the Ormstown Fair invited the delegates to discover its facilities: a historic site that has charmed visitors!

Fall is the time of reports, the delegates seemed very happy to meet and share experiences!

The exhibitions that have been visited during the summer received their assessment report while all were invited to assist to a short presentation about the "successes" and "less good things" that took place during the summer season.

The ExpoStars Contest was in its 11th edition and the winners were announced at the gala on Friday night. Again this year, several interesting projects were submitted. The list of winning projects is presented in the following pages.

The members meeting is also an opportunity to learn. A very interesting conference on sponsorship was given by Mr. Patrice Attanasio. Moreover, the document of this presentation is available online on our website in the members section.

In closing, we wish to thank the Ormstown Fair for the warm welcome. And thank you to those who completed the evaluation form of the congress.



Ormstown Fair Lunch , Curling Club



EXPOSTARS 2011 CONTEST WINNER

Category: Communication and Promotion Exposition agricole du Bassin de la Chaudière New image and Programming 2011

In preparation for the 30th anniversary that will be celebrated in 2012, the exhibition committee wanted to improve their image of an exhibition that promotes regional agriculture. Everything has been redesigned and renewed; the posters, advertising, programming, level of visibility in the media.



Mr. Yves Voisine, Exposition du Bassin de la Chaudière
Mr. Gaston Auger, Les Attractions Gastoni



Mr. Hugo Bouvier, Exposition de St-Hyacinthe
Mr. Paul Labonté, Ferme Napolie
Mr. Karl-André Végétarian, Exposition de St-Hyacinthe

Category: Agricultural Education Exposition agricole de St-Hyacinthe Scientific advances in the service of agriculture

In order to interest the general public, and especially young people, to the animal world, the Exhibition and Boviteq presented a dynamic multimedia kiosk used to demystify scientific advances in agriculture. The activity was supported by the presence of Rose, considered "The best cow in the world" with over 37 prizes and Rose-Marie one of his baby created in vitro by Boviteq. A fascinating world where modern science and agriculture.

Category: Family Exposition agricole de Portneuf Novelties 2011

In combining the financial resources of the three UPA of the Portneuf area and with the involvement of the members of the Association of Small Animals, the exhibition has built a beautiful small farm, which is now part of the permanent infrastructure of the exhibition. An educational component was also developed and the public could attend demonstrations of all kinds.

The exhibition has swapped his mechanical games against a fleet of fourteen inflatable games, including an electric train and a mechanical bull, a big change for day camps and families. Also scheduled: address canine shows and Arthur l'Aventurier!



Mrs Nathalie Plamondon, Portneuf
Mr. Romuald St-Pierre, AEAQ President
Representing Beauce Carnaval

EXPOSTARS 2011 CONTEST WINNER ... continue



Mrs Lorraine Lamb-Lalonde, Ormstown Fair
Mr Steve Lalonde, Municipality
Mr Éric Lavallée, Amusements Spectaculaires

Category: Sponsorship and financing

Ormstown Fair

Partnership with the Municipality

Over the last 3 years, the Ormstown Fair enjoyed a wonderful partnership with its Municipality. The Municipality has been a great financial support in marketing, by paying the costs of printing, posters and distribution of several advertisements for the event. It also supported the fair by decorating the city, offering entertainment, sleigh rides and visits.

Jury Award

Expo Quebec

Sand sculptures exhibition *Expo Québec: 100 Years of Memories*

In order to tell to its visitors the history of the last hundred years, marked by emotions and discoveries in fields as diverse as agriculture and entertainment, Expo Quebec presented an exhibition of sand sculptures on the theme Expo Quebec: 100 Years of Memories. All the important moments were recounted in sand: the first day of the Expo August 26 1912 until the birthday cake served to visitors during the official opening of the last edition on August 17.



Mr. Mario Larivière, Amusement Fun Show
Mrs Nathalie Plamondon, Expo Québec



Mr Yves Voisine, Exposition du Bassin de la Chaudière
Mrs Hélène Drapeau, Centre d'Insémination Artificiel du Qc

Tribute to a builder

Exposition agricole du Bassin de la Chaudière

Mr. Odilon Pelchat

Co-founder of the exhibition His dynamism, determination and his volunteered time allowed the Exposition de la Chaudière basin to become what it is today. Mr. Pelchat has served on the organizing committee for over 20 years and it was largely through his efforts that the organization has secured funding for the construction of the first infrastructure still used today to receive the exposed animals.

Thank you to our sponsors!

THE AEAQ AT THE CAFE



From November 16th to 19th was held the conference of the Canadian Association of Fairs and Exhibitions in London, Ontario. Once again, your AEAQ representatives were there. A wide range of lectures and training were proposed : technology and marketing, customer service, cultural diversity, development of partnerships, creative team building, emergency plans, trends in fairgrounds, etc.. If any of these topics interest you notice that you can communicate with Romuald Mr. St-Pierre, President of the AEAQ and Mr. Jean-Pierre Laroche of the Victoriaville exhibition for additional information.

In addition, for the second consecutive year, the Quebec finalists won the grand final of the Canadian Youth Talent Competition! The Dance Troupe D-CODE, Quebec, who had won the final in August 2011 at Expo Québec has delivered an outstanding performance to the national final being held at this conference . We congratulate these young talents!

INVESTIGATION REPORT ON PRICING

For Many, questions may arise about the cost of entry to their event. Take a few minutes to look at this report done by Quebec Festivals and Events on pricing. A useful document.

attractionsevenements.qc.ca/fichiers/autres/Tarification_festivals.pdf



« PROGRAMME D'APPUI FINANCIERS AUX EXPOSITIONS AGRICOLES » RENEWAL

In planning for the renewal of the "Programme de soutien financier aux expositions agricole" in 2013, we need your help.

Thank you to send us your success stories, with concrete examples, the points that have been greatly improved over recent years, the impact on your region, etc...

CONTEST « LES VIVATS »
For all event organizers who do things responsibly

For over 10 years now in Quebec, event organizers showed their determination to improve their record on sustainable development.

Whether through the implementation of responsible practices or the application of the new standard for responsible management of events, the organizers are making efforts that deserve public recognition.

Vivat! : Bravo!

All event organizers have a place of business in Quebec and whose events take place or in Quebec are eligible to enter the cheers. For more information visit: evenementecoresponsable.com/sinscrire

Applications are accepted until **January 20, 2012, 17h**.

THE AEAQ LAUNCHES ITS SUPPLIERS & SERVICES DIRECTORY

In order to facilitate the planning and organization of the programming of its members, the AEAQ makes now available in the member section of its website , its new *Suppliers & services directory*

This directory , available online, can help you in the planning of your event.

If you know people or companies that could be listed in this directory, inform us so that we can contact them !

We hope this new tool will be helpful to you!

<http://expoduquebec.com/membres/pdf/Repertoiresiteweb2.pdf>

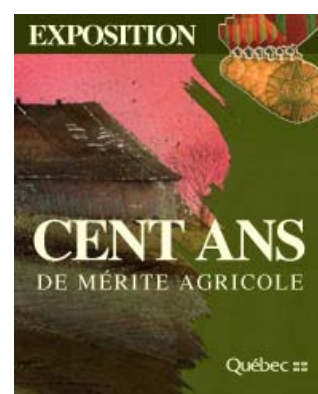


READING SUGGESTION

VIRTUAL EXHIBITION One hundred years of agricultural merit

Internet users worldwide can follow the evolution of Quebec agriculture and enter the world of the first 100 years of the Quebec agricultural Merit (1890-1989)

<http://museestephrem.com/cent-ans-de-merite-agricole/mot-du-ministre-de-l-agriculture/>



OUR BEST WISHES !

The AEAO team wishes you all the best for 2012!

Note that the office will be closed
December 23 to January 2 .

Come back in shape for 2012!

The next edition of What's New? should be published in March 2012.

If you have any suggestions for topics to share, or if you believe that some training would be required, please send us your comments!

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