

 *Mountain Bike*  
**UCI WORLD CUP** Mont-Sainte-Anne  
PRESENTED BY SHIMANO

# VÉLIORIUM

présenté par  
 **VIDÉOTRON**  
Une société de Quebecor Media

**MONT-SAINTE-ANNE . JUNE 18 TO JULY 3**



**QUEBEC CUP**  
JUNE 18-19

**RAID VELO MAG**  
JUNE 24-25-26

**UCI WORLD CUP**  
JULY 1-2-3



# VÉLIRIUM

**VIDÉOTRON**  
Une compagnie de Quebecor Media

**FESTIVAL INTERNATIONAL  
ET COUPE DU MONDE  
DE VÉLO DE MONTAGNE**

**MONT-SAINTE-ANNE, QUÉBEC  
LES WEEK-ENDS DU  
18 JUIN AU 3 JUILLET 2011**

## EXHIBITION GUIDE

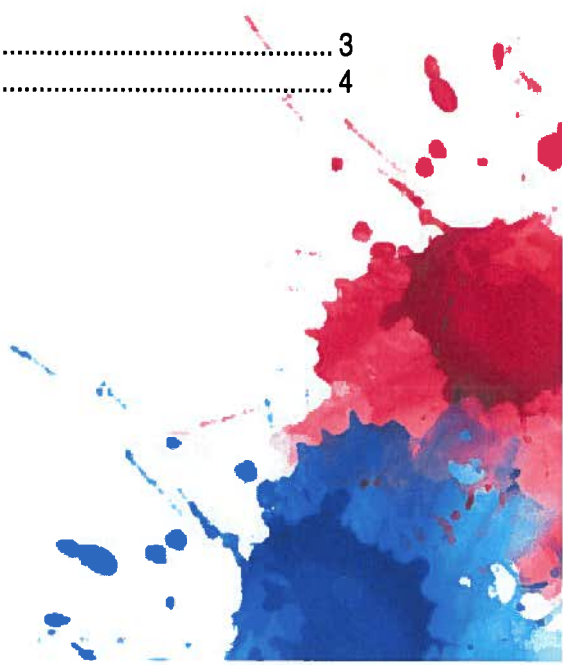
Welcome to Vélirium and the Mont-Sainte-Anne 2011 UCI World Cup.  
Please find important information for your participation in the exhibition and team village.

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## 1. Dates and Opening hours:

Vélirium: June 18 to July 3, 2011

UCI World Cup: July 1st to 3, 2011

Detailed schedule of the World Cup is attached – see ANNEXE 1.

**Opening hours** (The organizing committee will have the right to adjust the opening and closing hours based upon attendance.)

	Exhibitors Area*	Exhibitors and Partners Office**	Lounge***
Monday June 27	Technical support and installation.	8:30am – 6pm	Close
Tuesday June 28			
Wednesday June 29			
Thursday June 30			
Friday July 1	10am – 12pm (optional) 12pm – 7pm	7:30am – 7pm	11am – 3am
Saturday July 2	9am – 7pm		
Sunday July 3	9am – 5pm	7:30am – 6pm	8am – 3am
Monday July 4	Teardown	8:30am – 5pm	Close

Please note that July 1<sup>st</sup> is a National Holiday in Canada and therefore most stores and services are closed.

### \* Exhibitors Area:

It is mandatory that your booth is staffed during opening hours

### \*\* Exhibitors and Partners Office & Lounge:

See ANNEXE 2 for approximate placement of the exhibitions office and lounge. At this location you will recuperate your passes and other important information.

### \*\*\* Lounge:

The place to go to get a cold drink or beer, snack, Wireless Internet, etc.

## 2. Rules of reservation and installation

### 2.1 Installation form:

To help us to provide the best place and set-up for you, we ask you to fill out the attached form (see ANNEXE 3) and return it to Anne Marie by email: [amgagne@gestev.com](mailto:amgagne@gestev.com) – before June 20.

### 2.2 Payment:

If you have not already completed your payment or details of payment – please make sure to do so before arrival.

### 2.3 Services / Items not included in the space rental fee:

- Booth, Canopy or any other structure
- Power connection, extension cords, power bars
- Flooring, carpet
- Pins or weight for anchoring your booth
- Garbage cans & bags ( please note we will supply you with a special bag for all recyclable items)
- The right to sell, sample or host any food or beverage within your booth.

If not already reserved, please contact us if you would like to rent material or for any question.

### 2.4 Insurance:

Each exhibitor and team should be able to show an insurance of 5 million dollars, upon demand by the organising committee.

### 2.5 Security on the venue:

The organisation will provide a roaming foot patrol in the exhibition village from June 28 to July 3. However we please advise you to store any loose or valuable items. The organisation is not responsible for any loss or damaged property.

### 2.6 Fixing your booth to the ground:

Please note that you are at the foot of the mountain where sudden winds can arrive. Please make sure you have the right material to anchor your booth properly. The organisation does NOT supply any concrete blocks or other material.

## 2.7 Power:

Please do not forget to reserve and pay for your power connection (\$120). Bring your own extension cords and let's try to minimize the tangle of wire putting all cords over the walk ways in one angle.

## 2.8 Parking:

No vehicle can be left in the exhibitor's village unless paid and booked for the space used. All cars wrongly parked will be towed at your own expenses. Note that additional parking passes can be purchased. Please contact us for additional information/requests.

## 2.9 Credentials / Access for exhibitors, partners and technical support:

Each company will receive 4 working passes that will offer you access to the venue and to the gondola (with no bike). If ever you would need an additional pass – this can be purchased for an additional cost of \$20.

## 3. Customs and various services:

### 3.1 Canadian Customs:

To make life easier, for everyone – please find attached a letter from the Canadian customs that will help you to cross the boarder. However you are responsible for having the right permits, VISA, ATA, and other customs and inventory documents. Please see ANNEXE 4 for the complete information.

### 3.2 Customs Brokerage and International Freight

If ever you are shipping material and would like to assure to have the best support and no bad surprises. Please collaborate with our official broker:

Frank M. O'dowd

Danielle Gravel

Email : [danielle@fodowdinc.com](mailto:danielle@fodowdinc.com)

### 3.3 Lodging and car rental:

If you have not yet booked your lodging you still have your chance!!! At the official hotel **Chateau Mont Sainte-Anne** you can still book your own luxurious studio with equipped kitchen and balcony! You also have access to their pool and spa! Best place to be during the best event ☺!

[www.chateaumontsainteanne.com](http://www.chateaumontsainteanne.com)

Please contact **Discount Car and Truck Rental** for any request for a car rental (van, truck, trailer, etc.) service:

Phone #: 1-800-798-5683

[loue@discountquebec.com](mailto:loue@discountquebec.com)

Promotional Code: # **CR0343**

### 3.4 Corporate hosting:

No private hosting is allowed in your exhibition area – unless you have contacted us and clarified all details.

### 3.5 Food Court:

At the Lounge area (so called the “*Grande Place*”) you can enjoy several great choices of food – such as French bakery, high-end BBQ and vegetarian salads and smoked meat sandwiches. Breakfasts are available in the lounge area every morning. And we also have the best coffee early morning and late at night!

## 4. Schedule of happenings:

Please visit our website to learn about all the official or...unofficial events: [www.velirium.com](http://www.velirium.com)

### Red Bull Monte Descend

When: Friday 1<sup>st</sup> of July at 8:30pm

What: Cross-country and downhill athletes will team up for this new challenge! The race starts at 8:30pm so the trails will be getting darker as night sets in! 1h30 to do as much laps as you can and **win the \$3,000!**

How to register: contact Anne Marie ([amgagne@gestev.com](mailto:amgagne@gestev.com)) for more information and registration.

### Party Belle Gueule :

Do not miss the Belle Gueule Parties host in the lounge! Free admission and tons of fun!

Friday July 1st, 10pm – 3am : Fokus Team (DJ & VJ)

Saturday July 2, 8pm – 3am: DJ Illo & Adam Doubleyou

Sunday July 3, 8pm – 3am: Team Canada DJs & Slipmat

## 5. How to get here:

### 5.1 Mont-Sainte-Anne Resort:

2000, boul. Beau-Pré, Beaupré, Québec, Canada, G0A 1E0

From Montreal or the Quebec or Pierre-Laporte Bridges: From either Highway 20 or 40, take Henri IV Highway North and continue along Highway 40 East (also called Autoroute de la Capitale) towards Sainte-Anne-de-Beaupré. The 40 eventually becomes the 138. Keep driving until you reach Beaupré, then take the 360 to Château Mont-Sainte-Anne.

<http://maps.google.ca/maps?hl=fr&tab=wl&q=Mont%20Sainte-anne>

### 5.2 Organizing committee (for shipping of any material – please contact us prior to shipping):

Gestev Inc

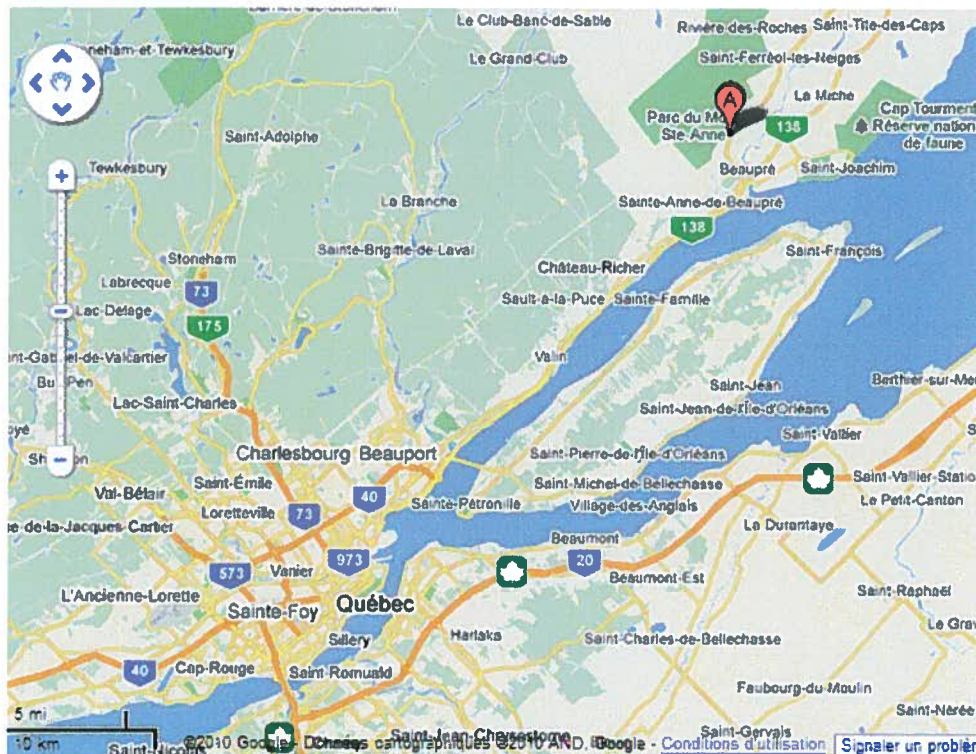
1000, boul. Beau-Pré, #7106

Beaupré, QC, CANADA

G0A 1E0

1-418-827-1122

[www.velirium.com](http://www.velirium.com)



### 5.3 Emergency contact number:

If ever you have an emergency – please call us:

Anne Marie: 418-929-5731 / [amgagne@gestev.com](mailto:amgagne@gestev.com)






Lisa: 418-572-1922 / [lisa@gestev.com](mailto:lisa@gestev.com)

















































**WELCOME TO THE MONT-SAINTE-ANNE WORLD CUP!  
WE ARE LOOKING FORWARD SEEING YOU ALL.**

**Regards,  
Anne Marie, Lisa and Chantal – your truly and devoted crew.**

# Programme préliminaire – Coupe du monde UCI - 3<sup>e</sup> weekend

## Preliminary Schedule – UCI World Cup – 3rd Weekend

	Coupe du monde UCI de cross-country / UCI Cross-country World Cup		Red Bull Monte Descend, party et autres / Red Bull Monte Descend, Party and other
	Coupe du monde UCI de descente / UCI Downhill World Cup		
	Coupe du monde UCI de 4-cross / UCI 4-Cross World Cup		
	Courses Vélidikz Kids Races		

<b>MER / WED</b> <b>29</b> Juin / June	08h30 – 11h00		Inspection du parcours de DHI par l'UCI / DHI course inspection by UCI
	11h00 – 12h00		Inspection 4X par l'UCI / 4X course inspection by UCI
	13h00 – 15h00		Inspection du parcours de XCO par l'UCI / XCO course inspection by UCI
	12h30 – 13h00	  	Confirmation des coureurs Coupe du monde / World Cup Riders Confirmation (Équipes UCI Élite seulement / UCI Elite MTB Teams only)
	13h00 – 14h00	  	Confirmation des coureurs Coupe du monde / World Cup Riders Confirmation (Équipes UCI seulement / UCI MTB Teams only)
	14h00 – 15h00	 	Confirmation des coureurs Coupe du monde / World Cup Riders Confirmation (DHI / 4X seulement / DHI / 4X only)
	14h00 – 16h00		Inspection « à pied » du parcours de DHI (athlètes/équipes) / On Foot DHI course inspection (riders/teams)
<b>JEU / THU</b> <b>30</b> Juin / June	15h00 – 16h00	  	Confirmation des coureurs Coupe du monde / World Cup Riders Confirmation (Tous coureurs / All riders)
	08h30 – 14h30		Entraînement officiel DHI (coureurs Coupe du Monde seulement) / Official DHI Training (World Cup riders only)
	09h00 – 12h00	  	Confirmation des coureurs Coupe du monde / World Cup Riders Confirmation (Tous coureurs / All riders)
	10h00 – 16h00		Entraînement officiel XCO (coureurs Coupe du monde seulement) / Official XCO Training (World Cup riders only)
	13h00 – 15h00	  	Confirmation des coureurs Coupe du monde (Tous coureurs) – Confirmation finale pour DHI / 4X World Cup Riders Confirmation (All riders) - Final Confirmation DHI / 4X
	14h00	 	Réunion des directeurs sportifs – DHI / 4X / Team Managers Meeting – DHI / 4X (Hôtel Château Mont-Sainte-Anne)
	14h45 – 16h15		Entraînement DHI – chronométré - <u>Seulement</u> pour les Top 80 hommes et Top 20 femmes / DHI Timed Training – Top 80 Men & Top 20 Women only
<b>VEN / FRI</b> <b>1</b> Juillet / July	16h15 – 16h45		Inspection « à pied » du parcours de DHI (athlètes/équipes) / On Foot DHI course inspection (riders/teams)
	16h45 – 18h15		Entraînement officiel de 4X / Official 4X Training
	<b>Journée / All day</b>		Lounge, Village Expo, Véli-Fun pour la famille / Lounge, Expo Village, Family Venue
	08h30 – 11h30		<b>Entraînement officiel DHI (coureurs Coupe du monde seulement) / Official DHI Training - World Cup riders only</b>
	09h00 – 11h00		Confirmation des coureurs Coupe du monde – Confirmation finale pour XCO / World Cup Riders Confirmation - Final Confirmation XCO
	10h00 – 14h00		<b>Entraînement officiel XCO (coureurs Coupe du monde seulement) / Official XCO Training – World Cup riders only</b>
	11h30 – 13h00		Entraînement officiel DHI - <u>Seulement</u> pour les Top 80 hommes et Top 20 femmes / Official DHI Training - Top 80 Men & Top 20 Women only
	14h00		<b>Coupe du monde de descente – qualifications / World Cup Downhill – Qualifying Round</b>
	15h00 – 17h30		Red Bull Monte Descend : collecte des plaques et vérification des licences / Bike plates pick-up
	16h45 – 18h15		Entraînement officiel de 4X / Official 4X Training
	17h30		Réunion des directeurs sportifs – XCO / Team Managers Meeting – XCO (Hôtel Château Mont-Sainte-Anne)
	17h30 – 18h00		Red Bull Monte Descend : réunion des athlètes – Obligatoire / Athletes meeting - Mandatory
	18h00 – 18h30		Red Bull Monte Descend : Inspection du parcours à pied / On foot course inspection
18h30		<b>Coupe du monde de 4X – qualifications / WORLD CUP 4X – Qualifying Round</b>	
19h30 – 20h10		Red Bull Monte Descend : Entraînement officiel / Official training	
20h30 – 22h00		<b>Red Bull Monte Descend</b>	
22h		Party FOKUS TEAM DJ'S et VJ dans le lounge / Party in the lounge	
<b>SAM / SAT</b> <b>2</b> Juillet / July	<b>Journée / All day</b>		Lounge, Village Expo, Véli-Fun pour la famille / Lounge, Expo Village, Family Venue
	7h00 – 8h00		Inscription compétition pour enfants Véli Kidz Shimano / Registration for the Shimano kids race
	08h30		<b>COMPÉTITION POUR ENFANTS VELI KIDZ SHIMANO KIDS RACE</b>
	09h30 – 12h00		Entraînement officiel DHI - coureurs Coupe du monde de la finale seulement / Official DHI Training - World Cup Finals starters only
09h30		<b>Coupe du monde de cross-country olympique – U23 hommes / World Cup Olympic Cross-country – Men U23</b> Suivi de la remise des médailles / Followed by Awards Ceremony	

	11h45		<b>Coupe du monde de cross-country olympique – Elite femmes / World Cup Olympic Cross-country – Women Elite</b>
	11h47		<b>Coupe du monde de cross-country olympique – U23 femmes / World Cup Olympic Cross-country – Women U23</b> Suivi de la remise des médailles / <i>Followed by Awards Ceremony</i>
	14h30		<b>Coupe du monde de cross-country olympique – Elite hommes / World Cup Olympic Cross-country – Men Elite</b> Suivi de la remise des médailles / <i>Followed by Awards Ceremony</i>
	16h30 – 16h45		Intro des coureurs 4X – Top 5 femmes puis Top 5 hommes / <i>4X Rider Intro – Top 5 Women then Top 5 Men</i>
	16h45 – 18h15		Entraînement officiel de 4X / <i>Official 4X Training</i>
	18h30		<b>Coupe du monde de 4-cross - Finale / World Cup 4X – Finals</b> Suivi de la remise des médailles / <i>Followed by Awards Ceremony</i>
	20h00 +		Party DJ ILLO & DJ Adam Doubleyou dans le lounge / <i>Party in the lounge</i>
<b>DIM / SUN</b> <b>3</b> <b>Juillet / July</b>	<b>Journée / All day</b>		Lounge, Village Expo, Véli-Fun pour la famille / <i>Lounge, Expo Village, Family Venue</i>
	09h30		<b>Coupe du monde de cross-country olympique – Juniors hommes / World Cup Olympic Cross-country – Men Juniors</b>
	09h31		<b>Coupe du monde de cross-country olympique – Juniors femmes / World Cup Olympic Cross-country – Women Juniors</b> Suivi de la remise des médailles / <i>Followed by Awards Ceremony</i>
	09h30 – 12h00		Entraînement officiel DHI - coureurs Coupe du monde de la finale seulement / <i>Official DHI Training - World Cup Finals starters only</i>
	12h00 – 12h15		Intro des coureurs DHI – Top 5 femmes puis Top 5 hommes / <i>DHI Rider Intro – Top 5 Women then Top 5 Men</i>
	13h15		<b>Coupe du monde de descente – Finale - Femmes / World Cup Downhill – Final – Women</b>
	14h00		<b>Coupe du monde de descente – Finale - Hommes / World Cup Downhill – Final – Men</b> Suivi de la remise des médailles: Femmes puis hommes / <i>Followed by Awards Ceremony : Women and Men</i>
	20h		Party DJ TEAM CANADA & DJ Slipmat dans le lounge / <i>Party in the lounge</i>

# CARTE DU SITE / SITE MAP



mountain Bike  
**UCI WORLD CUP**

PRESENTED BY SHIMANO

Mont-Sainte-Anne



- Toilettos
- Lave-vélo
- Aire de restauration
- Écran géant
- Premiers soins

1. Aire des partenaires Partners Area
2. Accueil des exposants Exhibitors Office
3. Zone Expo Coupe du monde
4. Zone Expo Coupe Québec
5. Launge Belle Cueuile / Espace Vert Boralex
6. Essais de véhicules Scion
7. Local des bénévoles Volunteer Center
8. Site de la famille Tubes Family Zone
9. Podium Desjardins
10. Salle de presse Press Room
11. Stationnement des médias Media Parking
12. Réunion des chefs d'équipe Team Manager Meeting
13. Inscriptors registration
14. Camping Vélinum Camping
15. Douches Showers
16. Administration Mont-Sainte-Anne
17. Location condos Condos rental
18. Parc technique Technical park
19. Golf Le Grand Vallon
20. Restaurant L'Ancêtre
21. Contrôle antidopage Anti-doping Control



## ANNEXE 3 Installation Form

Company / team name: \_\_\_\_\_

Arrival date in Québec, Mont-Sainte-Anne: \_\_\_\_\_

Departure date of Québec, Mont-Sainte-Anne: \_\_\_\_\_

Name of the hotel/condos where your group will be lodging:  
\_\_\_\_\_

Installation of your booth (date & time): \_\_\_\_\_

Dismantling of your booth (date & time\*): \_\_\_\_\_

\*No earlier than 5pm Sunday July 3.

**Booth set up and sizes confirmation:**

Please draw with precision the plan of your booth (including vehicles if apply) and indicate the real dimensions needed.

This side facing the aisle & public

Comments, special request or needs: \_\_\_\_\_

**Expo Credential:**

How many credential do you need: \_\_\_\_\_

Maximum of four (4) passes per company and team.

The Rainbow UCI Pass older will not need extra pass.

**Please send back this form before June 20 to Anne Marie Gagné:**

[amgagne@gestev.com](mailto:amgagne@gestev.com) / # fax : 1-418-827-4550



Agence des services  
frontaliers du Canada

Canada Border  
Services Agency

Bureau de Québec  
Région du Québec  
130, rue Dalhousie  
2<sup>ème</sup> étage  
Québec, Québec  
G1K 4C4

Quebec Office  
Quebec Region  
130 Dalhousie Street  
2<sup>nd</sup> Floor  
Quebec, Quebec  
G1K 4C4

PROTECTED B

April 11, 2011

Our reference  
Q9993(LSL)  
Q316982

**COUPE DU MONDE DE VÉLO DE MONTAGNE UCI 2011**  
1000, Boul. Beau-Pré #7106  
Beaupré (Québec)  
G0A 1E0

**Attention: Anne-Marie Gagné, Coordonnatrice des exposants**

**Subject: Temporary Importation**  
**Event: COUPE DU MONDE DE VÉLO DE MONTAGNE UCI 2011**  
**Location: Mont-Sainte-Anne, Québec**  
**Date of Event: July 1 to July 3, 2011**

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Madam,

This is following your correspondence dated April 5, 2011 relating to the temporary importation of Racing and Sports Equipment not to be sold in Canada, imported by non-resident teams and athletes to participate to the Coupe du monde de vélo de montagne UCI to be held in Mont-Sainte-Anne from July 1 to July 03, 2011.

As per information provided with your request, we are pleased to inform you that your event is eligible to the temporary importation of <<Racing and Sports equipment>> for its holding. For instance: Bikes, bike parts, repair materials, spares wheels, portable shop equipment; athletic equipment, apparel, training equipment and other equipment imported by non-resident teams and athletes or their support personnel for their use at the event.

The temporary importation of the above goods will be done under the Customs Memorandum D8-1-1 *Temporary Importation Regulations (Tariff Item No. 9993.00.00)*. The goods you are planning to bring into Canada qualify for **duty-free importation** under the provisions of tariff item No **9993.00.00** and are allowed to full (GST/HST) Relief under Special Authority Code **38-089N1663** and **41-089Z1663** of Schedule to the Non-taxable Imported Goods Regulation.

However, the goods imported under these Regulations are subject to the following conditions:

- *The goods are not sold, leased or further manufactured or processed while in Canada;*
- *The goods are imported in no greater quantity than what is reasonable for their intended use;*
- *The goods must be exported upon departure of the importer or within such other period of time as is reasonably related to the purpose of the temporary admission.*

**The CBSA recognizes this type of importation as a low risk of non-compliance for Customs.**

**However, the inspecting CBSA officer has final say on this issue at the time of importation and is the one to authorise the entry and conditions. Unless there is reasonable cause to suspect that the conditions of temporary importation are other than those that have been outlined in the present letter, the requirement to document the goods on a *Temporary Admission Permit (Form E29B)* or post a security deposit is waived, as long as the following conditions are observed:**

- At the time of arrival at Canada Border Services Office teams and athletes identify themselves as participants to the event mentioned in this letter (ex: providing a copy of this letter or any other satisfactory documentation);
- Each participant will declare on a list indicating a general description of all the goods imported for their team and for personal use;
- Each participant agrees to use the goods in Canada, only for the event, and to export them at the end of the event.

Should participants decide to give away, sell, or otherwise dispose of any other temporarily imported goods, they must contact the Customs Superintendent at the Quebec Airport Office to properly account for those goods (Phone: (418) 640-3351, Commercial Services, business hours from 08:00 – 16:30 - Monday to Friday, except holidays).

To expedite Canada customs clearance at the border, please ensure that each participant and your mandatory (Carriers and/or Customs Brokers) receive and carry a copy of this letter, as well as a list of the goods being brought into Canada. These documents must be presented to the inspecting customs officer at the time of importation.

Since participants will arrive from different countries, I recommend to contact as soon as possible officials from Citizenship and Immigration Canada at phone number 1-888-242-2100, or by consulting their web site at <http://www.cic.gc.ca> for additional information concerning requirements to enter in Canada and necessary permits and visas.

If you need additional information, do not hesitate to communicate with the undersigned. We wish you a great success for the Coupe du monde de vélo de montagne UCI 2011 and a pleasant stay to all of the participants in Canada.

Best regards,



**Louis St-Laurent**  
Senior Officer Trade Compliance  
Trade Services Division  
Canada Border Services Agency  
☎ (418) 648-3401 ext. 2351  
📠 (418) 648-3040  
[LouisQ.St-Laurent@cbsa-asfc.gc.ca](mailto:LouisQ.St-Laurent@cbsa-asfc.gc.ca)