

Re-Cap of the 6th Edition
Arrivederci MONTREAL HIGH LIGHTS!

Montreal, Monday, February 28, 2005 — It was last year on the same date that we delivered our re-cap for the 5th MONTREAL HIGH LIGHTS Festival. And on that day, we proved beyond any doubt that we'd more than lived up to our mandate of creating a perennial winter-time festival to draw Montrealers from hibernation and give everyone else a reason to come to our fair city in the dead of winter. So with the success of this year's 6th edition, it's safe to assert that we've also demonstrated how the changes made to the 2004 roster of activities were successful by design, not accident, and proof of the perennial viability of the exciting event.

Attendance achieved by the Hydro-Québec Celebration of Light, sold-out tickets to the SAQ Wine & Dine Experience and the extraordinary quality of the shows presented by the Sun Life Financial Performing Arts series reinforce our confidence that past decisions remain sound and deserving of future support through re-energized tourism campaigns. Because there's much good reason for everyone to come to our Festival and the table is set so that we can welcome even more visitors and guests in the years to come.

Northern Italy was featured on every single evening of this year's festival, focussing on the regions of **Emilia-Romagna, Lombardy** and **Venetia**. Honorary President of the **SAQ Wine & Dine Experience** this year was Chef **Gualtiero Marchesi** – one the finest in the world – who left hundreds of happy diners in his wake. Italy was also spotlighted on many Montreal stages, most notably **Gianmaria Testa**, the **Venice Baroque Orchestra**, **Twin Rooms** by Motus, and **Icaro**, directed by **Daniele Finzi Pasca**, Honorary Co-President of the **Sun Life Financial Performing Arts** series. This year's featured American city was **Chicago**, which left us many fond memories indeed, not only of its fine chefs who came to town for the event, but also for shows by **Lil'ed & the Blues Imperials**, the **Jump Rhythm Jazz Project** and *Eye Cycle* by **Mad Shak Dance Company**. It was a very good year indeed!

Our Festival demonstrated its good health in many ways this year. From the very first week-end of the event, the site was brimming with visitors, and you could sense their anticipation at the full week of action awaiting them in the streets of downtown Montreal. Restaurants participating in the Festival reported 5 to 10% increases in traffic, as well, and a number of their special events were sold-out right from the start.

• **Sun Life Financial Performing Arts** •

The MONTREAL HIGH LIGHTS Festival has always made plenty of room for dance during its 10-day run, and this year was no exception. **Ginette Laurin**, Honorary Co-President of this year's Arts segment, treated us to a performance by her dance troupe, **O Vertigo**, entitled *Passare*, in celebration of the 20th anniversary of her company. **Louise Lecavalier** and **Tedd Robinson** gave dazzling performances in *Cobalt rouge*, and there were two marvellous shows emanating from featured city Chicago, as well: **Jump Rhythm Jazz Project** and **Mad Shak Dance Company**. The hilarious **Ballets Trockadero de Monte Carlo** were in town, too, as was *Danses circassiennes* by **PPS Danse!** This resounding success is confirming our mindset as to bring forth a diversified dance program of quality in our next edition.

Of the dozens and dozens of events and performances to be enjoyed, we'd like to single out those of Honorary Co-President **Daniele Finzi Pasca** for *Icaro* and *Nomade - La nuit, le ciel est plus grand* – a highly successful production of Cirque Éloize which is now on its way to a 6-week run in Toronto. Troubador **Gianmaria Testa** delivered a warm and gently humorous show at the Spectrum, and **Daniel Taylor** and **Suzie Leblanc** filled the hall with their presentation of *Duos d'amour*. There was a performance of the musical drama *Nelligan* with the MSO, and a production of *Rose* with **Martha Henry**. *Alladeen* by the **Builders Association** of New York was at Usine C, as was « Plat du jour » by **Matthew Herbert**. Brilliant and versatile jazzman **Arturo Sandoval** appeared in the context of the *Jazz All Year Round* series. **-M-** was in town, and there was an exhibit of past master French poster creator **Raymond Savignac** at the Centre de design de l'UQAM. Altogether, a cornucopia of good taste and fine programming that underscored the Festival's most important achievement: capturing the hearts of festivalgoers through unique, top-quality diversion during one of the coldest months of the year.

• The SAQ Wine & Dine Experience •

The Festival's favourite brainchild – the **SAQ Wine & Dine Experience** – has from its inception functioned in an ambassadorial capacity for our Festival, bringing the flavours of the world to our doorstep to the great delight of all lovers of fine food. Festival visitors this year had a choice of 44 restaurants that participated in the **Montreal's Finest Tables** event, including 6 restaurants offering Prix-fixe lunch menus at \$9.99. All in all, 60,000 festivalgoers participated in over 300 tasting activities, including cooking workshops, thematic evenings and innumerable gustatory get-togethers prepared by some of our own terrific chefs in concert with a slough of visiting masters from abroad. Many such events were completely sold out, and as many as 33 international chefs and their local cohorts demonstrated convincingly how entirely possible it is to devote one's life to the simple joys of eating well.

Represented by 8 chefs emeriti, 5 wine-producers and 4 lecturers, the northern Italian provinces of Emilia-Romagna, Venetia and Lombardy were, predictably, a hit at this year's Fest. No fewer than 50 food and wine producers accompanied them, with the gracious cooperation of the Italian Trade Commission and Italian Consulate. Setting up shop in a *Salon-découverte* at the Hyatt Regency Montréal, all focused on this year's featured regions. Chef **Gualtiero Marchesi**, one of the finest cooks of his generation, prepared two gastronomical stunners in his capacity as Honorary President: one at the *Institut de tourisme et d'hôtellerie du Québec*, plus the *Manzo all'olio* Convivial meal, which was attended by 510 in Windsor Station. All three events were sold out. Allegrini and Pieropan threw a wine-tasting extravaganza, and in the Festival's tradition of honoring an American city's gastronomy, Chicago proved to be much, much more than just a lot of wind. Four chefs came to town, stunning one and all with their innovative and refined preparations. Visitors were treated to the fast-growing, world-wide concept of **Slow Food**, developed by the celebrated **Carlo Petrini**.

The food and wine celebration that happens each year at the MONTREAL HIGH LIGHTS Festival is unique in North America and has once again broadened the horizons of citizens and visitors alike. Featuring **Flavour Week** – 5 days of free workshops and activities at the complexe Desjardins – no fewer than 50 free activities took place, combining to make the event an even bigger hit than previous years. In fact, we're planning an even bigger and better one. The **Bistro SAQ**, directly on the Festival site, was back for a second successful year, and the 18 Official Tastings taking place there over 9 the nights were quickly sold out for their terrific quality/price ratio.

• The Hydro-Québec Celebration of Light •

Young and old turned up in droves for this year's **Hydro-Québec Celebration of Light**, happening directly on the esplanade of Place des Arts and in front of the complexe Desjardins. The **Le Lait** ice slide and skating rink were also a hit, as was **Arlequin à la ferme**, especially with families, on Saturdays and Sundays. Everyone enjoyed the unique **Sphère Loto-Québec** with its sound and image presentations. Live DJs and VJs played throughout the 9 nights of the Festival, so plenty of rhythm and plenty of imagination were on hand to delight the crowds.

Two free shows presented by **Loto-Québec** and **Couleur Jazz** were also smashes (**Chicago Style** and **Spécial Brésil** featured **Bia**, **Paolo Ramos** and **Monica Freire** at the complexe Desjardins). **Turbulences**, a street-artists' collective, performed at the **Amphithéâtre Hydro-Québec**, the **Studio de photo Loto-Québec** and the *Montréal en prière* exhibition of photographs, produced in collaboration with *Productions de l'œil* and the comic book designs of *L'Appareil* were popular attractions. Everyone enjoyed a daily fireworks show, too, and performances of *Ondulation*, created by Thomas McIntosh, Mikko Hynninen and Emmanuel Madan fascinated all beholders at the **Musée d'art contemporain de Montréal**. But the **Sphère Loto-Québec** was THE real hit at this year's Festival. Every single night at 9, the DJ and VJ shows increased in attendance, creating line-ups of eager dancers.

All tastings at the **Bistro SAQ** were sold out, and it was occasionally hard to get in the doors of the **Café** and **Dôme Hydro-Québec**. Montreal's unique **bonfires** and open-air braziers, were popular as ever for warming up, as was the **Kiosque Le Lait à l'érable**, where maple-sugar confections were order of the day. The **Grand Barbecue** was another of the Festival site's exterior hot spots. Sales on the outdoor site gained a 20% increase this year. But there was plenty happening in Old Montreal, too, and also on the mountain, where a night-time ascent on snowshoes benefit event took place in support of *Amis de la montagne (Tuques bleues)* during opening night.

Now in its 6th year, the Festival once again provided an opportunity to launch a new phase of the *Plan lumière de la ville*, when the Maison St-Gabriel at Pointe-à-Callière was specially illuminated.

Finally, and just before the **Grand Feu de clôture Loto-Québec** fireworks display, thousands of visitors with glow-sticks gathered for a collective photo to demonstrate the typical warmth and hospitality for which our city is so well known. A similar picture from 2003, in fact, was used on the cover of the 2005 Fodor's travel guide, which features Montreal.

Thousands attend the 2nd *Montreal All-Nighter!*

After last year's resounding success at our 5th anniversary, our loyal sponsor **Hydro-Quebec** once again enabled us to stage another **Montreal All-Nighter**, loaded with special activities. This year's 'Festival within a Festival' proved that last year's success wasn't just because of the warm weather that prevailed on February 28, 2004, because this year was considerably colder, and tens of thousands of citizens nonetheless showed up. Some came alone, others in couples, yet others in groups of friends, all warmly dressed to get the most of all that was happening. Specially programmed events were spread out over the entire downtown area and linked by a shuttle service so that everyone could enjoy in as much as they pleased before morning light.

An estimated 140,000, showed up, in fact, to take part in some 70 special activities, of which 50 were entirely free of charge. The **MUTC-provided shuttle service** was available, so night owls could embark or disembark at any of the specially designated areas to enjoy music, poetry, story-telling, comedy, illustrations, exhibitions, movies, live performances, interactive activities, athletic events and dance performances. As one of the high lights of the All-Nighter is also about seeing so many people walking about all over the city, we made absolutely sure the public had a whole lot of good reasons to stay up for the 2nd annual Montreal All-Nighter!

The big museums were literally taken over by thousands of festivalgoers. Show halls served up Spanish-flavoured Gypsy music. People went swimming in heated outdoor pools or ice-skating. There was mini-golf, soccer or snow Frisbee at the Old Port. Complexe Desjardins was packed to the rafters, as well, for the Brazilian rhythms of Paolo Ramos, Bia and Monica Freire.

La longue Nuit du court (Long Night of Short Films) extended our reach to elsewhere in Quebec and New Brunswick, programming short films from *Silence, on court!* and presented simultaneously in seven cities, as well as by Internet.

There was plenty happening in the Belgo Building, too, where we had the opportunity to show the fruit of a first collaboration between ourselves and our sister all-night happening in Paris. The event featured the Jungle Book Project by Pierre Bismuth, first presented in the City of Lights last October. For the occasion, we were honoured by the presence of Christophe Girard, assistant to the Mayor of Paris and in charge of culture and creation for that city's first *Nuit blanche*. His attendance re-confirmed an old friendship and inaugurated a much-valued exchange between our two cities' all-nighters.

La Nuit DANS L'ESPACE MUSIQUE, a variety show event hosted by Chantal Jolis featured Coral Egan, Thomas Jensen, Dobacaracol, Fred Fortin, Malajube, Vincent Vallières and Controller Controller. It was broadcast live from the **Spectrum de Montréal** on *Espace Musique et Bandeapart*, on FM radio at 8:30 p.m. on the la Première Chaîne network until 3 a.m. *La Nuit Electronik* at Fonderie Darling took over the airwaves until the wee hours of the morning. For their part, Jacques Bertrand and the *Macadam Tribus* team made a special live broadcast from the **Musée d'art contemporain de Montréal**, and Catherine Pogonat of ARTV went through her own all-nighter on live TV from 11 p.m. to 5 a.m.!

The **Le Lait Convivial Breakfast** took place on Sunday morning to close the Festival for the 2nd consecutive Montreal All-Nighter. Almost 3000 night owls showed up at 4:30 a.m. at the complexe Desjardins for a hearty free breakfast.

Extraordinary media representation

The MONTREAL HIGH LIGHTS Festival was once again well attended by the international press, further contributing to world-wide awareness of the event. In fact, journalists of 20 media organizations from outside the province covered this 6th edition. From the **United States** came *Culinary Trends Magazine*, *Frommer's Travel Guides*, *Gourmet Magazine*, *HighRise Magazine*, *North Shore Magazine* (Chicago), *Plattsburg Press Republican*, *Seven Days Vermont Weekly*, *Spa Magazine*, *Travel Agent Magazine* and *ZINK Magazine*. From **English-speaking Canada** came *EXCLAIM!* and *The Fulcrum*. **France** was represented by Agence France Presse, France Inter; **Italy** by RAI International Television, *Corriere della Serra*, *Weekend Viaggi*, *Italian Vogue*. **Bulgaria** (*Bacchus Magazine*) and **Japan** (*Nikka Times*) were also in town. This would be a good time to thank Italian journalist Paolo Cervone (*Corriere della Serra*) for his loyalty: he's been covering every edition of the MONTREAL HIGH LIGHTS Festival since the beginning!

The MONTREAL HIGH LIGHTS Festival is clearly more popular than ever and a resounding mid-winter success. In fact, it's become the prototype for several other urban winter fests, as witnessed by this quote from a press release originating in Detroit for what they called the *Motown Winter Blast*. "The Michigan.org Winter Experience will also feature a giant 200-foot long snow slide, as seen at the Montreal High Lights Festival." The event's organizers acknowledge that their inspiration was drawn from Montreal's initiative, as do organizers in Toronto, who 3 years ago kicked off their Winter City Festival, centered, like our own, on 3 main series: fine food, the lively arts and fireworks. That festival will be taking place in early February every year.

Budget

This 6th edition of the MONTREAL HIGH LIGHTS Festival finishes with a balanced budget. That means we've been able to offer a total of more than 750 activities, meals, concerts and outings, spread over three distinct series, for a second year in a row, and all within a budget of \$6 million. Festival revenues were distributed as follows: tickets sales, merchandising and program advertising: 20%. Sponsors offering services accounted for 15.5%. Cash-donating sponsors came up with 35%, and contributions from the 3 levels of government together account for the other 30%.

The Festival organization

We hope everyone remembers that this Festival is a non-profit organization and exists for the express reason of bolstering the winter tourist season. Residents of Montreal and many visitors from elsewhere have now been coming for 6 years to party, enjoy our fine food and take in one or more events from our excellent program of artistic happenings. We've been providing top-quality national and international programming which can only contribute to our city's reputation as a festive, creative and gastronomic capital, not just in North America but around the world.

The MONTREAL HIGH LIGHTS Festival Board of Directors is comprised of members from Montreal's tourist, economic and cultural sectors, as well as the Festival's own appointees. Please see the attached list.

Get set for Number Seven! Thursday to Sunday, February 16th to 26th, 2006

The MONTREAL HIGH LIGHTS Festival is delighted to invite everyone to our 2006 edition, from Thursday, February 16th, until Sunday, February 26th. And we hope you'll all be there for the 3rd annual Montreal All-Nighter, too, taking place overnight from Saturday, February 25th until Sunday morning, February 26. See you there!

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Sources:

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BOARD OF DIRECTORS

Created at the request of many of Montreal's economic and tourist-trade representatives with the idea of boosting the winter tourist season and economic activity in the downtown area, the MONTREAL HIGH LIGHTS Festival is a private non-profit corporation whose mission is to create, organize and promote a festival-type event of international scope. Its Board of Directors consists of 16 members. In addition to the president and general manager, Michel Labrecque, it brings together five representatives of Montreal's cultural milieu as well as five important players in tourism and business. Five representatives of L'Équipe Spectra, overseer and designer of the project, complete the Board, which is presided over by the event's founder, Alain Simard.

Michel Labrecque

President and Chief Executive Officer
MONTREAL HIGH LIGHTS Festival

President and Chief Executive Officer

Alain Simard

President, L'Équipe Spectra Inc.

Chairman of the Board and founder

André D. Godbout

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Charles Lapointe

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Vice-president, Tourism

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General Manager, Pointe-à-Callière - Musée d'archéologie et d'histoire de Montréal

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Senior Director – Communications and Publicity, L'Équipe Spectra inc.

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Mario Clément

General Manager, Programs (General Television), Radio-Canada

Administrator

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Vice-President, Marketing and Business Development, L'Équipe Spectra Inc.

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Michel G. Giguère

President and General Manager, Le Centre Sheraton

Administrator

Ginette Laurin

Artistic Director, O Vertigo Danse

Administrator

Jacinte Marleau

Vice-President, Government Relations, L'Équipe Spectra Inc.

Administrator

Jacques Vézina

Co-Director General and Administrative Director, Théâtre d'Aujourd'hui

Administrator

250 essential partners in our success!

The MONTREAL HIGH LIGHTS Festival isn't like other festivals in the sense that it relies on the external assistance of about 250 partners to complete its programming. All partners – whether from the food service and hospitality or entertainment industries – must be individually approached to participate.

Three levels of government have been directly associated in establishing and developing the Festival: the Government of Canada (Canada Economic Development, Canadian Heritage); the Québec government (*Tourisme Québec*, the *ministère des Affaires municipales et des Régions*); plus the City of Montreal, as well as the *Arrondissement de Ville-Marie*.

The Festival's major sponsors are Hydro-Québec, the SAQ and Sun Life Financial. Associate sponsors are: Loto-Québec, and the *Fédération des producteurs de lait du Québec*, who invested significant amounts to make the Festival a success and who have thereby contributed to the economic revival of Montreal and tourism in this city.

Tourisme Montréal has contributed, from our inception, to financing the development, launching, programming and marketing of the new Festival which is designed to revive winter-time tourism.

For our 6th edition, which featured the northern Italian provinces, we received support from the Italian Trade Commission and the provinces of Emilia-Romagna, Venetia and Lombardy.

Fifteen other advertising partners also contributed to our success. (See attached list.)

Around twenty hotels graciously agreed to accommodate chefs and artists invited by the Festival. (See attached list.)

Around thirty theatrical and dance companies, orchestras and museums were associated with the arts program, either directly (through shows and concerts which, without the Festival, would not have taken place), or indirectly (by scheduling shows to take place within the context of the Festival). Please see attached list.

Forty (see attached list) producers, associations, manufacturers and artisans offered their time and know-how to present a number of the free activities throughout Flavour Week at the Complexe Desjardins.

Almost fifty Montreal restaurant owners and chefs welcomed star chefs from abroad and devised special menus for their dining rooms to be part of the Festival (see attached list).

Over ninety partners worked together to make the first Montreal All-Nighter happen and succeed beyond all expectations.

On behalf of all Montrealers, restaurants and tourists alike, the MONTREAL HIGH LIGHTS Festival thanks all of the above for their invaluable contribution to the success of our annual celebration of winter.

Montral's Finest Tables: À l'Os • Aix Cuisine du terroir, Hôtel Place-d'Armes • Alexandre et fils • Anise • Au Petit Extra • Au Pied de Cochon • Brunoise • BU • Café Méliès • Chez Chine, Holiday Inn Select Montréal Centre-Ville • Chez L'Épicière • Chez la Mère Michel • Chez Queux • Christophe • Cube • Da Vinci • Europea • Il Mulino • Il Sole • Restaurant de l'Institut et l'Institut de tourisme et d'hôtellerie du Québec • La Chronique • La Colombe • La Gaudriole • Le Beaver Club, Fairmont Le Reine Elizabeth Montréal • Le Bouchon de Liège • Le Boulevard, Le Centre Sheraton Montréal • Le Castillon, Hôtel Hilton Montréal Bonaventure • Le Club Chasse et Pêche • Le Pégase • Leméac • Les Chèvres • Les Continents, Hôtel Inter Continental Montréal • Les Infidèles • Nuances, Casino de Montréal • Piccola Italia • Renoir, Sofitel Montréal • Restaurant Julien • Ristorante Saponi Pronto • Samuel de Champlain, Marriott Château Champlain Montréal • Soto McGill • Toqué! • Verses, Hôtel Nelligan • Zawedeh, Best Western Ville-Marie Hôtel & Suites

Prix fixes Menus: Atma • Byblos Le petit Café • Le Paradis des Amis • Ong Ca Can • Prato Pizzeria et Café • Rumi

Flavour Week : Alicom • Bonheur Sauvage • Boulangerie Première Moisson • BU • Cidrerie du Minot • Clos Saint-Denis • Communiplex marketing • complexe Desjardins / Place Desjardins inc. • Corporation de gestion des Marchés publics de Montréal • Délégation commerciale d'Italie • Domaine Pinnacle • Éditions Point de fuite • Ferme B. Morin • Ferme Champy • Ferme Morgan • Ferme Nordest • Festival des Fromages de Warwick • Fines Herbes par Daniel Inc. • Fromagerie Le P'tit train du Nord • Fromagerie Tournevent Inc. • Gibiers Canabec • Gourmet sauvage • IGA - Le Marché Louise Ménéard Centre-ville • Il Sole • ITHQ - Institut de tourisme et d'hôtellerie du Québec • L.B piémontais 2000 • La Clef des Champs • La Face cachée de la Pomme • La Fromagerie M. Jourdain • La Queue de cochon • Latina • Le fromage au village • Les Éditions de la Pastèque • Les fromagiers de la Table ronde • Les Toques Blanches Internationales du Québec • Les Vergers Lafrance • Librairie Renaud-Bray du complexe Desjardins • Naya • Orly Global Trading Inc. • Ristorante Saponi Pronto • Saeco Canada Ltée • Slow Food Québec • Société des alcools du Québec (SAQ) • Sogides / Les Éditions de l'Homme

Performing Arts and Celebration of Light : 4D Art • Agora de la danse • Casino de Montréal • Centre de design de l'UQAM • Centre des Arts Saidye Bronfman • Cirque Éloize • complexe Desjardins / Place Desjardins inc. • Espace Musique • Jazz à l'année • Lion d'Or • Loto-Québec • MCM Gestion Artistique • Métropolis • Motus (Italie) • MUTEK • Orchestre symphonique de Montréal • Ourson Doré • O VERTIGO • Pointe-à-Callière – Musée d'archéologie et d'histoire de Montréal • Première chaîne • PPS Danse • Productions de l'Œil • Société de développement de Montréal • Société de la Place des Arts de Montréal • Spectrum de Montréal • Tangente • Teatro Sunil • Théâtre Outremont • Théâtre du Nouveau Monde • Théâtre St-Denis • The Builders Association New-York • Usine C • IES-Canada (Illuminating Engineering Society of North America) • Maison St-Gabriel

Montral All-Nighter : Alexandre et fils • Alfred Dallaire | Memoria • ARTV • Le Belgo • Boulangerie Première Moisson • Café CC • Café Campus • Café de l'Usine • Café Design • Café du Nouveau Monde • Casino de Montréal • Centre Canadien d'Architecture • Centre d'art Amherst • Centre de design, UQAM • Centre de la montagne • Centre des arts actuels • Skol • Centre des sciences de Montréal • Centre d'exposition Circa • Centre Pierre-Péladeau • Cinémathèque québécoise • CinéRobotique et Cinéma ONF • Le Club espagnol du Québec • Club Soda • Compagnie Larivée Cabot Champagne • Complexe Desjardins • Consulat de France au Québec (Bureau de Montréal) • Couleur Jazz 91,9 • Dare-Dare Centre de diffusion d'art multidisciplinaire de Montréal • École nationale de l'humour • Elektra • Epsom • Espace 306 • Espace musique, la radio musicale de Radio-Canada (100,7 FM à Montréal) • Festivalissimo • Fortier Danse – Création • Galerie B-312 • Galerie [sas] • Gesù – Centre de créativité • Les Grands Explorateurs • Groupe Candelum • Hilton Montréal Bonaventure • Hydro-Québec • IGA – les marchés Louise Ménéard • Kaléidoscope • Kikiri • La 2^e Porte à Gauche • La Pastèque • L'Équipe Spectra • Lion d'Or • Loto-Québec • Moog audio • Musée d'art contemporain de Montréal • Musée des beaux-arts de Montréal • Musée Juste pour rire • Musée du Château Ramezay • Musée Marguerite-Bourgeoys • Musée McCord • Mutek • Nuit blanche à Paris • Palais des congrès de Montréal • Pierre-François Ouellette art contemporain • piknic electronik • Place des Arts • Planétarium de Montréal • Pointe-à-Callière – Musée d'archéologie et d'histoire de Montréal • Pommes Qualité Québec • Les Producteurs laitiers du Canada (Agropur, Québon et Yoplait) • Productions du Diable vert • Première Chaîne radio de Radio-Canada (95,1 FM à Montréal) • Les Rendez-vous du cinéma québécois • Reporters Communication, BloWup photogalerie • Sacef (Société pour l'avancement de la chanson française) • Saeco • La SAT (Société des arts technologiques) • *Silence, on court!* • S.I.T.Q. – Le 1000 de La Gauchetière • Société de développement de Montréal • Société de transport de Montréal (STM) • Société des alcools du Québec • Société du Vieux-Port de Montréal • SPASM • Strictly Mundial • Studio Susan Pepler • Sylviane Poirier art contemporain • Théâtre du Nouveau Monde • Union des écrivaines et écrivains québécois (UNEQ) • Upstairs Jazz Bar & Grill • L'Usine C • Ville de Montréal • La Ville de Paris • Vision Globale

Hotels : Centre Sheraton • Days Inn Montréal Métro Centre • Delta Centre-ville • Delta Montréal • Fairmont Le Reine Elizabeth • Hilton Montréal Bonaventure • Holiday Inn Select Montréal Centre-ville • Holiday Inn Montréal Midtown • Hôtel de la Montagne • Holiday Inn Express Hôtel Suites Montréal Centre-ville • Hôtel Inter Continental Montréal • Hyatt Regency Montréal • Hôtel Ritz-Carlton Montréal • Loews Hôtel Vogue • Le Méridien Versailles Montréal • Le Square Phillips Hôtel & Suites • Montréal Marriott Château Champlain • Quality Hôtel Montréal • Sofitel Montréal

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Main Sponsors: Hydro-Québec • la Société des alcools du Québec • la Financière Sun Life

Official Sponsors: Loto-Québec • les Producteurs laitiers du Canada • Tourisme Montréal

Guest regions for 2005: la délégation commerciale d'Italie et des régions de l'Émilie-Romagne, de la Lombardie et de la Vénétie • la Ville de Chicago

Official Suppliers: ARTV • Air France • le complexe Desjardins • Place des Arts • l'Association des hôtels du grand Montréal • Aux Plaisirs de Bacchus • Boulangerie Première Moisson • Naya Go • Centre option plein air de Montréal • Orly Global Trading • Saeco • les Fines Gueules Régionales • Le choix du fromager • Grosch Canada • Traiteur Primavera

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