



# ALFA-EXPO '17



## ARCC & AROC USA Combined Convention

Commemorating the 50th Anniversary of the 'Montreal Prototype'

Montréal, Canada 13-16 July 2017



Hosted by  
Club Alfa Romeo de Montréal (CARM)





# CLUB ALFA ROMEO DE MONTRÉAL

- **Your Hosts, Club Alfa Romeo de Montréal (CARM) (with ARCC support)**
  - Small, but active group of enthusiastic Alfisti from all walks of life
  - Predominant activities are driving tours and social activities
- **Montréal and area – A Great Vacation Destination!**
  - Many historic sites, festivals and museums
  - Renowned for great cuisine and diverse restaurants and ethnicities
  - Clubs and Bars, music and theaters, and numerous international festivals
  - Amusement Park, Sailing and Watersports, Golf, Biking, Hiking and lots more!
  - Easy access to many twisty country roads through spectacular terrain
  - Covered bridges, mountains, valleys, lakes, rivers and very picturesque towns
  - Usually great weather in July, with slightly cooler weather in August.

# Summer 2017 in Montreal

- 2017 will be a very special year in Montreal! We will be celebrating:
  - Montreal's 375<sup>th</sup> Anniversary
  - Canada's 150<sup>th</sup> Anniversary
  - the 50<sup>th</sup> Anniversary of Montreal's Expo '67
  - the Alfa Romeo Montreal prototype's 50<sup>th</sup> birthday

and...

- The Montreal International Fireworks Competition: The largest competition of its kind in the world, showering Montreal skies every Wednesday and Saturday evening throughout the summer
- The 'Just for Laughs' Festival: Many of today's household names - Dennis Leary, Tim Allen, Dave Chappelle, Jon Stewart, Jim Carrey – to name but a few - got their big break at the Montreal Just For Laughs Festival.
- And SO much more!



# Our Goal



- **Our goal is to host a fun-filled, affordable gathering of Alfisti from Canada, the USA and elsewhere to celebrate our shared passion with a well-planned and effectively managed combined convention in the exciting city of Montréal and the surrounding area.**

To achieve our goal, we will be:

- designing the convention to appeal to ALL Alfisti.
- welcoming owners of 'Montreal's from all over.
- welcoming and attracting younger Alfisti and fans and owners of NEW Alfa Romeos.
- working with FCA, our local Alfa dealer and other Italian car clubs to coordinate.
- doing all we can to develop a fun-filled, exciting and memorable convention.
- keeping the convention very reasonably priced and fiscally responsible.
- increasing visibility for our hobby through publicity, public events and advertising.

# Within a Day's Drive of the North-East USA

## Very close to Montreal International Airport



Chicago  
850 Miles  
1370 kms

Detroit  
560 Miles  
900 kms

Toronto  
340 Miles  
550 kms

Boston  
310 Miles  
500 kms

New York City  
370 Miles  
600 kms

Washington, DC  
590 Miles  
950 kms

Nashville  
1070 Miles  
1722 kms

# Pointe Claire Holiday Inn

- 311 'smoke-free' rooms
- Free Wi-Fi, fridge, microwave, coffeemaker, safe, hair dryer, iron and board
- Standard two double beds, king rooms with sofa-beds available
- Indoor pool, hot tub, business centre, fitness room
- Meeting/banquet facilities, convenience store, gift shop
- Free airport shuttle from 4:15AM to 12AM daily every half hour
- Wheelchair accessible rooms available
- Ample free parking
- Pets not permitted
- On-site dining (breakfast, lunch and dinner)
- Lots of great nearby restaurants (Steakhouse, Sushi, Quebecois, Deli, etc.)
- Shopping Center (about a 10-minute walk from the hotel)
- Holiday Inn is roughly a 25-minute drive to downtown Montreal
- Several other nearby hotels are available (Comfort Inn, Quality Suites)
- Easy to find and close to all major highways



# Schedule of Events – Mon to Thu

## Monday through Wednesday:

**Voyageur Tours** (9AM Monday – 5PM Wednesday) 3 Pre-Convention tour groups departing from Kingston Ontario to Montréal through Ottawa and other locations)

**Registration** (opens on Wednesday evening after arrival of tour groups)

## Thursday (Official Convention Start Day):

**AROC USA and ARCC Board of Directors Meetings** (7-11AM) run separately, but with a combined one-hour session at 10AM (Fritz Farm)

**Track Day (Time Trials)** (12-5PM) Track and details TBD (Tentative plan)

**Free Time** for those not attending meeting or track event (take advantage of time to see the sights)

**Bienvenue Supper** (6-9PM) at a rustic 'Maple-Sugar' Camp (about 35 minutes by car from the hotel) Live music, typical French-Canadian foods and ambiance

# Schedule of Events - Friday

## Friday:

**Alfa Romeo 'Montreal' 50<sup>th</sup> Anniversary Brunch and Celebration** (8AM-1PM) for Alfa Romeo Montreal owners

**Orange Julep Lunch** (11AM-1PM) (informal drive-in dining at this famous landmark or at one of many other restaurants nearby)

**Gimmick Rally** (1-4PM) Start at Orange Julep, finish at hotel (Rally includes a lap of the Gilles Villeneuve Formula One track and a driving tour around the site of Expo '67, where the Alfa Romeo Montreal was first unveiled)

**See Montréal Activity Day** (8AM-5PM) (Pre-Arranged Boat, Walking & Bus Tours in the city – cars not required)

**"Méchoui" Cook-Out** (6-10PM) at Red Barn Community Center (Baie D'Urfé) with live music

**Meetings** (Editors, AlfaBB, Digests, Convention, etc.) (9-11PM) at hotel

# Schedule of Events – Sat & Sun

## Saturday:

**Autocross/ Solo II** (8AM-3PM) at Blainville Test Track (North of Montreal) \*All attendees including spectators must arrive before start and remain until event is complete. Picnic-style food will be available.

**Driving Tours** (choice of 3 scenic tours, depart & return from/to Hotel) (8AM-4PM)

**Technical Seminars** (Tech Sessions) (4-6PM) at hotel

**Banquet** (7-10PM) – hotel ballroom (live music; short on speeches and interruptions)

## Sunday:

**Concorso Italiano Canadese** (8AM-12PM) at Baie D'Urfé - Fritz Farm (combined with other Italian car clubs, but marques will be placed and judged separately) Food, Drinks and Bathrooms available. Special setting to feature the ***Alfa Romeo Montreal***

**Model Car and Art Judging** (8AM-12PM) inside Fritz Farmhouse

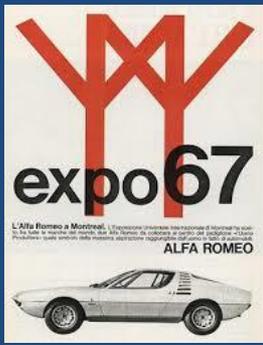
**Awards Reception & Closing Remarks** (12-2PM) inside Fritz Farmhouse

**Post Convention Supper** (6-8PM) Local Restaurant (Pay as you go)

# Alfa Romeo 'Montreal'

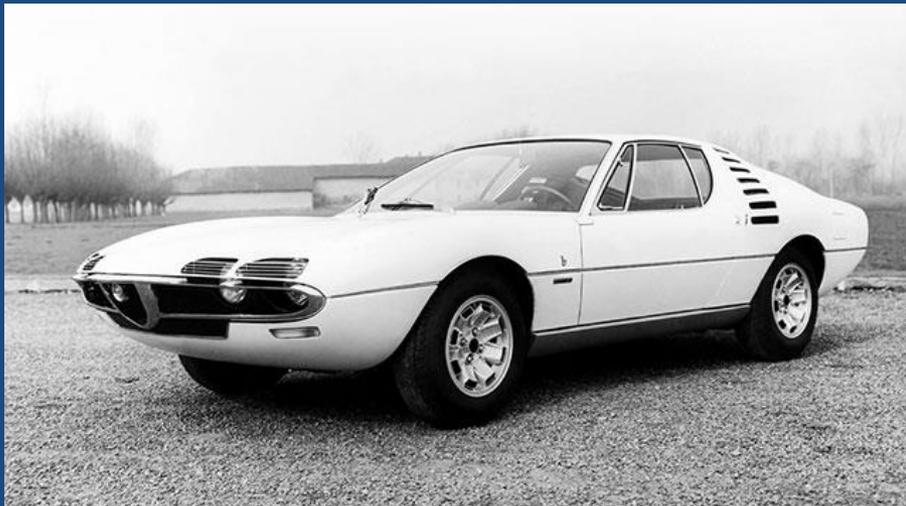
## 50<sup>th</sup> Anniversary Brunch and Celebration

- Friday (8AM-1PM) brunch and gathering for Alfa Romeo Montreal owners only
- Gathering of 'Montreals' and owners near the location of the original unveiling in 1967
- Photo opportunities at the site of Expo '67 and Formula One 'Circuit Gilles Villeneuve'
- Low-speed lap of the Grand Prix course



# The 1967 'Montreal' prototype

The prototype is currently displayed in the Alfa Romeo Museum in Arese. We hope to have it in Montreal for our gathering in 2017.



# Selection of Tours

- Pre-Convention 3-Day 'Voyageur' Tour (3 Groups – 90 car capacity)
- Pre-arranged Boat, Bus & Walking Tours of Montréal (unlimited capacity)
- Choice of 3 'off-island' Driving Tours (Saturday - 30 cars per tour capacity):
  - Waterfront, Ferry & Flea Market
  - Covered Bridges, Apple Orchards & Cider tasting
  - Historic townships, vineyard & Bombardier museum



# Concorso

- All Alfa Romeos will be judged using AROC USA Concours Standards
- AROC / ARCC Approved Volunteer Judges
- Open and free for the Public
- Combined with the 1<sup>st</sup> Concorso Italiano Canadese for all Italian car clubs (each marque will be placed in separate areas and judged by their own clubs)
- Fritz Farm is a spectacular venue with water view on a large lake near the hotel with bathrooms, food and drinks available
- Live music



# Receptions and Banquet

- **Thursday:**  
**Maple-Sugar Shack Supper** (5-9 PM) (times include travel from/to hotel)
- **Friday:**  
**Alfa Romeo 'Montreal' Brunch and Celebration** (8AM-1PM) – Brunch for Alfa Romeo Montreal Owners (This will be a "Montreal Owners" exclusive event)  
**Orange Julep Lunch and Gathering** (11AM-1PM) at Orange Julep - Legendary Drive-in restaurant with hot dogs, other drive-in foods and specialty orange drink (similar to Orange Julius) casual get-together of Alfas and owners (other restaurants available)  
**"Méshoui" Cook-Out** (6-10 PM) at Red Barn Community Center - Roast Pork, Vegetable Burgers, Sausages, Chicken, Potatoes, Rice and Vegetables, Live Music, Beverages
- **Saturday:**  
**ARCC & AROC Banquet** (7-10PM) Saturday in hotel ballroom - Door prizes (not too many), live music (background dinner music), Awards for Autocross & Gimmick Rally, 25 and 50 year AROC awards and other AROC and ARCC awards, very short on speeches
- **Sunday:**  
**Concorso Brunch & Closing Remarks** (12PM-2PM) at Fritz Farm - Trophies for Art & Model competition and Concorso  
**Post-Convention Supper** (6-8PM) Local Restaurant, pay as you go

# Convention Price Estimates

## ■ **General (All Prices in US Dollars)**

- Convention Registration \$60 (early) or \$75 (later) (single or family)
- Non-AROC/ARCC member Registration \$110 (for US residents - includes a year's membership in AROC USA) or \$90 (for Canadian residents – includes a year's membership in ARCC)
- Hotel (per night, 1-4 occupancy) ~ \$120 (early reservations required)

## ■ **Dinners and Receptions**

- Montreal Owners Brunch \$40 per person
- Maple Sugar-Shack Supper \$40 per person
- Méshoui Cook-out \$40 per person
- Banquet \$50 per person
- Concorso Brunch \$25 per person

## ■ **Rally, Track & Autocross**

- Rally \$15 per car
- Track \$200 per driver
- Autocross \$60 per driver

## ■ **Tours**

- Voyageur Pre-Convention Tour \$40 per person (food, wine, lodging not included)
- Old Montréal Bus trip \$50 per person, < 12 free (food not included)
- Driving Tours \$20 per person (food not included)
- Other Tours vary according to type of tour

## ■ **Concorso, Art & Other Events**

- Concorso \$10 per car
- Model Car Competition \$10 (each additional entry - \$5)
- Alfa Art Competition \$10 (each additional entry - \$5)