

SOMMET MONDIAL

MONTREAL
19-22 OCTOBRE 2014

WORLD SUMMIT

MONTREAL
OCTOBER 19-22 2014



DESTINATIONS POUR TOUS | FOR ALL



TOURISME, CULTURE ET TRANSPORT
UNE STRATÉGIE COMMUNE
À L'INTERNATIONAL

TOURISM, CULTURE AND TRANSPORTATION
A COMMON STRATEGY AT
THE INTERNATIONAL LEVEL



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Dear Partner,

It is our pleasure to welcome you to Montreal for the first ever *World Summit Destinations for All*. The issue of accessible tourism has never been more relevant: 15% of the world's population faces some degree of disability, and with a greater aging demographic this number will only increase.

In order to facilitate tourism for people with disabilities, some measures must be implemented at the international level. Fair and accurate information is a requirement. Transportation and hospitality chains must be flawless. The accessibility standards for tourism sites and establishments should meet international norms.

At this first World Summit we invite all actors and stakeholders to build, with us, a common framework for action, seeking to ensure that all tourism destinations and providers have the tools and strategies to make their environments, products, services and information accessible and inclusive to all visitors.

The aim of the Summit is to review the achievements that have been made in the world's leading accessible destinations, regions and cities, to share and discuss good practices and methods and to chart a course for the development of *One World of Inclusive Tourism for Everyone*. We invite all actors and stakeholders to build, with us, a common framework for action, seeking to ensure that all tourism destinations and providers have the tools and strategies to make their environments, products, services and information accessible and inclusive to all visitors.

We invite you to participate in this World Summit Destinations for All so that, together, we may facilitate travel for all of our fellow citizens, without exception.

The co-chairs of the Steering Committee,

André Vallerand,
Special Advisor
to the Secretary General
United Nations World Tourism Organization
President, Word Centre of Excellence
for Destinations

Ivor Ambrose,
Manager Director
European Network for
Accessible Tourism (ENAT)



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1- SUMMIT OVERVIEW

a. Steering Committee



Transport
Canada

Transports
Canada



b. Objectives

This event aims to accomplish the following:

- 1- To make a decisive push forward on the determination of a set of international norms and standards with regards to accessible tourism and transportation.
- 2- To highlight the economic benefits for destinations to be fully inclusive and accessible, and to develop and enhance accessible tourist products.
- 3- To establish a world partnership and a common international strategy to develop universal accessibility¹ for infrastructures and tourism services, transport services, and to increase the availability of information on the accessibility of different destinations.

c. Expected results

- 1- An understanding of the roles played by various sectors – particularly the central role of destinations – in developing tourism for all
- 2- State-of-the-art presentations and keynotes addressing Accessibility in Tourism, Culture and Transportation
- 3- Tools useful in bringing the need for Accessible Tourism development to the attention of government and industry
- 4- The creation of a common strategy aimed at making “One World for Everyone”
- 5- The creation of a global network for Accessible Tourism



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d. Summit Themes & Sub-Themes

Tourism

- 1- Destinations for All
 - 1.1 Managing Accessible Destinations
 - 1.2 Understanding and Developing Inclusive Tourism Product
 - 1.3 Information and Marketing
- 2- Accessibility in the Tourism Value Chain
 - 2.1 Good Practices in Customer Service
 - 2.2 Involving Small and Medium-sized Tourism Businesses
 - 2.3 Joining up the Supply Chain
- 3- The Built Environment: Urban Planning, Architecture and Design for All
 - 3.1 Promoting Access and Inclusion through Legislation and Design Standards
 - 3.2 Applying the Universal Design (UD) Approach
 - 3.3 Hotels and Other Tourist Accommodation
- 4- Inclusion in Outdoor Environments
- 5- Technology and Tourism
- 6- International Standardization for Accessible Tourism

Culture

- 7- Culture for All
 - 7.1 Urban Heritage, Heritage Sites and Monuments
 - 7.2 Museums, Galleries, Exhibitions and Attractions
 - 7.3 Cinema and Theatre, Music, Dance and Opera Venues
 - 7.4 Events and Festivals

Transportation

- 8- The Transportation Accessibility Chain
 - 8.1 Air Travel and Airport Services
 - 8.2 Transportation by Rail, Maritime and Coaches
 - 8.3 The Taxi, an Essential Link in the Transportation Chain
 - 8.4 Personal Mobility, Technical Aids and Public Spaces



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e. Program-at-a-Glance
Subject to change

	Sunday, October 19	Monday, October 20	Tuesday, October 21	Wednesday, October 22
08h30	Pre-conference Workshops			
09h00				
09h30		Morning Plenary	Morning Plenary	Parallel Sessions
10h00				
10h30		Coffee Break & Poster Viewing	Coffee Break & Poster Viewing	Coffee Break & Poster Viewing
11h00				
11h30		Parallel Sessions	Parallel Sessions	Parallel Sessions
12h00	Lunch Break			
12h30				Break
12h45	Pre-conference Workshops	Lunch Break	Lunch Break	Closing Ceremony
13h00				
13h30				
13h45		Parallel Sessions	Parallel Sessions	
14h00				
14h30				
15h00		Coffee Break & Poster Viewing	Coffee Break & Poster Viewing	
15h30				
16h00		Parallel Sessions	Parallel Sessions	
16h15	Break			
16h30	Opening Ceremony			
17h00		Break	Break	
17h15				
17h30		Plenary Session & End of the day Wrap-up	Plenary Session & End of the day Wrap-up	
18h00	Welcome Reception			
18h15				
20h00				

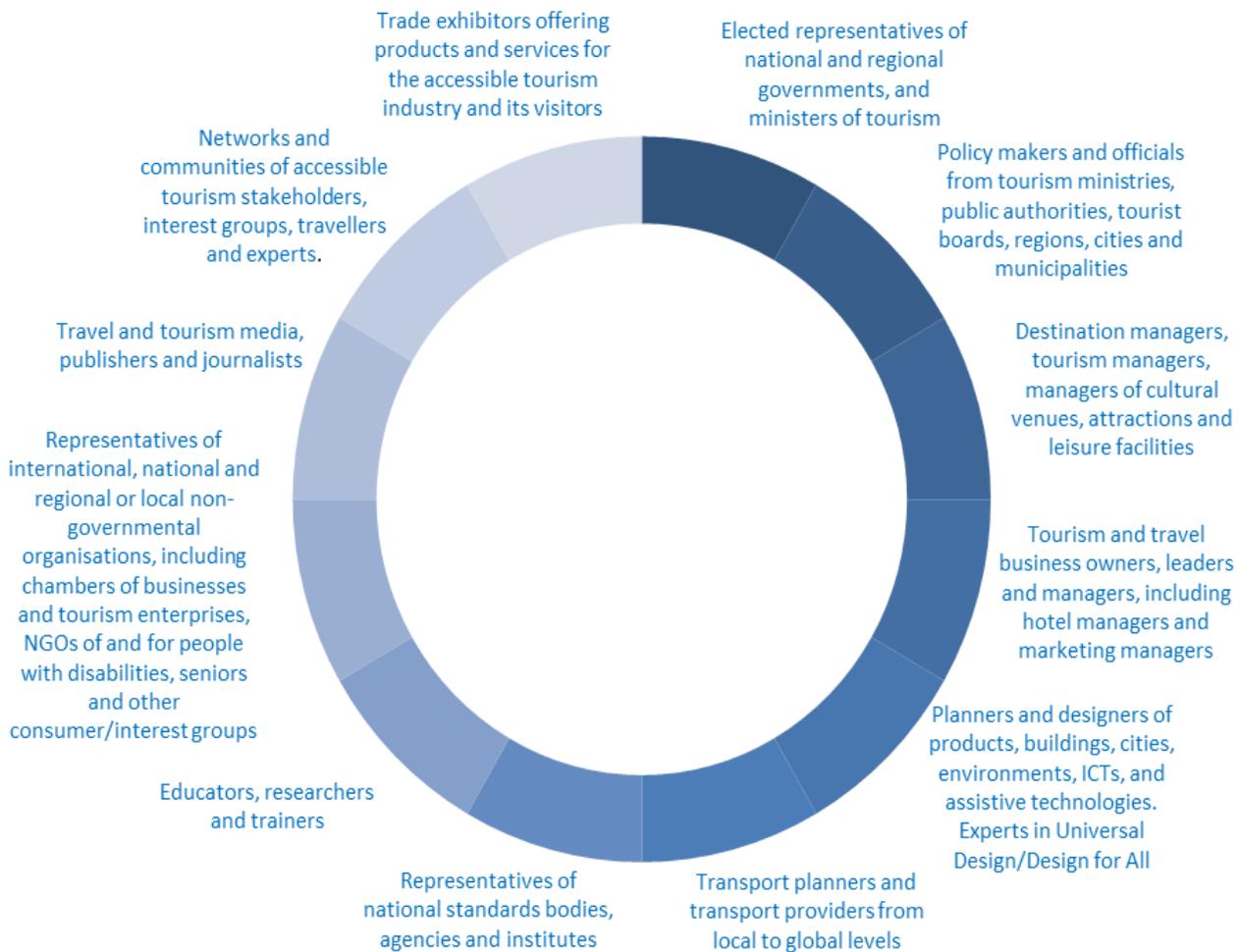


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f. Attendance Profile





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g. Destination & Venue

Montreal – An Accessible and Inclusive City

With a vision of making every aspect of its citizens' life accessible while respecting each and everyone's rights, the city of Montréal is determined to set an example throughout Canada. Kéroul, a non-profit organization that promotes and develops accessible tourism and culture through information and lobbying, plays a key consultancy role for accessibility. As one of the world's top convention cities, Montréal and the province of Québec offer something for everyone through Kéroul's Accessible Road: a window to 15 Québec tourist regions with more than 230 accessible tourist sites and over 1500 people certified under Kéroul's Welcoming Ways training program to ensure you are treated hospitably. The Accessible Road is an essential planning tool you can use for your next trip! For more information: www.larouteaccessible.com/index.php/en/.

Palais des Congrès

The first edition of the "World Summit Destination for All" will be held in Montréal's state-of-the-art meeting facility the Palais des Congrès de Montréal. Strategically located in downtown Montréal, the Palais des Congrès connects the business center of the city with the Quartier international, the Quartier des spectacles, Chinatown, and Old Montréal. Its facilities are wheelchair accessible and feature access doors. Each room is also equipped with assistive listening system. To find out more about the event location, please visit www.congresmtl.com.

h. Important Dates

- December 2013: Online Abstract Submission opens
- January 2014: Online Registration opens
- January 2014: Online Hotel Reservation opens
- April 2014: Abstract Submission Deadline
- August 2014: Early Bird Registration Deadline



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2- SPONSORSHIP OPPORTUNITIES

Top 5 Reasons to Become a Sponsor:

1. Set yourself apart from others in the world
2. Boost your brand – increase visibility and recognition
3. Foster goodwill and gain respect within the industry
4. Build awareness with an international audience
5. Reach and connect with more than one billion potential clients and visitors

Top reasons for a foundation:

- Foster new audience
- Build awareness with an international audience
- Gain respect within the philanthropic community

There are two ways to achieve visibility through sponsorship:

- 1- Supporters can be recognized by paying an amount associated with one of the levels listed below, and will benefit from all privileges associated with that level.
- 2- Supporters can also obtain a level cumulatively, through “cross-supporting” a variety of items chosen from those listed here after. In this case, the supporter will earn recognition at the appropriate support level, as well as all privileges associated with each item supported.



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a. Sponsorship Packages

Benefits	Gold \$20,000 +	Silver \$10,000 - \$19,999	Bronze \$5,000 - \$9,999
Logo visibility on signage	X	X	X
Logo on Summit website	X (w/hyperlink)	X (w/hyperlink)	X
Logo on published materials	X	X	X
Flyer inserted in the delegate's material	X (4 pages max)	X (2 pages max)	
List of registered delegates 2 weeks prior to the Summit	X	X	
Final list of delegates received after the Summit	X		
150-word description on the website to explain priority actions to enhance the accessibility of tourism and cultural activities and of transportation services	X		
Complimentary registrations	4	2	1
Extra tickets for the Welcome Reception	3	2	1
Recognition in advance electronic communication	3-time	2-time	1-time
B&W ad in final program	Full page	½ page	¼ page



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b. À la Carte Sponsorship Opportunities

1. Educational Support

i. Educational Grant

This is an opportunity to support the organizers for the creation of educational activities, learning resources and/or tools. Educational grants can be given by companies for any desired amount, and visibility can be discussed on a case-by-case basis.

ii. Lunch Conference ***(Max. 2)***

\$25,000

Supporter recognition:

- Opportunity to select the speaker and topic of the conference in collaboration with the Organizing Committee
- Audience address at the sponsored event
- Possibility to provide branded items such as overprinted napkins, cups, etc.
- Distribution of a corporate document to participants during the sponsored event
- Logo and/or mention on signage outside of the room
- Logo and/or mention on screen in the conference room
- Logo and/or mention in the special activities section of the final program

iii. Theme-Associated Sponsor ***SOLD*** **\$15,000** ***(Max. 3)***

Supporter recognition:

- Logo on signage outside of the opening plenary room for the theme
- Logo on screen in the opening plenary room for the theme
- Verbal acknowledgement during the opening plenary for the theme
- Option to introduce and thank the keynote speaker
- Special acknowledgement in the final program

The three main themes are: Tourism, Culture & Transportation



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iv. Summit Sessions
(Exclusive)

Sponsor a parallel session (1.5 hrs. duration)

\$5,000

Supporter recognition:

- Verbal acknowledgement during the session
- Logo on screen in the session room
- Special acknowledgement in the final program

b. Summit Amenities

i. Internet Café

\$7,500

Sponsor recognition:

- Posters with logo and branding within the internet café area
- Company official website as the default home page on computers
- Company logo as screen saver
- Optional branded mouse pads and other items in this area are also a possibility (provided in kind by the sponsor)

Each Café has 5 workstations.

ii. Coffee Break

\$7,500

(Max. 5 – price per coffee break)

Sponsor recognition:

- Possibility to provide branded items such as overprinted napkins, cups, etc.
- Identification as a sponsor during the coffee break
- Logo and/or mention in the social activities section of the final program

This sponsorship opportunity is limited. The possibility exists for one company to sponsor all five (5) breaks to increase the duration of your visibility and secure exclusivity. Please contact us to discuss this opportunity.

iii. Wireless Network Service

\$5,000

Sponsor recognition:

- Logo within the program where this service is mentioned
- Logo upon accessing the welcome page onsite



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iv. Lanyards *SOLD* \$5,000*
(Provided in kind by sponsor)

Sponsor will, in conjunction with the Organizing Committee, produce the participants' lanyards for the World Summit. The lanyards will bear the logo of the Summit and of the Sponsor.

* *Exposure fee. Actual costs of production must be covered by the sponsor.*

v. Delegate bags \$3,000*
(Provided in kind by sponsor)

Sponsor will, in conjunction with the Organizing Committee, produce the participants' bags for the World Summit. The bags will bear the logo of the Summit and of the Sponsor.

* *Exposure fee. Actual costs of production must be covered by the sponsor.*

vi. Charging Stations
(Max. 2)

People increasingly rely on mobile devices — whether smartphone, tablet or laptop — for work and personal use. But, there's nothing worse than watching your battery bars dwindle knowing your power cable is at home or in your hotel room. Delegates will be able to plug in their mobile devices while participating in the interactive and educational Summit sessions.

1 station **\$6,000**
2 stations **\$10,000**

Sponsor recognition:

- Station will be bear your company logo and branding
- Literature rack available within the charging station area to display corporate brochures.

c. Summit Events

i. Welcome Reception \$25,000
(Exclusive)

This event will take place on the evening of October 19th, 2014 at the Summit venue. This event will give delegates the chance to mingle with their colleagues in a relaxed atmosphere with drinks and appetizers provided by the Summit. Over 300 participants will attend.



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Sponsor recognition:

- Logo will appear on the Summit website and in the final program next to details pertaining to the Welcome Reception
- Possibility to provide cups, napkins and other items bearing your company logo
- Signage with your company logo displayed in the welcome reception area
- Company logo on drink coupons
- 5 tickets to the welcome reception for your company representatives

3- ADVERTISING OPPORTUNITIES

ii. USB Key

\$10,000

Event content will be preloaded on the USB key, which will be supplied by the World Summit. This is something delegates will take home and continue to use well after the Summit.

Sponsor recognition:

- Company logo on USB key
- Ad or corporate information preloaded on the USB key

iii. Summit Program

\$8,500

Sponsor recognition:

- Recognition on inside front cover: full-page, 4-color ad
- Recognition on the website section where the final program will be uploaded

Distribution: 300 hard copies and wide electronic exposure

iv. Advertising in the Final Program or Delegate Bag

All ads are B&W except for the inside back cover.

- Full Inside Back Cover (Max. 1) **\$4,750**
- Inside Full Page (Max. 2) **\$3,000**
- Inside Half Page (Max. 4) **\$1,500**
- Inside Quarter Page (Max. 4) **\$750**
- 75-word statement in the final program (Max. 8) **\$200**
- Flyer inserted in the delegate's material **\$2/delegate**



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4- EXHIBIT OPPORTUNITIES

Overview

Kéroul invites all partners from the tourism, culture and transportation industry to present themselves during the Summit through a variety of exhibiting opportunities. The different options offered represent excellent platforms for our partners to present their company, destination or organization’s involvement in developing accessible tourism for all, by bringing tailored solutions to this growing market share.

Community partners will have the opportunity to promote or showcase products and services that cater to this specific market, as well as highlight good practices and their latest innovations in accessibility.

To maximize our partners’ exposure, all the exhibition spaces will be set up in a high traffic area. Seize this unique opportunity to show our delegates your projects and achievements!

Costs & Specifications

In order to tailor its services and meet your needs, the Summit offers three exhibiting options:

Espace	Coût	Inclusion
Literature Table	250 \$ CAN*	1 skirted table (no chairs)
Small Booth	1,000 \$ CAN*	1 skirted table 2 chairs 1 registration for the Summit Electricity (110 volts)
Exhibit Space	2,000 \$ CAN*	1 space (max. 3m x 3m) 1 registration for the Summit 1 75-word statement in the final program

**Plus applicable taxes*



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Technical Information

A technical information document will be sent to all confirmed exhibitors in September 2014. This document will contain the final floor plan, practical information, as well as the shipping details.

Set-Up and Dismantling Schedule

Sunday, October 19	
13:00 – 15:00	Move-in & Set-up
Wednesday, October 22	
13:00 – 15:00	Dismantle & Move-Out

* Subject to change



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5- CONTACT US

Mr. Alain Carbonneau

JPdL International
1555 Peel St., Suite 500
Montréal QC H3A 3L8
Canada
Tel: +1-514-287-9898 ext. 261
Email: acarbonneau@jpd.com

Mr. André Leclerc

Chief Executive Officer
KÉROUL
4545, av. Pierre-De Coubertin
Montréal, QC Canada H1V 0B2
Email : aleclerc@keroul.qc.ca



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6- APPLICATION FORM

CONTACT NAME	NAME OF COMPANY
ADDRESS	
CITY	COUNTRY
DIRECT PHONE	FAX
EMAIL	WEBSITE

1. Sponsorship Packages

- Gold Level **\$20,000 +**
- Silver Level **\$10,000 – \$19,999**
- Bronze Level **\$5,000 - \$9,999**

2. À la carte Sponsorship Opportunities

EDUCATIONAL SUPPORT

- Lunch Conference **\$25,000**
- Theme Associated Sponsor **SOLD \$15,000**
- Summit Session **\$5,000**

SUMMIT AMENITIES

- Internet Café **\$7,500**
- Coffee Break **\$7,500**
- Wireless Network Service **\$5,000**
- Summit Lanyards **SOLD \$5,000**
- Delegate Bags **\$3,000**
- 2 Charging Stations **\$10,000**
- 1 Charging Station **\$6,000**

SUMMIT EVENTS

- Welcome Reception **\$25,000**



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3. Advertising Opportunities

<input type="radio"/> USB Key	\$10,000
<input type="radio"/> Summit Program	\$8,500
<input type="radio"/> Advertising	
<input type="radio"/> Inside Back Cover	\$4,750
<input type="radio"/> Full Page	\$3,000
<input type="radio"/> Half Page	\$1,500
<input type="radio"/> Quarter Page	\$750
<input type="radio"/> 75-word statement in final prog.	\$200
<input type="radio"/> Bag Insert	\$2/delegate

4. Exhibit Opportunities

<input type="radio"/> Literature Table	\$250
<input type="radio"/> Small Booth	\$1,000
<input type="radio"/> Exhibit Space	\$2,000

All prices are in Canadian Dollars (\$CAD)

APPLICATION

All companies wishing to apply for a sponsorship and/or table top should complete and return the above application form. The Organizers will then contact you to discuss your individual needs and requirements.

TERMS AND CONDITIONS

Sponsorship: A sponsoring agreement, including the terms and conditions, will be issued upon confirmation of your interest.

Table tops: This form acts as a contract for your booking.

TERMS OF PAYMENT

Invoices should be paid as follows: 100% upon reception.

TAXES

The Canadian Goods and Services Tax (5%) and Québec Sales Tax (9.975%) do not apply on sponsorship fees, but are applicable on table top fees.

CANCELLATION

All cancellations must be made in writing. The Organizers shall retain 90% of the contract price if the cancellation is accepted more than 3 months prior to the World Summit 2014. Refunds cannot be made for any cancellations received within three months of the World Summit 2014.

Please complete and send to:

World Summit Destinations for All | JPDl International - Summit Secretariat

1555 Peel St., Suite 500, Montréal QC H3A 3L8 Canada

Tel: +1-514-287-9898 ext. 261

Fax: +1-514-287-1248 - Email: destinations2014@jpdil.com