



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018

Sponsorship & Exhibition Brochure



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WELCOME

Four years after its first edition in Montreal, the **World Summit on Accessible Tourism** arrives in the capital of Europe on 1-2 October 2018.

It is a unique opportunity to showcase innovation and best practices in terms of accessible destinations worldwide. The second edition of the Summit will welcome hundreds of participants and key players that welcome people with special needs thanks to the development and promotion of accessible destinations for all.

The success of this endeavour would not be possible without the strong support of the four regional tourism authorities that compose Belgium: **Visit Flanders, Visit Brussels, Wallonie Tourisme CGT** and **Ostbelgien**. We would like to thank them for their strong support.

As the theme of this 2nd Summit, we have chosen: **'The Accessible Tourism Chain'** and we will organise more than 20 sessions that will enrich all participants with the latest findings & innovations in accessible tourism knowledge. In conjunction with the summit, an exhibition, focusing on 'Accessible Leisure and Holiday' will be hosted, allowing participants to discover and promote accessible tourist destinations worldwide.

We are also building a social and technical tour programme in line with Belgium's renowned hospitable reputation to enjoy all areas of interest in and around Brussels, its region, products and services.

This brochure is meant to give you a first impression and global view of the Summit and inform you on how to become a privileged partner in its success.

We are looking forward to seeing you in Brussels!



Vincent Snoeck
Co-President of the Summit
CAWaB



Isabelle Ducharme
Co-President of the Summit
Kéroul

THE WORLD SUMMIT ON ACCESSIBLE TOURISM

Organised for the first time in 2014 in Montréal, under the aegis of Kéroul and with the participation of UNWTO, the UN, the European Network for Accessible Tourism and ICAO, the aim of the World Summit on Accessible Tourism is to mobilise all stakeholders – civil society organisations, public authorities and private organisations – to identify and implement the measures that will enable a barrier free and inclusive international tourism to prosper.

The first Summit has demonstrated that developing accessibility solutions is a win-win solution for destinations, tourists and citizens alike. More than 360 participants from 31 countries shared their expertise and experiences. The Declaration ["A World for Everyone"](#) was adopted after the event.

This declaration, available in 10 languages, includes 40 specific measures to implement internationally and in their respective countries the recommendations of the World Tourism Organization (WTO) for inclusive tourism. The Declaration constitutes a genuine plan of action at the local, national and international levels, promoting the accessibility of tourist infrastructures, buildings and services, as well as passenger transport services.

The United Nations estimates that there are 650 million people with disabilities worldwide. Counting their families, about 2 billion people are directly affected by a disability, accounting for nearly one third of the world's population. In addition, global population ageing increases accessibility needs.

For all tourism operators, it is a major challenge: those who will be able to meet the needs of tourists with disabilities will have a decisive advantage over their competitors. In addition, seniors have fewer time constraints. Targeting this group can reduce the seasonality of the tourism industry.

In 2018, there are many reasons why your contribution to the second edition of the World Summit on Accessible Tourism is crucial, to name just a few:

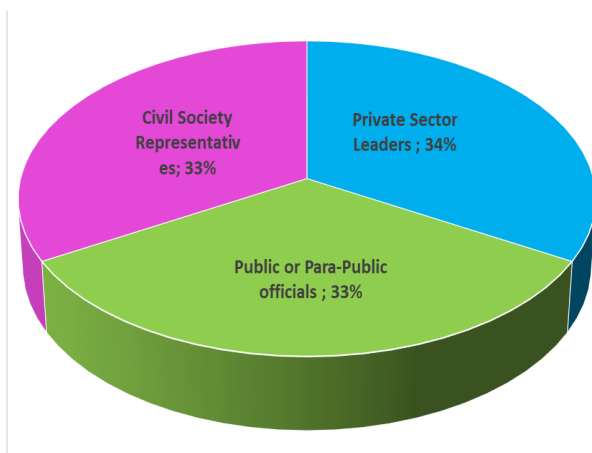
- ◆ Set yourself apart from others;
- ◆ Boost your brand – increase visibility and recognition;
- ◆ Foster goodwill and gain respect within the industry;
- ◆ Build awareness with an international audience;
- ◆ Reach out and connect with more than one billion potential clients and visitors;
- ◆ Contribute to a better world for all through inclusive tourism.



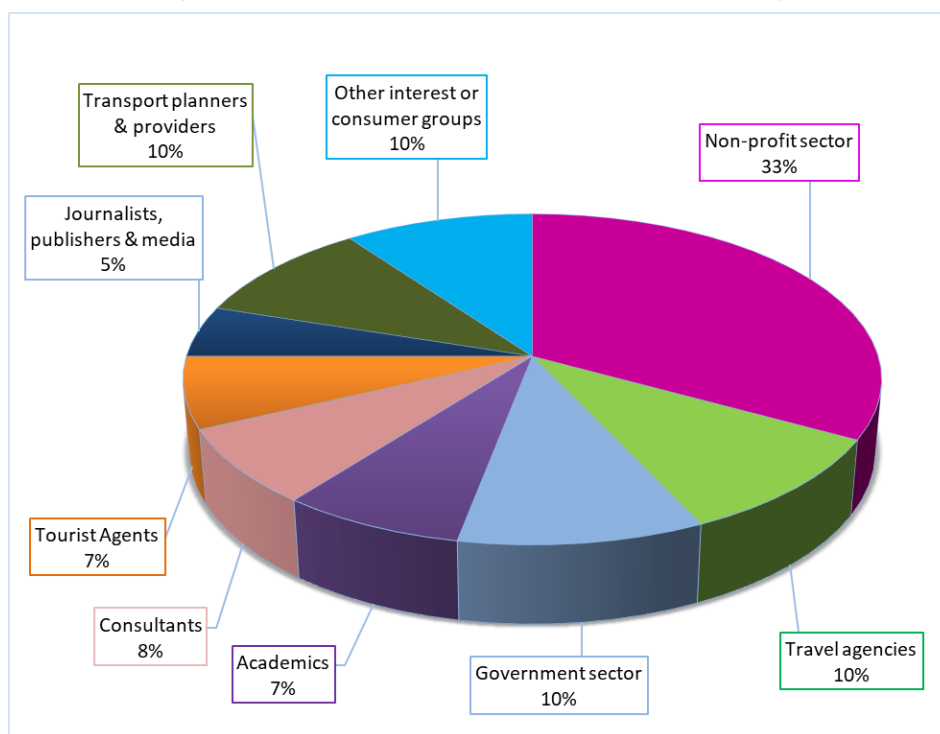
FACTS & FIGURES 2014

The first edition of the World Summit was an opportunity assessed to gauge the market size of accessible tourism. Today, 15% of the world's population live with a disability. This audience is increasing because of ageing.

SUMMIT AUDIENCE



PARTICIPANTS



By 2020:

- ♦ Baby boomers will account for 50% of tourism spending
- ♦ 40% of baby boomers will face situations of disability
- ♦ The accessible tourism market will account for one-quarter of tourism spending

2014 SPONSORS



Taxi Para-Adapté



SPONSORSHIP PACKAGES

The sponsorship packages are designed to increase your level of engagement, visibility and thought leadership. Exhibition opportunities can be combined to increase the value of your sponsorship package.

GOLD SPONSORSHIP PACKAGE

EUR 19.000

(Maximum of **five** sponsors)



THOUGHT LEADERSHIP & PROGRAMME PRESENCE

- 1 company representative in a non-commercial panel session in the official programme

LEAD GENERATION

- Participants List 3 weeks prior to event (name, job title, company, country)
- Participants List post event (name, job title, company, country)

BRANDING & ADVERTISING

- Status as a Gold Sponsor
- 3 Bag inserts (limited to a double sided flyer)
- 1 Page of colour advertisement in final printed programme
- 150 Words description in final printed programme
- Corporate logo in loop in between sessions in opening plenary
- Verbal recognition in the opening plenary
- Corporate logo & link on summit website
- Opportunity to place a roll up at the entrance area, near registrations

INCREASED VISIBILITY

Select one of the following options (first come first served basis):

- Sponsor of the Welcome Reception
- Sponsor of the final printed programme (Inside front and inside back cover)
- Sponsorship recognition (one logo) on the delegate bags
- Sponsorship recognition (one logo) on the lanyards
- Registration area booth

ENHANCED NETWORKING OPPORTUNITIES

- 2 Exhibitor passes
- 2 Full Registration passes

***IMPORTANT NOTE**

The lanyards and bags are based on a maximum production of 500 units. Should the participant number exceed 500 participants, the additional item production cost will be added to the package value.

SPONSORSHIP PACKAGES *(continued)*

SILVER SPONSORSHIP PACKAGE

EUR 13.500

(Maximum of **five** sponsors)



THOUGHT LEADERSHIP & PROGRAMME PRESENCE

- (1) 10 minutes speaking slot during lunch break in the River Room 3

LEAD GENERATION

- Participants List post event (name, job title, company, country)

BRANDING & ADVERTISING

- Status as a Silver Sponsor
- 2 Bag inserts (limited to a double sided flyer)
- 1/2 Page colour advertisement in final printed programme
- 100 words description in final printed programme
- Corporate logo in loop in between sessions in opening plenary
- Verbal recognition in the opening plenary
- Corporate logo & link on summit website
- Opportunity to place a roll up at the entrance area, near registrations
- Co-sponsor coffee & lunch break

ENHANCED NETWORKING OPPORTUNITIES

- 2 Exhibitor passes
- 1 Full Registration pass

SPONSORSHIP PACKAGES *(continued)*

BRONZE SPONSORSHIP PACKAGE

EUR 7.250



LEAD GENERATION

- Participants List post event (name, job title, company, country)

BRANDING & ADVERTISING

- Status as a Bronze Sponsor
- 1 Bag insert (limited to a double sided flyer)
- 1/2 page colour advertisement in final printed programme
- 50 words description in final printed programme
- Corporate logo in loop in between sessions in opening plenary
- Corporate logo & link on summit website

ENHANCED NETWORKING OPPORTUNITIES

- 1 Exhibitor pass
- 1 Full Registration pass

Enhance your Partnership

Companies who opt for a sponsorship package benefit from an exceptional return on investment. Choose any of these exclusive 'a la carte' sponsorships options on the next page and gain even more exposure among Destinations for All significant and highly influential participants.



SPONSORSHIP PACKAGES AT A GLANCE			
	GOLD*	SILVER*	BRONZE
	EUR 19.000	EUR 13.500	EUR 7.250
THOUGHT LEADERSHIP & PROGRAMME PRESENCE			
1 company representative in a non-commercial panel session in the official programme	v		
(1) 10 minutes speaking slot during lunch break in the River Room 3		v	
LEAD GENERATION			
Participants List 3 weeks prior to event (name, job title, company, country)	v		
Participants List post event (name, job title, company, country)	v	v	v
BRANDING & ADVERTISING			
Status as a Gold / Silver / Bronze sponsor	G	S	B
Bag inserts (limited to a double sided flyer)	3	2	1
Colour advertisement in final printed programme	1	1/2	1/2
Word description in final printed programme	150 words	100 words	50 words
Corporate logo in loop in between sessions in opening plenary	v	v	v
Verbal recognition in the opening plenary	v	v	
Corporate logo & link on summit website	v	v	v
Opportunity to place 1 roll up at the entrance area, near registrations	v	v	
Co-sponsor of the coffee & lunch break		v	
INCREASED VISIBILITY**			
Sponsor of the Welcome Reception	v		
Sponsor of the final printed programme (Inside front and inside back cover)	v		
Sponsorship recognition (one logo) on the participant bags	v		
Sponsorship recognition (one logo) on the lanyards	v		
Registration area booth***	v		
ENHANCED NETWORKING OPPORTUNITIES			
Exhibitor pass	2	2	1
Full Registration pass	2	1	1

*Maximum of 5 sponsors

** Limited to 1 option per gold sponsor- 'first come first served'

***Detailed information in the appendix

EXHIBITION OPPORTUNITIES

The Exhibition, held from 1-2 October 2018, is an integral part of this World Summit on Accessible Tourism focusing on 'Accessible Leisure and Holidays', allowing participants to discover accessible tourist destinations worldwide. Comfortable Exhibition facilities, conveniently located right next to the plenary session room, are available for you at The Egg Congress & Meeting center Brussels. Do not miss out!

EXHIBITION SCHEDULE (subject to change):

DAY & DATE	OPENING HOURS
Monday, 1 October 2018	10h00 - 18h00
Tuesday, 2 October 2018	10h00 - 18h00

EXHIBITION OPPORTUNITIES		PRICE
A SPACE ONLY STAND PER 9m ² INCLUDES	9m ² raw space 1 exhibition pass per 9m ² 1 waste basket 1 electricity socket	
	Standard Reservation (1 September 2017 - 30 June 2018)	2.700 €
A 6m ² EXHIBITION PACKAGE INCLUDES	6m ² raw space 1 exhibition pass Your 50 word description in the final printed programme Corporate logo & link on summit website 1 table 2 side chairs 1 waste basket 1 electricity socket	
	Early Reservation (1 September 2017 - 31 January 2018)	2.750 €
	Regular Reservation (1 February 2018 - 30 June 2018)	3.000 €
A PAVILION PACKAGE INCLUDES*	2 exhibition passes per 9m ² raw space Your 50 word description in the final printed programme Corporate logo & link on summit website 2 tables 4 side chairs 1 waste basket	
	Early Reservation (1 September 2017 - 31 January 2018)	3.850 €
	Regular Reservation (1 February 2018 - 30 June 2018)	4.000 €

*Completely customize and develop your pavilion from start to finish by combining as many 9m² booths as you want.



TABLE TOP STANDS (priority to non-profit associations)

This years' exhibition provides an opportunity for all producers, distributors, suppliers and service providers linked to the industry to show their latest developments.

Secure your table today for only **EUR 950** per table for the duration of the Summit.

It includes:

- 1 exhibition pass
- Corporate logo & link on summit website
- 1 table
- 2 chairs
- 1 waste basket
- 1 electricity socket

LOUNGE AREA

The lounge area is an ideal way to boost your visibility at the exhibition hall. Participants will be using the lounge area during all breaks to network informally, to have lunch or to enjoy a coffee. During these precious moments they will constantly be in contact with your brand. Having a lounge area next to your stand is an ideal way to attract participants close to your stand

You can brand each table with a visual at choice.

The sponsor can send the image in .eps format to DFA who will produce and place the sticker on each table.

It includes:

- 54m² space in the exhibition hall
- 4 tables
- 12 chairs
- Carpet
- 1 sticker on each table
- 1 literature rack

Price available upon request.



Sample version of a lounge area.

THE EGG CONGRESS & MEETING CENTER BRUSSELS

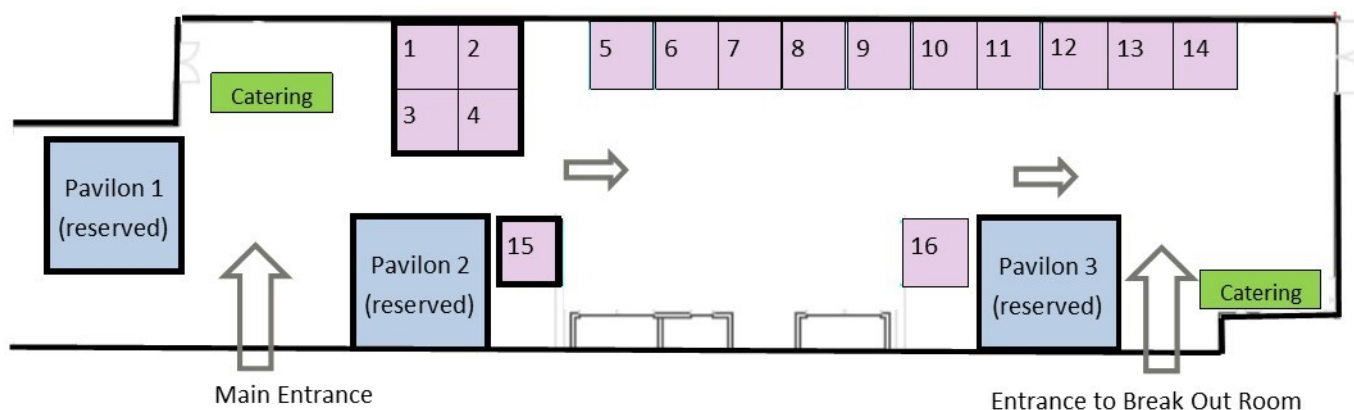
GENERAL FLOORPLAN



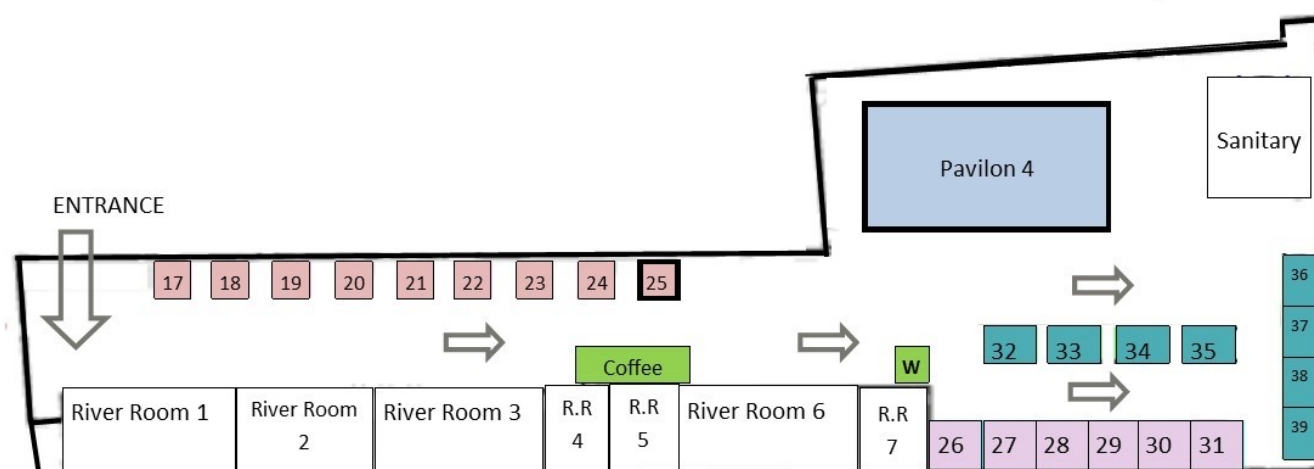
GENERAL FLOORPLAN



A. Grand Hall



B. Riverside



Legend	
Pavilions of 36m ²	1—3
Pavilion of 72m ²	4
Booths of 9m ²	1—16 & 26—31
Booths of 6m ²	32—39
Table Tops of 4m ²	17—25

INDIVIDUAL SPONSORSHIP ITEMS - 'A LA CARTE'

WI-FI

Limited to one sponsor

Value: EUR 3.750

Gain great visibility by becoming the unique Wi-Fi sponsor. The person wishing to access the Wi-Fi connection will have to go directly to your stand to request the access code and for each new connection, we will redirect the welcome page to your website.



REUSABLE WATER BOTTLES*

Limited to one sponsor

Value: EUR 3.000

Increase your company's visibility by being the exclusive company prominently featured on all reusable water bottles and gain massive exposure to all participants.



NOTEPADS & PENS*

Limited to one sponsor

Value: EUR 3.000

Increase your company's visibility by being the exclusive company prominently featured on all A5 notepads & pens, that way you will benefit from a great exposure from all participants.



EYEGLOSS CLEANING CLOTH*

Limited to one sponsor

Value: EUR 3.000

Increase your company's visibility by being the exclusive company prominently featured on all eyeglass cleaning cloth and enhance your exposure to all participants.



BAG INSERT*

Value: EUR 500

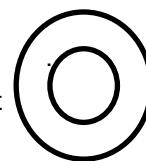
Place your ad, promotional item or message in the Summit bag. Each participant is handed a bag at registration when they pick up their badge. Opportunity to include one (literature item or giveaway item for inclusion). Bag insert must be created and produced by sponsoring company and needs to be validated by the Organiser. Quantity to be produced 500.



FLOOR STICKER

Value: EUR 650

Directional-style 1m² floor stickers positioned in close proximity to your stand to not only enhance the visibility of your stand but also remind the participants of your presence and extend an invitation to visit your booth (Maximum 2 stickers per company).



*IMPORTANT NOTE

The reusable water bottles, notepads & pens and eyeglass cleaning cloths are based on a maximum production of 500 units. Should the participant number exceed 500 participants, the additional item production cost will be added to the package value.

The production cost of each item, including 1 one color logo imprint is included in the package value.

The designs placed on each item will have to be approved by the organizer.

INDIVIDUAL SPONSORSHIP ITEMS - ‘A LA CARTE’

BRANDING OPPORTUNITIES (each offer is limited to one sponsor, first come first served basis)

REGISTRATION AREA — 4.900€

The registration area is ‘the place’ where all participants will pass by to pick up their badge. Your company logo and name will be placed on the following areas*;

- The white wall behind the registration desk (A)
- The registration desk (B)
- The cloak room desk (C)

Detailed information on the exact dimensions and production can be found in the appendix.

*You can completely customise your message upon approval of the Organiser.



Brand the windows of the River Room of your choice with a message of your choice. Visuals will have to be approved by the Organiser.

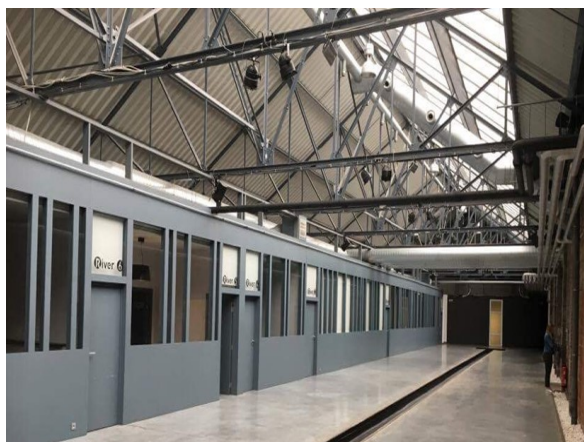
RIVER ROOM 2 — 3.000€

RIVER ROOM 4 — 1.550€

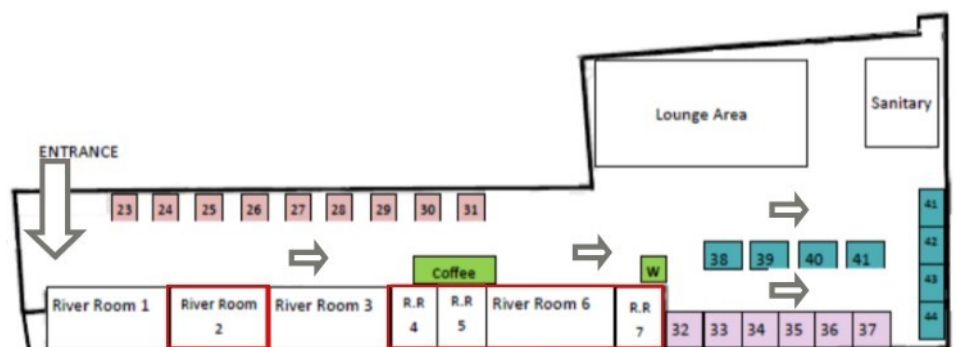
RIVER ROOM 5 — 1.550€

RIVER ROOM 6 — 3.850€

RIVER ROOM 7 — 1.550€



Detailed information on the exact dimensions and production can be found in the appendix.



ADVERTISING IN THE FINAL PRINTED PROGRAMME

The final printed programme will be distributed to all registered Summit participants. It will include the complete educational programme, information about the exhibiting industry leaders as well as practical information about the Summit and social programme.

ADVERTISING TYPE	PRICE
Full colour page advertisement (Specifications: A4 brochure stapled or Wire-o binding)	EUR 3.200
Half colour page advertisement (Specifications: A4 brochure stapled or Wire-o binding)	EUR 1.550
Quarter colour page advertisement (Specifications: A4 brochure stapled or Wire-o binding)	EUR 850

SPECIFICATIONS FOR ALL DELIVERABLES

LOGOS

All logos and typos must be vector logos (in .PDF / 300 dpi) to guarantee good quality once printed.

ADVERTISEMENTS IN PRINTED PROGRAMME

The organisation cannot be held responsible for the printed outcome of any logos or ads if they do not comply with these specifications. All deliverables must be received by **July, 2018**.

Brochure A4 EU Format:

- Advertisement design size:
 - Full page (trim size): A4 (210 x 297mm)
 - Half (½) page: A5 (210 x 148mm)
 - Quarter (¼) page: A6 (105 x 148mm)
- Technical Specifications: 5mm bleed and crop marks (Inside margin 10 mm for Wire-O binding)
- File: High Resolution PDF for press/ JPG 300 dpi





Source: The Egg Congress & Meeting Center Brussels - Examples of Exhibitions

CONTACT

For any questions related to the educational programme and Summit content, please contact:

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