



# XIII INTERNATIONAL WINTER ROAD CONGRESS

QUÉBEC, FEBRUARY 8 TO 11, 2010

# PARTNERSHIP PROPOSAL

Becoming a partner in the XIII International Winter Road Congress of the World Road Association (PIARC) in Québec in 2010 is to take center stage in the winter world and to increase the influence of the most significant event of its kind to be held in North America.



Québec 

# RENDEZ-VOUS QUÉBEC

The XIII International Winter Road Congress of the World Road Association (PIARC) will be held in the city of Québec from February 8 to 11, 2010. The people of the city of Québec invite you to experience winter service in this place where winter is king. The region, which is close to major North American centres of business and research, is home to some renowned post-secondary institutions as well as numerous research and technology transfer centres and some 140 research groups affiliated with Université Laval.

The expertise that has been developed with respect to winter roads has enabled Quebecers to design the materials, techniques and equipment with which we have built durable structures and safe roads.

At the Congress, which will be held at the Québec City Convention Centre, you will have a chance to appreciate Québec's winter road know-how.



## VISITOR AND EXHIBITOR PROFILE

Over 1,500 visitors from some fifty countries are expected:

- Road authority decision-makers
- Experts in winter road maintenance
- Consultants and engineers
- Equipment manufacturers
- National and international road authorities and businesses
- World Road Association (secretariat, national committees, first delegates and members)

Around ten national pavilions representing various countries will be attending the exhibition so as to enable member road authorities of the World Road Association (PIARC) and businesses to build business partnerships. These organizations include:

- Winter product and materials suppliers
- Road construction companies
- Consultants and specialists in winter road maintenance
- Winter road technical associations
- Government agencies
- Businesses specialized in intelligent transportation systems
- Manufacturers, suppliers and distributors of winter road equipment

## CONGRESS OBJECTIVES

### SUSTAINABLE WINTER SERVICE FOR ROAD USERS

"Sustainability, service and the needs of users are three highly significant issues facing today's providers and operators of all forms of infrastructure, especially roads and road transport in countries that experience snow, ice and freezing conditions, where safe and uninterrupted winter access to work, services and leisure services is vital." *Colin Jordan, President of the World Road Association.*

"Governments are focusing more and more on sustainable development, and we need to pursue our conversations so that we can all do better economically while at the same time respecting the environment in which we live. The International Winter Road Congress, whose theme will be "Sustainable Winter Service for Road Users", will bring together experts from around the world in order to explore new solutions." *Julie Boulet, Québec Minister of Transport.*



## BECOME A CONGRESS PARTNER

Organizing an international event of this magnitude, which will be held for the first time in North America, requires bringing together key elements that will guarantee its success. Our premier partners are a key part of these essential ingredients.

The catalytic effect of this vast gathering will have numerous positive outcomes for both visitors and partners alike. Various partnership proposals have been set up mindful of the importance of reaching your main clientele and showcasing your business' know-how.

## PROGRAM

Putting the needs of clients and road users at the heart of discussions, the XIII International Winter Road Congress will look into today's issues regarding the following topics:

- Winter service planning, management and implementation
- Safety and mobility in winter: social, environmental and economic aspects
- Winter service information system
- Snow and ice control techniques and technologies
- Winter service and sustainable transportation
- Winter service and climate change impacts

Adding to the conferences and trade exhibit, the program also includes technical visits and an international snowplow championship.

Other special activities have been included such as the opening ceremony and two meetings of high officials: state administrators and mayors of major winter cities from various continents.

<b>MON. 8 FEBRUARY</b>	AM			
	PM	Opening Ceremony (Plenary) Opening of the exhibition		
<b>TUE. 9 FEBRUARY</b>	AM	Administrators' and deputy-ministers' session (plenary)	Exhibition	
		Session of mayors of winter cities (plenary)		
<b>WED. 10 FEBRUARY</b>	PM	Technical sessions	Poster session	Exhibition
	AM	Technical sessions	Poster session	Exhibition
	PM	Equipment demonstrations	Technical visits	
<b>THU. 11 FEBRUARY</b>		International snowplow championship		
	NIGHT	Banquet		
<b>THU. 11 FEBRUARY</b>	AM	Technical sessions	Poster session	Exhibition
	PM	Closing Session (Plenary)		

For full programming details, visit: [www.piarcquebec2010.org](http://www.piarcquebec2010.org)



# PARTNERSHIP PROPOSAL



## KEY ELEMENTS

### DURING CONGRESS ACTIVITIES AND EVENTS

Mention on large screens in conference rooms (for plenary sessions) before the opening ceremony	•	•		
Mention on posters during the Snowplow Championship	•			
Reserved seating in the VIP section during opening ceremony, official cocktail and plenary sessions	•			
Logo on evening program for Wednesday's banquet	•			
Logo featured at Internet Café, rest areas, during lunch buffets and coffee breaks	•			

### AT VARIOUS CONGRESS AREAS

3m x 3m stand (10 x 10 ft.) and logo included inside exhibit guide	4	1	1	
Logo on visual aids at the Convention Centre's main entrance	•	•		
Possibility of including promotional material in the delegate kit	•	•		
Logo on partner complementary gift: Writing pad included in participant case	•	•	•	•

### IN CONGRESS DOCUMENTS

Recurring Logo on each page of the official Congress Web site	•	•	•	
Logo or company name on the Partner page of the Web site, with hyperlink	1 logo	1 logo	1 logo	1 name
Logo or company name on the Congress' 2nd Bulletin (released in June 2009)	1 logo	1 logo	1 logo	1 name
Logo or company name on the Partner page of the delegate guide	1 logo	1 logo	1 logo	1 name
Page inside the delegate guide	1	½		
Possibility of including a document in the press kit	•	•		
Mention of partners during press conferences (with partner consent)	•	•	•	

### OTHER BENEFITS

Partner pass including: breakfasts, opening and closing ceremonies, exhibit opening, cocktails and plenary sessions	6	4	2	2 (Opening ceremony and exhibit opening)
Official thanks from organizers during the event and pictures published in the Congress proceedings (or post-event bulletin)	•	•	•	
Presentation of partners included in an electronic newsletter sent to all registered participants 4 weeks before Congress begins, with hyperlink to partner Web site.	•	•	•	•

## PARTNERS

	PLATINUM \$60,000	GOLD \$30,000	SILVER \$10,000	FRIENDS OF THE CONGRESS \$5,000
<b>DURING CONGRESS ACTIVITIES AND EVENTS</b>				
Mention on large screens in conference rooms (for plenary sessions) before the opening ceremony	•	•		
Mention on posters during the Snowplow Championship	•			
Reserved seating in the VIP section during opening ceremony, official cocktail and plenary sessions	•			
Logo on evening program for Wednesday's banquet	•			
Logo featured at Internet Café, rest areas, during lunch buffets and coffee breaks	•			
<b>AT VARIOUS CONGRESS AREAS</b>				
3m x 3m stand (10 x 10 ft.) and logo included inside exhibit guide	4	1	1	
Logo on visual aids at the Convention Centre's main entrance	•	•		
Possibility of including promotional material in the delegate kit	•	•		
Logo on partner complementary gift: Writing pad included in participant case	•	•	•	•
<b>IN CONGRESS DOCUMENTS</b>				
Recurring Logo on each page of the official Congress Web site	•	•	•	
Logo or company name on the Partner page of the Web site, with hyperlink	1 logo	1 logo	1 logo	1 name
Logo or company name on the Congress' 2nd Bulletin (released in June 2009)	1 logo	1 logo	1 logo	1 name
Logo or company name on the Partner page of the delegate guide	1 logo	1 logo	1 logo	1 name
Page inside the delegate guide	1	½		
Possibility of including a document in the press kit	•	•		
Mention of partners during press conferences (with partner consent)	•	•	•	
<b>OTHER BENEFITS</b>				
Partner pass including: breakfasts, opening and closing ceremonies, exhibit opening, cocktails and plenary sessions	6	4	2	2 (Opening ceremony and exhibit opening)
Official thanks from organizers during the event and pictures published in the Congress proceedings (or post-event bulletin)	•	•	•	
Presentation of partners included in an electronic newsletter sent to all registered participants 4 weeks before Congress begins, with hyperlink to partner Web site.	•	•	•	•

## CONTACT

**Monsieur Alain Labonté, Director**  
Bureau de Québec 2010

700, boulevard René-Lévesque Est, 2<sup>nd</sup> Floor  
Québec (Québec), Canada G1R 5H1

Tel: 418 528-6416, ext. 3072  
Email: alain.labonte@mtq.gouv.qc.ca