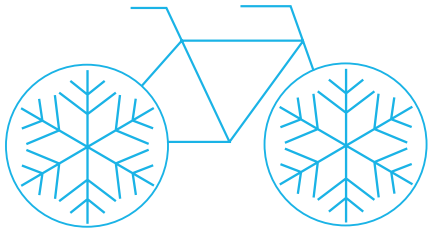


PARTNERSHIP PLAN AND EXHIBITOR HALL



CONGRÈS VÉLO D'HIVER MONTRÉAL 2017 WINTER CYCLING CONGRESS

February 8 to 10, 2017
wintercyclingcongressmtl.org

Sponsored by the Winter Cycling Federation and Vélo Québec, the 5th Winter Cycling Congress will take place in Montreal from February 8 to 10, 2017.

The event will bring together policymakers, professionals, researchers and advocates from around the world, all of whom share the same goal: to demystify and document the use of bicycles in winter and make cycling a true year-round option. It will spark lively and engaging discussions and help to promote cycling as a value-added commuting and recreational alternative, with a specific focus on sustainable development, greenhouse gas reduction, urban design and healthy lifestyle.

Cycling is becoming more and more widespread in communities across the globe. But with this increase in popularity have come numerous issues and questions, which will be addressed in the program:

- Year-round bicycle infrastructure and urban design: best practices, planning, development and upkeep
- Education, promotion and communication
- The many faces of winter cycling: transportation, recreation and tourism
- Benefits, impacts and spinoffs

WHY MONTREAL IN 2017?

Cycling has long been a part of the Montreal experience, and its popularity continues to enjoy significant growth, especially in the colder months. With a cycling plan and a snow clearing policy in place, Montreal is breaking new ground as a city resolutely committed to fourseason cycling. Since 2014, Montreal has hosted an annual winter bike ride, organized by Vélo Québec, to make winter cycling more accessible to a wider range of people.

Last but not least, 2017 will mark Canada's 150th anniversary, Montreal's 375th and Vélo Québec's 50th. What better way to celebrate these milestones than by shining the spotlight on year-round cycling as a key component of our sustainable future?

PREVIOUS HOST CITIES OF THE WINTER CYCLING CONGRESS:

Oulu, Finland (2013) | Winnipeg, Canada (2014) | Leeuwarden, Netherlands (2015) | Minneapolis, USA (2016)

PARTNERSHIP PLAN

By partnering with the 2017 Winter Cycling Congress, you will be cementing your leadership role in the world of utility and recreational cycling, urban design, sustainable mobility and healthy lifestyle alternatives.

Here is an overview of the visibility and privileges available to you at various partnership levels. Be sure to contact us if you wish to discuss these or other opportunities better suited to your needs.

	SNOW-STORM OF THE CENTURY \$12,000 (exclusive)	SNOW-STORM \$4,000	SNOWFALL \$2,500	SNOW-FLAKE \$1,250
Logo with hyperlink on the event website	*	*	*	*
Logo in emails sent to attendees	*	*	*	*
Logo included on projection screen acknowledging event partners	*	*	*	*
Logo on partner acknowledgement boards located at the entrance of each floor	*	*	*	*
Logo in the program distributed to all attendees	*	*	*	*
Mention by the emcee during the event's opening remarks	*	*	*	*
Mention in social media (Vélo Québec and Winter Cycling Congress accounts)	*	*	*	*
Complimentary conference pass	4	3	2	1
Booth space (8' x 10') at the Exhibitor Hall - February 8 and 9	*	*	75% off	50% off
Color ad in the program distributed to all attendees (if partnership confirmed by January 13, 2017)	1 page	1/2 page	1/4 page	
Opportunity to include a promotional document in the conference bag	*	*	*	
Company description on the "Partners" page of the event website	150 words	100 words	50 words	
300 x 250 banner on the event website (in rotation)	*	*	*	
Reserved VIP table and signage at the breakfast presentation	*	*		
Mention in event news releases	*	*		
Ad in one Vélo Québec monthly newsletter (100,000 subscribers)	leader-board	big box		
Welcome message in the official program	*			
Opportunity to speak during the opening ceremony	*			
Logo on lanyards (lanyards to be provided by the "Snowstorm of the Century" partner)	*			
Logo on conference bags (if partnership confirmed by December 16, 2016)	*			
Email sent to all registered attendees by Vélo Québec 7 days before the event (email content to be determined with Vélo Québec)	*			

"À LA CARTE" PARTNERSHIP

Promotional item or document in conference bags (item/document to be supplied by the partner)	\$1,000
Sponsorship of a luncheon presentation	Contact us
Sponsorship of a coffee break	Contact us
Sponsorship of a networking reception (evening activity open to attendees and non-attendees)	Contact us

EXHIBITOR HALL FEBRUARY 8 AND 9

Take advantage of the Winter Cycling Congress to bring your products and services to the attention of our 300 attendees.

* 8' x 10' booth space in the Exhibitor Hall: \$1,000

* 6' x 6' booth space at the workshop level of the venue (non-profits only): \$500

Prices include one pass to the Winter Cycling Congress.

Additional passes may be purchased at a special rate.

KEY FACTS & FIGURES ABOUT THE WINTER CYCLING CONGRESS

 **300** attendees from Québec, Canada, the U.S. and Europe






 **2 1/2** days of activities

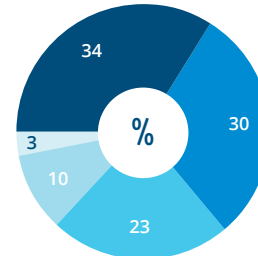
 **85** presentations and workshops

 **1** exhibitor hall

 **2** off-site networking activities

PARTICIPANTS

-  Federal, provincial and local governments
-  Private firms
-  Associations and non-profits
-  Educational institutions
-  General public



WANT TO BE PARTNER OR EXHIBITOR?

CONTACT US!

François Marcil

514-521-8356, ext. 318 | 1-800-567-8356, ext. 318 | wcc2017@velo.qc.ca