16th World Federation of Tourist Guide Associations Convention
26 - 30 January 2015, Prague

SPONSORS & EXHIBITORS MANUAL
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Invitation to the Industry

Ladies and Gentlemen,

We are pleased to invite you to attend the 16th World Federation of Tourist Guide Associations Convention on January 26 - 30, 2015 in Prague, Czech Republic. It is the first time that the Czech Republic will host the convention, and the enthusiastic team of local organizers promises to prepare a memorable meeting in the beautiful surroundings of Prague. The WFTGA convention usually attracts up to five hundred tourist guides and guests from throughout the world. The convention program is divided into sessions, lectures, workshops, and tours. The convention program focuses on the interpretation of cultural and natural heritage, on the best practice of visitor’s guiding, on new tools and devices for tourist guides, and on cooperation among various partners in tourism.

Ladies and gentlemen, it is an honor for me to invite you to participate in the events listed below. I hope you will attend and that you will professionally, financially, and socially will support this important tourism event, the World Federation of Tourist Guide Associations Convention 2015 in Prague. We are looking forward to seeing you in Prague.

Yours truly,

Stanislav VOLEMAN
Host & Convention Organizing Committee

WFTGA, THE WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS is a not for profit, non political organisation which groups together, around the world, tourist guide associations; individual tourist guides where no association exists; tourism partners of both the WFTGA and member associations; educational institutes in tourism for tourist guides; convention and visitors bureaux and affiliate members who have direct or indirect association with tourist guides. WFTGA is in Operational Relations with UNESCO. The Executive Council of UNWTO agreed at its 90th session in Mombassa, Kenya in 2011 to admit the World Federation of Tourist Guide Associations to Affiliate Membership.

The WFTGA’s main purpose is to promote, market and ensure that tourist guides are recognised as the ambassadors of a region. They are the first and sometimes the only representation of the population a visitor will meet. WFTGA offers services to our members but also communicates to those in search of the services of professional area specific tourist guides and where to hire them.

The World Federation of Tourist Guide Associations is dedicated and committed

- to establishing contact with tourist guide associations, individuals, tourism training institutes throughout the world and to reinforcing their professional ties
- to representing professional tourist guides internationally and to promoting and protecting their interests
- to enhancing the image of the profession and promoting the use of area specific local tourist guides in all regions
- to promoting a universal code of ethics and skills
- to raising, encouraging and establishing the highest standards of professionalism
- to developing international training, and improving the quality of guiding through education and training
- to facilitating the exchange of information between members

WFTGA Statistics (2007 - 2013)

Previous Conventions
2007 Cairo / Egypt
2009 Bali / Indonesia
2011 Tallin / Estonia
2013 Macao / China

Structure of participants

Participants 57%
Country delegates & expo members 25%
Accompanying persons 10%
Guests and others 8%
**Origin of participants**
- Foreign participants: 74%
- Domestic participants: 26%

**Geographic origin of participants**
- Europe: 40%
- Asia: 33%
- Americas: 17%
- Africa: 9%
- Australia: 1%

**Convention Venue**
- **Ambassador Hotel**
  - Vaclavske namesti 5 - 7, 111 24 Praha 1, Czech Republic
  - Location: city center, Metro A/B "Mustek"
  - Main congress hall: AMBASSADOR HOTEL
  - Exhibition area for sponsors and exhibitors: FOYER – AMBASSADOR HOTEL
  - Coffee break & lunch area: DVORAK HALL – AMBASSADOR HOTEL

**Hotels**
- AMBASSADOR *****
  - Location: city center
  - Standard single room: 100 EUR (incl. breakfast)
  - Standard double room: 120 EUR (incl. breakfast)

**Dates to Remember**
- **January 31, 2014**: Opening of Online Registration
- **May 31, 2014**: Deadline for Sponsors and Exhibitors
- **August 31, 2014**: Deadline for Early Registration
- **January 23 - 25, 2015**: Pre-convention Tour
- **January 25, 2015**: Opening of Delegates Meeting
- **January 26 - 30, 2015**: Convention
- **January 30 - February 3, 2015**: Post-convention Tour

**Convention Website & Social Media**
- www.wftga2015.org
- www.facebook.com/WFTGA2015
- www.twitter.com/WFTGA2015

**Host & Convention Organizing Committee**
- Czech Tourist Guide Association
  - Stanislav Voleman (president)
  - Marina Sedlakova
  - Martin Adamek
  - Dagmar Markova
  - Hubert Palan

**Main Topics**
- Central Europe - The Historical Crossroads of Cultures
- New Approaches to Interpreting Cultural and Natural Heritage

**Workshops**
- The Phenomenon of Baroque
- Music - The Universal Language
- Office in Your Pocket - IT Tools and Devices
- River Cruise Guiding
- German & Jewish Literature in Prague
- The Contemporary Situation in East-Europea Tourist Guiding
- The Czech Lands as the Cradle of the Reformation
- Czech Puppet Theatre
- Interpreting Current Political Issues
- Twinnings and Partnership
- Guiding the Visually Impaired - Best Practice and much more.

**Tours**
- Walking Tour of Prague
- Tour of Prague Castle
- River Cruise Dinner
Regional Tours (to choose)
1 Konopiště Chateau - the most grandiose aristocratic seat in the Czech Republic
2 Terezín (Theresienstadt) - the former Jewish ghetto and concentration camp
3 Mladá Boleslav - the Škoda Factory and Auto Museum
4 Nelahozeves - Dvořák’s birthplace and the Lobkowicz chateau and picture gallery

Registration Fees
EARLY Registration (by August 31, 2014)
Convention fee, incl. hotel (per person)
Occupancy Single Double
Member 650 EUR 850 EUR
Non-Member 690 EUR 890 EUR
Accompanying Person 550 EUR 750 EUR
Pre-Tour 290 EUR 390 EUR
Post-Tour 400 EUR 600 EUR
Delegates Meeting 90 EUR 100 EUR
Convention fee only (per person)
Member 450 EUR
Non-member 490 EUR
Accompanying Person 350 EUR

Convention and Housing Administration
VOLEMAN
Na hřebenech I. 672/17
147 00 Praha 4
Czech Republic
Tel. +420 261227903
Fax: +420 261211808
E-mail: info@wftga2015.org

Information for Sponsors and Exhibitors
General Sponsor 5 000 EUR (exl. VAT)
- 9 m² exhibition space
- priority choice of exhibition space
- presentation during the plenary session, max. 10 min. (meeting hall, basic technical equipment, assistance, time slot depends on the convention organizer)
- 1 page color advertisement in the convention book (pdf print will be provided by the sponsor)
- logo in all congress publications
- logo display (up to 2 m²) in the main congress hall during the whole convention (sponsor supplies the logo)
- logo display as General Sponsor on the convention web page (with a link to sponsor)
- logo display on participant’s badges
- visual presentation of the sponsor presentation during convention breaks (max. 120 sec presentation will be supplied by the sponsor)
- 6 exhibitor’s badges
- 6 tickets for tours & social program
- insertion of 2 promotional items into convention bags (items will be supplied by the sponsor)
- priority choice of other partnerships

Sponsor 3 000 EUR (excl. VAT)
- 6 m² exhibition space
- priority choice of exhibition space after the General Sponsor
- 1 page color advertisement in the convention book (pdf print will be provided by the sponsor)
- logo in all convention publications
- logo display (up to 1.5 m²) in the main convention hall during the whole convention (sponsor supplies the logo)
- logo display as Sponsor on the convention web page (with a link to sponsor)
- logo display on participant’s badges
- visual presentation of the sponsor presentation during convention breaks (max. 90 sec presentation will be supplied by the sponsor)
- 4 exhibitor’s badges
- 4 tickets for tours & social program
- insertion of 1 promotional item into convention bags (items will be supplied by the sponsor)
- priority choice of other partnership after the General Sponsor

Exhibitor 2 000 EUR (excl. VAT)
- 4 m² exhibition space
- 2 exhibitor’s badges
- 2 tickets for tours & social program
- logo display as Exhibitor on the convention web page (with a link to sponsor)

Other options for all categories of sponsorship can be discussed.

Exhibition space (2x2 m) incl. electrical connection 220V/2kW, table and 2 chairs.
Additional exhibition space 500 EUR/m² (excl. VAT)

Other partnership
- Partner of the congress information system (logo display on orientation boards) 100 EUR (excl. VAT)
- Partner of the coffee break 200 EUR (excl. VAT)
Photography supplied courtesy of Czech Tourism

- Partner of notepads 500 EUR (exl. VAT) (partner’s logo on notepads)
- Partner of ballpoints 400 EUR (exl. VAT) (partner’s logo on ballpoints)
- Partner of the Opening Reception price to negotiate (partner’s logo shown at the venue and on the tables)
- Partner of Gala Dinner price to negotiate (partner’s logo shown at the venue and on the tables)
- 1 promotional item insertion to convention bags (items will be supplied by the partner) 200 EUR (exl. VAT)
- 1 poster, banner or rollup display in the convention venue (poster, banner or rollup will be supplied by the partner) 800 EUR (exl. VAT)

Priority choice of partnerships have sponsors by category. Other possibilities for partnerships can be discussed.

Advertisment
- 1 page color advertisement in the congress book (pdf print will be provided by the advertiser) 800 EUR (exl. VAT)
- ½ page color advertisement in the congress book (pdf print will be provided by the advertiser) 400 EUR (exl. VAT)

Terms and Conditions
The submission of sponsor, partnership or exhibitor application form implies a binding booking of services. Once the application has been confirmed by VOLEMAN, the sponsor, partner, or exhibitor may no longer withdraw his application or reduce the ordered services free of charge. The full price of services plus any additional expenses actually incurred are payable in total. Ordered services cannot be assigned to a third party. The organizer is entitled to exclude from the event the customer who fails to pay within the specified time for ordered services. In case of cancellation due to force majeure (vis major), the organizer will inform the customer immediately. On the date of the notice, all existing obligations shall expire between the organizer and the client without compensation. Disputes arising from legal relations established by the order of services will be handled under the laws of the Czech Republic.

Social and Cultural Programme

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday - Jan 25</td>
<td>19 - 21:00</td>
<td>Welcome Coctail in the hotel</td>
</tr>
<tr>
<td>Monday - Jan 26</td>
<td>16 - 19:00</td>
<td>Walking Tour of Prague</td>
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<tr>
<td></td>
<td>19 - 21:30</td>
<td>Opening Dinner in Obecni dum</td>
</tr>
<tr>
<td>Tuesday - Jan 27</td>
<td>14 - 18:00</td>
<td>Tour of Prague Castle</td>
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<tr>
<td></td>
<td>19 - 21:00</td>
<td>River Cruise Dinner</td>
</tr>
<tr>
<td>Wednesday - Jan 28</td>
<td>13 - 17:00</td>
<td>Regional tours</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Optional programme (opera, concert, ice hockey)</td>
</tr>
<tr>
<td>Thursday - Jan 29</td>
<td>20 - 24:00</td>
<td>Gala Dinner</td>
</tr>
<tr>
<td>Friday - Jan 30</td>
<td>13 - 14:00</td>
<td>Closing Lunch</td>
</tr>
</tbody>
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Orders processed by date of delivery by:
VOLEMAN
Na hřebenech l. 672/17
147 00 Praha 4
Czech Republic
Tel. +420 261227903
Fax: +420 261211808
E-mail: info@wftga2015.org

Sponsoring, Partnership and Exhibition Office

Photography supplied courtesy of Czech Tourism