



# 16<sup>th</sup> 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

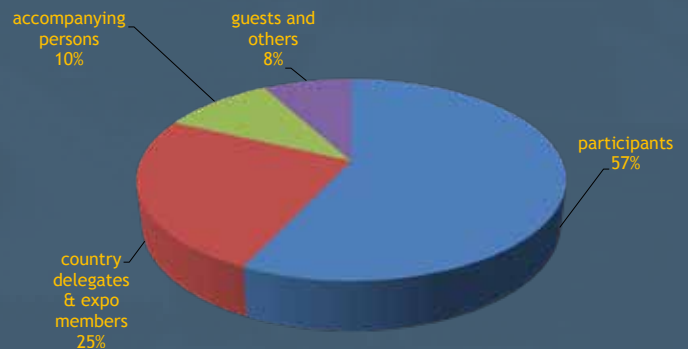
- ▶ to establishing contact with tourist guide associations, individuals, tourism training institutes throughout the world and to reinforcing their professional ties
- ▶ to representing professional tourist guides internationally and to promoting and protecting their interests
- ▶ to enhancing the image 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

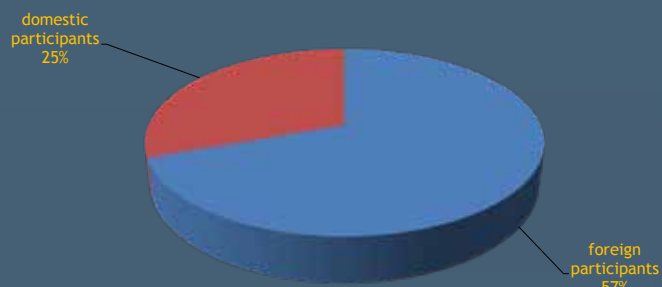
2007 Cairo / Egypt  
2009 Bali / Indonesia  
2011 Tallin / Estonia  
2013 Macao / China

#### Structure of participants



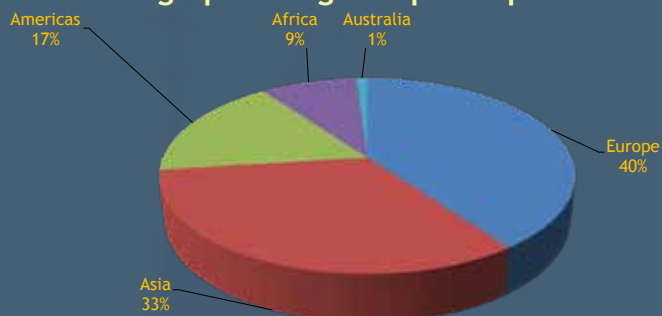
Participants	57 %
Country delegates & expo members	25 %
Accompanying persons	10 %
Guests and others	8 %

## Origin of participants



Foreign participants	74 %
Domestic participants	26 %

## Geographic origin of participants



Europe	40 %
Asia	33 %
Americas	17 %
Africa	9 %
Australia	1 %

Speakers & presenters	25
Travel grants	3

## Convention Venue

Venue: AMBASSADOR - ZLATAHUSA 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](http://www.wftga2015.org)

[www.facebook.com/WFTGA2015](https://www.facebook.com/WFTGA2015)

[www.twitter.com/WFTGA2015](https://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-European Tourist Guiding
- ▶ The Czech Lands as the Cradle of the Reformation
- ▶ Czech Puppet Theatre
- ▶ Interpreting Current Political Issues
- ▶ Twinings 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 Lobkowitz 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
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 m<sup>2</sup> 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 m<sup>2</sup>) 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 (exl. VAT)

- 6 m<sup>2</sup> 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 m<sup>2</sup>) 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

Other options for all categories of sponsorship can be discussed.

### Exhibitor 2 000 EUR (exl. VAT)

- 4 m<sup>2</sup> 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)

Exhibition space (2x2 m) incl. electrical connection 220V/2kW, table and 2 chairs.

Additional exhibition space 500 EUR/m<sup>2</sup> (exl. VAT)

### Other partnership

- Partner of the congress information system (logo display on orientation boards) 100 EUR (exl. VAT)
- Partner of the coffee break 200 EUR (exl. VAT)

(display of partner's rollup in the coffee break area)

- 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.

### Advertisement

- 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)

### Social and Cultural Programme

Sunday - Jan 25	19 - 21:00	Welcome Coctail in the hotel
Monday - Jan 26	16 - 19:00	Walking Tour of Prague
	19 - 21:30	Opening Dinner in Obecni dum
Tuesday - Jan 27	14 - 18:00	Tour of Prague Castle
	19 - 21:00	River Cruise Dinner
Wednesday - Jan 28	13 - 17:00	Regional tours
	19:00	Optional programme (opera, concert, ice hockey)
Thursday - Jan 29	20 - 24:00	Gala Dinner
Friday - Jan 30	13 - 14:00	Closing Lunch

### Sponsoring, Partnership and Exhibition Office

Orders processed by date of delivery by:

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

### 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.

Photography supplied courtesy of Czech Tourism

