

**Bibliothèque
et Archives
nationales**

Québec



Le présent fichier est une publication en ligne reçue en dépôt légal, convertie en format PDF et archivée par Bibliothèque et Archives nationales du Québec. L'information contenue dans le fichier peut donc être périmée et certains liens externes peuvent être inactifs.

Version visionnée sur le site Internet d'origine le 8 mars 2012.

Section du dépôt légal

CONGRESMTL.COM

EXHIBITORS

PLANNERS

ATTENDEES

contact

MARCH 2011



A CONVENTION CENTRE TO THE POWER OF 4

The Palais des congrès de Montréal is in the process of a major offensive. [\[Read more \]](#)



Hibernation? Not here!

The Palais simply sizzles in winter. Now is peak season for fairs and shows that draw hundreds of thousands of visitors. It's also the time of year when we work hard to attract new events for future seasons.

[\[Read more \]](#)



Montréal is Canada's largest university city

One city, 11 universities, 170,000 students. [\[Read more \]](#)



The convention centre with a green roof

After embracing sustainability over 10 years ago, the Palais has now taken its commitment to an even higher level by converting its rooftop into green spaces. [\[Read more \]](#)



State-of-the-art technology...for everyone



Montréal, innovation central



Winter in Montréal, go for it!

Palais customers and convention-goers are in for a thoroughly new technological experience.

[\[Read more \]](#)

According to an exhaustive study by RESEARCH Infosource, Greater Montréal continues to be Canada's R&D capital, in both private sector and university-based R&D.

[\[Read more \]](#)

Keep smiling all winter long by enjoying a full slate of exceptional activities. [\[Read more \]](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)

contact

MARS 2011



A CONVENTION CENTRE TO THE POWER OF 4

[Home Contact]

The Palais des congrès de Montréal is in the process of a major offensive. There is a campaign afoot called Exhibitor⁴, and it is aimed at wooing new consumer and trade show promoters from the North-American market. Exhibitor⁴ focuses primarily on our facilities' extensive flexibility and their central location directly in the heart of Montréal's downtown, not to mention the more than 550,000 sq. ft. they now offer.

Exhibitor⁴ is a relationship marketing campaign that playfully uses toy building blocks to illustrate the simply irrefutable benefits of planning and hosting exhibitions at the Palais. It's the Montréal convention centre to the power of 4, i.e. versatile spaces, a professional team, an exceptional venue and a promotional offer.



According to Marc Tremblay, President and Chief Executive Officer of the Palais, "this is the perfect time to stake our claim in the North American trade show market and take full advantage of the economic recovery." He further adds: "The Palais is a convention centre that is ideally adapted for exhibitions looking to stand out in an environment bustling with activity. Through our incomparable service and high performing facilities, and location in the city's downtown, our aim is to give promoters and visitors an experience they'll want to relive."

Bigger-than-ever exhibition space

After rethinking its use of space, the Palais now offers 551,000 sq. ft. (51,280 m²) of spaces, including nearly 500,000 sq. ft. (46,452 m²) for exhibitions in which to accommodate up to 1,950 booths in a state-of-the-art hi-tech environment featuring up to 263,000 sq. ft. of contiguous space. Consumer show promoters can now use the main lobby on Level 1 (commercial mall) for booths and take advantage of the current daily commuter traffic of 10,000 people. Promoters looking for something a little bolder can also ask about our terraces and green rooftop courtyards!

Undeniably convenient perks for promoters

The Palais is recognized as an official customs clearance point by the Canada Border Services Agency, which really simplifies things for organizers who need to move large quantities of material quickly. Also, the Palais' 15 unloading docks and indoor waiting area capable of accommodating 10 53-foot trailer trucks at once truly facilitate the setup and takedown process.

To learn more about the exponential power of exhibiting at the Palais: exhibitor4.congresmtl.com

[Next article »](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)

contact

MARCH 2011



HIBERNATION? NOT HERE!

[Home Contact]

The Palais simply sizzles in winter. Now is peak season for fairs and shows that draw hundreds of thousands of visitors. It's also the time of year when we work hard to attract new events for future seasons.

The best way to keep warm is to be active. It's the credo the Palais team rigorously lives by. Numerous consumer fairs and shows, sales and promotional efforts to drum up new business, and the beat goes on...



Winter Schedule

March 13-14	Salon de la Beauté – Montréal 2011
March 16-17	Job and Training Fair
March 18-20	Eat Well Expo and Living Green
March 22-24	AMERICANA 2011
March 31	2011 SRCD Biennial Meeting, Society for Research in Child Development

12 new international conventions and 6 national conventions confirmed

The Palais ended the year on a high note by securing, with the collaboration of its partner Tourisme Montréal, 12 new international conventions and six national conventions during the quarter ending December 31, 2010, which will generate over \$72 million for Montréal's economy. The events will result in nearly 55,585 room nights being booked in hotels across the city.

Drop in!

The Palais business development team will be at the following events in the coming weeks. This gives you numerous options to choose from to meet with them and discuss your plans. Pen these dates in your agenda, [contact us](#) to arrange to meet with a member of the team..

International Conventions

March 15	Forum Montréal	Montréal, Québec
----------	----------------	------------------

March 17-18

ICCA Workshop

Montréal, Québec

[« Previous article](#)

[Next article »](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)

contact

MARCH 2011



Montréal is Canada's largest university city

[Home Contact]

One city, 11 universities, 170,000 students. The Greater Montréal region has the highest number of university students per capita among all metropolitan areas in North America. It even ranks higher than Boston, the intellectual capital of the U.S. Here is a snapshot of a city of higher learning, driven by tradition and passion.

There are over 170,000 people enrolled in the 11 universities in the Greater Montréal area. That's a big student population... Add the students in college and vocational schools, and the number rockets to nearly 350,000 students.



Among the most popular programs, science, management and social science accounted for 70% of enrolment in the Greater Montréal area's universities in 2007. Hi-tech fields drew 15% of university students, i.e. over 27,000 students.

Greater Montréal enjoys a worldwide reputation for the quality of its education, attracting 15,000 foreign students, more than any other university in Canada, especially in graduate and post-graduate studies.

For businesses, this high concentration of students means being able to draw on a generous pool of qualified, multicultural, multilingual labour. In fact, Greater Montréal is home to Canada's most bilingual population, with two million people able to communicate freely in both of Canada's official languages (French and English), which represents more than half the total population of Greater Montréal. The most bilingual and the most trilingual, with nearly 20% of the population fluent in at least three languages.

The universities' contribution to Québec's development and the creativity, productivity and innovation they generate were underscored during the inaugural Rendez-vous du Savoir forum on higher learning hosted last October by the Palais des congrès de Montréal, in collaboration with its partners.

For more on Montréal, Canada's university capital,
www.montrealinternational.com/publications-innovate

Source: Attractiveness Indicators 2009-2010, Montréal International

[« Previous article](#)

[Next article »](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

contact

MARCH 2011

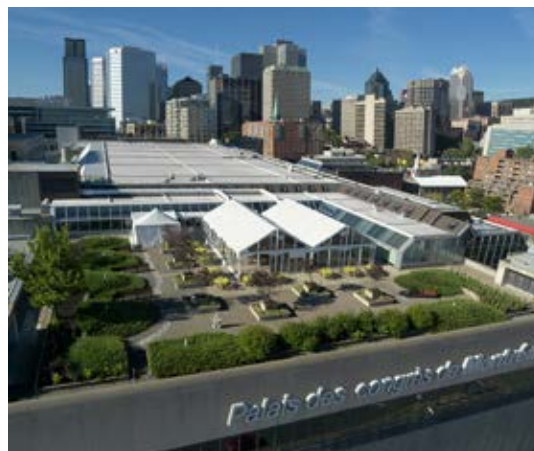


The convention centre with a green roof

[Home Contact]

After embracing sustainability over 10 years ago, the Palais has now taken its commitment to an even higher level by converting its rooftop into green spaces. The transformation began in 2010, and it's a win-win situation for the environment and the Palais' users who will now have a new and original space for their events.

The Palais is in the process of adding plantlife, vegetable gardens, rest areas and an event areas to nearly 150,000 sq. ft. of its rooftop, an endeavour that is sure to further entrench its position as a leader among convention centres.



"We've always been serious about our commitment to sustainability," says Marc Tremblay, President and CEO of the Palais. "Developing a green roof is simply another step, as is the current makeover of our program aimed at helping customers organize greener events. Sure our approach is bold, but realistic nevertheless."

The experiment actually began last year, when a delighted Wahed Naja, executive chef of Capital Traiteur, the Palais' exclusive caterer, grew 138 tomato plants atop the roof, which yielded 90 kg of tomatoes of three different varieties. A sizable harvest for an inaugural foray into urban farming...

The Palais continues to be fertile ground for sustainable ideas. It's been operating since 2010 a rooftop terrace furnished with a tent. Every effort is made to turn bold challenges into reality when it comes to energy efficiency, planning green events and redefining the use of roofs.

On a related note, the list of green events being hosted at the Palais keeps growing. Upcoming events include the **2011 Ecocity World Summit** from August 22 to 26, which is expected to attract nearly 1,500 people. The theme will be *People. Ecology. Urbanity. Moving Towards Ecocities.*

Come discover what the Palais has to offer... Join us on the roof in 2011!

[« Previous article](#)

[Next article »](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)

contact

MARCH 2011



State-of-the-art technology... for everyone

[Home Contact]

Palais customers and convention-goers are in for a thoroughly new technological experience. It's slated for 2012, but some of the early changes are already making a difference.

The new and soon-to-be-inaugurated **CISCO TelePresence** is the first in a series of IT improvements. Palais customers will be able to hold meetings in a state-of-the-art environment featuring, among other things, incredibly realistic and powerful audio, video and data linkups



The Palais is also expanding its IT infrastructure's bandwidth in order to offer its customers the best services available.

New agreement with AVW-TELAV, official supplier of the Palais

One of the reasons the Palais is able to deliver advanced tech support is the expertise of AVW-TELAV, which has been renamed the official provider of audiovisual services and equipment and simultaneous translation services. The renewed five-year agreement will see the AVW-TELAV global network play an active role in positioning the Palais internationally as one of the most technologically-driven convention centres, and will continue to capitalize on the firm's widespread reputation to offer customers an unparalleled experience.

"With its reputation for excellence and its expanded network, AVW-TELAV is the perfect partner for supplying differentiated presentation technology solution offerings," states Marc Tremblay, President and Chief Executive Officer of the Palais. "This strategic alliance will certainly contribute to positioning the Palais as a leader in providing convention delegates with a cutting-edge, technology-savvy environment."

A member of the Freeman Group, which produces 10,000 special and corporate events as well as 3,000 exhibitions annually, AVW-TELAV offers a complete range of services and distinctive equipment, making it a leader in sound, lighting, staging, videoconferencing, webcasting, presentation systems, interactive audience response, multimedia productions and simultaneous translation. AVW-TELAV is also known for its sustainable technology practices, having earned, among other prizes, the Green AV award from InfoComm International, an association representing audiovisual industry professionals.

"Our passionate team has been working with the Palais des congrès de Montréal for the past six years in building solid relationships with its customers," adds Bernard Carignan, AVW-TELAV's Regional Director for Eastern Canada and General Manager for Montréal. "A 96% customer satisfaction rate clearly

indicates that we are able to meet their needs."

For more information, visit www.avwtelav.com.

[« Previous article](#)

[Next article »](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)

contact

MARCH 2011



Montréal, innovation central

[Home Contact]

According to an exhaustive study by RESEARCH Infosource, Greater Montréal continues to be Canada's R&D capital, in both private sector and university-based R&D. The city's international reputation in the field of science is a major reason for this. It is also one of the reasons why Montréal ranks as the top host city for international associative events.



An article appearing in the December 27 issue of the daily *La Presse* described Montréal as one of the world's Top 30 cities in the field of science, primarily due to its research collaborations with international teams.

This success is rooted in the high concentration of research centres in the region. In fact, Greater Montréal constitutes the metropolitan area with the most research centres in Canada. It also leads all other Canadian cities for number of university researchers, with nearly 6,000.

Montréal leads all other Canadian cities in terms of sums of money invested in university research as well. Montréal-based universities received over \$7 billion between 2000 and 2007. This accounted for 20% of the entire amount invested in Canada during that same period.

Another measure of the scope of R&D is scientific publications per capita, and in this regard Greater Montréal ranked 4th in North America in 2007, due to its sizeable concentration of reputable institutions of higher learning, researchers and university professors.

During that same period, Greater Montréal remained Canada's leader in the number of joint university-private sector scientific publications. This formidable synergy between the business and academic communities, both of which thrive on the city's innovative spirit, is also revealed in the results of a survey titled *The Québec university system: Business weighs in*, unveiled by the Board of Trade of Metropolitan Montreal last October just ahead of the inaugural 2010 Rendez-vous du Savoir forum on higher learning.

According to the survey, most companies (81%) believe that university-industry collaboration is relevant for business growth and visibility. Over half (53%) of the companies surveyed have collaborated with universities in the last three years. Moreover, the Québec university system is generally perceived as good, especially with respect to teaching quality (94%), research quality (87%) and graduate employability (82%).

Source: Attractiveness Indicators 2009-2010, Montréal International

<http://www.montrealinternational.com/innovate/>

[« Previous article](#)

[Next article »](#)

contact

MARCH 2011



Winter in Montréal, go for it!

[Home Contact]

Keep smiling all winter long by enjoying a full slate of exceptional activities. If you like arts and culture, sports or fine food, get ready for hours of sheer pleasure, both indoor and out.

Montréal is a festival city to the core, even in winter. The electronic music winter festival **Igloofest** kicks things off in the middle of January, and thousands of young people turn out to dance to the beats of the hottest Montréal and international deejays.

If family outings are more your thing, **La fête des Neiges de Montréal** is the family event of the winter season at Parc Jean-Drapeau. In February, the **Festival Mondial du Cirque de Demain from Paris** came to town with phenomenal circus performers from all over the world eager to present nothing less than the finest show on earth.



Of course, there is the marquee event of the Montréal winter season, the **MONTREAL HIGH LIGHTS FESTIVAL**, which ran its 12th edition from February 17 to 27. Talented artists, inspired chefs and extraordinary designers converged to unleash their passion, vision and creativity. This year, the festival celebrated women. The Palais once again took part in Montréal's **Nuit Blanche**, an all-night celebration of contemporary art that ran along Montréal's underground city for 6 km from Place des Arts to Complexe les Ailes and showcased 108 installations and performances from sunset to sunrise.

If you're looking for a warm activity, treat yourself to a Montréal Museum Pass. It's your ticket to the city's 34 museums and numerous exhibits, including *The Warrior Emperor & China's Terracotta Army*, a major archeological exhibit running until June, 26 2011 at the **Montréal Museum of Fine Arts, Pointe-à-Callière**, the Montréal Museum of Archeology and History, unveils the well-kept secrets of one of the city's most treasured landmarks, Saint-Catherine street. Later in the month, the museum presents **Pointe-à-Callière's Port Symphonies**, an outdoor concert featuring every year the most unusual instruments, such as boat horns, train whistles and the Notre-Dame church bells. An extravagant concert experience, and it's free!

Near Pointe-à-Callière, on the Quays of the Old Port, **Bota-Bota, spa-sur-l'eau** invites you to rediscover the Saint Lawrence river, through vitality, relaxation, modern design and a beautiful 360° view. Enjoy privileged access to the river along with the healing and invigorating power of the water circuit.

Winter is also about delighting in Mount Royal park by either ice skating on Beaver Lake, or **snowshoeing** at night along a guide-designed trail. Plus, myriad activities organized across the city's **nature parks**, and **Granby Zoo**, which is open winter weekends and is only a one-hour drive from Montréal.

Winter in Montréal, what a season!

For more on winter in Montréal, www.tourisme-montreal.org/Accueil/

[« Previous article](#)

[Events Calendar](#)

[3D Plans](#)

[Access](#)

[Contact us](#)

[Version française](#)