



The Ambassador



Celebrating People and Their Passion!

Over 600 guests attended the 2009 Recognition Award Gala held March 11 at the Palais des congrès de Montréal. The Gala honoured the Palais' Ambassadors, a.k.a. "the people behind the events," for their contribution to promoting Montréal internationally and sustaining the city's tourism and convention industry. It recognized their passionate commitment to their respective fields, the events they attracted, and the intellectual spin-offs these will help generate as experts from all over the world descend on Montréal to further advance their disciplines, both scientific and otherwise.

"This evening is our way of paying tribute to the individuals and organizations that have contributed to the Palais' growth over the last 25 years, whereby we give them our unconditional support to carry out their projects," emphasized Palais Interim President & CEO André Saucier. "It speaks to the model of collaboration that is Montréal within the convention industry worldwide."

Guests included many political and tourism industry figures, illustrating the Palais' strong ties to the community. As stated by Québec Tourism Minister Nicole Ménard, "the Palais plays a key role in terms of business tourism and is an economic driver in Québec." Minister Ménard seized the opportunity to also point out that in light of current economic conditions, it is essential that we continue to promote Montréal as an international host site for events and attract an even greater number of convention delegates from all over the world.

Hence the highly significant contribution of the seven new members appointed to the Ambassadors' Club at the Gala. Together, they drew six major events that will attract 18,000 delegates, who will book over 39,500 room nights in Montréal hotels. Ten additional conventions were also announced during the evening, which will account for 25,342 delegates and 61,300 room nights. The combined economic spin-offs from these events are estimated at nearly \$95 million.

An eventful evening

Hosted by Pascale Nadeau, the Recognition Award Gala delighted guests with a performance by spoken word artist Mathieu Lippé that blended poetry, music and technology. Lippé was accompanied by percussionist Manuel Njock and DJ Jonathan Drouin. The event closed with a symphony of fine cuisine orchestrated by the head chefs of nine leading Montréal hotels and Chef Wahed Naja of Capital Traiteur. Together, they prepared an unforgettable feast! Finally, the Palais renewed its traditional support of the Fondation Gérard-Delage, an organization that works to advance the education of students in our tourism industry.



André Saucier, Interim President and CEO



DJ Jonathan Drouin, Mathieu Lippé, Manuel Njock



New tools for Ambassadors

During the Gala, Dr. Jacques Corcos, President of the Ambassadors' Club, announced the creation of a new initiative designed to support the members of the Ambassadors' Club. "This addition will enable us to convey to the Ambassadors the type of support available to them throughout the entire process of planning their event," explained Dr. Corcos.

The *Guide d'accompagnement des Ambassadeurs Accrédités et des champions locaux* (English version pending) can now be downloaded from a secure page on the Palais website. It lists the range of assistance programs offered by Tourisme Montréal and the Palais, as well as those available through the various levels of government. This constitutes a very valuable tool for anyone about to plan a convention.

You will soon be able to view it simply by going to the new Ambassadors' Club secure login page at www.congresmtl.com/ambassadorsclub and entering the access code we will email to all Ambassadors shortly. Meanwhile, a copy can be obtained by calling or writing the Club at 514 871-5897 or clubdesambassadeurs@congresmtl.com.



Pascale Nadeau and Dr. Jacques Corcos

Seven New Ambassadors 2009

Mr. Michel Venne

9TH, 10TH, 11TH
CIVICUS WORLD
ASSEMBLIES

August 2009, 2010
and 2011
1,000 delegates



Mr. Bernard Courtois

WORLD CONGRESS
ON INFORMATION
TECHNOLOGY 2012

May 20 to 23, 2012
3,000 delegates

Mr. Claude Lemay

WORLD CONGRESS
ON INFORMATION
TECHNOLOGY 2012

May 20 to 23, 2012
3,000 delegates



Ms. Lucie Dumas

2013 PLANETREE
ANNUAL
CONFERENCE

October 6 to 10, 2013
2,000 delegates

Dr. Pierre Talbot

MEETINGS OF THE
THREE DIVISIONS OF
THE INTERNATIONAL
UNION OF
MICROBIOLOGICAL
SOCIETIES (IUMS)

July 27 to August 1, 2014
6,000 delegates



Prof. Louis Delbaere

CONGRESS AND
GENERAL ASSEMBLY
OF THE INTER-
NATIONAL UNION OF
CRYSTALLOGRAPHY
(IUCR)

August 6 to 12, 2014
2,500 delegates

Prof. Diego Mantovani

10TH WORLD
BIOMATERIALS
CONGRESS (IUSBSE)

May 18 to 22, 2016
3,500 delegates



International Recognition Award



The 2009 Gala also served to recognize an organization that has proven itself an invaluable "ambassador" for Montréal on the world stage, the Montreal Canadiens hockey club, recipient of the International Recognition Award. Created in 2005, this award honours a personality or organization whose involvement helped spark or orchestrate an event of international scope and reputation that contributes to Montréal's status and ongoing development while enhancing its attraction as a world-class destination.

The Montreal Canadiens hockey club has become a symbol of Montréal and the international recognition the city enjoys today. Thanks to 24 Stanley Cups, and the talented players who have worn the "CH," the Canadiens have helped promote Montréal across North America and numerous other parts of the world. The Habs have spread the love of the game to many countries, and have elevated Montréal to the leading ranks of world hockey capitals.

Pierre Boivin, President of the Montreal Canadiens hockey club and Gillett Entertainment Group, accepted the award on behalf of the organization. "During its 100-year history, the Canadiens hockey club has established fan bases across Canada, the U.S. and several other nations, which is why Montréal is the hockey capital of the world," declared Boivin during his speech.



Ms. Nicole Ménard,
Minister for Tourism
and Mr. Pierre Boivin,
President of the Canadian Hockey Club
and Groupe Spectacles Gillett

To our sponsors: Thank you

A heartfelt thanks to the sponsors of the 2009 Recognition Award Gala. Your kindness once again enabled us to deliver an unforgettable evening, worthy of the finest galas.

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Confirmed conventions

The Recognition Award Gala also honoured the institutional and tourism partners that have worked to promote the city and helped secure ten international and U.S. conventions the Palais will host in the coming years.

CROI 2009

February 8 to 11, 2009
3,800 delegates
16,262 room nights

National Green Building Summit 2009

June 9 to 11, 2009
1,500 delegates
4,780 room nights

2009 World Congress on Industrial Biotechnology and Bioprocessing

July 19 to 22, 2009
1,400 delegates
2,950 room nights

APEX Summit 2009

September 17 to 22, 2009
1,500 delegates
1,700 room nights

2009 World Molecular Imaging Congress

September 23 to 26, 2009
2,000 delegates
4,800 room nights

CMA 2010 National Convention and Trade Show

May 10 to 12, 2010
1,500 delegates
2,100 room nights

2011 and 2015 Canadian Institute of Mining, Metallurgy and Petroleum Conference and Exhibition

May 22 to 25, 2011
4,842 delegates
7,089 room nights

2011 Annual Conference Canadian Society for Chemistry

June 7 to 9, 2011
1,800 delegates
5,292 room nights

JSM 2013 Annual Meeting (American Statistical Association)

August 4 to 8, 2013
5,000 delegates
10,700 room nights

2015 Annual Aesthetic Meeting (American Society for Aesthetic Plastic Surgery)

May 14 to 19, 2015
2,000 delegates
7,735 room nights