

# Responses from the LOC regarding questions on the Dutch bid to host FOSS4G2010

## Budget

### Explain difference between 'introductory' vs 'technical' workshops and why they are priced differently

We want to make sure that developers have low(er) cost access to technical workshops, while we want to focus on business and government participants by providing workshops that introduce software to them. Those introductory workshops can generate more revenue to the conference while making participation for developers more attractive.

For clarity we propose to rename the two options as:

1- Conference and Workshops (was Introduction, provides access to all workshops) (max. 3 workshops per registrant)

2- Conference and Developer Only Workshops (was Technical) (max 3 developer workshops per registrant)

We have read questions on the high maximum subscription cost of 950US\$ and would like to provide more background on that pricing.

- Registration to the Conference & workshops (introduction) package gives access to all workshops, including the technical ones.

- Early bird registration to the Conference & workshops (introduction) package is priced at the same level as Regular registration for technical workshops.

An alternative pricing could be discussed that would differentiate between students and others if the OSGeo community thinks that is a more attractive model.

- All registrations included the Gala dinner. The LOC has decided to take the Gala ticket out of the entrance fees to allow a more transparent budget and raise the interest in the actual conference by making Gala attendance optional. However, tickets are not transferable. Partner tickets are not included and would come at an extra cost.

### Provide a more detailed budget

The figures provided in the bid book are indicative and based on first negotiations with service providers. We expect the cost estimates therefor to be on the high side, while we have taken a conservative approach with regards to the number of expected participants. This gives us the confidence that the financial risks associated with the hosting of the conference are low, while there's a good prospect to achieve better results when higher number of participants are attracted to the conference.

Some details on items covered under the respective expense categories are provided here.

Catering includes:

- On site coffee, water and thee during the breaks
- On site lunch on conference days, including code sprint days.

Administration includes:

- Administration/handling work for 650 participants, payments, handling of around 300 abstracts/ presentations/hand outs and the like
- Registration work for 650 participants on & off site
- Communication with participants and presenters on registration issues, presentations/workshops/ papers/abstracts etc

Management includes:

- Meetings PCO
- PCO presence at conference
- Preparation of logistics scheme
- Travel costs
- Sponsor, financial and exposition management

Comments regarding sponsorships and subsidies:

- Several initial sponsors will be approached via the network of the LOC, this will provide additional starting capital for the conference
- For other potential sponsors a prospectus will be provided including the various options and pricing consequences
- Subsidy can be arranged from the Ministry of Economic affairs through their dedicated Open Source Project Bureau NOiV ([www.noiv.nl](http://www.noiv.nl)) based on preliminary discussions with the Head of the Bureau.

For workshop instructors the conference entrance is either free (half day workshop presenters) or offered at a discount (lab presenters). For the around 10 speakers the pricing arrangements will be subject to negotiations regarding sponsoring and other arrangements. Other categories that will be entitled to a discount are for example full-time students, exhibitors and other designated individuals and will apply only to conference attendance.

The above mentioned special entrance arrangements have been kept out of the budget at this stage as we feel the bid book budget is already sufficiently conservative. However, in order to budget more transparently the LOC has decided to offer the Gala ticket separately from the conference entrance.

Note: Due to an error the budgets mentioned in the bid book for 'Management' and 'Administration' have been inverted.

## Venue

### Is TU Delft a venue location?

The TU Delft is not selected as a potential venue for the conference or code sprint. The TU Delft contribution is the co-organization of the conference in their role of PCO through their OTB-subsidary, as well as development of the specific academic program items.

The main event (workshops, labs, presentations, exhibition and plenary) will be held in the state-of-the-art MediaPlaza conference venue. A floor plan has been included in the proposal, showing the plenary hall, surrounding exhibition space and the 16 meeting rooms that provide space for workshops, presentations, bird off a feather sessions, presenter preparation room and LOC meeting room. The plenary hall provides space for about 800 seated participants, while the other auditoria/rooms provide seating ranging from 20 up to 250 attendants.

The ITC in Enschede, as a center of excellence in international education on GIS, will provide the space for the code sprint, providing excellent facilities and internet connectivity. ITC and the University Twente (UT) will have merged their ICT departments in 2010, further improving services and increase the available facilities. UT and ITC hosted events such as Hackers at Large, providing all required infrastructure to make such events a big success.

### Explain the Internet connection plan for workshops

High speed wireless and wired networks are available to all participants. The ICT infrastructure is state of the art, build in 2008. The Jaarbeurs/MediaPlaza venue has standard (as most of the local professional organizations) a fiberglass internet connection, connecting the Wi-Fi and wired connections for the hundreds of participants and visitors per large conference/fair. When needed connectivity can be scaled up for specific needs and conference areas.

## **Explain the plan for workshop PCs**

We will rent hardware for the workshops that can be configured to suit our needs. Budget for the hardware rental has been included in the financial plan. For miscellaneous purposes MediaPlaza has an extra 40 laptops available on the premises.

## **Program**

### **Describe your program structure (such as plenary structure, how many presentations do you expect to put on, how many workshops do you expect to put on)**

The venue allows for a wide variety of meetings with large flexibility in size and shape of the rooms (styles: halls, class room, theatre, free ground plan). For more detail see ground plan in bid book. Therefore last minute changes depending on attendance can be facilitated.

The program will consist of:

- A maximum 3 day code sprint beforehand
- 2 plenary meetings. An opening session at the beginning and a closing session at the end.
- The OSGeo Annual general meeting
- 12-20 half day workshops in the first two days (both general introduction workshops and workshops targeted at developers)
- 16-20 1,5 hour labs in parallel with 40-50 Presentations
- Poster sessions during lunch breaks on presentation days
- Demonstration theater during lunch breaks on presentation days
- Birds of a feather sessions can be facilitated in amount and number of participants due to the venue flexibility
- Exhibitions in the exhibition space surrounding the plenary hall on presentation days
- Possibly a live competition between developer teams of map server software around "server performance" in the plenary hall
- Welcome reception and Gala

Capacity of the rooms

The MediaPlaza venue has been expanded and refurbished in 2008. Around 8 groups of up to 50-60 participants, 2 groups of up to 150, as well as 6 groups of around 30 can be housed concurrently. In case higher attendance requires additional rooms up to 100, these can be rented separately from the Jaarbeurs (MediaPlaza is housed at the Jaarbeurs Convention Centre)

## **Selected Date**

### **Provide some analysis of conflicting conferences on the global calendar and why yours are viable dates**

We have taken care that FOSS4G2010 will not conflict with InterGeo 2010 and that there will be a full week between the events. For tactical reasons we prefer to host FOSS4G2010 before InterGeo 2010. Other conflicting conferences have not been identified. A list of event calendars used has been provided below.

Known events:

InterGeo - 5-7 October 2010

GIS day - 17 November 2010

Event calendars used:

<http://www.gim-international.com/events>

<http://www.directionsmag.com/events>

<http://conferences.oreillynet.com/>

<http://www.gisconferentie.nl/>

<http://www.geo-info.nl/Site/modules/CalendarMD/CalendarEventOverview.aspx>

<http://www.gismagazine.nl/asp/default.asp?t=show&id=1173>

<http://www.osgeo.org/event/2010/09/01/month/all/all/1>

## Marketing

### **Would you be prepared to use the existing [OCS](#) package to manage the website and conference files?**

We agree with and accept the usage of the OCS package. The PCO has agreed to use it and is convinced the package enables to add value before, during and after the FOSS4G2010 conference. It would be a preferred option for the LOC and PCO to install the OCS on an OSGeo server to ensure availability of all conference materials after the conference. Integration with the PCO back office financial system seems possible.

## Accommodations

### **Provide examples and pricing**

The available beds in Utrecht are mentioned in the bid book. Bed&Breakfasts will cost on average 65 dollars standard per night. Negotiations should allow for further discounts. Hotels average a 120 dollars price per night excluding block bookings, which enable discounts of up to 30%.

The Utrecht University has low cost sleeping facilities available for short term events. Discussions for these need to be conducted.

For the ITC code sprint the ITC Hotel and the EDEN Dish are available for around 60 dollar B&B, depending on block booking. These two options are within walking distance of the code sprint and together offer 100+ beds. The Technical University in Enschede has its own student hotel for which a block booking can be arranged to provide low cost alternative. Additionally, the city of Enschede has several hotels and B&B's available with a total of 1500+ beds.

## Transportation

### **Explain transportation plans from different venues (e.g. main venue to code sprint location)**

The best connectivity is provided by Intercity trains. Utrecht is the central hub of the Dutch railway infrastructure, ensuring optimal connections within The Netherlands as well as to Germany, Belgium and France.

An intercity train provides a direct 100 minute connection from the main venue (located at 5 minutes walking distance from the train station) to the ITC in Enschede. ITC is also located at 5 minutes walking distance from the train station.

Example of full fare, second class, one way train tickets:

Schiphol International Airport - Utrecht: 7,60 Euro

Amsterdam - Utrecht: 6,60 Euro

Utrecht - Enschede: 20,10 Euro

Schiphol - Enschede: 23,80 Euro

You can find all details on train schedules and prices at <http://www.ns.nl/en/>