

CALL FOR PROPOSALS

TO HOST THE

2020 ECSITE ANNUAL CONFERENCE

OR

2021 ECSITE ANNUAL CONFERENCE



February 2017

Contents

Foreword	3
Brief description of the Ecsite Annual Conference	4
How to structure your bid:	5
1. Your city as conference site	5
2. Conference venue	5
3. Accommodation	8
4. Host institution	9
5. Social programme	9
6. Promotional material: summary of responsibilities of the Host	9
7. Budget and financial input from the Host institution	10
8. Financial contribution from Ecsite	10
9. Identification of proposal author and any other comments	11
Important dates	11
Selection criteria	11
List of the past and next Ecsite Annual Conferences since 1990	13
ANNEX A	14

Foreword

Ecsite - the European network of science centres and museums - is inviting member institutions to host and co-organise its 2020 or 2021 Annual Conference .

Europe's ultimate science engagement event, the Ecsite Annual Conference, is famous for showcasing cutting-edge developments in the field, with over 100 inspiring sessions, debates, workshops, a range of warm social events and unparalleled networking opportunities. With 1,250 delegates from more than 50 countries, welcoming an Ecsite conference puts the Host on the international science communication scene, and enhances the reputation of the organisation and local authorities.

Ecsite is responsible for the overall organisation of the conference and more specifically for its contents, while the Host is responsible for the logistical organisation of the event and its social programme.

When selecting the Host organisations, Ecsite will look at the extent to which the requirements are met; at the end of this document you will find a list of criteria that will guide the selection process. Some of these criteria are essential requirements:

- The Host applicant must be a Full member of Ecsite
- The application must be complete
- The accessibility of the city must be easy (max of 1/2 day travel by airplane from any large European city)
- The technical requirements in terms of spaces must be met.

The pitch to host an Annual Conference should address the items described in this document.

Brief description of the Ecsite Annual Conference

Briefly, the Conference takes place end of May or beginning of June and it runs for 5 days composed of 2 Pre-conference days and 3 Main conference days. The Pre-conference days are Tuesday and Wednesday, with expected 250-300 delegates attending 7-12 workshops. The Main conference days are Thursday, Friday and Saturday with expected 1,250 delegates, most of them professionals (CEOs, management staff, explainers, etc.) of European and worldwide science centres and museums and of other science engagement organisations. The working language of the conference is English. There are four main social events (Speakers Reception, Gala Dinner, Nocturne & Farewell Party) and the trade fair exhibition (called Business Bistro) takes place on Thursday, Friday and Saturday and expects about 65 exhibitors.

Pre-conference:

- 300-350 delegates
- 7-12 workshops, some lasting 1 day, some 2 days

Main Conference:

- 1,250 delegates
- Opening ceremony on Thursday morning
- 2 plenary keynote speeches on Friday and Saturday mornings
- About 100 sessions, up to 10 running simultaneously (including happenings in the so-called MakerSpace and one GameLab) Trade fair exhibition (called Business Bistro) on Thursday, Friday and Saturday
- Seated lunches on site for the 1,250 delegates
- Social events (Newcomers breakfast, Speakers Reception, Gala Dinner, Nocturne & Farewell Party)

Summary of the responsibilities of the Host institution

- Organisation of all logistical aspects
- Organisation of social programme
- Support team for logistics and organisation
- Design and printing of promotional material, wayfinding and programmes
- Fundraising at the national level
- Identification of national VIPs, business contacts and elaboration of a national promotional database
- Records of statistics related to the logistics
- Touristic and accommodation information

The Host institution must be a Full member of Ecsite.

How to structure your bid:

The following pages list important aspects that should be covered by your proposal. These include information on the host city (including touristic info), the host venue (including detailed logistical aspects), the conference social programme and financial input. At the very end of this document, an annex provides a summary of all the details of the bid – please fill it in and send it together with your application.

Your bid should include information on:

1. Your city as conference site

- Describe the attractiveness of your city and region
- Specify international access to the city, including the distance between the international airport and the conference venue, the number of low cost companies operating on the airport, the frequency of direct flights from major European cities
- Describe the local and regional cultural and science communication scene

2. Conference venue

The conference location can be a dedicated congress centre, a science centre, or a science museum, provided it meets the requirements detailed in 2.3.

Please provide a clear description of the conference venue with the spaces allocated to the Pre-conference and Main conference and specify whether the venue will be shared with other conferences or if it will only be used for the Ecsite Annual Conference.

Provide a floor plan of the venue with the proposed allocation of space.

2.1 Rental period for the conference venue

- 2 days of Pre-conference: Tuesday and Wednesday
- 3 days of Main Conference: Thursday, Friday, Saturday
- 5 days of Business Bistro: Monday to Sunday. Building up the stands (start 2 days before start of the Main Conference); allow exhibitors in the venue 1 day before start of Main Conference; Business Bistro operational during the 3 conference days; dismantling: ½ or 1 day after the conference.

2.2 Summary of minimum required space

- 8 meeting rooms with a total seated capacity of 1,250
- 1 room with a capacity of 1,250 (can serve as one of the 8 rooms mentioned above if available at all times)
- 2 rooms or spaces to host the MakerSpace (dedicated to making and tinkering activities) and the GameLab (dedicated to games)

- 2,500 to 3,000 sqm (gross) in one space to host the Business Bistro, a pop-up office, the coffee breaks and the lounge areas.
- Registration desk with min. 2 credit card terminals and cloakroom
- 2 networking meeting rooms for the delegates
- Seated lunches capacity for 1,250 delegates
- Conference technical office (for uploading presentations and for support in all the rooms)
- Ecsite on-site office with photocopying machine, scanner and printer
- If possible access to a movie theatre with modern equipment

2.3 Details of rooms, Business Bistro and other spaces

2.3.1 Room requirements

- 1 auditorium with a seating capacity of 1,250, available at least on Thursday from 8.00 to 11.00; on Friday and Saturday from 8.00 to 11.30 ; on Saturday from 18.00 to 19.00
- 2 networking rooms with a capacity to accommodate 30 people
- 1 technical office to upload presentations
- 8 meeting rooms for the main conference (one of them can be the auditorium if available at all times):

Conference (Thu – Sat)	Minimum seating capacity
Meeting room 1	200
Meeting room 2	180
Meeting room 3	180
Meeting room 4	150
Meeting room 5	150
Meeting room 6	150
Meeting room 7	120
Meeting room 8	120
TOTAL	1,250

- 7 meeting rooms for the pre-conference:

Pre-Conference Tue - Wed	Minimum Seating capacity
Meeting room 1	70
Meeting room 2	70
Meeting room 3	50
Meeting room 4	50
Meeting room 5	50
Meeting room 6	50
Meeting room 7	50

- A GameLab:
 - 10 x 10 m space near session rooms or potentially at the Business Bistro
 - If at Business Bistro, partitions are needed to provide privacy during formal session

- Light tables and stackable chairs, to host 20-30 workshop participants (ideally also some floor cushions or mats).
- Wall space or sturdy dividers for hanging projects and examples
- Depending on light levels, either a large LCD screen or a video projector for the sessions; one computer; electric extensions (20 plugs in total); wifi and cable Internet
- The Host will liaise with Ecsite and the Ecsite GameLab organising team for specific needs of this space.
 - A MakerSpace:
 - 10 x 20 m space near session rooms or potentially at the Business Bistro
 - If at Business Bistro, partitions are needed to provide privacy during formal session
 - Sturdy/strong working tables and chairs, to put machines and heavy tools on and to host 50-60 workshop participants.
 - 10-12 classroom / folding tables for materials & supplies; table lamps / clamp lights
 - Wall space or sturdy dividers for hanging projects and examples
 - Depending on light levels, either a large LCD screen or a video projector for the sessions; electric extensions (20 plugs in total); wifi and cable internet
 - Minimum required tools and machines: soldering iron stations, hot glue stations, cutting mats / utility knife stations, electronics bench (multimeter, wire tools, etc...), general hand tools & workshop materials (clamps, zipties, drill guns, tape measure) , 10-12 extension cords, power strips, access to scrap cardboard/wood/material, vinyl cutter, Inkjet colour printer, 3d printers, laser cutter, 12 laptops (classroom set), vinyl cutters.
- The Host will liaise with Ecsite and the Ecsite MakerSpace organising team for specific needs of this space.

2.3.2 Technical requirements

The technical equipment and the IT provided should be of excellent quality. The necessary IT personnel will be provided by the Host to ensure the good quality of the conference.

- Each meeting room needs:
 - tables, chairs and low table at the front of the room
 - 3 rooms or more where tables and chairs can be moved by the delegates
 - a laptop PC MS Office software (in English)
 - 4 microphones, a wireless microphone, a video beamer, a sound system
 - Internet access
 - clean, good air quality and ideally air conditioning, and no sound interference coming from other meeting rooms
 - possibility of creating darkness for visual presentations of speakers.
- The opening and plenary sessions and closing event rooms require a speakers' platform, a sound system and a large videoprojection screen
- Technical office: about 5 PCs and 2 printers
- 2 networking rooms: 2 or more tables and 30 chairs. These rooms are reserved on site by the delegates for their informal meetings

2.3.3 Business Bistro

- A combination of 70 stands for exhibitors with coffee breaks, pop-up office and lounge areas
- 2,500 to 3,000sqm (gross) are required, easily accessible from the conference sessions rooms, which will need to accommodate:
 - 60 booths of 3x2m and 10 booths of 2x2m
 - At least 4 different coffee serving points, able to cater for 1,000 attendees at the same time
 - At least 4 lounge-like spaces, containing a minimum of 50 seats
 - A pop-up office space (large communal table) of 15-20sqm
 - And of course allow for comfortable circulation space for up to 1,000 people in that space.
- Possibility for exhibitors to bring and install their own technical and audiovisual equipment
- freely available safe storage space for exhibitors' own material and IT available one week before the event, during the event and two days after the closure of the Business Bistro
- Insert a simple quote for the costs of setting up 60 booths of 6sqm each + 10 booths of 4sqm each, including light sources, a table and chairs and Wi-Fi internet.

2.3.4 Lunches

- Capacity for seated lunches on Tuesday and Wednesday for 350 delegates
- Capacity for seated lunches on Thursday, Friday and Saturday for 1,250 delegates

2.3.5 Registration area and Wi-Fi

- Registration desk of 10 linear meters, waiting area of 150sqm, luggage and cloakroom
- Wired high speed internet connection for the registration areas
- All areas of the conference venue should offer free Wi-Fi to the delegates, with excellent coverage to allow for high social media activity

3. Accommodation

- Distance to main hotels from conference site;
- Public transport from other hotels to conference venue and to social events;
- Total number of hotel rooms accessible from the venue by public transport;
- Different price categories.

4. Host institution

- Size of the science centre or museum: square meters, number of visitors, number of EFT staff, etc.
- What does the science centre or museum offer that is unique, excellent or innovative in terms of programmes, exhibits, processes, partnerships, visitor services, architecture, etc.
- The science centre's /museum's long term plans and how might these affect the conference
- What makes the institution or location unique or especially qualified to host the conference?
- Possibility for the science centre / museum to host within its premises the Nocturne for the 1,250 delegates

5. Social programme

- Newcomers breakfast location. For 100 delegates;
- Speakers' reception location. For 350 delegates;
- Gala dinner: historical or unique location with a capacity for 1,250 delegates; seated dinner.
- Nocturne: evening activity at the science centre/museum or other location for 1,250 delegates. Describe the activities that could be offered;
- Farewell party location. For 500 delegates.

6. Promotional material: summary of responsibilities of the Host

This section is provided for information only. The proposal does not need to address it except in the budget.

The Host is responsible for the design of the promotional material with the content provided by Ecsite. Ecsite approves the promotional material.

- Design of a full visual identity for the conference: logo, font, poster, banner and implementation on all the required media (bags, wayfinding etc)
- Adaptation of promotional material to the needs of online and print advertising: up to 10 different formats based on the general conference visuals
- Design of the "Programme at a glance". PDF only
- Design and printing of conference Programme: 1,250 copies. With PDF version
- Design and printing of participants list: 1,250 copies
- Design and printing of Nocturne programme: 1,250 copies
- Wayfinding in and outside the venue
- Two social media walls (either large screen or video projection, with a live data stream) at the Pre-conference and Main conference venue(s)

- Lanyards with clips suiting the badge holders provided by Ecsite for the 1,250 delegates
- Conference bags for the 1,250 delegates
- Design and print of session feedback forms for the 1,250 delegates
- Design of certificate of presence. PDF only

7. Budget and financial input from the Host institution

Describe and provide a budget with incomes and expenses. Please take the following into account:

- Sponsors: the Host is expected to find local public and private sponsors (Ecsite will also be seeking for sponsors at international level);
- Local/national authorities' financial and political support;
- Human resources offered by the venue to support the organisation including technical / audiovisual staff, multilingual staff including English speaking staff. All communications with Ecsite and the delegates before and during the conference are in English;
- Other financial or in-kind input;
- One person representing the Host at Annual Conference Programme Committee meetings during 3 years (including hosting one of these meetings the year before the conference and showing the Committee around).

As stated above: please also include a quote to build 70 booths – this cost will be covered by Ecsite.

8. Financial contribution from Ecsite

The Host receives from Ecsite an amount of €340 +VAT for each paying participant. The financial agreement is based on the number of registered and paying participants. Free participants are excluded. With this amount, the Host provides to Ecsite all the space previously described; the technical support and staff; the catering for the event; the social programme (organisation, venue, catering); and the promotional material as previously described.

The effective costs of the catering (coffee breaks and lunches) of the pre-conference are reimbursed to the Host by Ecsite. The direct costs of the Farewell party are charged to the participants wishing to attend and are reimbursed to the Host by Ecsite. A Happy Hour is organised in the Business Bistro on Friday from 18.00 to 19.00 which is paid by Ecsite. The costs and incomes of the Business Bistro are all supported and collected by Ecsite apart for the space which is offered by the Host.

9. Identification of proposal author and any other supporting documents

- Please state who is submitting the proposal. The proposal should include the written support of the science centre's / museum's Director and / or President
- In case you should want to apply as two co-Hosts, please define who will be the contracted partner and therefore the reliable party for Ecsite.
- Please state whether the proposal is supported by local or national authorities and provide if available supporting documents
- Please do not send any files larger than 6 MB
- Please also fill in Annex A, the summary template with the most important facts & figures about your application

Important dates

Please submit your proposal via email by **25 August 2017** to:

Catherine Franche
Executive Director, Ecsite
info@ecsite.eu

If you have questions during the proposal phase, please send them to info@ecsite.eu.

A **pre-selection** will be done by the Ecsite Board in **October 2017**. Site visits to the pre-selected Hosts will be done before February 2018. Selection of the Hosts for the 2020 and 2021 Annual Conferences should be done by the Ecsite Board in **March or April 2018**.

Selection criteria

The Ecsite Board will assess the applications based on a list of criteria. As mentioned earlier there are a few eligibility criteria (this means, if you don't fulfill these points, your application will not be taken into consideration):

- The Host applicant must be a Full member of Ecsite;
- The application must be complete and handed in on time. No documents are taken into consideration after **25 August 2017**.
- The accessibility of the city must be easy (max of 1/2 day travel by airplane from any large European city)
- The technical requirements in terms of spaces must all be met.

Criteria:

City & Accessibility

- Accessibility of the city

- Touristic attractiveness of the city & area
- Geographical balance with past conferences (see list in the next page)
- Accessibility of venue

Infrastructure

- Meeting rooms, Auditorium, Business Bistro; MakerSpace, GameLab corresponding to technical requirements
- High quality of IT and audio infrastructure
- Capacity for seated lunches
- Distance between conference spaces
- Range of different hotels, number of rooms
- Speakers Reception location
- Gala Dinner location
- Nocturne
- Farewell Party location

Financial Situation

- Realistic budget
- Financial support of local/national authorities
- Sponsors
- Costs for building booths of the Business Bistro

Other

- Experience in organizing large events
- Experience in finding sponsors
- English speaking staff
- Strong commitment
- Involvement in Ecsite
- Creative inputs for social programme
- Overall quality of the application
- Outstanding element in the application

List of the past and next Ecsite Annual Conferences since 1990

City	Country	Year
The Hague	Netherlands	1990
Munich	Germany	1991
Barcelona	Spain	1992
Copenhagen	Denmark	1993
Amsterdam	Netherlands	1994
Cardiff	UK	1995
Paris	France	1996
Brussels	Belgium	1997
Lisbon	Portugal	1998
Prague	Czech Republic	1999
Naples	Italy	2000
Luleå	Sweden	2001
London	UK	2002
Munich	Germany	2003
Barcelona	Spain	2004
Helsinki	Finland	2005
Mechelen	Belgium	2006
Lisbon	Portugal	2007
Budapest	Hungary	2008
Milan	Italy	2009
Dortmund	Germany	2010
Warsaw	Poland	2011
Toulouse	France	2012
Gothenburg	Sweden	2013
The Hague	Netherlands	2014
Trento	Italy	2015
Graz	Austria	2016
Porto	Portugal	2017
Geneva	Switzerland	2018
Copenhagen	Denmark	2019

ANNEX A

Facts & figures to Host the 2020-2021 Ecsite Annual Conferences

Kindly complete this template digitally (for your convenience you'll find a word document [here](#)) and send it with your proposal.

1. Name of institution applying

City : _____ Country: _____

Contact Person: Name _____

2. Preferred year to Host the Annual Conference (AC)

Your institution wishes to Host the AC in:

	Yes	No	Preferred dates if any in late May or early June
in 2020			
in 2021			

3. Venue

The Main Conference will take place:

	Yes	No	Name
In the Science centre or the museum			
In another location (please specify):			

The pre-conference (Tuesday, Wednesday) will take place:

	Yes	No	Name
In the Science centre or the museum			
In another location (please specify):			

The venue has the following facilities:

	Yes	No	Comments
1 auditorium with a seating capacity of 1,250 , on Thursday from 8.00 to 11.00 ; on Friday and Saturday from 8.00 to 11.30 ; and on			

Saturday from 18.00 to 19.00			
Very good IT (audiovisual) installations			
3,000 sqm for the Business Bistro			
Registration desk and cloakroom			
Space for seated lunches			

<i>Meeting rooms Conference Thu - Sat</i>	Yes	No	<i>Identification on floor plan and Minimum Seating capacity</i>
Meeting room 1			
Meeting room 2			
Meeting room 3			
Meeting room 4			
Meeting room 5			
Meeting room 6			
Meeting room 7			
Meeting room 8			
GameLab			
MakerSpace			
2 networking rooms			
1 technical office to upload presentations			

<i>Pre-Conference Tue - Wed</i>	Yes	No	<i>Identification on floor plan and Minimum Seating capacity</i>
Meeting room 1			
Meeting room 2			
Meeting room 3			
Meeting room 4			
Meeting room 5			
Meeting room 6			
Meeting room 7			

4. Access

	Name of airport, city	Number of Low cost companies	Frequency direct flights from European cities	Distance to venue
Nearest airport				
Nearest European airport				

Public transport: please describe the access to the venue by public transport:

5. Accommodation

Name of suggested hotel	Number of stars (3, 4 or 5)	Price in Euros	Number of rooms	Distance to the venue	Public transport to venue

6. Social programme and its accessibility

Activity	Name of the venue	Distance to Conference venue	To be reached by public transport
Newcomers breakfast			
Speakers Reception			
Gala Dinner			
Nocturne			
Farewell Party			

7. Budget – please provide in a separate sheet.

Please list expected incomes and expenses. This will help the Board understand if your application is financially viable and if you have understood all the elements involved in hosting the Ecsite conference.