CALL FOR PROPOSALS

TO HOST THE

2022 ECSITE CONFERENCE

OR

2023 ECSITE CONFERENCE

ecsite

EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS

Submission deadline: 23 August 2019, midnight CET

Contents

Foreword

Ecsite - the European network of science centres and museums - is inviting Full member organisations to host and co-organise its 2022 or 2023 Conference.

Europe's ultimate science engagement event, the Ecsite 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.

Each year the Conference is hosted in a different city **by a Full member of Ecsite**, in very close collaboration with the Ecsite team, Ecsite Board and Conference Programme Committee. In a nutshell, Ecsite is responsible for the overall organisation of the conference and more specifically for its contents and communication, while the Host is responsible for the logistical organisation of the event and its social programme.

The fact that a member of our professional community acts as a Host is crucial for the Conference's success and its **very special spirit of creativity, curiosity, openness** – and of course professionalism. At the Ecsite Conference you will see full auditoriums intensely listening to panelists, but also attendees lying on the floor, flash mobs at the Gala Dinner, a wall entirely covered in sticky notes... this is a respectful and friendly crowd, eager to experiment and share, who will appreciate room for spontaneity.

With 1,100+ delegates from more than 50 countries, welcoming an Ecsite conference puts the Host on the international science engagement scene. Hosting the conference is **excellent for your reputation** at international and local/national level, represents an opportunity for local tourism and the local economy and an **amazing professional development adventure for staff**. What it is *not* is a money-making machine for Hosts: almost every past Host has had to fundraise in order to make it a financially viable operation. Taking into account staff time, Ecsite as an organisation breaks even on the Conference, which we need to do as we are organising a conference every year and we do not receive structural public funding.

Not an ordinary bid

As we write this invitation to bid, preparations are in full swing for the Conference's 30th edition that will be bringing together 1,100+ delegates at the Experimentarium science centre in Copenhagen in June 2019.

Together with its seminal Conference, Ecsite as a network is also turning 30. In an anniversary season spanning several months, we are inviting the whole Ecsite community to "celebrate-reflect-act". We are taking this opportunity to step back, remember where we came from and what we have achieved, and map the road ahead, together. True to our spirit of openness and collaboration, we are not afraid of casting a critical eye on our own work, and ask if changes are needed to keep serving our professional community (and indirectly the citizens they interact with) in the most relevant and best possible way. This **self-reflection process includes the Conference**. At the 30th edition, we will be collecting wishes from the Ecsite community, and we have a special meeting planned for autumn 2019, involving the Ecsite Board and the Conference's Programme Committee. The Ecsite Board will then decide what changes should be introduced.

Feedback from Conference attendees, as measured through a post-event survey and qualitative interviews, has been consistently very good. **We are unlikely to completely turn the Conference upside down, but novelties could be introduced that will have an impact on future editions**.

Innovations are likely to be rolled out in several steps, over several editions. We will want to test and adjust. We are thus in the following situation: we know that in terms of venue booking and financing, this is the right time to launch a call for hosts for the 2022 and 2023 editions of the Conference. Yet the Conference as we know it might change. We are thus looking for **Hosts willing to be flexible, look for solutions together and participate in the re-thinking process**. We are looking for teams willing to openly share the parameters they are working with as a Host (venue, finances, human resources etc.) and to be creative with us, within these parameters. By the time we sign a contract together, we will know more – and we imagine that we might subsequently negotiate addenda or amendments to that contract if needed.

For the purpose of this call and in order to be able to compare bids, we are asking you to **work on the basis scenario of the conference as we know it today**, and have added a **prospective exercise** to allow you to demonstrate your flexibility and what input you could bring to our "conference re-invention" process.

Brief description of the Ecsite Conference as it stands

For a detailed description, see Appendix 7.

The core

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 concomitant full day workshops. The Main conference days are Thursday, Friday and Saturday with expected 1,100+ 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 (and thus of this bid) is English. There are four main social events and the trade fair exhibition (called Business Bistro) takes place on Thursday, Friday and Saturday and expects about 65-70 exhibitors.

Most participants attending the main conference choose the full conference package, though one-day tickets are also available.

Who can host the conference

Only Full members of Ecsite can host the Ecsite Conference. We also welcome co-hosting arrangements bringing together several Ecsite members, as long as one organisation (a Full member) is referred to as the main contact point for Ecsite and the party that Ecsite will hold reliable for all responsibilities and duties.

We don't expect Hosts to handle everything internally, however: it is perfectly fine to work with partners, agencies or contractors, as long as the Host remains the overall coordinator and the contact point for Ecsite.

Pre-conference
- 300-350 delegates
- 7-12 workshops, some lasting 1 day, some 2 days (hence max. 7 different ones per day)
- It is more logistically convenient if both the pre- and main conference take place at the same venue – however as they mobilise different numbers of delegates applications making use of two different venues are eligible.

Main Conference
- 1,100+ delegates overall (growing over time, so we ask you to plan for up to 1,250)
- About 100 sessions, up to 12 running simultaneously (including happenings in the so-called MakerSpace and GameLab)
- Plenary Opening event on Thursday morning
- 2 plenary keynote speeches on Friday and Saturday mornings

- Plenary Closing event on Saturday late afternoon
- Seated lunches on site for all delegates, including at least one warm dish
- Four main social events: Speakers' Reception, Gala Dinner, Nocturne and Farewell Party. See following paragraph.

Social events
- **Speakers' Reception**: on Wednesday night, open to all speakers and convenors, free of charge to participants. Approx 350 people. A short reception, usually at an official place, to thank those actively contributing to the programme. Very short speeches, drinks, light snacks, a lot of chatting – and then people leave for dinner in town.
- **Newcomers' Breakfast**: on Thursday morning. 100 places available upon advance registration, charged to participants on top of their conference package. An informal breakfast hosted by members of the Conference Programme Committee to make newcomers feel welcome.
- **Gala Dinner**: on Thursday night. Included in participants' full conference package. A seated three course dinner in a beautiful venue. A nicely orchestrated atmosphere, but no speeches and no heavy entertainment, this is a comfortable and classy networking time. One of the only moments where everyone is together.
- **Breakfast with the Ecsite Board**: on Friday morning, for Ecsite members only, costs covered by Ecsite. A recent addition, optimal setup still being worked on.
- **Business Bistro Happy hour**: on Friday night, between the end of sessions and the Nocturne. A drink among exhibitors' booths, with drinks & snacks brought by exhibitors. A crucial moment for business.
- **Nocturne**: on Friday night. Included in participants' full conference package. Taking place at a science engagement venue, usually the Host organisation. Exhibition tours, demonstrations, shows... the opportunity for the Host and its partners to shine and impress. Traditionally, the amateur Ecsite Jazz Band also performs that evening. Buffet food, drinks, a lot of networking in a relaxed atmosphere.
- **Farewell Party**: on Saturday night, after dinner. Participants choose to add it on top of their package or not. A night out amongst friends: drinks, music (DJ or band), a lot of dancing and chatting until late at night.

Trade fair exhibition, called Business Bistro
- General principle: all Business Bistro income goes to Ecsite. The Host is responsible for providing the space and some of the communal features (such as the lounges and pop up office). Ecsite deals directly with an outside contractor for building the booths, and handles all communication with exhibitors.
- All coffee breaks take place in the Business Bistro and dessert is served there.
- As much as possible, the Business Bistro needs to be positioned in a strategic place in the conference's spatial flow. It cannot be split between different locations or spaces.
- 65 exhibitors (being able to go up to 70 is a plus).

- Open to participants on Thursday, Friday and Saturday.
- Booth building on Monday-Tuesday, exhibitors setting up on Wednesday, booth dismantling on Saturday or Monday (depending on the venue's policy).
- Storage space needs to be available to exhibitors before, during and after the Conference.

Summary of the responsibilities of the Host institution
- Organisation of all logistical aspects
- Organisation of social programme
- Onsite team for all logistics (planning, coordination, welcome, technical, catering etc)
- Design and printing of promotional material, wayfinding and programmes
- Fundraising at the national level
- National and regional promotion of the event
- Touristic information and accommodation booking platform
- Participation in the Conference's Programme Committee for three years
- Recording logistical data (e.g. meal count, hotel bookings etc) to help future hosts

Summary of Ecsite's responsibilities
- Supervision of all aspects concerning the Conference;
- Conference content and programme (incl. identifying keynote speakers and covering their fee);
- Promotion;
- Prices, registration and fees collection;
- Business Bistro organisation and fees collection.

Financial mechanisms between the Host and Ecsite
Ecsite collects all registration fees and pays the Host fixed amounts for:
1. Regular participant per day of pre-conference and main conference
2. Regular participant for the following social events:
   o Gala Dinner
   o Nocturne
   o Newcomers breakfast
   o Breakfast with the Board
   o Farewell Party

Amounts of these fees for 2021 can be found in Appendix 7. They will be indexed with EU inflation.
See "Business Bistro" above regarding Business Bistro costs & income.

Sponsors
The Host and Ecsite each seek sponsors or donors. In order to offer a consistent range of packages over the years, Ecsite is in charge of designing the standard sponsors and partners packages on offer for the Conference. All the revenues of Host sponsors come back solely to the Host. All the revenues of Ecsite sponsors come back solely to Ecsite. As a general rule,

the Host seeks partners located within its country while Ecsite seeks partners located outside the Host country.

A note on participants' numbers

The Ecsite Conference has been attracting a total of 1,100+ participants in recent years. Taking into consideration the growth of the Conference, we ask Hosts to be ready to welcome up to 1,250 participants.

Not all of these participants are paying participants and not all of them are present all the time. See the budget spreadsheet template for detailed numbers and reasonably expectable income.

How to structure your bid

Bid checklist

All documents need to be provided in English. As much as possible, please group all elements in one single pdf file. Please avoid scanned documents for elements B-D, as they make bid analysis painstaking.

Mandatory elements

A. **Letter of introduction**: one-page, bearing the signature of the person legally entitled to commit your organisation (scan)
B. **Main pitch**: free form document, addressing questions listed in Appendix 3. Please try not to go over 25 pages.
C. **Facts and figures**: filled in Appendix 4 form
D. **Budget:** filled in Appendix 5 form
E. **Floor plan(s) of rooms and facilities**: with a clearly indicated scale allowing to locate rooms and facilities listed in Appendix 4, accompanied by at least one picture of each room
F. **Floor plan(s) of the Business Bistro area:** with a clearly indicated scale, showing minimum 65 and maximum 70 booths and other Business Bistro elements listed in Appendix 7
G. **Quote for assembly & dismantling of 65 booths**: see Appendix 6 for details
H. **City map:** showing all the Conference & social event venues, with a clearly indicated scale

Optional element

Letter(s) of support from local and/or national stakeholders (scanned – can be provided in language other than English if they come with a translation)

Selection criteria

Eligibility criteria

The following are eligibility criteria: this means that if you don't fulfil 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 **23 August 2019**;
- The accessibility of the city must be easy (max of 1/2 day travel by airplane or train from any large European city);
- The technical requirements in terms of spaces must all be met.

Selection criteria

Infrastructure
- Session rooms, Business Bistro, MakerSpace, GameLab and other specified spaces corresponding to technical requirements
- Modularity of session spaces
- Quality of wifi, IT and audio infrastructure
- Capacity for seated lunches
- Distance between conference spaces

City & accessibility
- Accessibility of the country and the city
- Geographical balance with past conferences (see list at the end of this document)
- Accessibility of venues
- Quality of public transport
- Accommodation: range of different offers, number of beds
- Political and economic stability, guarantee of fundamental rights and democracy
- Local cost of living for attendees
- Vibrancy of local science engagement scene
- City-wide sustainability approach
- Touristic attractiveness of the city, area and country

Social events

- Speakers Reception: attractiveness of the location and experience
- Gala Dinner: attractiveness of the location and experience
- Nocturne: attractiveness of the experience
- Farewell Party: attractiveness of the location and experience

Financial
- Realistic and detailed budget
- Expected financial support of local/national authorities
- For Ecsite: cost of building booths of the Business Bistro

Hosting team
- Motivation to host the conference
- Realistic and suitable human resources allocation
- Experience in organising large events
- Experience in finding sponsors / funders
- Collaboration with other science engagement stakeholders at local, regional and/or national level to enrich the Conference
- Promotional strategy at national/local level to attract potential attendees located nearby
- Commitment to sustainability and reducing the conference's environmental footprint
- English speaking staff

Other
- Creativity and flexibility
- Host involvement in Ecsite
- Overall quality of the application
- Outstanding elements in the application

Important dates

Please submit your proposal via email by **23 August 2019, midnight CET** 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 **November 2019**. Site visits to the pre-selected Hosts will be done before mid February 2020 (Chairperson of the Conference Programme Committee + two Ecsite team members). Selection of the Hosts for the 2022 and 2023 Conferences should be done by the Ecsite Board in **March or April 2020**.

Appendix 1 – Resources to understand the spirit of the Ecsite Conference

- Watch this summary video of the 2018 edition
- Check out the website of the current edition
- Browse through photo albums of previous editions

Appendix 2 - List of the past and next Ecsite Annual Conferences since 1990

City	Country	Year	Number of attendees	Theme
Stavanger	Norway	2021		TBD
Ljubljana	Slovenia	2020		Echoes from the Future
Copenhagen	Denmark	2019		Pushing Boundaries
Geneva	Switzerland	2018	1182	Creative Collisions
Porto	Portugal	2017	1058	Life everywhere
Graz	Austria	2016	1081	Colours of Cooperation
Trento	Italy	2015	1101	Food for curious minds
The Hague	Netherlands	2014	954	People Planet Peace
Gothenburg	Sweden	2013	1058	Dreams - the spirit of innovation
Toulouse	France	2012	995	Space and the unlimited
Warsaw	Poland	2011	850	Freedom
Dortmund	Germany	2010	800+	Exploring risk
Milan	Italy	2009	986	Ecsite2.0 Revolutions
Budapest	Hungary	2008	797	Commitment for a sustainable society
Lisbon	Portugal	2007	923	*(From here on, old enough not to matter in the context of this bid)*
Mechelen	Belgium	2006	713	
Helsinki	Finland	2005		
Barcelona	Spain	2004		
Munich	Germany	2003		
London	UK	2002		
Luleå	Sweden	2001		
Naples	Italy	2000		

Prague	Czech Republic	1999		
Lisbon	Portugal	1998		
Brussels	Belgium	1997		
Paris	France	1996		
Cardiff	UK	1995		
Amsterdam	Netherlands	1994		
Copenhagen	Denmark	1993		
Barcelona	Spain	1992		
Munich	Germany	1991		
The Hague	Netherlands	1990	< 100	

Note: nothing forbids the Conference from taking place in the same country or city twice, or from being organised by the same host twice. We do think however that it is advisable to keep editions in the same country at least 7 years apart.

Appendix 3 – Points to be addressed in your main pitch (element B of your bid)

Note: don't hesitate to illustrate this part of your bid with attractive pictures and visuals.

You and your motivations as a Host
- Briefly describe your organisation: mission, history, activities, striking figures
- Mention your organisation's link with and involvement in Ecsite
- If relevant, present the other key partners you will be working with to organise the Ecsite Conference
- Describe your motivations to host the Ecsite Conference: why you? What would you bring to the Conference and what would the Conference bring to your organisation?
- What does sustainability mean to you? What would you do to reduce the Conference's environmental impact?
- Describe your response to this slightly unusual hosting brief: what do you identify as the main opportunities and challenges? How do you imagine the collaboration with Ecsite? What sorts of mechanisms would you put in place to allow flexibility?

Your city & region as a destination for the Ecsite Conference
- Present your city's and region's attraction factors for conferences and tourism (leave the details for Element C and its "drier" form)
- Give a brief overview of the local/regional science engagement scene, how you would involve other players in the Conference's organization and how you would promote the Conference on the national/local scene, attracting new faces to the Conference.
- Give a brief overview of your city's commitment to sustainability

Proposed conference venues
- Present the venues for the main conference and pre-conference (here is the place for general presentations and pictures - leave the details for Element C and its "drier" form). Don't hesitate to list arguments that could make the venue flexible for potential format changes.
- Present the locations you have in mind for the following key social events and describe the sort of experience you would like to create for attendees:
  - Speakers' Reception
  - Gala Dinner
  - Nocturne
  - Farewell Party

More about the hosting team
- Describe the partners and key contractors you would be working with and who would be doing what
- Describe your experience of organising large events
- Describe your fundraising experience and capacities

- To demonstrate you understand the human resources implications of hosting the Ecsite Conference, provide an overall project management schedule showing which human resources would be deployed at which stages of the project

One more creative question
Your team must have attended at least one recent Ecsite Conference. What would you suggest are the main areas for improvement that the Ecsite Board and Conference Programme Committee should focus on when re-thinking the event to best serve our professional community in the future? What would you change and keep in the Conference?

Appendix 4 – Form for the facts & figures (element C of your bid)

You will find an editable version here.

Appendix 5 – Form for the budget (element D of your bid)

You will find an editable version here.

As you will see in the budget template, you may add lines or adapt the form to reflect your local realities. However please don't touch the "Income from Ecsite" section.
Please use costs as known at the time of your bid.

Appendix 6 – Specifications for getting booths assembly & dismantling quote (element G of your bid)

This is how we usually present our quote request, you can adapt it to obtain the quote.

DESCRIPTION PROJECT/EVENT Exhibition in the Business Bistro

of the Ecsite Annual Conference

DATE Monday-Sunday of late May to mid June 2022 and/or 2023

- Monday-Tuesday: set up days for booth building company

- Wednesday: set up day for exhibitors

- Thursday-Saturday: event running

- Saturday from 18.00-Sunday (or potentially Monday, to be negotiated locally): dismantling

LANGUAGE English

VENUE *(specify)*

BUSINESS BISTRO Ecsite is the European network of science centres and museums, the organisation has 320+ members, organisations in Europe and worldwide. The Ecsite Annual Conference is the annual gathering of professionals working in science communication. It is attended by approx. 1100 people and it takes place every year in a different European country, hosted by a local museum. The conference consists of a varied programme with 100+ sessions and an exhibition area, the so called **Business Bistro**.
In this exhibition area, private companies, museums & science centres and international organisations have the opportunity to promote their products or services. All the coffee breaks of the conference take place in the Business Bistro in order to maximize attendance and a Happy Hour is organised on the Friday night (18.00-19.00). The Business Bistro runs for the whole duration of the Conference from Thursday to Saturday evening (6 - 8 June 2019). The Business Bistro is a very important part of the Conference for Ecsite. It holds +/-65 booths.
To build the booths and offer technical support, Ecsite is looking for a local stand building company that can address all the requirements listed in this quote request. Ecsite handles the booking process and the communication with exhibitors. The only case in which exhibitors will be in touch with the stand building company is if they require equipment on top of the standard booth offer (see "additional orders" below).

REQUIREMENTS

BOOTHS

65 booths, split up in:
- 59 booths 3 m long, 2 m wide and 2.5 m high (6 sqm);   - 10 -
- 6 booths 2 m long, 2 m wide and 2.5 m high (4 sqm).

The booths are set up according to a floor plan that Ecsite and the local conference host put together.

Each booth needs basic equipment:
- Head panel: on every booth the exhibiting company's name and booth number should be listed (please include printing and installation costs in your quote);
- Carpet inside the booth (neutral colour);
- Electricity in each booth (two plugs usually 220V);
- Lighting on each booth (number of light sources depends on how strong they are);
- One table & two chairs.

ADDITIONAL ORDERS

- The stand building company should take ownership of all additional orders the exhibitors will ask for. This will be extra furniture (a cabinet, bar stools, extra tables, brochure displays...), AV equipment (plasma screen...), even flowers if needed. The stand building company will provide a catalogue and price list for the most common items;
- The exhibitors will contact the stand building company directly to order this extra equipment. They pay directly to the stand building company for these additional orders. The stand building company commits to reply to exhibitors' emails within three working days;
- Ecsite itself holds a booth in the Business Bistro. The stand building company offers Ecsite a special discount on all additional orders required for its own space.

STAFF

The stand building company offers a senior project manager who has good English language skills both written and spoken. This person will be the single point of contact for the whole project from start, and until final invoices are settled after the event.

On Monday and Tuesday, the company will set up all booths and place rented furniture so that the space is ready for the exhibitors to set up their own materials on Wednesday 6 June.
On Wednesday (from 8.00 to 23.00) and Thursday (from 8.00 to 11.00), the stand building company will set up a help desk at the Business Bistro to help exhibitors with any questions they may have related to their stand and/or rented furniture. On these days, the company also offers 2 helpers with some English language skills (spoken) to assist exhibitors with the setup of their booth (carrying boxes, putting posters up, installing the extra ordered furniture...). Also on Saturday evening, when the conference ends, helpers should be available for the exhibitors. This team needs to come with basic event equipment like forklift, pallet truck, tape, stapler, Velcro, tie raps...

Appendix 7 – Detailed specifications of the Conference as we know it today: example of contract between Host and Ecsite

AGREEMENT ON THE ORGANISATION

OF THE [YEAR0] ECSITE CONFERENCE

between

Ecsite AISBL
Avenue Louise 89/7
1050 Brussels, Belgium
VAT : BE0443.655.135

hereby referred to as **Ecsite**

represented by: Herbert Münder, President of Ecsite
and by: Catherine Franche, Executive Director of Ecsite

and

[…]

hereby referred to as **the Host.**

1.   The Ecsite Conference

Europe's ultimate science engagement event, the Ecsite Conference, is famous for showcasing cutting-edge developments in the field, with over 80 inspiring sessions, debates, workshops, a range of warm social events and unparalleled networking opportunities. With around 1,100 delegates in total 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.

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 7-15 workshops. The Main conference days are Thursday, Friday and Saturday with around 1,000 delegates each day, 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 exhibition fair (called Business Bistro) that takes place on Thursday, Friday and Saturday and expects about 65 exhibitors.

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.

Ecsite and the Host work together to organise this event, following the roles and responsibilities outlined below.

Note: this contract's quantitative specifications are written to accommodate a possible growth in conference attendees.

2. Subject of the agreement

The two parties agree to work together in good cooperation for the organisation and delivery of the [year0] Ecsite Conference, [specific dates]:

- Organisation, setting up and dismantling days of the Business Bistro	Mon - Sun
- Two Pre-conference days	Tue - Wed
- Three Main conference days	Thu - Sat

This agreement identifies the roles and responsibilities of each party, and the financial aspects of the event.

3. Responsibilities of the Host

The overall main responsibilities of the Host are <u>the logistical aspects of the Conference and its social events and related finances</u>. These aspects are the following and will be detailed below in the agreement:

- Social events

- Venue for the Conference

- Venue for the Business Bistro

- Catering

- Logistics

- IT, audiovisual, wifi and other equipment

- Visual identity, promotion and wayfinding

- Staff

- Reporting

- ACPC on-site meeting

The Host is also involved in other aspects of the Conference, notably the choice of the conference theme and description (to be approved by Ecsite) and the search of sponsors (see point 5) and is also represented in the Conference Programme Committee (ACPC) (see point 3.7).

Whenever possible, the Host will opt for sustainable options in all organisational aspects of the conference (catering, printing, materials…)

Unless otherwise indicated, the Host will organise and pay for, or provide free of charge:

3.1 Overall catering and sustainability requirements

Ecsite will review and approve all menus.

<u>Required</u>

– The whole catering offered during the event, at all meals, must take into account allergies and offer options for vegetarians and vegans;

– Water tanks must be at participants' disposal all day, during the whole event;

– Re-usable and/or recyclable tableware.

Desirable

– Other food requirements than listed above taken into account (e.g. halal food);

– Sourcing food from local and sustainable producers, with an effort will be made to reduce meals' carbon footprint;.

– Vegetarian-only lunches are encouraged;

– If local legislation allows, redistribution of spare food;

– Choice of sustainable materials, including upcycling / recycling / re-using when possible.

3.2 Venues and catering for the Pre- and Main Conference

The Host will provide the venue for all the Pre and Main conference sessions, workshops and activities, during the whole event.

Free wifi with capacity to support 1,250 participants engaging in intense social media activity must be **available in the entire venue.**

The Pre-conference will be taking place at the following venue:

[…]

SESSION AND WORKSHOP SPACES – [Tues-Sat]
Needs

- 7 spaces with capacity for 50-70 people for the Pre-conference workshops (8-9 June);

- 8 spaces with capacity for 100-150 people for the Main conference sessions (10-12 June);

- None of the spaces listed above can be theatre style or auditoriums.

- Each space must be equipped, at least, with 2 microphones for speakers and convenors, 1 wireless microphone with extra batteries for the audience, 1 computer connected to the Internet and to a central upload point, 1 projector and sound system, 1 poster board and flip chart including pens, water for the speakers. A total of minimum 1,000 chairs must be available. A set of 30 tables must be available on demand so that they can be moved by participants and/or speakers;

- Office material should be provided for all session rooms (white paper, staplers, pens, scissors, post-it notes, blue tack, etc);

- The setup of the Pre-conference spaces is adapted upon request of the convenors (list of needs provided by Ecsite 3 weeks prior to the Conference);

- 2 backup computers.

REGISTRATION AND INFORMATION DESKS – [Tues-Sat]

Needs

Large space (at least 10m in width x 25m in length) required so participants can queue, available as of Monday (for setup):

- Excellent Internet connection and power plugs to connect 5 badge printers and 2 laptops brought by Ecsite; and 4 laptops and 1 A4 printer provided by the Host (printer must be connected to the 2 Ecsite laptops and to 1 other computer);

- Counter space as described below;

- 2 credit card terminals with a user guide, linked to a bank account to collect the payments by card (bank statements required to match card payments in detail – no need to open a specific bank account);

- A space needs to be available behind the counters for the staff to work and eat if necessary: 4 chairs around a large table;

- Space for Conference bags;

- A lockable cabinet to store badge printers and laptops;

- Basic office material (A4 paper, staplers, pens, scissors, etc);

- A cloakroom for participants, close to the desks;

- Ideally, the same location during Pre and Main conference.

Desk setup must be approved by Ecsite. The following points are needed:

- "Already registered online" desk: counter space for 3 staff, equipped with badge printers;

- "Sponsors & exhibitors" desk: counter space for 1 staff (no equipment, just a list);

- "Buying tickets today" desk: as participants need to fill in an online form, a table is more appropriate than a counter. 2 chairs for participants in front of 2 laptops, and 1 chair for staff on the opposite table side;

- "Payments" desk: counter space for 4 staff, each equipped with a laptop, sharing 2 badge printers, é credit card terminals and the regular A4 printer;

- "Information" desk: counter space for 2 staff, with space for city maps, brochures, helpful telephone numbers etc.

LUNCHES VENUE – [Tues-Sat]
Warm seated lunches on Tuesday, Wednesday, Thursday, Friday and Saturday for all participants.

Estimated number of participants   about 350 for Pre-Conference, about 1,250 for the Main conference days

For   Registered participants

Location   Pre and Main conference venues or in walking distance (max. 5 minutes)

Needs

- One (maximum two) space(s) with a capacity to welcome up to 350 participants during each Pre-conference day and 1,000 participants during each Main conference day for seated buffet lunches;

- Tables and chairs for all participants.

- Buffet meal: choice of first courses and choice of warm main courses (menu approved by Ecsite);

- Dessert and fruit to be served at coffee break spots in the Business Bistro, right after lunch;

- Drinks: water, juices, soft drinks, coffee, tea;

- Personnel and cutlery.

Notes: A lunch must be arranged for Ecsite Board members on the day of the Board Meeting (seebelow), just before the Board meeting. Lunches must also be provided to the Host team working onsite.

PRE-CONFERENCE COFFEE BREAK SPOTS – [Tues-Wed]

Estimated number of participants   about 350

For   Registered participants

Location   Pre-Conference venue

Needs

- Space with a capacity around 350 participants or different distribution areas, on Tuesday and Wednesday morning and afternoon;

- Coffees, teas, juices, biscuits, water, a variety of fruits;

- Personnel, cutlery, tables;

- On the day of the Board Meeting: coffee, tea and water must be available in the Board Meeting room.

Note: All Main conference coffee breaks take place in the Business Bistro

MAKERSPACE – [Thurs-Sat]

Needs

- 10 by 20 meters 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 station (soldering iron, desoldering pump, protection, safety glasses), hot glue station, cutting mats / utility knife stations, electronics bench (multimeter, wire tools, etc…), general hand tools & workshop materials (clamps, zipties, drill guns, tweezers, pliers, scissors, screw drivers, small saw, tape measurer) , 10-12 extension cords, power strips, access to scrap cardboard/wood/material, 1 vinyl cutter, 1 inkjet colour printer, at least 1 3d printer(s), 1 laser cutter, 12 laptops (classroom set).

The Host will liaise with Ecsite and the Ecsite MakerSpace organising team for specific needs of this space. Ecsite is covering the cost of consumables, in a direct arrangement with the Ecsite MakerSpace organising team.

GAMELAB – [Thurs-Sat]

Needs

- 10 by 10 meters 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.

UPLOADING PRESENTATION ROOM – [Thurs-Sat]

Needs

- A network needs to be provided in order to distribute presentations to computers in session rooms;

- 1 room with minimum 3 computers, tables and chairs
- a freely accessible A4 black and white printer (printing limited to 20 pages per participant).

Note: See also point 3.6 about constant presence of a technician required in this room (whole event, 8.00-18.00)

OPENING CEREMONY – [Thurs]

This ceremony officially opens the Main conference. It takes place on the first day and it lasts one hour and a half maximum. It includes the Mariano Gago Awards ceremony and brief speeches by the Host, Ecsite President, Ecsite Executive Director, a maximum of two invited speakers and short entertaining intervals. Keeping words to an absolute minimum, these intervals are providing a break from speeches and conveying an aspect of the national or regional culture. There will be two or three intervals lasting 3-5 minutes. The design and contents of the ceremony need to be discussed with the Ecsite team and ACPC.

The Host is in charge of inviting national authorities and all invited speakers must be approved by Ecsite. Ecsite is in charge of inviting European and international speakers (if relevant). The Host and Ecsite work together to define order of speeches and draw the programme's details.

Estimated number of participants   up to 1,000

For   Registered participants

Location   Main conference venue or in walking distance (max. 5 minutes)

Time   09.45-11.00

Needs

- One or two auditorium(s) with total capacity for 1,000 seated people;

- Full audiovisual equipment (projector, microphones, technician).

KEYNOTE SPEECHES – [Fri and Sat]

There are two different keynote speeches, scheduled during the Main conference on Friday and Saturday morning.

Needs

- One or two auditorium(s) with total capacity for 1,000 seated people;

- Full audiovisual equipment (projector, microphones, technician).

CLOSING EVENT – [Sat]

This ceremony officially closes the Conference. It takes place after the last session slot of the last day and it lasts an hour maximum. It includes short speeches by the Host, Ecsite and ACPC representatives and the official handover of the conference Bell to the next Host. The design and contents of the event need to be discussed with the Ecsite team and ACPC.

Estimated number of participants   about 700

For   Registered participants

Location   Main conference venue or in walking distance (max. 5 minutes)

Time   18.15-19.00

Needs

- Enough space for 700 seated people;

- A stage;

- Complete audiovisual equipment (projector, screen, sound).

NETWORKING MEETING ROOMS – [Tues-Sat]
Needs

2 rooms with capacity for 30 people, with tables, chairs and office material and a projector or screen.

SPONSORS ROOMS – [Thurs-Sat]
Needs

2 rooms with capacity for 30 people, with tables and chairs for 15 people, a free area of at least 15sqm, two spares tables to be freely moved by sponsors, office material and a projector or screen.

ECSITE ANNUAL GENERAL MEETING VENUE – [very probably Fri, 15.45-17.00]
The meeting takes places during an extended coffee break. Ideally, the Annual General Meeting is to take place in a relaxed and informal setting allowing attendees to drink coffee during the meeting, for instance the lunch area. If this is not possible (for instance if the audiovisual equipment is not available in the lunch area), a punctual coffee serving point needs to be set up at the entrance of the chosen room.

Needs

- A room to welcome 200 participants with a setup allowing to control access via one unique point of entrance, with full audiovisual equipment - Tables and chairs for speakers, including 3 microphones;

- Small water bottles/jars and glasses for the speakers;

- A welcome desk outside of the room for people to sign in, with enough space to accommodate four Ecsite team members each handling a queue.

ECSITE BOARD MEETING & LUNCH – [Wed]

Needs

- A meeting room to welcome maximum 20 participants, with tables, chairs and audiovisual equipment;
- Light lunch (buffet style) must be arranged for Board members, just before the meeting. If the Board meeting room is located near Pre-conference participants lunch area, Board members can be accommodated in that same area. If not, lunch must be served (buffet style) in the meeting room. Meal costs are reimbursed or paid directly by Ecsite;
- Coffee, tea, water jars and glasses available during the meeting.

BOARD DINNER – [Wed June]

Needs

- A good quality restaurant able to welcome 25 people (Board members and potential guests). The Host suggests a restaurant, approved by Ecsite. The host handles the booking process. Meal costs are reimbursed or paid directly by Ecsite;

- Takes place just after the Speakers reception, around 20.00.

ECSITE ONSITE OFFICE – [Mon-Sat]

Needs

A closed office for Ecsite with Internet access, 6 seats and desks, two monitors, mice & keyboards, and access to a nearby printer.

3.3 Venue and catering for the Business Bistro

About 65 exhibitors showcase state-of-the-art products and services at the Business Bistro. All attendees meet there twice a day at coffee breaks, and for dessert and coffee after lunch. These are always in the Business Bistro venue.

Water tanks must be at the participants' disposal all day in the Business Bistro area, during the whole event, including setup and dismantling.

Free wifi with capacity to support 1,250 participants engaging in intense social media activity must be **available in the entire venue.**

BUSINESS BISTRO MAIN VENUE – [Mon-Sat]

The Host will offer a space in the Conference venue, close to the session rooms, with a maximum effort to make the Business Bistro a lively place.

Schedule

Monday – Tuesday, 9.00 to 18.00: local company contracted by Ecsite builds booths

Wednesday, 8.30 to 23.30: exhibitors set up their booth

Thursday, 8.00 to 10.00: exhibitors finish setting up set up their booth

Thursday, 10.30 to 17.30: open to participants

Friday, 9.00 to 19.15: open to participants

Saturday, 9.00 to 16.30: open to participants
Saturday, 16.30 to 23.30: exhibitors remove their materials

Monday, 9.00 to 18.00: local company contracted by Ecsite dismantles booths

<u>Needs</u>

- A space around 2,200 m^2, cleared from any furniture, for building the stands.

- The provided space must be accessible to internal or external providers, with whom Ecsite will sign a separate contract covering the set up and dismantling of the Business Bistro;

- A 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. The space must be large enough to store 65 exhibitors' equipment;

- Full information on technical details: lifts dimensions, stairs, weight, etc;

- The space needs to be kept clean during the conference's duration, including a specific clean up after the Business Bistro Happy Hour.

LOUNGE AREAS – [Thurs-Sat]

<u>Needs</u>

- Comfortable sofas for about 50 seated people at the Business Bistro (distributed in a minimum of 4 different lounge areas);

- 1 communal working table with access to electrical plugs (for 12 people and minimum 6 charging computers).

COFFEE BREAKS SPOTS – [Thurs-Sat]

<u>Estimated number of participants</u>   about 1,250

<u>For</u>   Registered participants

<u>Location</u>   Business Bistro area

<u>Needs</u>

- Enough distribution spots depending on the number of participants;

- Spread out uniformly in the Business Bistro area on Thursday, Friday and Saturday morning and afternoon;

- A few tables for participants to leave their glasses/cups;

- Coffees, teas, juices, biscuits, water, a variety of fruits;

- During lunch hours, serve dessert and fruit in these spots;

- Personnel, cutlery, tables.

3.4 Social events and catering

The whole catering offered during the social events <u>must take into account allergies and offer options for vegetarians and vegans</u>.

SPEAKERS RECEPTION – [Wed]

The Speakers Reception gathers speakers and convenors for a drink on the evening before the Main conference starts. Host representatives, local officials, and the Ecsite President traditionally deliver very short welcome speeches. The design and contents of the evening need to be discussed with the Ecsite team and ACPC.

<u>Estimated number of participants</u>   350

<u>For</u>   Speakers, convenors, Board members, sponsors

<u>Location</u>   Chosen by the Host, approved by Ecsite

<u>Time</u>   18.30-20.30

<u>Needs</u>

- Space, microphone and possibly screen projection for potential speeches or an informal show;

- Drinks (wine or other alcohol, juices, water, soft drinks);

- Light snacks.

- Invited speakers must be approved by Ecsite. The Host and Ecsite work together to define order of speeches and draw the programme's details.

This event will be taking place at the following venue:

[…]

EXHIBITORS' SNACK – [Wed]

The Exhibitors Snack is a very informal break offered to those working into the evening to set up their booth on the Wednesday evening. Two drinks and a portion of easy to eat food such as pizza are planned per person.

<u>Estimated number of participants</u>   65

<u>For</u>   Exhibitors and their staff

<u>Location</u>   Business Bistro

<u>Time</u>   18.30-19.30

<u>Needs</u>

- Two drinks per person (beer or other alcohol, juices, water, soft drinks) – reimbursed or paid directly by Ecsite;

- Pizza (or a local equivalent): half a pizza per person – reimbursed or paid directly by Ecsite;

- A few tables and chairs (most exhibitors will be eating while standing) – setup and clean up reimbursed or paid directly by Ecsite.

NEWCOMERS BREAKFAST – [Thurs]

The Newcomers Breakfast offers first-timers an opportunity to make friends and get tips from conference regulars. It takes place on the first morning of the Main conference. Contents and networking activities organised by Ecsite.

Estimated number of participants   about 100

For   Registered newcomers and invited ACPC members

Location   Suggested by the Host, approved by Ecsite

Time   8.00-9.30

Needs

- Room close to the Main conference venue to welcome 100 participants;

- Catering facilities (tables, chairs, cutlery, personnel…);

- Generous breakfast offer (choice of sweet and savoury breakfast items, fresh fruit, hot drinks, juices…)

- Detailed description of each breakfast item on offer with allergy warnings.

This event will be taking place at the following venue:
[…]

GALA DINNER – [Thurs]

The Gala Dinner brings all participants together in a seated dinner on the first evening of the Main conference. This is the most formal event of the Conference. The design and contents of the evening need to be discussed with the Ecsite team and ACPC.

Estimated number of participants   Up to 1,250

For   Registered participants

Location   Chosen by the Host, approved by Ecsite

Time   19.30-00.00

Needs

- Venue to welcome a seated dinner;

- Catering facilities (tables, chairs, cutlery, personnel…);

- Three course meal, seated and served;
- Main course to be served before 21.30;

- Drinks (wine or other alcohol, juices, water, soft drinks, coffee);

- One printed menu per table;

- Onsite cloakroom;

- Note: no speakers or entertainment. This is a dinner only.

This event will be taking place at the following venue:

[…]

Participants may purchase extra tickets for this event for accompanying persons.

BUSINESS BISTRO HAPPY HOUR – [Fri]

At the Business Bistro Happy Hour participants come together for a drink among exhibitors' booths. Traditionally exhibitors bring specialties from their home countries. It takes place on the second evening of the Main conference, right before the Nocturne.

Estimated number of participants   about 1,250

For   Registered participants, registered exhibitors and their staff

Location   Business Bistro

Time   18.15-19.15

Needs

- A total of 1,000 wine glasses to be distributed among those exhibitors who need them– reimbursed or paid directly by Ecsite

- 10 strong knives (for bread, cheese …) and about 100 small plates must be available to exhibitors upon request – reimbursed or paid directly by Ecsite;

- Two staff people must be available to respond to exhibitors' requests during this event – reimbursed or paid directly by Ecsite;

- Soft drinks – reimbursed or paid directly by Ecsite

- Exhibitors need to be allowed to bring their own regional food and beverage specialities, at no extra cost.

- One or two fridges (minimum 6 cubic meters) need to be available to keep drinks and food cool (from Wednesday 6 June, 8.00 till Saturday 9 June, 23.30) – provided by the Host.

BREAKFAST WITH THE BOARD – [Fri]

The Breakfast with the Board is reserved to Ecsite members. It offers them an opportunity to interact with their representatives on the Ecsite Board in an informal manner. It takes place on the second morning of the Main conference. Contents and networking activities organised by Ecsite.

Estimated number of participants   about 100

For   Registered staff of Ecsite member organisations + 14 Board members

Location   Suggested by the Host, approved by Ecsite

Time   8.00-9.00

Needs

- Room close to the Main conference venue to welcome 70 participants;

- Catering facilities (tables, chairs, cutlery, personnel…);

- Generous breakfast offer (choice of sweet and savoury breakfast items, fresh fruit, hot drinks, juices…)

- Detailed description of each breakfast item on offer with allergy warnings.

This event will be taking place at the following venue:
[…]

NOCTURNE – [Fri]

The Nocturne takes place on the second evening of the Main conference at the Host venue or another science engagement venue and is the chance for the Host and partners to impress participants with a glimpse of the local and national science engagement scene: exhibitions, shows, workshops… It includes entertaining activities, music and a tasty buffet dinner. The design and contents of the evening need to be discussed with the Ecsite team and ACPC.

Estimated number of participants   Up to 1,250

For   Registered participants

Location   Chosen by the Host, approved by Ecsite

Time   20.00-00.00

Needs

- Nocturne event takes place in the Host venue or in another museum. Other venues can be considered but discussed and approved by Ecsite;

- Entertaining programme on different levels and during several hours;

- A stage for the Ecsite Jazz band, lights and sound system, basic instruments such as a piano and drum, and, if necessary, a drummer (musician's fee covered by the Host);

- Catering facilities (tables, cutlery, personnel…);

- Buffet meal: choice of first course, choice of warm main courses, desserts);

- Drinks (wine or other alcohol, juices, water, soft drinks);

- Onsite cloakroom;

- The programme of the evening must be communicated to Ecsite ahead of time and available in printed format.

This event will be taking place at the following venue:
[…]

Participants may purchase extra tickets for this event for accompanying persons.

FAREWELL PARTY – [Sat]

The most informal social event takes place on the last evening of the Main conference. The atmosphere is more relaxed than on previous nights. The design and contents of the evening need to be discussed with the Ecsite team and ACPC.

Estimated number of participants   500

For   Registered participants (note that participants buy an extra ticket for the Farewell party, which is not included in the regular Main conference package)

Location   Chosen by the Host, approved by Ecsite

Time   21.00-02.00

Needs

- Music, live or recorded;

- Drinks (wine or other alcohol, juices, water, soft drinks)
- Light snacks;

- Onsite cloakroom;
- The price for this event will be €40 excl. VAT maximum per participant. This price will cover the whole event: a minimum of two drinks and one light snack offered to all participants and the cost of venue hire, music and social activities. The fees collected by Ecsite for the Farewell Party will be paid in full to the Host.

This event will be taking place at the following venue:

[…]

Participants may purchase extra tickets for this event for accompanying persons.

3.5 Other logistical aspects

The Host will provide:

- A web page or mini website with clear information and a booking mechanism for the recommended accommodation. The host will negotiate special conference rates for participants at a range of hotels. A

minimum of 800 beds must be foreseen. The platform must be reviewed by Ecsite before going live. It needs to be ready for participants before the end of [year-1]);

- Information for the Ecsite Conference website on: 1) general attractiveness of the city & access from abroad (by end of June 2020); 2) local transport – including bike rental facilities; 3) a selection of restaurants and 4) some touristic highlights (by the end of January [year0]).

- A list of subcontractors (at least 2 companies) for the logistics of the Business Bistro (for the rental, set up and dismantling of booths, including the delivery of a Business Bistro floor plan by the end of June [year-1]);

- If Ecsite deems it necessary, because of remote locations or lack of public transport, shuttle buses for all participants between hotels and Conference venue, morning and night and/or between the pre-conference's and conference's main venue and all social event locations, and back to hotels. These events are:

– Speakers' Reception;
– Opening Ceremony;
– Gala Dinner;
– Nocturne;
– Farewell Party.

If shuttles need to be put in place, the Host will provide a timetable with the time of departure/arrival and bus stops to Ecsite by the first week of May [year0].

3.6 Visual identity, promotion and wayfinding

The Host is responsible for the design of a visual identity for the Conference, including a Conference logo, the graphic design of the Conference promotional material, notably the printed programme and its printing. In addition, the Host will provide the graphic design, the production and the installation of the necessary onsite wayfinding. Finally, the Host provides all the required local information for printed materials and the Ecsite Conference website. Ecsite signs off all graphics and materials produced for the conference.

The overall branding of the Conference has to be agreed between the Host and Ecsite. If an outside or freelance designer is selected by the Host especially for the conference, Ecsite will be involved in the selection of the Host's graphic designer.

The Ecsite logo must be included on all promotional material.

The host is responsible for promoting the conference and the Business Bistro on the national and regional scale.

Needs

• Promotional booth:
- At the previous conference (2020 edition), one standard booth (space and equipment) is available to the Host for free;
- The Host is in charge of preparing all promotional materials for this booth and staffing it.

• Visual identity:
Provide a Conference logo (to be delivered digitally to Ecsite in colour, in vectorial format as well as high resolution image for printing and low resolution for the Ecsite website and any promotional emailing), and one banner combining the conference logo and the Ecsite logo for email campaigns.

• Conference invitation:
Ecsite leads on the design and production of a yearly pack, advertising the conference to those who might not know it yet. The Host is in charge of designing a leaflet promoting its specific edition, to be inserted into

the conference invitation pack, according to a brief written by Ecsite. Production is handled and covered by Ecsite. The Host can request up to 700 copies to be used in its own promotional efforts.

• Promotion & advertising visuals:
Adaptation of promotional material to the needs of advertising: up to 10 different formats based on the general conference visuals. Requirements will depend on sponsoring and advertising opportunities – for instance, a full page ad in a paper magazine or a specific banner for social media promotion. No new artistic materials will be needed for these, but an adaptation of existing visuals to specific formats.

• Printed Programme:
- Design, print and printable pdf version (this includes having to re-draw or adapt venue maps and Business Bistro maps);
- Number of copies depending of the number of registrations, plus a sufficient number to be defined for onsite registrations, plus 30 copies for Ecsite.

• Programme-at-a-glance:
- Design and pdf version (including overall schedule plus two pages about the conference). Note that several iterations of the Programme at a glance will be needed (small changes each time – up to five versions).

• Participants list:
- Design and print;
- Number of copies depending on the number of online registrations, plus a sufficient number to be defined for onsite registrations, plus 30 copies for Ecsite;
- The content of the list is provided by Ecsite 2 working days after the closing of online registration.

• Certificates of presence:
- Design of a Word's or pdf template;
- Will be issued on demand by Ecsite after the Conference.

• Conference bags and contents:
- Number depending on the number of online registrations, plus a sufficient number to be defined for onsite registrations;
- Printed Programme and Participants List (*Note: some conference bags will not include the printed Programme and Participants List, for those participants who will choose to opt out. Numbers will be provided by Ecsite after online registration closure*).
- Printed Nocturne Programme;
- Optional: welcome letter (written and printed by the Host, must be approved by Ecsite);
- Contents are inserted into bags by the Host (including any promotional materials from Ecsite sponsors or partners).

• Badges and lanyards:
-The Host designs and prints the cardboard card (with background visual) on which stickers with participants names (etc) will be placed. This cardboard card needs to be designed in close collaboration with Ecsite that provides and prints the stickers. The host also provides a lanyard (or another technical solution to make badges comfortably hang around participants' necks)
- The Host and Ecsite agree on a potential colour code for badges, whose function is to easily distinguish between participants having different types of access or packages.

- Number depending on the number of online registrations, plus a sufficient number to be defined for the onsite registrations and ad hoc onsite needs.

• Printed Session feedback forms
- Design and print (Ecsite will provide the content);

- Distribution and collection of the forms in each session room;- Processing of the form's data and sending of the results to Ecsite within 30 calendar days after the Conference.

• Media
- The Host is responsible for the promotion of the event nationally and regionally. The Host is in charge of dealing with the onsite needs of international, national and local journalists, even if invited by Ecsite.

• Social Media
- Two social media walls in two strategic locations defined by Ecsite (either large screen or video projection, with a live data stream) at the Pre-conference and Main conference venue(s);

• Outside wayfinding:
- Signs outside, identifying the Host venue and the events' venues (including the whole Social Programme) installed on time for the Pre-conference;
- For the Nocturne specifically, several large prints of the evening's programme, together with wayfinding and maps to the relevant locations;
- Signs from the public transport stops if close to the venues, with directional indications towards the venue if possible;
- Signs for the shuttles, if used (direction/stops identification).

• Indoor wayfinding:
- Welcome panel for all Ecsite and Host sponsors to be located in the Main conference venue entrance;
- Two 'information boards' of large dimension, combining: large printed programme + venue map + participants list + space for specific daily announcements. One placed near the registration desks, one placed at another strategic point in the venue.;
- Identification of the different registration and information desks (Already registered online / Buying tickets today / Sponsors and Exhibitors / Information), the Business Bistro, the Lounge room, the Pop-up office, the Lunch area, the Cloakroom, meeting rooms, etc;
- Signs leading to the uploading room, sessions rooms, Lunch area, Business Bistro, etc;
- Identification (room names) of each session room on each door;
- Printed or digital programme of sessions taking place in each particular room, placed just outside of the room;
- At least 2 sign with conference hashtag + room hashtag in each room;
- Signs with the wifi access details in all rooms and spread throughout the building;
- Slides to be projected during the plenary events (Opening, Keynotes, Closing). Needs are agreed in collaboration between Ecsite and the Host. Contents are provided by Ecsite and layout is handled by the Host;
- Indoor signage (wayfinding, programme) as required for optimal participants' flow at the social event.

• Contacts:
The Host will send by email to Ecsite - A list of 15 potential national exhibitors for the Business Bistro (company names and link to website).

• Engraving of the Bell plate:
During the [year-1] Closing ceremony, the Host will receive a bell from its predecessor, which acts as a sort of conference totem, passed from host to host. The Host will have the place & dates of its own edition engraved on the metal plate that comes with the bell's box, before passing on the bell to the next host during the [year0] Closing ceremony.

MAIN HOST'S DEADLINES [precise days to be slightly adapted]

20-22 SEPTEMBER [YEAR-1]

- Conference theme proposal – to be discussed and approved by Ecsite and the ACPC;
- ACPC study visit to the Host (or potentially following spring)

2 MARCH [YEAR-1]
- Logo for review by Ecsite and ACPC sub-group;

2 APRIL [YEAR-1]
- Contents for two pages of the printed Programme of 2020, one with a graphic composition and another with a short promotional text, including dates of the Conference, and description of the theme – to be edited and reviewed by Ecsite.

29 JUNE [YEAR-1]
- For the Ecsite conference website: description of the Host venue(s), address of the venue(s) and a dozen high quality pictures of conference venues and the Host city, general attractiveness of the city & access from abroad.
- List of subcontractors (at least 2 companies) for the logistics of the Business Bistro
- Detailed catalogue of session spaces, with pictures and room specifications (capacity, setup, equipment, presentation requirements etc).

10 AUGUST [YEAR-1]
- 5 pictures of the Business Bistro space.
- List of 15 potential national exhibitors.
- Practical information for Ecsite website ready

7 DECEMBER [YEAR-1]
- First graphic proposal for the design and layout grid of the printed Programme and Programme-at-a-glance ready. This design will be reviewed and approved by Ecsite
- Preliminary programme of social events for review by Ecsite and ACPC Chair.

20 DECEMBER [YEAR-1]
- Recommended accommodation booking platform ready.

15 FEBRUARY [YEAR0]
- Revision of design and layout grid of the printed Programme ready, with pictures and links to practical information.
- Detailed account of social events for review by Ecsite and ACPC Chair.

10 MAY [YEAR0]
- Pdf of the printed Programme ready (Ecsite will have delivered all content by 26 April)

31 MAY [YEAR0]
- All onsite communication tools ready, including printed programme

3.7 Staff

The Host will provide in kind staff time and directs costs and overheads including:

- One person who will attend all meetings of the Conference Programme Committee for Year-1, Year 0 and Year+1 and participate in two handover training workshops where the organisational competencies are transferred from one Host to the next (one as a future Host, and one as a past Host).

- A team at the [year-1] edition, staffing the Host's booth and delivering a performance during the Closing ceremony. This performance needs to promote the unique selling points of the [year0] Conference. It needs to be approved by Ecsite.

- A Host team of minimum 30 people during the Conference, responsible for coordination, setting up, registration and information desks, presence in all session rooms, upload room, feedback forms collection and treatment, lunch area, cloak room etc… This team will be led by a central contact person for Ecsite.

Staff should wear a very visible T-shirt and be easily identifiable by participants. Staff should carry phones, a list of important contact number and printed guidelines for their tasks. Changes to the staff must be kept to a minimum and they should be trained before the conference.

The following teams need specific indications:

An IT team as following. In addition to the IT, audiovisual and other equipment already described above (see points 3.2-3.4):

- At least 3 professional IT technicians during the Conference:

  – To set up the Internet connection, network, and all the machines needed at the registration desk, to be ready on Monday 3 June; and help to set up the same desk each morning (7.30) of the five days of the conference;
  – To welcome speakers who upload their presentations in the uploading room, test the presentations and give advice if any problems (<u>constant</u> availability of 1 person, from 8.00 to 18.00). Presentations might require to also be uploaded onto an external platform (details provided by Ecsite);
  – To guarantee that all PowerPoint presentations are ready to be launched in each session room;
  – To give advice on any technical problems in the conference rooms;
  – To fix any problem related to the wifi Internet connection.

A press, photography and video team of minimum 3 people (ideally 5):

  – To take pictures of the Pre-conference and the Main conference sessions and social programme. A minimum of 25 selected pictures will be posted onto a platform provided by Ecsite each half day during the pre and Main conference. All other pictures must be delivered to Ecsite within 3 working days after the conference. Ecsite and the Host have all rights on the pictures.
  – To record and film the Opening Ceremony and the two Keynote speeches. All videos must be delivered to Ecsite within 8 working days after the conference. Ecsite and the Host have all rights on the videos.

A PR coodinator to deal with all matters related to all local, national and international journalists, before the conference and onsite.

A registration & information desk team
A dedicated team will work under the guidance of the Ecsite team for the whole duration of the Pre-conference and main conference
The following Host staff need to be behind the counters at the following times:
  – Monday afternoon: all staff to attend briefing
  – Tuesday, 8.00-17.30: 5 staff for registration + 2 staff for information
  – Wednesday, 8.00-12.00: 4 staff for registration + 1 staff for information
  – Wednesday, 12.00-18.00: 5 staff for registration + 2 staff for information

- Thursday, 8.00-18.00: 7 staff for registration + 2 staff for information
- Friday, 8.00-13.00: 5 staff for registration + 2 staff for information
- Friday, 13.00-17.30: 4 staff for registration + 2 staff for information
- Saturday, 8.30-17.00: 3 staff for registration + 1 staff for information

A session room helpers' team

One helper needs to be present in each session room during each session. Their role:
- Make sure that the required materials are available in the room and that all equipment is working well and remediate if necessary
- Lay out session feedback forms on chairs before session start
- If needed, assist the speakers and convenors in setting up the room and putting it back into order
- Count participants present in each session 15 minutes after the session's start (Ecsite to provide grid)
- Remind participants to fill in and hand in session feedback form at the end of session and check that all forms are filled in correctly to identify the session.

A roving helpers' team

Five helpers need to be roving the conference venue at any time from Tuesday till Saturday, from 9.00 till 18.00. One of them needs to be present at the Business Bistro at all times. Their role is to assist participants and exhibitors with their needs, ease participants' flow, spot and fix on the ground issues and provide other teams with backup in particularly busy times.

Note: In order to gain a full understanding of what the Ecsite conference entails, the Host is entitled to four free main conference registrations plus Farewell Party, to be split as wished between the [year-2] or the [year-1] edition. These registrations cannot be split into one-day passes.

3.8 Reports and finances

Before the Conference, the Host will:
- Work closely with the Ecsite Executive Office and will communicate progress regarding the Conference organisation;
- Attract sponsors (see point 5);

After the Conference, the Host will:
- Keep and communicate to Ecsite a detailed budget of the event in August [year0];
- Transcribe the session feedback forms and send a report to Ecsite with the ratings and comments from the participants in an Excel format within 30 calendar days after the Conference .

3.9 ACPC on-site meeting

In autumn [year-2] or spring [year-1], the Host organises an on-site visits for members of the ACPC (about 15 people).
The host organises the schedule in collaboration with Ecsite and the Chair of the ACPC. Site visits to all social event venues are included, as well as a visit of the conference spaces and brainstorming and meeting times. A meeting room is foreseen as well.
Each ACPC member covers his or her travel and accommodation costs, while the Host covers lunch costs, meeting room costs and if necessary transport costs for site visits. Ecsite covers the cost of dinners.

4. Responsibilities of Ecsite

The general responsibilities of Ecsite are described in details in this article and are:

- Supervision of all aspects concerning the Conference;

- Conference content and programme;

- Promotion;

- Prices, registration and fees collection;

- Business Bistro organisation.

Ecsite will take in charge the following responsibilities and tasks:

4.1 Coordination and supervision

- Approve venues and spaces;
- See to the overall supervision of the Conference, including approval of promotional materials.

4.2 Conference content and programme

- Be responsible for the content of the Conference working closely with its Programme Committee (general themes, sessions, keynote sessions, choice of speakers and convenors, opening and closing sessions, overall consistency and quality of social events);
- Launch the call for session proposals;
- Select or approve all speakers and convenors including the Opening Ceremony and the Keynote Speakers;
- Put together the schedule of the Conference sessions and the overall programme.

4.3 Promotion

- Promote the event in Europe and internationally through its network of members, its database and through any other means;
- Arrange the artistic direction and exercise editorial control over the Conference invitation;
- Arrange the content and delivery of the Conference website;
- Feed and update the Conference website;
- Provide the relevant text for the printed Programme, following a precise schedule agreed with the Host in order to meet the deadlines for design and print (see point 3.6).

4.4 Prices, registration and fees collection

- Determine the registration fees of the Pre and Main conference and social events, as well as the calendar for the application of different rates (Super early bird, Early bird, Regular) and discounts granted to Ecsite members;
- Arrange online registration;
- Collect payments prior to and during the Conference;
- Provide the Host with an updated list of participants and the activities they have registered for, as follows:
  - One week after the end of the Early bird rate (date to be confirmed by Ecsite, approx. 30 April): first count of Regular participants, with comparison to previous years, in the form of an anonymous list;
  - One week after the closing of online registration (date to be confirmed by Ecsite, approx. 4 June): second count of Regular participants, with a list of names. Attendees cancelling their participation after the end of online registration will be counted as Regular participants;
  - On the Thursday, Friday and Saturday of the event, around 16.00: number of additional Regular participants;
  - Six weeks at the latest after the end of the event: final count of Regular participants, with list of names.

4.5 Business Bistro organisation

- Be responsible of all matters related to the organisation of the Business Bistro, including setting rental prices;
- Organise and promote the Business Bistro;
- Define and approve the floor plan in dialogue with a booth rental contractor (selected and paid directly by Ecsite);
- Manage bookings and collect sales.

4.6 Sponsorship packages

- Be in charge of designing the standard sponsors and partners packages on offer for the Conference.

5. External funding – local and national subsidies and sponsors

Additional to the funds received from Ecsite (see point 7.1), the Host must find extra funding to reach the quality level of past conferences.

The Host and Ecsite will each seek sponsors or donors. In order to offer a consistent range of packages over the years, Ecsite is in charge of designing the standard sponsors and partners packages on offer for the Conference. All the revenues of Host sponsors come back solely to the Host. All the revenues of Ecsite sponsors come back solely to Ecsite. As a general rule, the Host seeks partners located within its country while Ecsite seeks partners located outside the Host country. The Host and Ecsite agree to be communicating regularly on this topic to avoid overlaps or inconsistencies.

Further rules for the two parties are set as follows:

The Host:

- The Host will not contact sponsors that are or were Ecsite Partners, Sponsors, Exhibitors or Ecsite members in the past 5 years without a previous agreement with Ecsite, including companies based in the country of the Host;

- is entitled to offer its own packages to local partners, including own benefits linked to the Hosts venue, communication materials and events. These packages must be equivalent in terms of benefits and fees to the packages offered by Ecsite;

- is offered 2 free booths for their sponsors in the Business Bistro at the [year0] edition. Each additional booth that the host might want must be paid. The general Business Bistro rate will be applied.

Ecsite:

- will not contact companies and institutions that have already signed a sponsorship agreement with the Host for the Ecsite Conference;

- will not contact sponsors companies based in the country of the Host that previously have funded exhibitions and/or activities the Host organisation without a previous agreement with the Host;

- is in charge of designing the standard sponsors and partners packages on offer for the Conference;

- is entitled to add extra packages relating to sessions such as the Opening, Closing, Plenary sessions or specific sessions;

- Ecsite has the last say on the standard packages as Ecsite must guarantee consistent packages to long-term sponsors from year to year. Depending on the precise communication material that will be produced, printed and displayed on digital platforms, detailed benefits may need to be adapted.

In mutual agreement, prices can be adapted along the way.

The logos of all sponsors have to always be displayed in the same hierarchical order starting with the highest contributing partner on top, whose logo is shown in bigger size. The exact hierarchy is defined by the Host and Ecsite.

6.   Regular participants and exceptions

6.1 Regular participants

The people referred to as "Regular participants" hereafter include a diversity of profiles:

- Those (and this is the vast majority) who pay a fee to attend the Ecsite Conference, using Ecsite's online registration system or paying their fee onsite;
- Extra tickets for accompanying persons can be purchased for the Gala Dinner, Farewell Party and Nocturne;
- Exhibitors and sponsors: depending on their package, they are entitled to attend: lunch, Main conference sessions, social events;
- International journalists with a press card (and those approved by Ecsite) who are granted access to the Main conference sessions, lunches and coffee breaks (thus excluding the Social events). Note: Ecsite covers the participation costs of international journalists (hence their classification as "Regular participants", while the Host covers the participation costs of national journalists;
- Ecsite may grant 30 guests free access to each day of the Main conference, including social events. These persons are counted as "Regular participants".

6.2 Exceptions

The following people are not considered "Regular participants"-, benefit from special conditions at the [year0] edition and will be excluded from the payments to the Host outlined in point 7.1 below:

- Host staff: the Host staff working onsite are granted free access to the Main conference, and, if places are still available onsite, will be able to attend Pre-conference sessions without paying registration as well. If relevant, all their meals and their participation at various social events will be decided and paid for by the Host;
- Host guests: the Host may grant 30 guests free access to each day of the Main conference, including social events, as long as these guests are not potential paying participants from the science communication field.
- National journalists: those with a press card and those approved by the Host, are granted free access to the Main conference sessions, lunches and coffee breaks (thus excluding the Social events);
- Ecsite team members: Ecsite team members are granted free access to the Pre-conference, Main conference and Social Programme (including Farewell Party).The team includes at the most 15 persons;
- Ecsite may grant 5 High level attendees (e.g. keynote speakers) free access to each day of the Main conference, including social events.

7. Financial agreement

7.1 Payments to the Host

Ecsite will pay the Host fixed amounts as follows:
3. Per Regular participant per day of pre-conference and main conference: 75€ ex-VAT
4. Per Regular participant for the following social events:
   o Gala Dinner: 75€ ex-VAT
   o Nocturne: 50€ ex-VAT
   o Newcomers breakfast: 10€ ex-VAT
   o Breakfast with the Board: 10€ ex-VAT
   o Farewell Party: 37€ ex-VAT

Those listed as exceptions in point 6.2 above are not considered Regular participants.
The above amount is the entire financial contribution from Ecsite to the organisation and execution of the Conference described in the current agreement except the following points that will be reimbursed by Ecsite to the Host:
  – Real meal costs for the Board dinner, Board lunch, Exhibitors snack and Business Bistro Happy hour, if not paid directly by Ecsite to the relevant caterer
  – Transaction costs for onsite payments.

Note: Ecsite membership fees are based on member organisations' yearly turnover. The Host's yearly turnover will be higher than usual on the year of hosting the Conference. The Host will be able to deduct budget linked to the Ecsite conference when declaring the turnover to be taken into account for the calculation of its Ecsite membership fee that year.

7.2 Schedule
The Host will invoice Ecsite the due amounts according to the following schedule:

First instalment

After having received the first Regular participants count from Ecsite (date to be confirmed by Ecsite, approx. 30 April [year0]):

1. Per known Regular participant per day of pre-conference and main conference: 37€ ex-VAT
2. Per known Regular participant for the following social events:
   o Gala Dinner: 37.50€ ex-VAT
   o Nocturne: 25€ ex-VAT
   o Newcomers breakfast: 5€ ex-VAT
   o Breakfast with the Board: 5€ ex-VAT
   o Farewell Party: 18.50€ ex-VAT

Remaining amount

By 31 August [year0] at the latest, and based on numbers communicated by Ecsite through the final count of Regular participants.

Each payment will be sent by bank transfer within 14 days from the day Ecsite receives each invoice.

7.3 Additional costs

Any additional costs will be covered by the Host unless a written agreement states differently.

8 Modifications

Any modification of the terms established herein must be agreed in writing by both parties, in the form of an Addendum.

9 Dispute resolution

The parties shall make all reasonable efforts to ensure that any controversy or dispute over the application or termination of this Agreement is resolved by first discussing the issues between Host and Ecsite representatives.

In case any such disputes are not resolved according to the procedures above, the parties, expressly waiving any other jurisdiction which could correspond to them, submit themselves to the Courts of Belgium.