



FIRENZE  
CONVENTION BUREAU

# International Cartographic Conference

Florence, 22-26 July 2019



Camera di Commercio  
Firenze







COMUNE DI  
FIRENZE

ASSESSORATO  
SVILUPPO ECONOMICO,  
TURISMO,  
CITTÀ METROPOLITANA

L'Assessore

Prof. László Zentai,  
Secretary-General and Treasurer  
International Cartographic  
Association

Florence, 13th February 2015

Dear Prof. Zentai,

it is with great pleasure that I would like to extend my warmest invitation to hold in the city of Florence the

### **International Cartographic Conference 2019**

Florence has a long tradition as privileged congress destination, since the quality of its meeting facilities has already been experienced during the many large International events it has hosted in the past.

Furthermore, Florence is one of the most beloved cities in the world: the cradle of Renaissance, the town of the David of Michelangelo and the Uffizi Gallery, surrounded by a charming and magic atmosphere that has always a strong appeal on the many visitors coming from all over the world.

We are sure that Florence could meet all participants' expectations, and we look forward to this upcoming event with great enthusiasm, extending our hopes that this proposal will become a reality

With my very best regards,

Giovanni Bettarini

REGIONE TOSCANA



Giunta Regionale

*L'Assessore alla Cultura, Commercio e Turismo*

Prot. GRT/A/0037017

Florence, 13<sup>th</sup> February 2015

Prof. László Zentai,  
Secretary-General and Treasurer  
International Cartographic Association

**Object: International Cartographic Conference 2019  
Florence, Italy**

Dear Prof. Zentai,

We have been told that Florence is one of the candidate cities to host the **International Cartographic Conference in 2019**.

It is with great honour and empathy on our part, and in our city's best interest, that we embrace and support the fundamental topics and themes of discussion of your event.

Having all the necessary elements for hosting such an important international event, we hope to soon share with you our city's history, its treasures of art, the incredible cultural traditions, our visitor-friendly venues and the natural beauties of our land, that make us proud of living in the wonderful region of Tuscany.

We are sure that Florence could meet your and all participants' expectations, and we look forward to this upcoming event with great enthusiasm, extending our hopes that this proposal will become a reality.

With my best regards

Sara Nocentini  
Minister for Culture and Tourism  
Region of Tuscany



ASSOCIAZIONE  
ITALIANA  
DI CARTOGRAFIA

IL PRESIDENTE

Sassari, 11<sup>th</sup> March 2015

Chairm. Prof. László Zentai,  
Head of Department

Eotvos University, Department of Cartography and Geoinformatics  
H-1117 Budapest, Pazmany Peter setany 1/A  
Hungary

Secretary-General and Treasurer  
International Cartographic Association

### **ICC 2019 PROPOSAL OF SCIENTIFIC COMMITTEE AND LOCAL ORGANIZING COMMITTEE**

AIC – Italian Cartographic Association – proposes a bid to organize the 29th International Cartographic Conference in 2019 (ICC2019) in Florence, Italy.

We would like to propose the following titles:

- *The new cartography, between recovery of tradition and prospects of development and interaction*
- *Cartography: planning our future from lessons from the past*

These titles recall the main idea behind the organization of the Conference, that is to make the point about today's situation of cartography in the world, considering future development perspectives made possible thanks to the new technical and scientific opportunities that produced the virtualization of the traditional paper formats.

In such sense we must remind the past Italian tradition in map making, both from the institutional cartographic bodies and mapping agencies, and from private companies, such as Touring Club Italiano and De Agostini, just to mention few names that in the past represented a high standard in the map making sector, as well as the most recent evolution allowed by the Geographic Information instruments applied to cartography, as GIS, Remote Sensing, GNSS, etc.

This tradition will be also maintained, as the local producers, companies, experts and scholars will be active in organizing the Map Exhibition and Trade Show.

AIC – Italian Cartographic Association has recently celebrated its 50<sup>th</sup> year since its foundation that took place in 1964. Since the beginning of its history, the Association gathers scholars, professionals, mapping agencies, map makers and simple amateur cartographers in its activities, which include a yearly Conference, a collection of works done by associates into a four-monthly Bulletin, as well as several local activities, these including prizes for young cartographers and for school children. In more recent times the Association evolved and has been more and more active on the national and international contexts involving Geographic Information and Cartography. At national level the Association is part of ASITA, the



Italian Federation of the Associations for Environmental and Geographical Information Systems, that realize an important yearly national conference on the state of the art of GI science. In the present period the AIC – Italian Cartographic Association is also involved directly in the Federation's activities with myself acting also as the president of ASITA. AIC's members are also giving their contribution in the decisions concerning the federation's life, both from the organizational and scientific points of view. More recently a hard work is ongoing to improve the quality and the level of internationalization of the Bulletin of the Italian Cartographic Association.

A few years ago a double blind revision process has been introduced, while now the papers submitted are generally either in English or in Italian with English Title, abstract and keywords, and from year 2015 a full double language (Italian and English) realization of the common parts of the Bulletin will be provided. In occasion of ICC 2019 we could therefore consider the realization of a thematic 'ICA issue' in which some of the top keynotes papers and summaries of the conference days could be located.

The Association and its associates are also active, from the academic point of view, in domains as geography, geodesy, geology, cartography, etc. and this is de facto providing links and proficient connections with other scientific associations and communities. In the occasion of a Florence based ICC 2019, such network of connections could be converted into a renovated interest in cartography and therefore participation of new scholars to the ICA World and Conference.

In proposing the organization of ICC 2019 we therefore aim at maintaining the traditional structure of ICA events of themes and topics tackled in the commissions' works, adopting the typical structure of the presence of plenary and thematic sessions, in order to highlight some topics that we consider the cutting edge of the cartographic debate. We therefore propose the following thematic issues, to be covered either in terms of specific sessions or as ideal 'backbone' of the conference's spirit.

- **Cartography in and over the Web 2.0**

The current role of cartography will be considered, particularly after the diffusion of instruments such as the ICT technologies, Internet in particular and the Web 2.0, with the opportunity of transforming users in 'neogeographers' or 'new cartographers', considering also quality and reliability of such kind of information.

- **Cartography as decision support tools and to foster sustainability**

The topic will represent an occasion to reflect on maps as tools to understand world problems, to take decisions for a sustainable governance and to adopt active policies for protecting environmental and cultural goods as well as to protect landscape and biodiversity.

- **The quality of spatial data**

Problems of geographical and statistical data analysis will be tackled, also with reference to the issues related to quality, both in terms of precision, reliability and detail, as well as in terms of location precision. Open (cartographic) data will be also analysed and considered.

- **Cartography and Geographic Information Systems**

A wide attention will be dedicated to Geographic Information Systems, both commercial and open source ones, with reference to their contribution to map making and to keeping up-to-date





cartographic products, processes and Geographic information. Also, their role in spatial planning and management as well as in applied scientific research and in studying and teaching will be analysed.

**- Cartography and Remote Sensing**

The topic will tackle the role of Remote Sensing in producing georeferenced, frequent, continuous and very high definition data, as well as the innovation in aerial – including UAV - and satellite vectors, and the evolution of sensors, these including multi-spectral and multi temporal ones.

**- Unconventional Cartography: networks, news, media, art and participation**

The topic will tackle the role of cartography in the globalized world evaluating the presence of weight of social networks and media, trying to understand their diffusion and comprehension and the trends of participatory cartography, the experiences in producing participated maps and charts and the opportunities, limits and risks related to such phenomenon. In a similar way, the artistic use of maps and cartographic representation will be faced, also for multimedia, multidimensional data and the creation of interfaces for public and private realizations.

**- Historical Cartography and History of Cartography**

Classical aspects and reflections on historical charts and maps will be tackled from those of the more and less recent past, in which they played an important role in research and analysing the historical evolution of space and landscape, reflecting on its path in terms of its functions, innovations, productions and geographical discovery. A full history of cartography, covering all the aspects that participants will be interested in tackling and presenting.

- **Cartography and culture. Promotion and diffusion.** Last but not least, the importance of maps in culture will be analysed and observed, with reference to the needs of disseminating culture and knowledge, to reinforce World's democracies and to foster liveability, prosperity and human values.

**SCIENTIFIC COMMITTEE AND LOCAL ORGANIZING COMMITTEE (LOC)**

The scientific organization of the Congress will be led by a Scientific Committee of eminent scholars and technicians in the fields of culture, research and applied science to cartography and related disciplines, such as geomatics, GIS, Remote Sensing, Informatics, Toponomastics, topography, geography and history of cartography. The Committee's members will be chosen for the role they play in their fields at National and International levels, trying to cover all the scientific aspects that in some ways interact with maps and charts as 'final products' of a cross-discipline cartographic path.

This group could be also integrated by the representatives of the official Italian mapping agencies, whose directors are *de jure* members of the executive council of AIC – Italian Cartographic Association: Italian Geographical Military Institute (IGMI), Italian Navy Hydrographic Institute, CIGA - Cartographic Center of the Italian Air Force, the Geological Survey (now ISPRA), the Cadastre, now part of the Italian Revenue Agency.

The Local Organizing Committee will consist of members chosen within the Scientific Committee of the Association and between academics and professionals active in the fields of cartography, geodesy, geographic information, and also, from a more operational point of view, by Firenze Convention Bureau



and Firenze Fiera Congress & Exhibition Center, (the managing Company of the venue which will host the conference), together with a Professional Conference Organizer (PCO) appointed by the Firenze Convention Bureau, that will be responsible for the organizing secretariat and the budget of the Congress. The PCO who has been appointed to handle all the organizational aspects of the conference is AIM Group ([www.aimgroup.eu](http://www.aimgroup.eu)), a leading company in events and congresses management, with an experience of more than 50 years and 12 offices operating in the whole world.

The Scientific Committee will also act in order to involve ICA members within its structure, inviting to take place to meetings and important events in which a more direct involvement of ICA will be required. Also, the Scientific Committee together with the LOC and ICA will, at a second stage, identify a Map Exhibition Committee that will be in charge of organizing the more technical aspects of the Map Exhibition that usually accompanies ICC events.

As you might remember, this is the second time that AIC and the city of Florence are bidding to host the ICC so we are really hoping that this time we will be able to show you that Florence could be the perfect place for this prestigious conference.

Best regards,

President of AIC  
*Italian Cartographic Association*





FIRENZE  
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Why Florence?







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## Why Florence?

- Easy to reach, in the middle of Italy
- One of the most beautiful cities in the world
- An open sky museum famous worldwide
- Green, small, clean, safe
- Unique historical heritage
- Mediterranean climate
- Good and healthy food



2013

2014

In the Top 10 -Travelers' Choice World Destinations

-Destinations Family Friendly Cities in Europe

-Destinations for Culture & Sightseeing in Europe

In the Top 5 -Destinations for Spa Vacations in Europe

FLORENCE ATTRACTS 20% DELEGATES MORE THAN OTHER DESTINATIONS



F I R E N Z E  
C O N V E N T I O N   B U R E A U

## Easy access

### Our international airports

#### Amerigo Vespucci - FLORENCE

[www.aeroporto.firenze.it/EN](http://www.aeroporto.firenze.it/EN)

15min from the city centre

#### Galileo Galilei -PISA

[www.pisa-airport.com](http://www.pisa-airport.com)

50 min from the city centre

#### Guglielmo Marconi - BOLOGNA

1h 20 min by direct shuttle from  
Florence

### Nearby airports

#### Rome Fiumicino

Direct connection from/to Rome Fiumicino in  
2h and 15 min by train



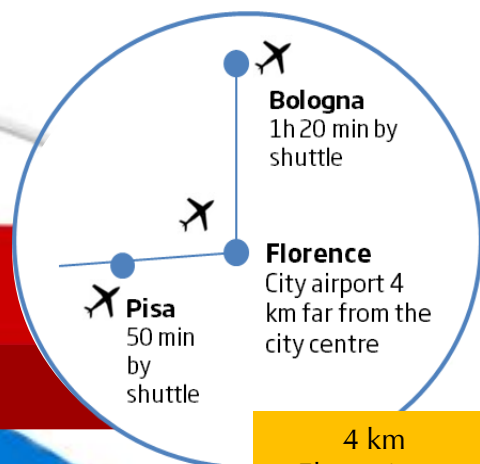
# Florence is...

## ... easy to reach



FIRENZE  
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### Through the main european hubs



4 km  
Flat taxi rate  
20€

**LONDON**  
Capetown  
Hong Kong  
New York  
San Francisco, Dubai

**AMSTERDAM**  
Chicago  
Jakarta  
Lima  
Havana

**FRANKFURT**  
Seoul, Pechino  
Singapore  
Los Angeles  
Johannesburg  
Bangkok, Abu Dhabi  
Buenos Aires

**ZURICH**  
Toronto  
Montreal

**PARIS**  
Mexico City  
Shanghai  
Beijing, Montreal  
New Dehli  
Washington, Tokyo  
Rio de Janeiro  
Santiago, Dakar

**BRUSSELS**  
Toronto  
New Delhi  
Mumbai  
Kinshasa

 **Florence**

TO/FROM	FLIGHT FREQUENCY PER DAY
PARIS	8 / day
FRANKFURT	6 / day
LONDON (LCY-LGW)	4 / day
MUNICH	4 / day
AMSTERDAM	3 / day
ZURICH	3 / day

Flight schedules are subject to change

# Florence ... in the heart of Italy



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**High speed train**    **Duration (approx.)**  
**from/to**

Rome	90 min
Milan	100 min
Venice	120 min
Naples	150 min



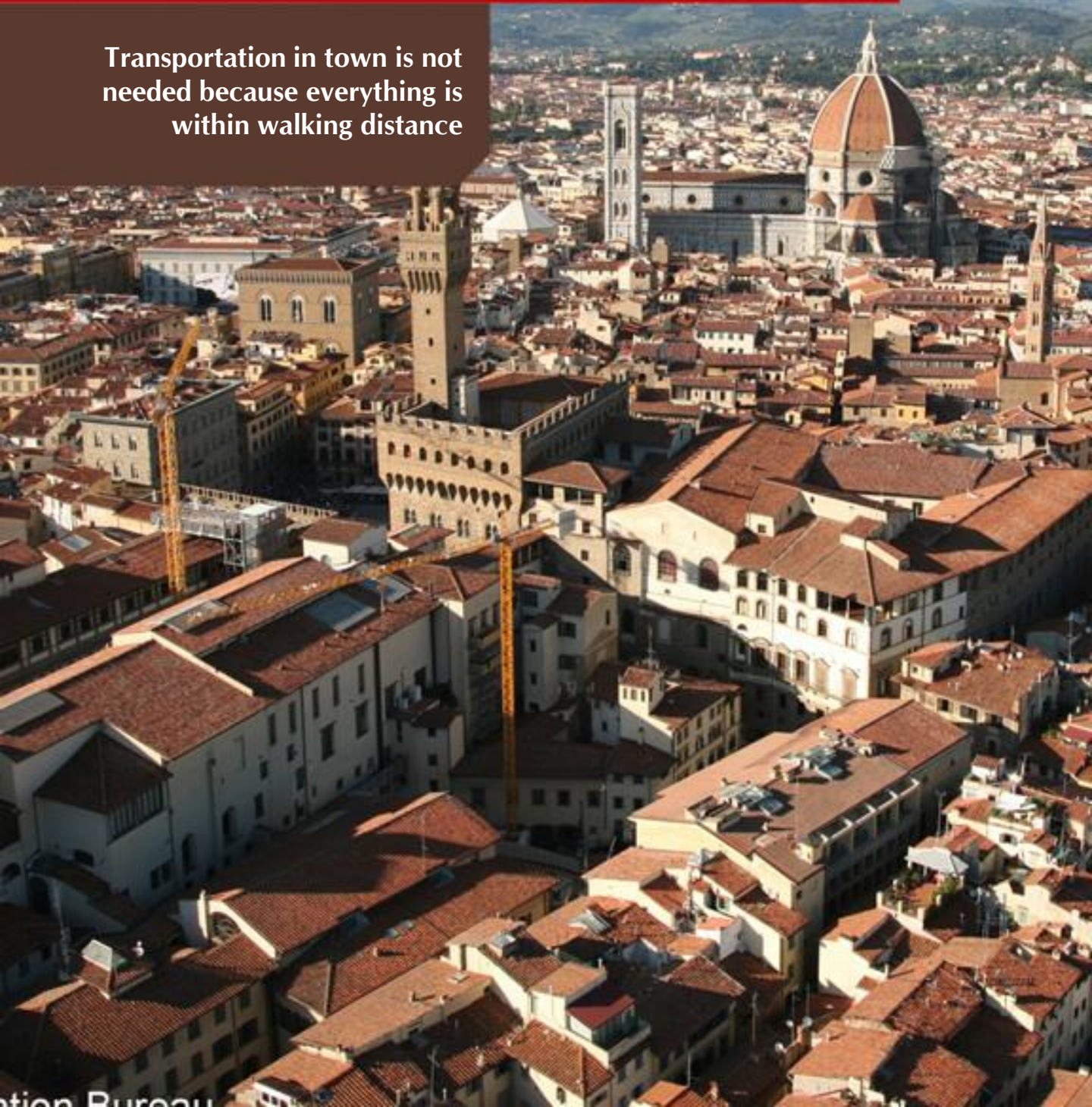




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## In Florence

Transportation in town is not  
needed because everything is  
within walking distance





# Suggested dates



**2019, July 22-26**

July is a wonderful time to visit Florence. The average daily highs range from 28-31°C. Evenings are a balmy 18°C on average, which is perfect for outdoor dining, wandering, sightseeing or taking romantic strolls, after the Conference.







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## Hotel Accommodation

Rating	Hotels	BedRooms	Beds
*****	15	986	2.695
****	91	6.952	15.142
***	144	4.336	9.914
**	79	1.236	2.722
*	49	496	1.074
Tot.	378	14.006	31.547

### Centrally located

75% of Hotels Within walking distance  
from the Congress Citadel

Elegant and exclusively designed Hotels  
with a high standard of quality offered  
in all categories of accommodation





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## Average prices for JULY

Rating	Walking distance	In the nearby	Outside the city centre
*****	€ 250 - 350	€ 235 - 335	€ 230 - 330
****	€ 150 - 250	€ 130 - 230	€ 110 - 190
***	€ 125 - 170	€ 100 - 130	€ 80 - 100
**	€ 60 - 90	€ 60 - 80	€ 60 - 80
* Tot.	€ 60 - 90	€ 60 - 80	€ 60 - 80

Accommodation including 10% VAT and breakfast – rates are subject to an annual increase of maximum 3%.

### B&B\*

Single €45,00 / 50,00

Double € 65,00 /70,00

### Hostels for students

Twin € 40,00

Triple € 30,00

4 beds € 25,00

\*We have an agreement with InYourTuscany, an Association of extra-hotel structures in Tuscany, which offers to delegates excellent and guaranteed budget accommodations.





## Hotel Accommodation – 4 stars



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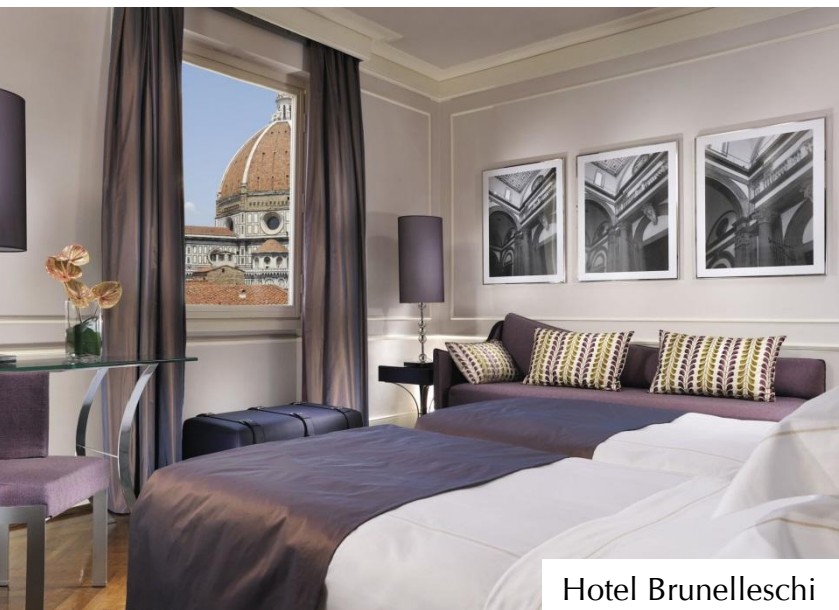
Grand Hotel Baglioni



Hotel Orologio



Grand Hotel Minerva



Hotel Brunelleschi



Hotel Santa Maria Novella



# Hotel Accommodation – 3 stars



Orto de' Medici



Cosimo de' Medici



Hotel Rosso23



Hotel Paris



Palazzo Guadagni





## The St. Regis Firenze





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Accommodation

the Westin restaurant on the roof



Starwood, The Westin Excelsior





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## Accommodation



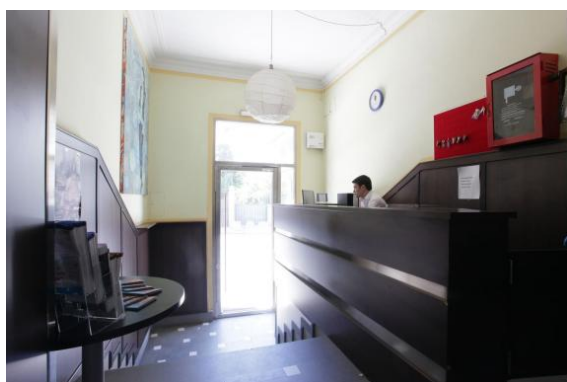
Grand Hotel Minerva

# Budget accommodation



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	WEB SITE	DISTANCE FROM THE CITY CENTRE	TOTAL BEDS
PLUS OSTELLO FIRENZE	<a href="http://www.plusflorence.com">www.plusflorence.com</a>	900 mt	430
VILLA CAMERATA	<a href="http://www.ostellofirenze.it">www.ostellofirenze.it</a>	4 km	300
ARCHI ROSSI	<a href="http://www.hostelarchirossi.com">www.hostelarchirossi.com</a>	5 minutes walking	147
YOUTH RESIDENCE FIRENZE 2000	<a href="http://www.cheap-hotel-florence.com">www.cheap-hotel-florence.com</a>	15 minutes walking	81







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Close to the city centre ... enchanting villas and resort



*The first online reservation system dedicated to congresses and conventions in Florence when the room allotment is not managed by the organiser: [www.florencecongressbooking.com](http://www.florencecongressbooking.com)*

Delegates will enter in a **reserved area** through an access code that they will receive directly from the organiser. In this way, they will be able to find **cheaper fees** compared to those ones that are visible on the OLTA. Each hotel in Florence is able to insert and organise directly its availability, allotment and fees for the specific congress.

The website is enhanced with a **touristic part** that shows information about the city, proposals for tours and excursions, our APP/Congress Card, an agenda of the ongoing cultural exhibitions and much more.

## Book official, get the best conditions!

Find the best room in the reservation system of Firenze Convention Bureau, the institutional and no-profit partner of your conference.



**BOOK YOUR ROOM**

- BEST RATES GUARANTEED**
- No booking fees
- No need for reconfirmations
- Exclusive offers and packages
- BEST QUALITY GUARANTEED**
- Only hotels approved by organizing committees, to ensure your comfort and your safety
- Greater networking opportunities with your colleagues
- Friendly booking terms







FIRENZE  
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Your Conference





**FORTEZZA  
DA BASSO**



**PALAZZO  
DEI  
CONGRESSI**



**PALAZZO  
DEGLI  
AFFARI**



**FIRENZE**  
CONVENTION BUREAU

**Firenze Fiera, Congress & Exhibition Centre**





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# Palazzo dei Congressi

## Opening Ceremony



Auditorium





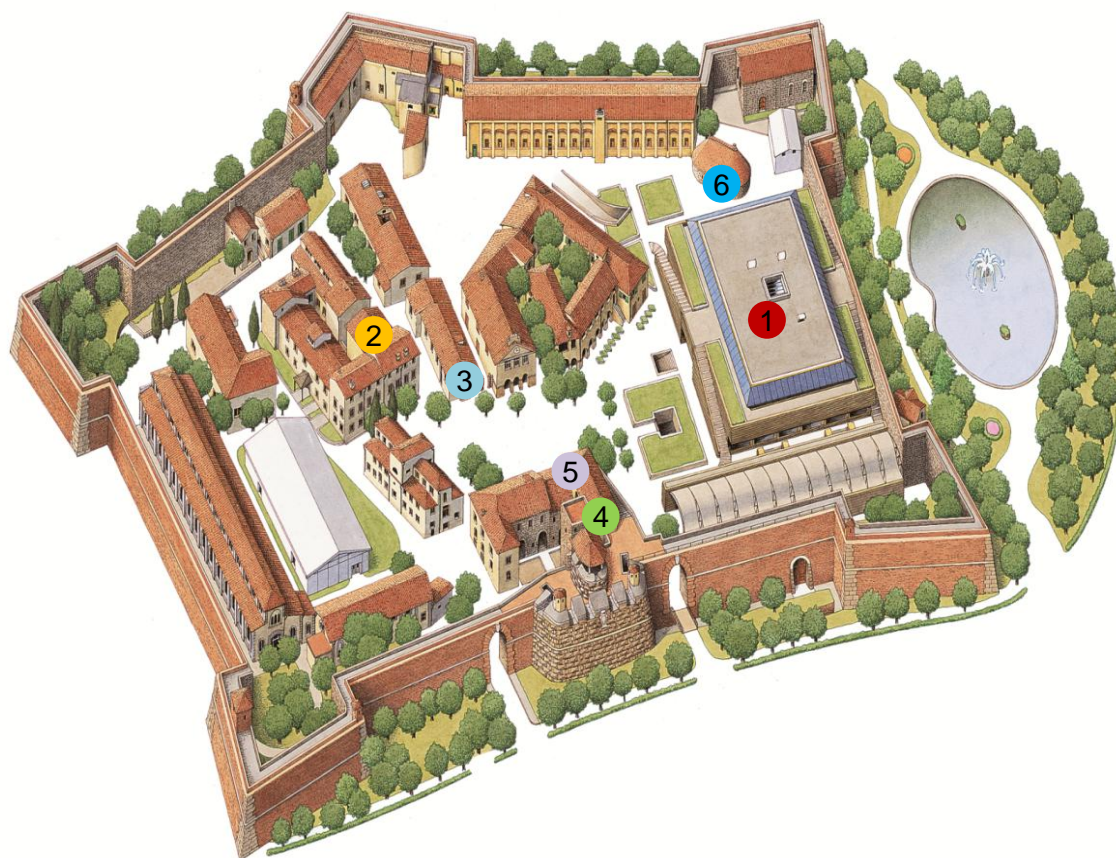
FIRENZE  
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# Fortezza da Basso

Firenze Fiera, Congress & Exhibition Centre







**Main Pavilion**  
**Ground floor**

1

Registration, catering, poster & exhibition area (3,000 sqm)

4 rooms up to 140 seats each

**Basilica**

2

1 room for 400 seats for Closing Ceremony

**Teatrino Lorenese**

3

1 room for 250 seats

**Scherma**

4

1 room for 140 seats

**Volta**

5

1 room for 140 seats

**Polveriera**

6

1 room for 90 seats

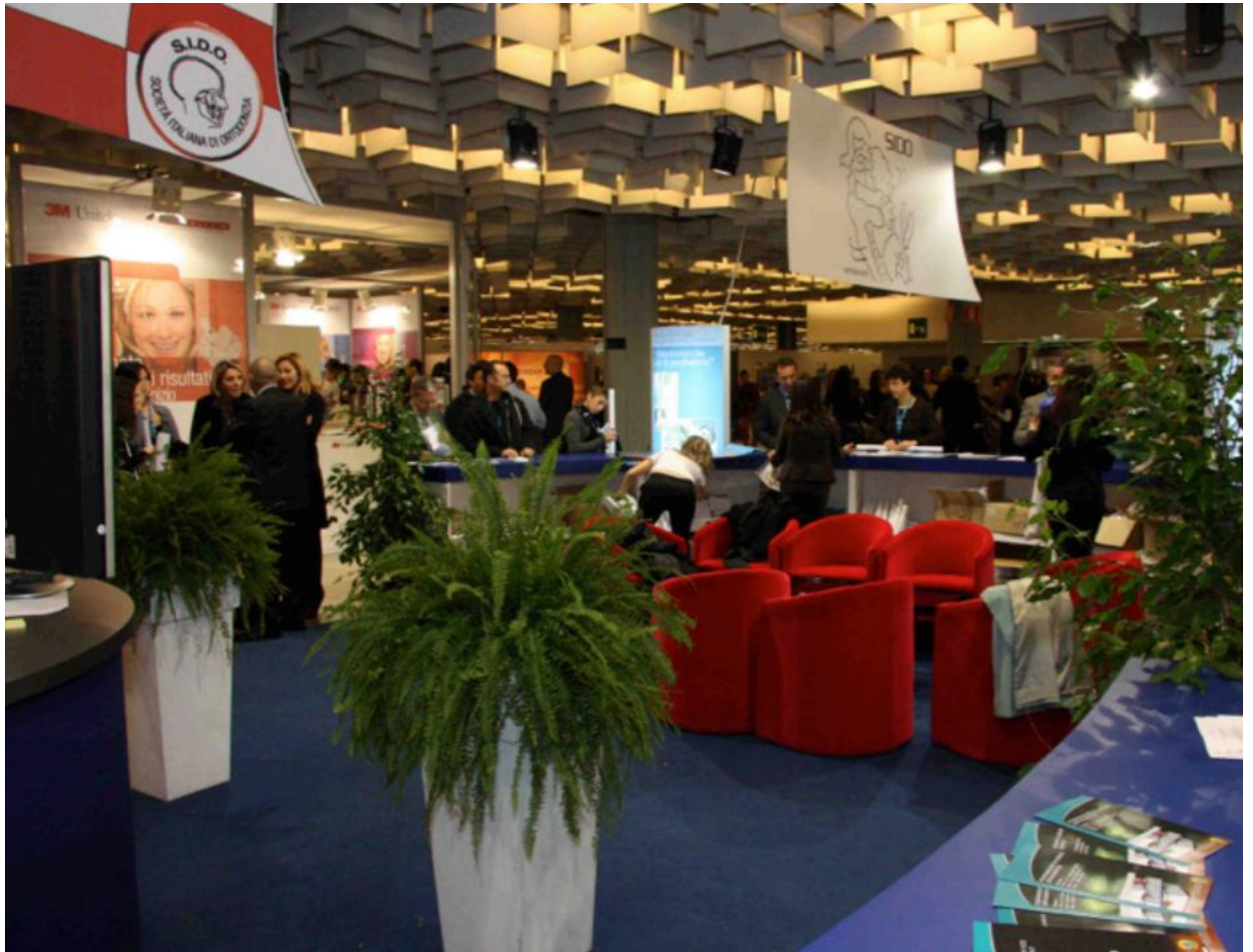




# Fortezza da Basso



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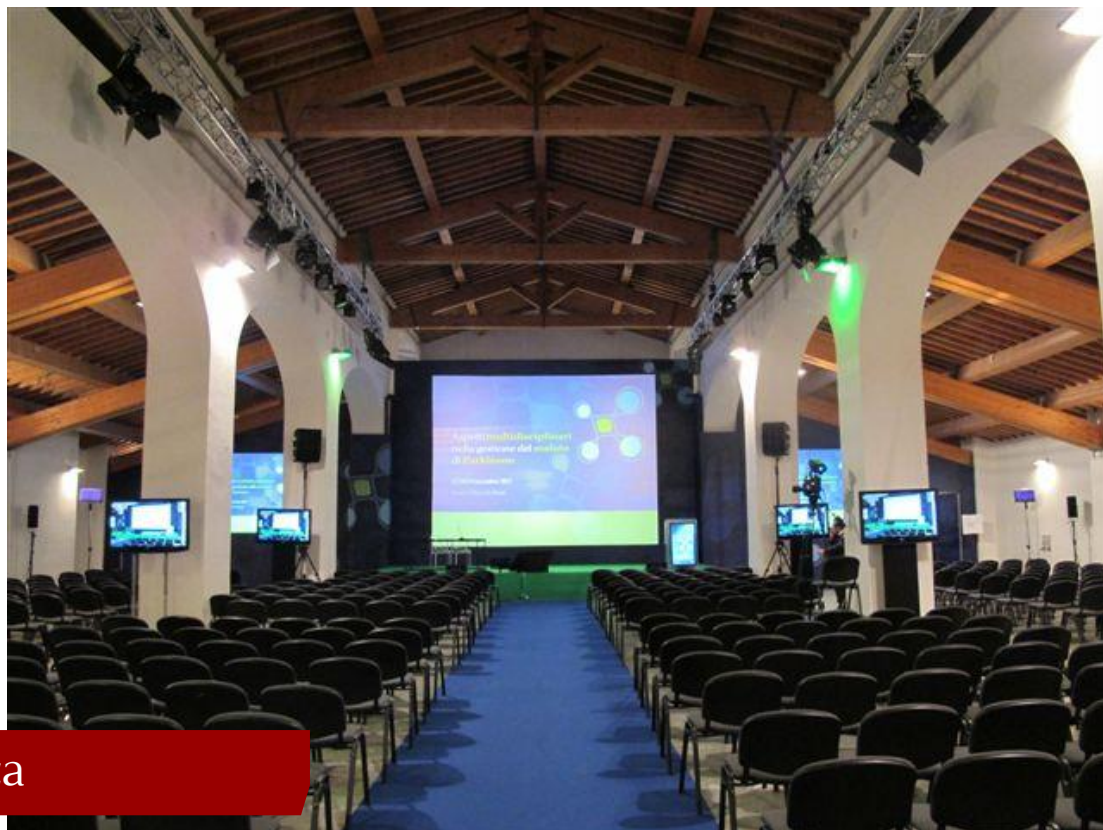


## Main Pavillion





Teatrino Lorenese



Basilica





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# Fortezza da Basso

Firenze Fiera, Congress & Exhibition Centre



	Area		Ceiling Height		Theater Style	Classroom	U-shape	Boardroom	Banquet	Cocktail
	m <sup>2</sup>	sq. ft.	m	ft						
Spadolini Pavilion, Ground Level, Main Hall	8320	89555	3,30	35.52	3500	●	●	●	3100	3500
Spadolini Pavilion, Lower Level, Main Hall	11300	121588	3,40	36.59	2300	●	●	●	2100	2300
Spadolini Pavilion, Upper Level, Main Hall	6000	64560	3,40	36.59	2200	●	●	●	2000	2200
Rooms of all size ( up to maximum indicated), can be built on the three level of Spadolini Pavilions Spazi multidimensionali (sopra il massimo indicato) possono essere allestiti sui tre livelli del Padiglione Spadolini										
Cavaniglia Pavillion, Main Hall	3300	35520	4,25	45.74	2000	1000	●	●	1300	2000
Teatrino Lorenese	500	5380	6	64.58	250	▼	▼	▼	200	250
Sala della Scherma	300	3229	5,40	58.12	100	50	80	80	100	100
More meeting rooms and area available Sono disponibili altre sale e spazi espositivi										

○ = SU RICHIESTA - UPON REQUEST

▼ = NON DISPONIBILE - NOT AVAILAIBLE

## EVENTS TRACK RECORD MAJOR NATIONAL & INTERNATIONAL CONGRESS HELD IN FLORENCE, 1991-2010

NAME OF CONGRESS	PARTICIPANTS
7th INTERNATIONAL CONGRESS ON AIDS	10.000
CONGRESS OF EUROPEAN RESPIRATORY SOCIETY - ERS	4.000
EUROPEAN SUMMIT	5.000
SIBOS CONGRESS	6.000
INTERNATIONAL SOCIETY ON THROMBOSIS AND HAEMOSTASIS CONGRESS	5.000
9th WORLD CONGRESS INT'L FEDERATION FOR ULTRASOUND IN MEDICINE & BIOLOGY	2.500
WORLD CONGRESS OF LUNG HEALTH - ERS EUROPEAN RESPIRATORY SOCIETY	10.000
SEUGI 19 INT'L CONFERENCE	5.000
11th EUROPEAN CONGRESS OF ANAESTHESIOLOGY	6.800
XXXVIII CONGRESSO NAZIONALE SOCIETA' ITALIANA DI EMATOLOGIA	2.200
EAGE (EUROPEAN ASSOCIATION OF GEOSCIENTISTS & ENGINEERS) ANNUAL CONFERENCE	4.000
7th CONGRESS OF THE EUROPEAN HAEMATOLOGY ASSOCIATION	5.000
ERC CONGRESS EUROPEAN RESUSCITATION COUNCIL	2.000
IX CONGRESSO NAZIONALE MALATTIE DIGESTIVE	2.500
GARTNER SPRING SYMPOSIUM & ITXPO	2.500
INNER WHEEL CONVENTION	2.500
CONGRESSO NAZIONALE SOI - SOCIETA' OFTALMOLOGIA ITALIANA	2.000
XXXIV CONGRESSO NAZIONALE ASSOCIAZIONE NAZ. MEDICI CARDIOLOGI OSPEDALIERI	5.000
ICS INT'L CONTINENCE SOCIETY 33rd ANNUAL MEETING	3.500

In 2013 **25** European / International conferences  
with a total attendance of about **24.000 delegates!**



# Preliminary budget by the P.C.O.



AIM GROUP INTERNATIONAL, your global partner for congresses, events and communication and leading PCO, offers professional services to scientific associations, private corporations and institutions, managing over 3.000 events per year. In more than 55 years in the industry we have been the preferred partner for many prestigious clients. Today we have operational offices in 11 countries around the world that are now at the disposal of our clients.

**We are committed to offering the highest quality of service and we welcome you to try us and experience the difference!**

A deep knowledge of the market, the familiarity with the conference world and the experience gained over the years enable AIM Group International **to reduce costs and time and maximize incomes: a guarantee of a successful Congress!**

- Wide experience and reliability: on the market from more than 55 years
  - Passion: we care and provide high level services to our clients
  - State of the art event management software: we use sophisticated in-house information technology tools which allow a quick and efficient full management of the events
  - Tailor made solutions: we guarantee a customised approach to the client and participants
  - Winning methodology: all the activities and steps are scheduled. Our methodology encompasses timeframes, actions, checks and internal and external communication so as to optimise efficiencies and client satisfaction
  - Dedicated team: each congress is managed by a qualified team coordinated by a long experienced manager of the Group.
- 
- **400 professionals working in 13 offices in the world**
  - **28 cultures and nationalities**
  - **26 different languages**
  - **Special dedicated units**
  - **Customised approach**




BRUSSELS BUDAPEST FLORENCE LISBON MADRID MILAN NEW YORK  
PARIS PHILADELPHIA PRAGUE ROME SOFIA VIENNA

# Preliminary budget



FIRENZE  
CONVENTION BUREAU

				
International Cartographic Conference				
Florence (Italy), July 2019				
PROVISIONAL BUDGET				
INCOMES				
1.	REGISTRATION FEES	€	no. pax	
a)	ATTENDEE:			
	early registration	€ 570,00	350	€ 199.500,00
	late registration	€ 640,00	250	€ 160.000,00
b)	STUDENT, SENIOR, ATTENDEE FROM DEVELOPING COUNTRY TBD :			
	early registration	€ 350,00	200	€ 70.000,00
	late registration	€ 420,00	150	€ 63.000,00
			950	
d)	ONE DAY ATTENDEE:			
	early registration	€ 210,00	180	€ 37.800,00
	late registration	€ 250,00	180	€ 45.000,00
e)	EXHIBITION ONLY:			
	early/late registration	€ 60,00	80	€ 4.800,00
	ESTIMATED REVENUE FROM REGISTRATION			€ 580.100,00
2.	SPONSORSHIP			
	Booths and industrial contributions			
	ESTIMATED REVENUE FROM SPONSORSHIP			€ 180.000,00
	TOTAL INCOMES (vat incl.)			€ 760.100,00
	TOTAL INCOMES (vat excl.)			€ 623.032,79



# Preliminary budget



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COST SUMMARY				
1.	THE CONFERENCE VENUE		€ 153.720,00	
2.	TECHNIQUES		€ 70.705,00	
3.	SIGNAGE AND EQUIPMENT RENTAL		€ 48.000,00	
4.	PRINTINGS		€ 20.000,00	
5.	MARKETING AND PROMOTION		€ 30.000,00	
6.	THE PRE-CONFERENCE ORGANIZING SECRETARIAT		€ 19.500,00	
7.	THE CONFERENCE MATERIAL		€ 25.500,00	
8.	THE CONFERENCE SECRETARIAT ON SITE		€ 27.900,00	
9.	LUNCHE & COFFEE BREAKS		€ 105.950,00	
10.	SOCIAL FUNCTIONS		€ 25.500,00	
11.	EC MEMBERS		€ 8.000,00	
12.	ACCOMPANYING PERSONS PROGRAMME		on payment	
13.	INSURANCE		€ 6.500,00	
14.	BANK CHARGES		final balance	
15.	ICA LEVY		€ 11.602,00	
16.	PCO MANAGEMENT FEE		€ 62.303,28	
		total	€ 615.180,28	
DETAILED COSTS (based on a total of 1300 participants)				
1.	THE CONFERENCE VENUE			
1.1	ROOMS HIRE			
	FORTEZZA DA BASSO			
	Main Pavilion Ground floor: no. 4 Rooms up to 140 people each - for 5 days (22-26 Jul 08.00 am-07.00 pm)	5 days		
	Main Pavilion Ground Floor Areas for Exhibition/Poster Sessions/Registration Area (3.000 sqm) - including 1 Day of SET UP (21-26 Jul 08.00 am-07.00 pm)	6 days		
	TEATRINO Room 250 seats (full day)_Sound Amplification System excluded (22-26 Jul 08.00 am-07.00 pm)	5 days		
	SCHERMA Room 140 seats (full day)_Sound Amplification System excluded (22-26 Jul 08.00 am-07.00 pm)	5 days		
	VOLTA Room 140 seats (full day)_Sound Amplification System excluded (22-26 Jul 08.00 am-07.00 pm)	5 days		
	POLVERIERA Room 90 seats (full day)_Sound Amplification System excluded (22-26 Jul 08.00 am-07.00 pm)	5 days		
	BASILICA room up to 400 people theatre style for CLOSING CEREMONY (21 Jul 08.00 am-07.00 pm)	1 day		
	TOTAL FORTEZZA DA BASSO		€ 111.720,00	
	PALAZZO DEI CONGRESSI			

# Preliminary budget



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AUDITORIUM 1000 seats (half day) (Sound Amplification System included - 7 microphones) FOR OPENING CEREMONY (22 Jul 08.00 am-07.00 pm)	1 day			
TOTAL PALAZZO DEI CONGRESSI			€ 3.000,00	
TOTAL 1.1			€ 114.720,00	
1.2 COMPULSORY SERVICES				
COMPULSORY SERVICES - FORTEZZA DA BASSO: estimated				
Maintenance of premises	no. 1			
Maintenance of installations				
Telephone exchange				
Cleaning staff for common areas and toilets				
Basic fire surveillance				
Fire Dept. Surveillance				
First Aid Service				
COMPULSORY SERVICES-PDC/PDA:				
Maintenance of premises and installations	Included			
Telephone exchange				
Cleaning staff for common areas and toilets				
Basic fire surveillance				
Energy consumptions				
Meeting rooms in theatre's style				
Registration desk				
Opening of the bar				
COMPULSORY INSURANCE for the Organizer and for each exhibitor (final charge according to the number of exhibitors_No.1 = € 100,00) - Estimate of No.50 booths	no. 50			
TOTAL 1.2			€ 39.000,00	
TOTAL 1. THE CONFERENCE VENUE				€ 153.720,00
2. TECHNIQUES				
2.1 PALAZZO DEI CONGRESSI - AUDITORIUM	1 day -opening ceremony			
Equipment included in the room: audio with 7 wired microphones (5 on the head table and 2 on the lectern) and screen				
Additional wireless hand microphone				
Video equipment				
Multiprojection service				
Interpreter booths and receivers (equipment for 3 languages: italian, english, french)				
TOTAL 2.1			€ 11.617,00	
2.2 FORTEZZA DA BASSO				
SCHERMA Room	5 days			
Professional sound equipment, incl microphones				
Video equipment				
TOTAL SCHERMA Room			€ 2.177,00	
POLVERIERA Room	5 days			
Professional sound equipment, incl microphones				
Video equipment				
TOTAL POLVERIERA Room			€ 1.897,00	



# Preliminary budget



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	TEATRINO Room	5 days			
	Professional sound equipment, incl microphones				
	Video equipment				
	Interpreter booths and receivers (equipment for 3 languages: italian, english, french)				
	TOTAL TEATRINO Room			€ 9.076,00	
	VOLTA Room	5 days			
	Professional sound equipment, incl microphones				
	Video equipment				
	TOTAL VOLTA Room			€ 2.177,00	
	N.4 Rooms (140 PAX EACH -Spadolini Pavillon, ground floor)	5 days			
	Professional sound equipment, incl microphones				
	Video equipment				
	TOTAL N.4 Rooms			€ 8.708,00	
	BASILICA Room	1 day -closing ceremony			
	Professional sound equipment, incl microphones				
	Video equipment				
	Interpreter booths and 400 receivers (equipment for 3 languages: italian, english, french)				
	TOTAL BASILICA Room			€ 7.153,00	
	SPEAKER PRESENTATION PREVIEW ROOM	5 days			
	TecnoSlide exclusive service, incl. 8 laptops				
	TOTAL SPEAKER PRESENTATION PREVIEW Room			€ 4.700,00	
	TOTAL 2.2			€ 35.888,00	
2.3	TECHNICAL ASSISTANCE				
	Technicians for all the rooms, incl. of one chief technician				
	TOTAL 2.3			€ 23.200,00	
	<u>TOTAL 2. TECHNIQUES</u>				€ 70.705,00
3.	<u>SIGNAGE AND EQUIPMENT RENTAL</u>				
	Adequate signage to assist the participants to get to the venue, to find the conference locations and to navigate within the spaces. Timetables to provide information about the sessions. Desks for registration area				
	Hire of equipment and materials for the technical trade show (approx 38 booth)				
	Poster boards (approx. 200 selected posters)				
	<u>TOTAL 3. SIGNAGE</u>				€ 48.000,00
4.	<u>PRINTINGS</u>				
	average costs				
	Congress symbol, graphic setting and paging-up of the printings				
	First Announcements	no. 4000			
	Preliminary Programmes	no. 2000			
	Final Programmes	no. 1500			
	Posters	no. 200			

# Preliminary budget



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Attendance certificates	no. 1500			
Programmes at a glance	no. 1500			
Invitation cards	no. 1500			
Exhibitors' manual				
Printed catalogue of maps	no. 1500			
<b><u>TOTAL 4. PRINTINGS</u></b>				€ 20.000,00
<b>5. <u>MARKETING AND PROMOTION</u></b>				
Shipping: postal and e-mail (approx. cost)				
Travel made by Loc representatives to promote the ICC				
Dispatch of publicity material				
Social network channels (different accounts)				
The dedicated conference website				
On-line services (abstract, registration, hotel accommodation)				
<b><u>TOTAL 5. MARKETING AND PROMOTION</u></b>				€ 30.000,00
<b>6. <u>THE PRE-CONFERENCE ORGANIZING SECRETARIAT</u></b>				
Staff, stationery, photocopies, telephone calls, fax, etc...				
Abstract management (approx. 900 submissions)				
<b><u>TOTAL 6. THE PRE-CONFERENCE ORGANIZING SECRETARIAT</u></b>				€ 19.500,00
<b>7. <u>THE CONFERENCE MATERIAL</u></b>				
Conference Kit (badge, bag, pen and note pad) _ average cost € 7 per person				
Proceedings (in paper or/and digital form) - estimate				
<b><u>TOTAL 7. THE CONFERENCE MATERIAL</u></b>				€ 25.500,00
<b>8. <u>THE CONFERENCE SECRETARIAT ON SITE</u></b>				
Nr. 1 head of group (per 6 days)				
Nr. 15 hostesses (average 5 full days + 1 half day)				
Extra-hours		final balance		
Interpreters (italian-english-french)				
<b><u>TOTAL 8. THE CONFERENCE SECRETARIAT ON SITE</u></b>				€ 27.900,00
<b>9. <u>LUNCHES &amp; COFFEE BREAKS</u></b>				
Box lunch - estimate x 5 days				
Coffee breaks - estimate x 5 days				
<b><u>TOTAL 9. LUNCHES &amp; COFFEE BREAKS</u></b>				€ 105.950,00
<b>10. <u>SOCIAL FUNCTIONS</u></b>				
Welcome reception venue and entertainment		offered by Convention Bureau		
Welcome reception				
Rental fee of a Villa for the Gala Dinner		to be verified		
Gala dinner on payment (offered to 30 guests)				
<b><u>TOTAL 10. SOCIAL FUNCTIONS</u></b>				€ 25.500,00



# Preliminary budget



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11.	<u>ECMEMBERS</u>			
	Local costs of visits for site inspection		offered by Convention Bureau	
	Full accommodation costs during the Conference and the GA, for approx. ten people x 5 days (average cost of 800,00 € pp)			
	Registration at the ICC (incl. lunches)		free of charge	
	<u>TOTAL 11. ECMEMBERS</u>			€ 8.000,00
12.	<u>ACCOMPANYING PERSONS PROGRAMME</u>			
	City tours, pre-post conference tours, special programmes - to be verified		on payment	
	<u>TOTAL 12. ACCOMPANYING PERSONS PROGRAMME</u>			-
13.	<u>INSURANCE</u>			
	Liability insurance for all the attendees			
	<u>TOTAL 13. INSURANCE</u>			€ 6.500,00
14.	<u>BANK CHARGES</u>			
	Bank charges for payments with credit cards		final balance	
	<u>TOTAL 14. BANK CHARGES</u>			-
15.	<u>ICA LEVY</u>			
	A 2% levy on the total amount paid as registration fees			
	<u>TOTAL 15. ICA LEVY</u>			€ 11.602,00
16.	<u>PCO MANAGEMENT FEE</u>			
	AIM Congress management fee (10% on income)			
	<u>TOTAL 16. PCO MANAGEMENT FEE</u>			€ 62.303,28
	<b>OVERALL TOTAL COSTS</b>			<b>€ 615.180,28</b>
Above costs:				
- refer to current year price list and may undergo a yearly increase based on the inflation rate				
- do not include current Italian Vat (22% in 2015)				

# Suggested Registration fees



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International Cartographic Conference			
Florence (Italy), July 2019			
SUGGESTED REGISTRATION FEES			
a)	ATTENDEE:		
	early registration	€ 570,00	
	late registration	€ 640,00	
b)	STUDENT, SENIOR, ATTENDEE FROM DEVELOPING COUNTRY TBD :		
	early registration	€ 350,00	
	late registration	€ 420,00	
d)	ONE DAY ATTENDEE:		
	early registration	€ 210,00	
	late registration	€ 250,00	
e)	EXHIBITION ONLY:		
	early/late registration	€ 60,00	
f)	ACCOMPANYING PERSON:		
	early registration	€ 160,00 - 180,00	fees to be defined according to the selected program
	late registration	€ 180,00 - 200,00	
Above fees include current Italian Vat (22% in 2015)			





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# The prestige of our Theatres

Teatro della Pergola





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# The prestige of our Theatres



Teatro del Maggio Musicale Fiorentino



## Uffizi

The World's greatest gallery  
*(the Times of London, 2013)*



## Historic Centre

World Heritage Site by the UNESCO  
*(since 1982)*



# Some other visits suggestions

## SERVICE PROVIDED BY CONVENTION BUREAU MEMBERS PCO/DMC

### GUIDED TOUR OF FLORENTINE HILLS-FIESOLE AND PIAZZALE MICHELANGELO

Visit to the Duomo or Church of San Romolo, very ancient church with an unusual bell tower. Visit to the Roman theatre, which was built during the first Imperial period and later, enlarged by Septimius Severus.

Drive to Piazzale Michelangelo, from where there is a wonderful view of Florence in all its beauty with the Duomo, Santa Croce, the towers and bell towers peaking out from the reddish roofs, the gardens and the Arno river that winds its way across the city. Here one can admire the Basilica of San Miniato al Monte. This church is one of the most famous examples of the Florentine Romanesque style.



### GUIDED TOUR OF SIENA & SAN GIMIGNANO

Excursion by bus to Siena and S. Gimignano: Drive through the Chianti region to the medieval town of Siena (tour of the Cathedral, Town Hall, Piazza del Campo).

Lunch in a typical restaurant, on the way back visit to S. Gimignano, a charming little town with narrow streets paved with red bricks which has remained almost intact since the Middle Ages.



### THE CHIANTI AREA

This is internationally renowned as one of the finest wine producing areas of the world recognized as such since the 16th century.

We will travel through the sloping hills covered by vineyards and stop for wine-tasting and lunch in a typical example of Tuscan wine producing farm, The Castello di Vicchiomaggio, built between the 9<sup>th</sup> and 15th century.

On the way we will visit the Monastero della Certosa (the Florence Chapter house) built in 1341 and then donated to the Carthusian monks, and the church of San Leolino.





# Outside the walls of Florence



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

From the 15th to the early 18th century, the Medici family played a decisive political role in the Tuscan territory, adding to their city homes, more specifically connected with the exercise of their power, these places for recreation and hunting which, thanks to the Medici patronage, became meeting places for literati, philosophers, and artists. The group of villas was built during the phase of the family's political success, while the city of Florence was becoming the heart of the formation, and later the expansion throughout Europe, of the Renaissance culture.

The villas were splendid residences, rich with works of art (Botticelli's "Spring" was painted for the villa in Castello). **In 2013, the Medici villas were added to [UNESCO's World Heritage list](#).**







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# Visit Tuscany







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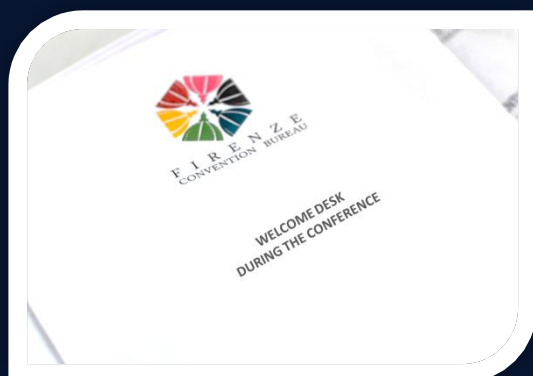
# FCB FREE SUPPORT MARKETING AND PROMOTION



## Local information

Multimedia material, brochures, city maps and event calendars .

## Welcome desk during the Conference



## Marketing and promotion plan:

### Social media:

Advertising within our channels (social media, website, newsletter) and a public relations programme to generate media interest in the run up and during the conference.

### Newsletter :

Scheduled e-mail newsletters with updates

### Press office:

Promotional action with close links with the local, national and international media



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## FCB FREE SUPPORT



### Congress Card

The card is **TOTALLY FREE** and will be valid also few days before/after the congress; it can be used by delegates and their accompanying person and family to enjoy and experiencing the city, its culture and attractions!

**Florence Congress Card** offer discounts and special rates for: Restaurants, Museums, Cultural venues, Leisure facilities, Night clubs, Shops, Entertainments, SPA, City tours, Rental bike, taxi, chauffeured cars for airport transfers...  
... and much more!



### Branded App

**The first mobile App dedicated to the world of congresses and events!** Branded application optimized for any Devices (iPhone, iPad, Android etc..). Technical support by TC Group. Dynamic contents about conference programs updated in real time with geo-localization

#### APP HOME PAGE TOPICS:

- City Information
- Events Contents
- FCB Community
- FCB Info (who we are&activities)



Events and conferences are an excellent opportunity to create an economic value in our destination, bringing in thousands of delegates every year, and give us the possibility to work with charitable organizations that contribute to the community and leave a **long and lasting legacy**. There are several **humanitarian & charitable organizations** that serve our community, build awareness and support worthy causes. Some of these are:

## TREEDOM

On organisers' request, and free of charge, Treedom's experts evaluate the **environmental impact** of each event, estimate the CO2 emissions produced, and calculate the number of trees necessary to fully offset the CO2!

## DYNAMO CAMP

Dynamo Camp is a **summer camp for children** and teens from 6 to 17 years of age who suffer from **serious or chronic illnesses** and are currently in therapy or in a post-hospitalization convalescence. The Camp experience is much more than a mere vacation: the program is carefully structured according to the principles of therapeutic recreation and includes the activities of a traditional summer camp, but adapted to the particular needs of all the participants, under the management and constant supervision of qualified personnel.

## BERESPONSIBLE!

We can help you  
to make your event  
more sustainable







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# Florence makes the difference



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Piazza Adua, 1  
50123 Florence (ITALY)  
Tel. +39 055 4973341 - Fax +39 055 4973411  
[firenze@conventionbureau.it](mailto:firenze@conventionbureau.it)  
[www.conventionbureau.it](http://www.conventionbureau.it)



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