



Barcelona Candidacy

*Conference Committee
2010 Bid Questions*

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FOSS4G 2010 *Barcelona*
AUG 30th–SEP 04th Free and Open Source
Software for Geospatial CONFERENCE

1. Local capabilities

2. Budget

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5. Selected Date

6. Marketing

7. Accommodation

1. Propose more local committee members in order to improve representation . Specify which local committee members exist on site (in Barcelona).

The OSgeo Spanish Chapter has already nominated several members to be involved in the Organization Committee.

We don't think we need extra committee members to improve representation.

This is still the LOC we propose:

- Lorenzo Becchi (president)
- Jordi Guimet
- Irene Compte
- Lluís Vicens
- Carol Puig

Any of these members has a wide support from his representance:

Lorenzo Becchi

Lorenzo has the complete support of the Spanish Chapter (OSGeo-es) and its Board of Directors:

Jorge L. Batista, Pedro-Juan Ferrer Matoses, Victor Olaya and Jorge Sanz

All board members are very active supporting or organizing FOSS GIS Meetings as *Jornadas gvSIG" in Valencia (Spain)*, Informatica 2009 in La Habana (Cuba) and *Jornadas SIG Libre* in Girona (Spain).

The event logo and part of the layout of the presentation has been contributed by the community. Lorenzo has direct connection to the Italian and the Portuguese local chapter and other entities that are supporting with their letters our bid.

Our community involves many of the developers and directors of the best free software for geomatics developed in Spanish speaking countries: gvSIG, Sextante, gisEISEL, ecc.

Spain is one of the European countries that better support free software. The examples of Extremadura and Andalucía are studied all over Europe.

Lorenzo lives in Barcelona.

Jordi Guimet

Jordi doesn't need that much of presentation, his work as Director of the Catalan SDI and Director of ACTIG, should be enough.

Catalan SDI <http://www.geoportal-idec.net>

ACTIG <http://www.actig.cat/> <<http://www.actig.cat/junta.php>

It is the Catalan association of GIS and, between other associates, has Navteq, t-Systems, Autodesk, etc.

Jordi lives in Barcelona

Irene Compte & Lluís Vicents

Their professional profile about education and event GIS, and FOSS GIS, is first class. Girona is so close to Barcelona that many people work in one town and live in the other.

Irene and Lluís live in Girona

Carol Puig

Her support inside the Universidad Politécnica de Barcelona is of primary importance to connect to the big Universities Barcelona has. Her experience in education about GIS connects us to a large community of students and professors.

Carol lives in Barcelona

All actual LOC participants are strictly related to Barcelona.

Many of the members of the Spanish Language Chapter could be added to the LOC but, if not formally requested, they will remain independent supporters.

3. *Budget*

1. *Local Capabilities*

3. *Venue*

4. *Program*

5. *Selected Date*

6. *Marketing*

7. *Accommodation*

1. Publication and Web: Would you be prepared to use the existing OCS package to manage the website and conference files??

Yes, we are.

Osgeo Spanish Chapter, will collaborate with **Grupo Pacifico**

GRUPO PACÍFICO is a Independent and Privately owned Group of companies. Grupo Pacifico is a PCO and one of the founding Members of the Spanish Convention Bureau. We have a wide experience of over 27 years of successful professional organization of large scale national and international Congresses and around 300 events per year all over Europe. It is structured in 6 business areas:

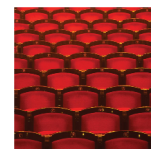
Congress Division

- National and International organization of Congresses
- Permanent Technical Secretary of Society
- Per year: around 40 Congresses



Special Events Division

- Conventions, Incentives, Launch of Products and Attendance to International Congresses
- Per year : 390 Corporate Events



GP Destination Management Division

- Incoming MICE/ Events Company in Madrid and Barcelona
- Accommodation Management and External Services in Large Fairs



New Technologies Division

- Software Design of congresses management
- Computer Consultancy – I+D



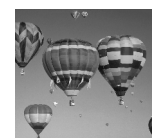
máscomunicación

- Image of the Congress
- Press Office / Communication/ Social Events

máscomunicación
imagen eventos convenciones

Viajes Pacifico

- Corporate Trips
- Ticketing



New Technologies Division

Since 2006, one of Grupo Pacífico's main missions has been providing leading Congress software and technologies to organizers of conferences and events, large and small, throughout Spain.

Our team, who remain at OSGEO disposal, would work on your needs.

■ 5 professionals at your service:

- 1 IT manager
- 2 Developers
- 1 System Administrator
- 1 Web designer

■ IT Consultancy – I+D

■ Own Congress management Software

*** OPTIONAL TO USE IT** **CONGRESS SOFTWARE - Registrations**

Our Congresses management tool is a reference to national level, it has a fast personalization in the configuration of forms as: on-line registrations, reservation of rooms, tours, suppers, etc... In order to obtain a better service and the major tranquillity for our clients, we offer an access service which operates in real-time, so they can Consult and Obtain in an easy and efficient way, whatever point or issue before, during and after the Congress.

By this way, you can pursuit the number of registration and all services required.

We believe that, in a Congress, the possibility to have under control the number of rooms sold and the services required, gives to the Organizer Committee the tranquillity and transparency of our management.

At the moment, our tools bring the latest technologies in development and they are found lodged in our own servant. Due to our degree of confidentiality with the client and our daily work related with the data protection law, our server has operating systems based on the Linux platform, which ensure us the sturdiness, security and velocity of answer. We use and work with protocols and security certification such as SSL (secure socket layer).

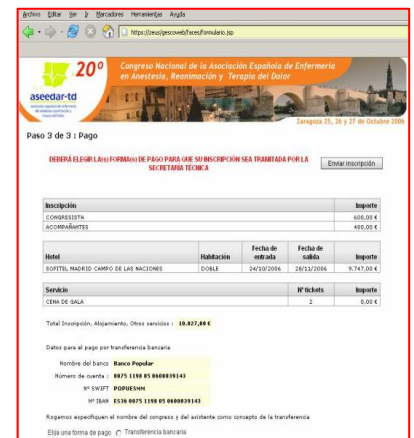
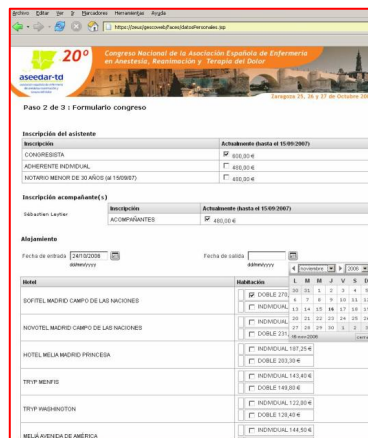
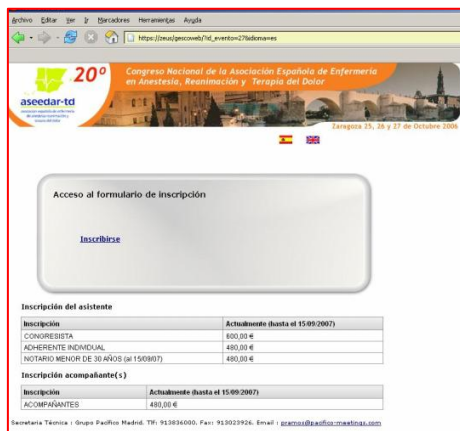
For our clients security and ours as well, we have a sophisticated back up method, outsourced and available 24/7 with the possibility of having the updated document at any time for external access and of course in case of emergency.

At the same time, we also have simple back up methods and data base recuperation which enables us, for quick solutions and high efficiency on the daily basis.

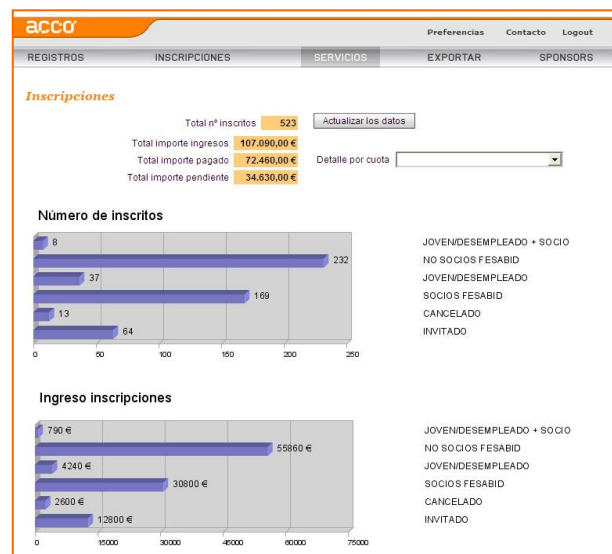
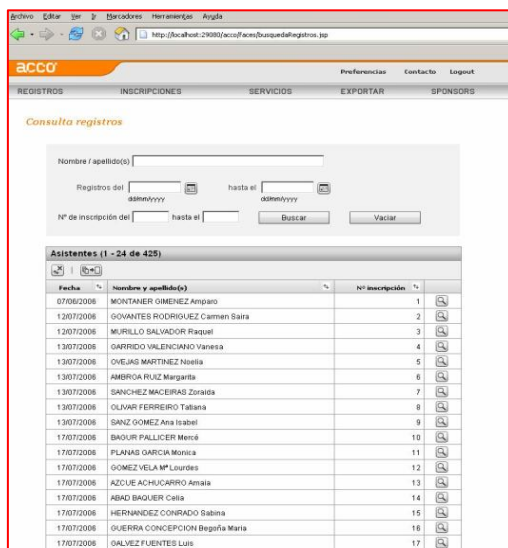
We work with SSL (secure socket layer).

See the example below that will enable to the ADB Committee with a nickname and a password:

Example: Registration Form



- System Advantages:**
- User-friendly
 - Management Transparency and Openness
 - Fluent Communication



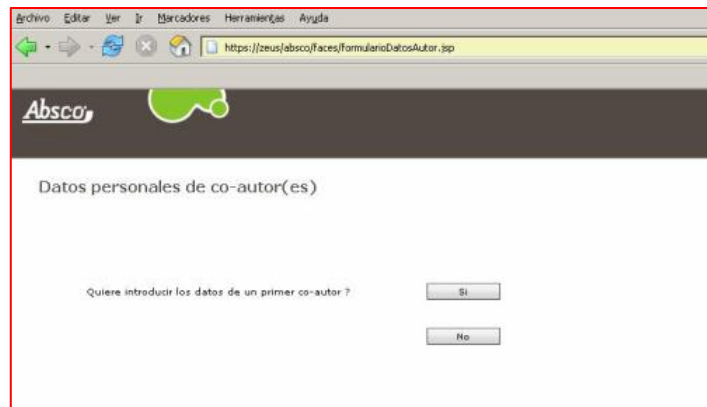
Abstracts Management

Our Congress Software incorporates an Abstract Module which functions as an on-line management. This system make the workload lighter for the delegates and Scieitfic Committee.

Only introducing a a nickname and a password , delegates will able to send or attach their communiocation throuth the Congress Website.



A screenshot of a web browser displaying the Abscoy website. The page title is 'Datos técnicos de la comunicación'. It features several input fields: 'Titulo' (Title), 'Tema' (Topic) with radio buttons for 'Tema1' and 'Tema2', 'Adjunto a mi comunicación' (Attachment to my communication) with a large text area, and 'Tipo de presentación' (Presentation type) with radio buttons for 'Oral', 'Poster', and 'Video'. A 'Enviar' (Send) button is located at the bottom.



A screenshot of a web browser displaying the Abscoy website. The page title is 'Datos personales de co-autor(es)'. It contains a question: '¿Quiere introducir los datos de un primer co-autor?' (Do you want to enter the data of a first co-author?). Below the question are two buttons: 'Si' (Yes) and 'No'.

The Scientific Committee will have access to these communications with a personal nick-name and password also. Besides that they will able to:

- Receive, classify and evaluate all abstracts
- Give response to all participants (accepted, ruled-out, date/hour of the oral communication, etc)
- Search by topics, name, surnames, autor, date, and export this information
- The evaluation could be: numerical, poster, oral, etc

Hotel Booking Accommodation

Grupo Pacífico believes that, in a Congress, the possibility to have under control the number of rooms sold and the services required, gives to the Organizing Committee the tranquillity and transparency of our management.

Our IT Congress management tool is a reference to national level; it has a fast personalization in the configuration of forms as: on-line registrations, reservation of rooms, tours, suppers, etc... In order to obtain a better service and the major tranquillity for our clients, we offer an access service which operates in real-time, so they can Consult and Obtain in an easy and efficient way, whatever point or issue before, during and after the Congress.

At the moment, our Hotel Tool brings the latest technologies in development and they are found lodged in our own server. Due to our degree of confidentiality with the client and our daily work related with the data protection law, our server has operating systems based on the Linux platform, which ensure us the sturdiness, security and velocity of answer. We use and work with protocols and security certification such as SSL (secure socket layer).


At the same time, we also have simple backup methods and data base recuperation which enable us, for quick solutions and high efficiency on the daily basis.

For our clients security and ours as well, we have a sophisticated back up method, outsourced and available 24/7 with the possibility of having the updated document at any time for external access and, of course, in case of emergency.

Our computer program is designed by our technical team and by two computer operators in our company.

This program is very sophisticated and allows us to control online room availability as requests are submitted. Everything is done via Internet.

gp Grupo Pacifico
 Official Housing & Excursion Agency
 IUCN World Conservation Congress
 Barcelona, 5-14 October 2008



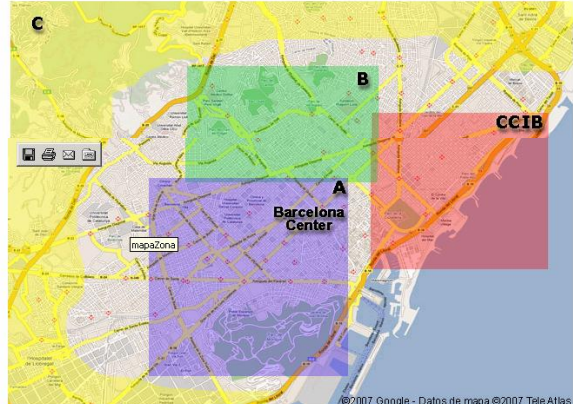
Hotels List

Requested dates

Arrival Date : 04/Oct/2008, Saturday
 Departure Date : 05/Oct/2008, Sunday
 Total Nights : 1 night

Hotel Selection


Below you will find the list of the hotels available according to the dates you have requested. Rates indicated are in Euros (€), per room, per night, and include breakfast, service, taxes and VAT. Rates are shown for standard rooms. Rates for other types of rooms (superior, deluxe, junior suites, etc.) are available on request by contacting the Technical Secretariat.




Please select the desired hotel.
 To access additional information about the hotel (description, location and how to access the property from/to the Airport and the Congress Venues), please click the hotel name.
 DSU (Double for Single Use)

Barcelona	stars	Zone	Proximity	DSU	Double
Abalón	★	A	5,5 Km	no disp.	no disp.
AC- Barcelona	★★★★	CCIB	50 m	no disp.	no disp.
AC-Diplomatic	★★★★	A	5,5 Km	no disp.	no disp.
Alexandra	★★★★	A	5,5 Km	no disp.	no disp.
Ambassador	★★★★	A	9,5 Km	no disp.	no disp.
America-New Millennium	★★★★	A	6 Km	€ 214,00.-€	€ 247,00.-€
B-Hotel	★★★★	A	10 Km	no disp.	no disp.
Barcelo-Atenea-Mar	★★★★	CCIB	700 m	no disp.	no disp.
Barcelona-Universal	★★★★	A	8,5 Km	no disp.	no disp.
Best Western Hotel Dante	★★★★	A	11 Km	€ 174,00.-€	€ 217,00.-€
Catalonia-Derna	★★★★	A	6 Km	no disp.	no disp.
Catalonia-Princesa	★★★	CCIB	6 Km	no disp.	no disp.

gp Grupo Pacifico
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 IUCN World Conservation Congress
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Best Western Hotel Dante ★★★★★



Situated in the middle of commercial centre, a few minutes away from Paseo de Gracia, Diagonal Avenue and Catalunya Square. Parking available in the Hotel building with direct access to the Hotel. Our Hotel consists of 81 rooms renovated in 2000, each with a bathroom, colour TV with satellite connection, minibar, safe, telephones, PC connection, fully heated and air conditioned. Functions Halls for Congresses, Conventions, Seminars, Meetings, Cocktails, Banquets, Business-lunches, etc. 4 Halls with a capacity of up to 100 people. Telephone, photocopy, audiovisual material on request, luggage portage, laundry service, snack-bar, room service. Voltage: 220V. Air conditioned and fully heated.

Address: Mallorca, 181
Distance to Airport: 20 Km
Distance to Venue: 11 Km

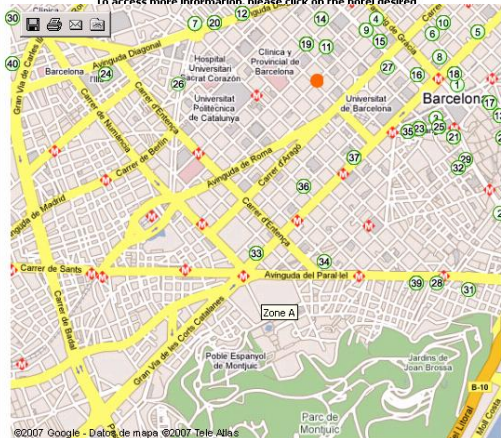


Zone A

Husa Barcelona	4★	1
Husa Oriente	3★	2
Baqueas de Bienes	4★	3
Condos de Barcelona	4★	4
Silken-Glam-Havana	4★	5
AC-Diplomatic	4★	6
HEC-ST-Montze	4★	7
Alexandra	4★	8
Catalonia-Derna	4★	9
America-New Millennium	4★	10
Hesperia President	4★	11
Galón	4★	12
Gran Hotel Catalonia	4★	13
Regente	4★	14
Cristal Palace	4★	15
HEC-Montblanc	3★	16
Gran-Via	3★	17
Evenia Rosselló	4★	18
HEC-Corvadonga	3★	19
Regencia-Colón	3★	20
Monnegal	2★	21
JAZZ	3★	22
Husa L'Illa	3★	23
Clayton-Pulitzer	3★	24
Prisms	2★	25
HEC-Faber	3★	26
Barcelona-Universal	4★	27
Hotel-1999	4★	28
Husa Bonanova Park	2★	29
Hesperia del Port	3★	30
Ambassador	4★	31
B-Hotel	3★	32
Evenia-Rocafort	3★	33
Occidental-Reading	3★	34
HEC-Open	3★	35
Soho	3★	36
Best Western Hotel Dante	4★	37
Paral·lel	2★	38
Husa Arenas	4★	39

Zone B

Hotel-Catalonia-Corçoba	4★	1
Galleria-Hotel	4★	2
Europort	3★	3
Confort	2★	4



Hotel - Venue - Hotel

Take the line 54-ESTACIO NORD / CAMPUS NORD of Bus at the station Muntaner-Mallorca and after 5 stops you must get off at Gran Via de Gràcia. Take the line + TRINITAT NOVA / LA PAU of Metro at the station PASSEIG DE GRÀCIA and after 9 stops you must get off at EL MÍDDESME I EDOLEIM Traval Nova, Estació 1-30

Airport - Hotel - Airport

Take the line 10-AEROPORT - BARCELONA - EST. DE FRANÇA of RENFE at the station AEROPORT and after 3 stops you must get off at SANTIS. Take the line 5-CORNELLA / HORTA of Metro at the station SANTIS ESTACIO and after 2 stops you must get off at HOSPITAL CLINIC Traval Hotel Estació 1-35

Secured Payment System (SSL - secure socket layer).

Virtual POS (SIS-MPI): SERMEPA Integrated Server SERMEPA's Virtual POS (point-of-sale) terminal (SIS-MPI) allows acquiring institutions' client merchants to accept secure card payments made to their web sites.

This real-time card and cardholder authentication platform meets the security standards of the major international card brands for payments in virtual environments (Verified by Visa and MasterCard SecureCode), as well as the specifications developed by SERMEPA itself ("3DFinamet").

The implementation of Virtual POS (SIS-MPI) is quite simple: once the cardholder selects a method of payment, the merchant needs only transmit to the SERMEPA server a web form containing merchant and transaction data. Then the SIS-MPI manages the transaction flow in accordance with the payment method chosen.

Financial institutions may customize this service, choosing the payment methods they wish to offer. The management and monitoring of the transactions carried out are handled by the administration unit which is available to merchants and affiliated institutions.

Merchants interested in SERMEPA's Integrated Server (SIS-MPI) can obtain access by contacting any bank or financial institution belonging to ServiRed.

SERMEPA's SIS-MPI secure electronic commerce platform has been certified by both Visa International and MasterCard International. The two international card brands have also accredited the platform as an international vendor.

Partner Programme

Grupo Pacifico has a vast experience in the elaboration of partner programmes and in the coordination of social events. Grupo Pacifico will take care, at no cost, of:

- Selection of Venues, Catering, Stage Design and Performances of the main social event
- Control of the bookings in restaurants ,for small groups (casual dinners, business lunches, etc)
- Excursions and Tours (Full Day and Half Day).
- Accompanying Tours.

As an example for IUCN, in October of 2008, we are currently organizing 66 excursions which attendees can consult and reserve on-line.

Description	Place	Date	Start	End	Cost	Attendees
Grona, Figueras and Dalí Museum 3rd October	Grona, Figueras	03/10/2008	10:00	17:00	98,00	0
Grona, Figueras and Dalí Museum 4th October	Grona, Figueras	04/10/2008	10:00	17:00	98,00	0
Taragona and Sitges 4th October	Taragona y Sitges	04/10/2008	10:00	17:00	95,00	0
Poblet and Santes Creus 4th October	Poblet	04/10/2008	10:00	17:00	95,00	0
Barcelona Modernista 4th October	Barcelona	04/10/2008	10:00	14:00	40,00	0
Panoramic Barcelona 4th October	Barcelona	04/10/2008	10:00	14:00	39,00	0
Panoramic Barcelona 5th October	Barcelona	05/10/2008	10:00	14:00	39,00	0
Modernist Barcelona 5th October	Barcelona	05/10/2008	15:00	19:00	40,00	0
Grona, Figueras and Dalí Museum 5th October	Grona, Figueras	05/10/2008	09:30	16:30	98,00	0
Taragona and Sitges 5th October	Taragona y Sitges	05/10/2008	09:30	16:30	95,00	0
Panoramic Barcelona 6th October	Barcelona	06/10/2008	15:00	19:00	39,00	0
Panoramic Barcelona on 7th October	Barcelona	07/10/2008	15:00	19:00	39,00	0
Modernist Barcelona 7th October	Barcelona	07/10/2008	15:00	19:00	40,00	0
Panoramic Barcelona 8th October	Barcelona	08/10/2008	15:00	19:00	39,00	0
Grona, Figueras and Dalí Museum 15th October	Grona, Figueras	15/10/2008	10:00	17:00	98,00	0
Taragona y Sitges 15th October	Taragona y Sitges	15/10/2008	09:30	16:30	95,00	0

2. How are you going to achieve your proposed sponsorship number?

* OSgeo Spanish Chapter usually receives the economical support and collaboration of all these universities, companies and public institutions, when hold a conference.

i.e:

<http://www.jornadasgvsig.gva.es/cas/organizacion/>

<http://www.sigte.udg.es/jornadassiglibre/index.php?page=patrocinio>

http://www.informaticahabana.cu/?q=es/patroc_es

<http://marketing.openoffice.org/ooocon2007/>







3. Verify that the proposed cost for Wireless Internet is correct?

Yes, it is correct. Grupo Pacífico has negotiated with FIRA BCN this fee.

4. Does your existing AudioVisual budget account for extra demands of a plenary session? (such as stage setup, big screens, large projections, back draping etc.) If not please specify.

The venue and its Auditorium is well equipped and AV have been considered.

In case, you would have an additional demand, it will be by request. Please note that we have considered also **12.119 € for miscellaneous**.

Please check this [Fira Website](http://folcomuns.firabcn.es/visita_virtual/fira/index.htm) and you can visit the venue in a Virtual Tour

http://folcomuns.firabcn.es/visita_virtual/fira/index.htm



3. Venue

- 1. Local Capabilities*
- 2. Budget*
- 3. Program*
- 4. Selected Date*
- 5. Marketing*
- 6. Accommodation*

1. Describe workshop venue and computer facilities. Describe Internet connection plan for workshop and conference attendees.

The University of Barcelona is again the only university in Spain to figure among the world's top 200 universities according to the **Academic Ranking of World Universities 2008**. The international league table of institutions of higher education, published annually by Shanghai Jiao Tong University, ranks the University of Barcelona in 167th position, up three places on last year's standing.

The US Universities of Harvard, Stanford and California, Berkeley once more top the list of the best 500 universities in the world, while Cambridge, in fourth place, confirms its position as the leading European university.

Among the top 200 universities in the world!!



Spain's universities are ranked 20th in the world, with the University of Barcelona, the country's leader, among the top 200. A total of nine Spanish universities are to be found among the best 500: the Autonomous University of Madrid (245), the Complutense University of Madrid (252), the Autonomous University of Barcelona (352), the Polytechnic University of Valencia (383), the University of Valencia (395), the University of Granada (467), the University of Seville (491) and the University of Zaragoza (499).



Conference Facilities at the Barcelona University



- 1 Magna Room:
 - 500 seats
- 6 Computer Rooms with 25 computers each
- 40 Clarsrooms:
 - 20-40 seats
- 1 Library:
- 1 Café



4. Program

1. *Local Capabilities*
2. *Budget*
3. *Program*
4. *Venue*
5. *Selected Date*
6. *Marketing*
7. *Accommodation*

We propose and expect:

- 4-8 workshop depending on total attendance.

The program will be in line with previous events and valuated by the Scientific Committee.

Please, see below the tentative programme.

TENTATIVE PROGRAMME

Sunday, 29th

AM/PM

Mapping Party

Monday, 30th

AM

OSGeo Annual General Meeting

Free Lunch

PM

Workshops

Coffe-Break

Workshops

Tuesday, 31 st

AM

Workshops

Coffe-Break

Workshops

PM

Lunch

Registration

Opening plenary

Coffe-Break

Opening plenary

Welcome Reception

Wenesday, 1st

AM

Presentations & Birds of a Feather

Coffe-Break

PM

Presentations & Birds of a Feather

Lunch and Poster Viewing

Presentations & Birds of a Feather

Coffe-Break

Presentations & Birds of a Feather

Banquet Dinner

Thursday, 2nd

AM

Presentations & Birds of a Feather

Coffe-Break

PM

Presentations & Birds of a Feather

Lunch and Poster Viewing

Presentations & Birds of a Feather

Coffe-Break

Closing plenary

Friday, 3rd

AM/PM

Code sprint (whole day)



FOSS4G 2010 **Barcelona**
AUG 30th–SEP 04th Free and Open Source
Software for Geospatial CONFERENCE

5. Selected Dates

1. Local Capabilities

2. Budget

3. Venue

4. Program

6. Marketing

7. Accommodation

Considering the official agenda of the Barcelona Convnetion Bureau, we have selected these dates but we are flexible and opened to move them, regarding Osgeo needs and preferences.

Please, check the BCN, 2010 Conference Agenda!!

Conference	Dates	Pax	Type
1. MOBILE WORLD CONGRESS	15/2/2010- 18/2/2010	60000	Tecnologic/ Industrial
2. EUROPEAN BREAST CANCER CONFERENCE - EBCC7	23/3/2010- 27/3/2010	5000	Medical
3. 25th ANNUAL EUROPEAN ASSOCIATION OF UROLOGY CONGRESS - EAU http://www.uroweb.org/nc/meetings-events/urological-calendar/	16/4/2010- 20/4/2010	8000	Medical
4. EUROPEAN NUCLEAR CONFERENCE - ENC 2010 http://www.euronuclear.org/events/event-list.php	25/4/2010- 29/4/2010	450	Scientific
5. CONGRESS OF THE INTERNATIONAL SKATING UNION-ISU-	1/6/2010- 6/6/2010	400	Others
6. INTERNATIONAL CONFERENCE ON FUNCTIONAL MAPPING OF THE HUMAN BRAIN -OHBM-	4/6/2010- 10/6/2010	3000	Medical
7. 15th CONGRESS OF THE EUROPEAN HEMATOLOGY ASSOCIATION http://www.ehaweb.org	10/6/2010- 13/6/2010	8500	Medical
8. PHYSIOLOGICAL SECTION OF THE AFS MEETING 2010	1/7/2010- 4/7/2010	500	Medical
9. XII INTERNATIONAL CONGRESS OF TOXICOLOGY - IUTOX http://gestion.pacifico-meetings.com/www/iutox2010/	11/7/2010- 15/7/2010	2300	Medical
10. GENERAL SESSION OF THE INTERNATIONAL ASSOCIATION OF DENTAL RESEARCH - IADR	14/7/2010- 17/7/2010	5000	Medical
11. 6th IEEE WORLD CONGRESS ON COMPUTATIONAL INTELLIGENCE - WCCI http://wcci2010.org/	18/7/2010- 23/7/2010	2000	Scientific
12. III WORLD CONGRESS FOR MIDDLE EASTERN STUDIES - WOCMES 2010 http://www.iemed.org	19/7/2010- 24/7/2010	1500	Scientific
FOSS4G	30/08/2010- 03/09/2010	1.000	Scientific
13. 14th BIENNIAL INTL CONFERENCE OF THE INTL SOC FOR AUGMENTATIVE AND ALTERNATIVE COMMUNICATION -ISAAC- http://www.isaac2010.org	24/7/2010- 31/7/2010	1500	Others
14. FIFTH INTERNATIONAL CONFERENCE ON UNSATURATED SOILS - UNSAT 2010 http://congress.cimne.com/unsat2010	6/9/2010- 8/9/2010	300	Scientific
15. EUROPEAN RESPIRATORY SOCIETY - ERS ANNUAL CONGRESS	17/9/2010- 22/9/2010	12000	Medical
16. IV SOUTHERN EUROPEAN VETERINARY CONFERENCE	29/9/2010- 3/10/2010	3000	Professional Association
17. 18th UNITED EUROPEAN GASTROENTEROLOGY WEEK - UEGW	23/10/2010- 27/10/2010	10000	Medical

6. *Marketing*

1. *Local Capabilities*
2. *Budget*
3. *Venue*
4. *Program*
5. *Selected Dates*
7. *Accommodation*

1. Describe how are you going to maximize visibility of the conference (marketing plan)

A Conference, whether big or small, always require planning and preparation.

Excellence in communication, promotion and planning are some of the key characteristics to succeed in the conference

MARKETING PLAN FOR: 2010-FREE AND OPEN SOURCE SOFTWARE FOR GEOSPATIAL (FOSS4G)

Considering OSGEO Background experience

- Post conference analysis
- Following up on conference evaluation feedback
- Determine OSGEO member's and potential delegates needs and expectations

Designing new Logo & Image

- New logo Image
- Research images for marketing pieces
- Finalize "look and feel" of conference marketing materials.

Building the OSGEO conference database:

- Finding, cloning and developing OSGEO data
- Identifying OSGEO potential data and data analysis
- Researching new lists

OSGEO E-marketing

- Developing an on-line marketing strategy to work with the OSGEO conference marketing plan ie. Design and mail "Save the Dates" postcard
- Optimising your web sites' relevance and visibility with search engines

Maximising the value of external marketing Opportunities

- Specifying and purchasing external lists
- ** Advertising, inserts, directories and PR
- Working with other scientific associations
- Being creative in sourcing new marketing trends
- Working with speakers bureau or research industry experts for keynote speakers.
- Create sponsorship and scholarships packages

** Example of Advertisement Plan

máscomunicación
IMAGEN ESSENCIAL CONVENCIONAL

Ad. Campaign: ESMI 2009
Media: Press
Format: Page B/N
Season: may-09



Support	Format	Print Run	Diffusion	Rate	May '09							Ins.	Rate		
					mo	tu	w	th	fr	sat	sun			mo	
La Vanguardia (weekly)	Page B/N	244,084	197,734	9,275			X							1	9,275
La Vanguardia (Sunday)	Page B/N	334,020	268,011	14,950						X				1	14,950
El Mundo (weekly)	Page B/N	399,538	300,830	19,500				X						1	19,500
El Mundo (S)	Page B/N	548,910	438,822	28,900						X				1	28,900
El País (weekly)	Page B/N	504,532	380,273	28,940		X								1	28,940
El País (S)	Page B/N	967,310	749,388	43,000						X				1	43,000
ABC (weekly)	Page B/N	309,245	224,232	18,014				X						1	18,014
ABC (S)	Page B/N	341,091	234,588	26,178						X				1	26,178
El Periodico (weekly)	Page B/N	226,643	166,965	13,025			X							1	13,025
El Periodico (S)	Page B/N	272,473	174,649	15,869							X			1	15,869
Diario Medico (Medical Paper)	Page B/N	49,211	40,211	2,958		X								1	2,958
La Vanguardia (weekly)	1/2 Page B/N	244,084	197,734	7,245			X							1	7,245
La Vanguardia (S)	1/2 Page B/N	334,020	268,011	11,280						X				1	11,280
El Mundo (weekly)	1/2 Page B/N	399,538	300,830	11,900				X						1	11,900
El Mundo (S)	1/2 Page B/N	548,910	438,822	17,600						X				1	17,600
El País (weekly)	1/2 Page B/N	504,532	380,273	13,270		X								1	13,270
El País (S)	1/2 Page B/N	967,310	749,388	20,490						X				1	20,490
ABC (weekly)	1/2 Page B/N	309,245	224,232	11,450					X					1	11,450
ABC (S)	1/2 Page B/N	341,091	234,588	16,274						X				1	16,274
El Periodico (weekly)	1/2 Page B/N	226,643	166,965	9,177			X							1	9,177
El Periodico (S)	1/2 Page B/N	272,473	174,649	13,478							X			1	13,478
Diario Medico (Medical Paper)	1/2 Page B/N	49,211	40,211	1,836		X								1	1,836
											22				

♦ Rates 2008

2. Provide a breakdown of expected local, regional and international attendance, how this will affect the budget, and how you are going to approach this aspect of marketing.

We can expect:

- Local delegates: ??
- National delegates: ??
- International delegates: ??

Thanks to Gp software, the OSEO Board and the Local Committee, could have under control the number of delegates registered and where they come from, so in In term of logistics, marketing and promotion the procedence of the delegates, would not affect our proposal.

Grupo Pacífico has a wide background in minorities cultures and procedences.

7. Accommodation

- 1. Local Capabilities*
- 2. Budget*
- 3. Venue*
- 4. Program*
- 5. Selected Dates*
- 6. Marketing*

Selected Hotels in the proximity of Fira - Montjuic

Category	Hotel Name	Room Block	Rate
4*	Casanova BCN-Hotel	60	155 €
4*	Gran Hotel Torre Catalunya	50	152 €
4*	Catalonia Barcelona Plaza	250	151 €
4*	Hotel AC Vilamari	25	148 €
4*	Hotel Expo Barcelona	100	120 €
4 *	Hotel Barceló Sants	100	110 €
3*	Hotel Numancia	70	135 €
3*	Hotel Sant Angelo	15	130 €
3*	Hotel Aristol	7	108 €
2*	Hotel Paralel	10	90 €

Total 687

Selected Hotels in Downtown

Category	Hotel Name	Room Block	Rate
4*	Hotel Condes Barcelona	100	182 €
4**	Hotel Catalonia Berna	50	120 €
4*	Hotel Gran Catalonia	40	100 €
2 *	Hotel Medium Confort	10	79 €

Total 200

TOTAL ROOM BLOCK 887

- * **Double for single use room**
- * **Breakfast included**
- * **2008 rates**
- * **7 % VAT Not included**

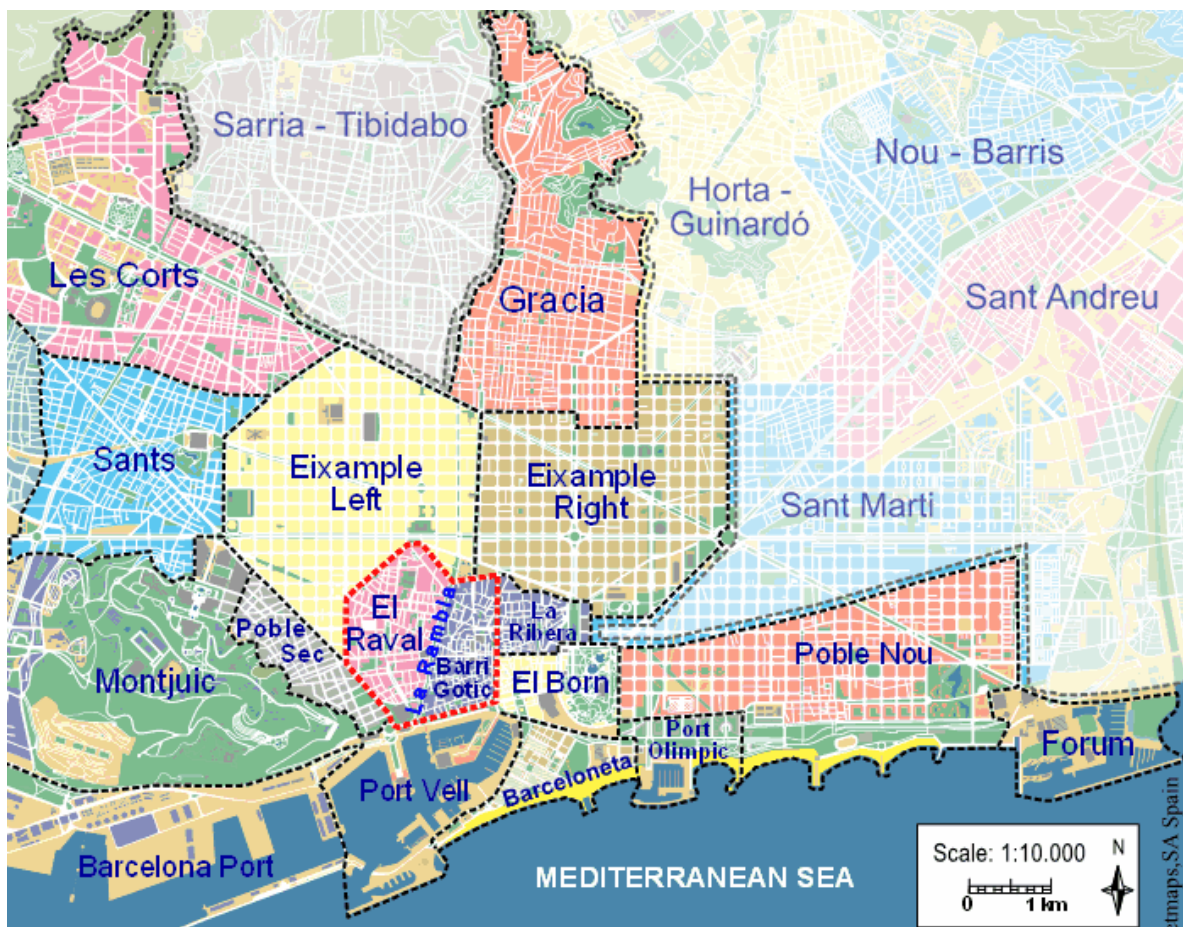
Observation:

- From downtown (Youth Hostels and Economical Hotels) (Cataluña Square) to FIRA-Montjuic (Registration, Poster or Exhibition Area) 8 minutes by Metro
- From South Area of BCN (Dorms, Diagonal Avenue) to FIRA (Registration, Poster or Exhibition Area) 10 minutes by Tram

Dorms, Apartments and Youth Hostels.

Dorms, Apartments and Youth Hostels through Barcelona will offer you a cheap form of accommodation for backpackers and travellers and for young people new to the city whilst they are searching for shared accommodation in a flat.

	Nº	Beds	Rates/pax in shared rooms from
Apartments	2.500	-----	28 €
Youth Hostels	35	-----	23 €
Dorms	44	4.041	22 €



Alternative Housing — 2 star hotels

Name	Address	Phone	Fax	Email
Pensió Hostal Abrevadero	Vila i Vilà, 77-79 08004 Barcelona	934412205	934428244	habrevadero@retemail.es
Hotel Fornos	Rambla, 44 08002 Barcelona	933182024	933020028	reservas@hotelfornos.infonegocio.com
Pensió Jardí	Pl. Sant Josep Oriol, 1 08002 Barcelona	933015900	933183664	sgs110sa@retemail.es
Hotel Mesón De Castilla	Valldonzella, 5 08001 Barcelona	933182182	934124020	hmesoncastilla@teleline.es
Hotel Cataluña	Santa Anna, 22 08002 Barcelona	933019150	933027870	
Pensió Condal	Boqueria, 23 08002 Barcelona	933181882		
Hotel Condestable	Rda. Universitat, 1 08007 Barcelona	933186268	933186268	h.condestable@turinet.net
Hotel Cuatro Naciones	Rumbla, 40 08002 Barcelona	933173624	933026985	h4n@h4n.com
Hotel España	Sant Pau, 9-11 08026 Barcelona	933181758	933171134	hotelespanya@tresnet.com
Pensió Dalí	Boqueria, 12 08002 Barcelona	933185580	933185580	pensiondali@wanadoo.es
Hotel Principal	Junta del Comerç, 8 08001 Barcelona	933188970	934120819	hotel@hotelprincipal.es
Pensió Layetana	Pl. Ramon Berenguer El Gran, 2 08002 Barcelona	933192012		
Hotel Via Augusta	Via Augusta, 63 08006 Barcelona	932179250	932377714	
Hotel California	Rauric, 14 08002 Barcelona	933177766	933175474	
Pensió Cisneros	Aribau, 54 08011 Barcelona	934541800	934513908	
Hotel Prisma	Rita Bonnat, 5, baixos 08029 Barcelona	934394206	934050427	prisma@mediumhoteles.com
Pensió Hostal Palacios	Gran Via Corts Catalanes, 629, pral. 1a. 08010 Barcelona	933013792		
Pensió Oliva	Pg. De Gràcia, 32 08007 Barcelona	934880162		
Pensió Hostal Neutral	Rbla. Catalunya, 42 08007 Barcelona	934876390		
Hotel Antibes	Diputació, 394 08013 Barcelona	932326211	932657448	
Hotel Cortes	Santa Anna, 25 08014 Barcelona	933179112	933027870	

Pensió Hostal El Putxet	Ballester, 13 08023 Barcelona	932120350		
Pensió Hostal Plaza	Fontanella, 18 08010 Barcelona	933010139	933010139	plazahostal@mx3.redestb.es
Pensió Ciudad Condal	Mallorca, 225 08008 Barcelona	932151040	934870459	
Hotel Adagio	Rauric, 10 08002 Barcelona	933189061	933183724	book@adagiohotel.com
Pensió Capitol	Rambla, 138, 5è 08001 Barcelona	933010872	934123142	toledano@ibernet.com
Pensió Palmera	Jerusalem, 30 08001 Barcelona	933170997	933424136	
Hotel Monegal	Pelai, 62 08001 Barcelona	933026566	934122488	monegal@mediumhoteles.com
Hotel Santa Marta	General Castañes, 14 08003 Barcelona	933194427	933194431	comercial@gargallo-hotels.com
Pensió Ruta De Francia	Castillejos, 204 08013 Barcelona	932319718	932319718	
Pensió Orleans	Av. Marquès de l'Argentera, 13 08003 Barcelona	933197382	933192219	
Pensió Girona	Girona, 24, 1r., 1a. 08010 Barcelona	932650259	932658532	
Pensió Coral	Calella, 1, pral. 1a. 08002 Barcelona	933176841	933023120	
Pensió Miret	Nou de Sant Francesc, 40 08002 Barcelona	933173019	933022267	hostalcanton@retemail.es
Pensió Hostal San Remo	Ausiàs Marc, 19, 1r. 08010 Barcelona	933021989	933010774	
Pensió Benidorm	Rambla, 37 08002 Barcelona	933022054		
Pensió Hostal Bonavista	Bonavista, 21 08012 Barcelona	932373757		
Pensió Hostal Mont Thabor	Rambla, 86 08002 Barcelona	933176666		
Pensió Hostal Ambos Mundos	Pl. Reial, 10 08002 Barcelo	933187970		
Pensió l'Isard	Tallers, 82, 1r., 1a. 08001 Barcelona	933025183		
Pensió Hostal San Medín	Gran de Gràcia, 125 08012 Barcelona	932173068	934154410	
Pensió Hostal Felipe li	Mallorca, 329, 3r. 08037 Barcelona	934587758	932072104	
Pensió Fina	Portaferrissa, 11, entl., 2a. 08002 Barcelona	933179787		
Pensió Hosteria Grau	Ramelleres, 27 08001 Barcelona	933018135		hgrau@lix.intercom.es

Pensió Hostal Lesseps	Gran de Gràcia, 239 08012 Barcelona	932184434		
Pensió La Cartuja	Tordera, 43 08012 Barcelona	932133312		
Pensió Hostal Residencia Sans	Antoni de Capmany, 82 08014 Barcelona	933313700		
Pensió Lausanne	Av. Portal de l'Àngel, 24 08002 Barcelona	399021139		
Pensió Cèntric	Casanova, 13 08011 Barcelona	934267573		reservas@hostalcentric.com
Pensió Hostal Hill	Provença, 323 08037 Barcelona	934578814		hostalhill@apdo.com
Pensió Hostal Del Mar	Pla del Palau, 19 08003 Barcelona	933193302	932689062	comercial@gargallo-hotels.com
Pensió El Cantón	Nou de Sant Francesc, 40 08002 Barcelona	933173019	933022267	hostalcanton@retemail.es
Pensió Río De Castro	Av. Paral.lel, 119 08015 Barcelona	934410054		hrcastro@teleline.es
Pensió Casablanca	Via Laietana, 23 08003 Barcelona	933193000		
Pensió Colon 3	Colom, 3 08002 Barcelona	933180631		
Hotel Bonanova Park	Capità Arenas, 51 08013 Barcelona	932040900	932045014	hotelbonanovapark@husa.es
Pensió Hostal Windsor	Rbla. Catalunya, 84 08007 Barcelona	932151198		
Hotel Joventut	Junta del Comerç, 12 08001 Barcelona	933018499	934120819	hotel@hotelprincipal.es
Hotel L'Alguer	Pere Rodríguez, 20 08028 Barcelona	933346050	933338365	
Pensió Regàs	Regàs, 10-12 08006 Barcelona	932380092		
Pensió Europedralbes	Miret I Sans, 5-7 08024 Barcelona	932036454		
Pensió Alogar	Laforja, 96-100, 1r, 1a, esc. B 08021 Barcelona	932418040	932022669	h.alogar@teleline.es
Pensió Bèjar 2	Bèjar, 38, pral. 08014 Barcelona	933255953		
Hotel De L'Arc	Rambla, 19 08001 Barcelona	933170537	933186263	
Pensió H Mini	Dènia, 34 08006 Barcelona	932022314		
Pensió La Paloma	La Paloma, 26 08001 Barcelona	934124381	934123564	
Hotel Paral.Lel	Poeta Cabanyes, 5-7 08004 Barcelona	933291104	934421656	

Hotel Mèdicis	Castillejos, 340 08025 Barcelona	934500053	934553481	medicis@mediumhoteles.com
Pensió Delfos	Rda. Sant Antoni, 61 08011 Barcelona	933231651		
Pensió Gimón	Mallorca, 537, 2n., 2a. 08026 Barcelona	934554432	934353953	
Pensió Hostal Mare Nostrum	Sant Pau, 2 08001 Barcelona	933185340	934123069	
Pensió Iznajar	Del Carme, 38 4t 2a 08001 Barcelona	933019989	933019862	
Pensió Hostal Sofia	Av. Roma, 1-3 08029 Barcelona	934195040		
Hotel- Apartament Angli-78	Anglí, 74-78 08017 Barcelona	934178439		
Hotel- Apartament Nàpols	Nàpols, 116 08013 Barcelona	932652000	932448239	
Hotel Del Comte	Urgell, 71-73 I Diputació, 144 08011 Barcelona	933231258	933232355	h.comte@teleline.es
Pensió Hostal Eden	Balmes, 55 08007 Barcelona	934547363	933502702	hostaleden@hotmail.com
Hotel Sant Pau	Sant Antoni Ma Claret, 173 08041 Barcelona	934335151	934334151	santpau@amrey-hotels.com

Alternative Housing — Camp Grounds

Name	Address	Phone	Fax	Email
Camping Bon Repos	Santa Susanna, 58 km north of Barcelona	(+34)937678475	(+34)937678526	info@campingbonrepos.com
Vilanova Park	Ctra Arboç, Km 2,5 08800 Vilanova I la Geltrú Barcelona	(+34)938933402	(+34)938935528	info@vilanovapark.es

Source of information: Generalitat de Catalunya, Departament d'Indústria, Comerç i Turisme at www.gencat.es/turistex/index.htm.

OSGeo Spanish Chapter