



FLORENCE

Candidate City for the

19th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION – IEA –

July 11-18, 2015

Or

August 22-29, 2015



Società Italiana di Ergonomia
Federata alla International Ergonomics Association

info@societadiergonomia.it
www.societadiergonomia.it



**Proposal
to the

INTERNATIONAL ERGONOMICS
ASSOCIATION
-IEA-

to host the
19th Congress of the International
Ergonomics Association in 2015

In

FLORENCE – ITALY**





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1. LETTER OF INVITATION by the ITALIAN ASSOCIATION

Florence, 15th January 2009

Dear IEA President David Caple,

we are glad to present you the bid of the Italian Ergonomics Society to host *IEA2015*, in Florence.

Even though SIE was one of the founders that gave the birth of IEA, the IEA Triennial Congress has never been hosted by Italy: *Firenze2015* would be the first IEA Congress organized by SIE. The well-known Italian contribution to ergonomics in design, safety, and participative practices will be highlighted by the proposed focus of the Congress "Sustainability and Social Responsibility", the key issues in the international agenda both in today and in the future scenarios. These issues are also related to the spirit and the motto (*Feeding the planet*) inspiring the Universal Exposition, that will take place also in 2015 in Milan, just two hours by train far from Florence.

The *Firenze2015* Committee and the Italian Ergonomics Society believe that the collaboration with IEA, the IEA Technical Committees, and the geographically closer Ergonomics Society would be very much help for the success of the Congress. Therefore, we hope that, besides to support the SIE's proposal at the IEA Council, to develop together the scientific programme of IEA 2015. We also expect that the geographically closest Federated Societies see *Firenze2015* as an opportunity to organize related national satellite events in their neighbour countries. We would like to imagine *Firenze2015* to be a real international event, also in its organization process.

Firenze2015 means also a chance to visit a world-known cultural town, and to spend a holiday in the marvellous Tuscany and through Italy, enjoying the artistic and natural beauties of our country in the best season of the year

We really hope you can appreciate our proposal and support IEA *Florence2015*!

Warm regards,

Sebastiano Bagnara

President *Firenze2015* Committee



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Florence, 15th January 2009

Dear IEA Secretary General Pascale Carayon,

we are glad to present you the bid of the Italian Ergonomics Society to host *IEA2015*, in Florence.

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Warm regards,

Sebastiano Bagnara

President *Firenze2015* Committee



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Florence, 15th January 2009

Dear IEA Treasurer Min K. Chung,

we are glad to present you the bid of the Italian Ergonomics Society to host *IEA2015*, in Florence.

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We really hope you can appreciate our proposal and support IEA *Florence2015*!

Warm regards,

Sebastiano Bagnara

President *Firenze2015* Committee



2. PRELIMINARY LIST OF ITALIANS SUPPORTERS

Massimo Bergamasco

Director of PERCRO laboratory, Faculty of Engineering, S.Anna University Pisa

Massimo Bovenzi

Director of the Department of Public Health, Faculty of Medicine, University of Trieste

Federico Butera

President of the IRISO Foundation, Milan and Chair of the School in Organization Studies, Bicocca University Milan

Cristiano Castelfranchi

Director of the Institute of Cognitive Sciences and Technologies, National Research Council Rome

Romano Del Nord

Director of TESIS research centre, Faculty of Architecture and Design and Pro-Rector at the University of Florence

Pier Luigi Emiliani

Director of the Institute of Applied Physics of the National Research Council (CNR) and President of the CNR Research Area in Florence

Piero Gaffuri

CEO Rainet

Sergio Iavicoli

Director of the Department of Occupational Medicine, National Institute for Occupational Health and Safety and Secretary General of ICOH

Ezio Manzini

Director of the "Design and Innovations for Sustainability" Centre, Faculty of Design, Polytechnic University Milan

Maria Grazia Mazzocchi

President and CEO Domus Academy Milan

Roberto Nicoletti

Chair of the School in Communication Sciences, University of Bologna and President of the Italian Society of Psychology (AIP)

Enrico Occhipinti

Director of the Occupational Medicine Research Centre, School of Occupational Medicine, University of Milan

Gaetano Privitera

Director of the Department of Public Health, Faculty of Medicine, University of Pisa and Member of the Executive of the Italian Society of Hygiene, Preventive Medicine and Public Health



3. OFFICIAL LETTERS of SUPPORT



Dear Sirs,

It is with great pleasure that, as Mayor of Florence, I wish to extend my invitation to Florence to the delegates of the Council of the International Ergonomics Association IEA to hold the IEA Triennial Congress in the year 2015.

The city of Florence is delighted to offer its collaboration for a successful 19th edition of the IEA Triennial Congress with proposed title "Slow Ergonomics for Sustainability and Social Responsibility" and is aware of the great importance that this scientific event will represent for the city itself, its University and the scientific research in this field.

Florence, the cradle of Renaissance, is blessed with an extraordinary culture heritage and a charming atmosphere but also with efficient convention facilities, and I am sure it will enchant the participants to the IEA Congress.

We are honoured to place our history, art and hospitality at your disposal and, as Mayor of Florence, I would be very pleased to welcome you to my city for this major scientific event.

Please accept my best regards,

Yours sincerely

Leonardo Domenici

Palazzo Vecchio, January 15th, 2009

To the Hon. Members
of the Council of the
International Ergonomics Association IEA



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Provincia di Firenze
Il Presidente

To the Members
of the Council
of the International Brain Research Organization

Florence, January 8th 2009

Object: Invitation to host the 2015 IEA Triennial Congress in Florence - Italy

Dear Members of the Council,

As President of the Province of Florence, I take the pleasure in cordially inviting you to hold the 19th IEA Triennial Congress in Florence in 2015.

Florence and its province are worldwide re-known as places of art and culture and I am honoured to underline that the city is also famous for its congress tradition offering favourable ground for networking and exchange of experiences, as it is concentrated within the "walls" of the medieval city and looking to the future.

I strongly believe that such an event will surely give prestige to our town and to the Florentine Scientific Community.

I would be happy and honoured to support any initiative you will recommend for the success of the event and I definitely hope to welcome you and all congress participants in Florence in 2015.

Yours sincerely,


Dr. Matteo Renzi
President
of the Province of Florence

PALAZZO MEDICI RICCARDI Via Cavour, 1 - 50129 Firenze
Tel. 055 2760207 - Fax 055 218226 - presidente@provincia.fi.it



4. TENTATIVE LIST OF APPROACHED SPONSORS

Here is a list of tentative sponsors:

- Antinori
- Azimut
- Eni
- Fiat
- Finmeccanica
- Fondiaria SAI
- Generali
- INAIL (National Insurance for Work related Injuries and Occupational Diseases)
- ISPESL (National Institute for Occupational Safety and Health)
- Nuovo Pignone
- Piaggio
- Telecom Italia
- Tuscany Regional Government

5. PLUS OF THE DESTINATION

3.1 Italy: the right destination

- SIE – the Italian national partner of IEA – was founded in 1961, the same year of the International Ergonomics Society. The SIE is made of 380 professionals and researchers working in different areas.
- The SIE promotes initiatives devoted to knowledge making and experience-sharing.
- SIE was a founder of the International Ergonomics Association. The IEA Congress has NEVER taken place in Italy. 2015 would be the right year for the right destination. The FIRST Time that IEA is in ITALY.
- IEA 2015 in Italy would have a strong impact at media and scientific level and may be emphasized by the fact that the EXPO 2015 will take place in Italy too. A strong liason may be created between the two events.
The title of the IEA meeting may be: **"Slow Ergonomics for Sustainability and Social Responsibility"** which is totally tuned with the theme of the EXPO 2015 "Feeding the Planet". The *Slow* stands for "Slow food, slow life, slow rhythm" to underline the importance of taking back the use and meaning of time, space, earth and good feelings.
- Italy has a geographically (and politically) strategic position in the Mediterranean Basin and in Europe, representing an ideal link between different cultures, and in particular:

Southern Mediterranean Countries (North Africa, with excellent links also with Sub-Saharan countries in the African continent)
South -Eastern European Countries (such as, for example, Croatia)
Eastern European Countries (Poland, Bulgaria, Czech Republic)
Southern European Countries (France, Spain, and Portugal, with obvious cultural links with Latin America)
Central Europe & Northern European Countries
Middle East (including, for example, the United Arab Emirates, Iran, etc)

- Italy represents the natural bridge between ancient and new cultures, with a strong tradition and historical background in the fields of occupational medicine, design and architecture, psychology and organization studies.
- Italy is very attractive for the new emerging markets.
- Italy ranks in the first 5 preferred destinations all over the world according to ICCA (International Congress and Convention Association) figures.
- Italy has not **security** problems or political and religious discriminations, which will guarantee the security and safety to all attendees. Everybody could have easy access to the country.

3.2 Plus of Florence

- Florence is in the centre of Italy.
It is easily accessible from both Mediterranean, African and Eastern European countries by both low cost and traditional flights.
- Florence is an open air museum: it nearly doubles the number of expected attendees when meetings are organized there.
- Florence is a tourist city: all infrastructures (airport, Congress facilities, Hotels, restaurants and shops) are planned and organized as to welcome a huge number of people. The English language is well understood and spoken all over the city.
- Florence is a walking city : the Congress centre, hotels, the train station, and museums are all close by one to the other, at maximum 10 minutes walking distance. This will ensure no time waste for transfers and especially more safety for women.

3.3 Strengths of the Hosting Institution

- The Italian Ergonomics Society (SIE) has recently increased to 347 ordinary members plus 45 certified members (Eur.Erg.). SIE is a real interdisciplinary scientific association: according to a survey conducted in 2006 40% of the members have a background in polytechnic disciplines, 30% in biomedical and another 30% in psychosocial disciplines.
- SIE was born in 1961 and formally registered as a non-profit organization with the current rules in 1968 in Milan.



- SIE has 10 local chapters in the North, in the Centre and in the South of Italy and also technical committees on training and professional aspects in ergonomics, ergonomics in design, healthcare ergonomics and patient safety, occupational ergonomics.
- The official journal of the Society is *Ergonomia*, that has an international scientific committee, with trimestral and special issues. The website has an open area and a members only area with scientific and practical resources. It is very frequently updated also with links to IEA and FEES international events.
- Members of the society have been historically active for the development of Ergonomics at the international level and contributed to the creation of IEA, of the Centre for the Registration of the European Ergonomists (CREE) and of the Federation of the European Ergonomics Societies.
- In the recent past, Sebastiano Bagnara was secretary general of IEA and Lina Bonapace promoter and Chair of the IEA EQUID standing committee .
- SIE organizes conferences and training programs all around Italy, along with the Master curriculum in Ergonomics in cooperation with several universities, according to the HETPEP training model.
- Since the end of the '80s the national congress have become a triennial event and it usually lasts 3 days. In 2006 it was held in Milan, the next one will be in Rome in December 2009.
- SIE promotes every 2 years a national prize for the best application in ergonomics open to professionals from the private, public and third sector.
- SIE also promotes and organizes international events, such as the recent HEPS conference that has become an IEA event after the first successful edition held in Florence in 2005.

SIE Triennial congress

8th SIE national congress
Milan, February 2006
Ergonomics innovations in design
(attendance: 500)

9th SIE national congress
Rome, December 2009
Ergonomics, safety and decent work

SIE National events 2006-2008

Workshop
Firenze, 16th June 2006
Research and application in Ergonomics: training and professional aspects



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Conference and SIE prize 2006
Modena, 13th October 2006
Applied ergonomics. Experiences of workplace re-design and improvement

Workshop
Milano, 18 dicembre 2006
Human factors in patient safety

Workshop
Milano, 14th February 2007
Ergonomics and design for all

Conference
Torino, 16th March 2007
Human factors and public services

Conference
Urbino, 11 maggio 2007
Human error: from the blame culture to the culture of prevention

Workshop
Bologna, 6th June 2007
The "masters club": research and applications for safety and health

Workshop
Bologna, 8th June 2007
Ergonomics and design. When design is not only a matter of how

Conference
Arezzo, 29-30 November 2007
Ergonomics application in Healthcare and Transportation

Conference
Urbino, 4th April 2008
Light, ergonomics and job

Conference and SIE prize 2008
Modena, 9th October 2008
Training, ergonomics and safety

Congress
Torino, 13-14 November 2008
Ergonomics and design Torino World Capital Design 2008

Conference
Arezzo, 25 November 2008
Ergonomics and safety in medical devices.



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SIE International events

5th european Confernce on cognitive Ergonomics, Siena, 1990

WWDU 94: 4th International Scientific Conference on Work with Display Units October 2-5, 1994, Milan, Italy

European Conference on Cognitive Science, Siena, 1999

HAAMAHA03. National Research Council of Italy. Institute of Cognitive Sciences and Technologies. 26_30 | 2003 May, Rome

1st International Conference
Healthcare Systems Ergonomics and Patient Safety
Florence, 30 March-2 April 2005

ICOH 28th International Congress on Occupational Health: "Renewing a Century of Commitment to a Healthy, Safe and Productive Working Life" (SIE supporting organization)
June 11-16, 2006, Milan,

2nd International Conference
Healthcare Systems Ergonomics and Patient Safety 2008
Strasbourg, France, June 25-28 , 2008



6. ORGANIZATION

SIE is the Italian Ergonomics Society who is proposing, sustaining and realizing the bid of Florence for the IEA 2015 triennial congress of the International Ergonomics Association - IEA - (www.iea.com).

SIE will carry the financial responsibility of the Congress.

CONTACTS OF SIE

SIE (Italian Ergonomics Society)

Italian National Partner of IEA

www.societadiergonomia.it

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President :

Oronzo Parlangeli

Past President :

Riccardo Tartaglia

Secretary for International Relations: Tommaso Bellandi

E-mail: tommaso.bellandi@regione.toscana.it

Telephone: +390554383826

FLORENCE IEA 2015 – BIDDING COMMITTEE

The Italian Ergonomics Society decided to constitute a Committee to support the Bid of Florence for IEA 2015.

Sebastiano Bagnara : President of the Committee *Florence 2015*

Oronzo Parlangeli: President of the Italian Ergonomics Society (SIE)

Tommaso Bellandi: Secretary for International Relations, SIE and IEA Council Member

Riccardo Tartaglia: Past-president, SIE

Sara Albolino: President of the Tuscany Chapter, SIE

Lina Bonapace: Past-IEA Council Member and Chair of IEA EQUID Standing Committee



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7. THE SCIENTIFIC MANAGEMENT

The Technical Program as well as the Scientific Committee should be developed in close cooperation with the Science and Technology Committee and its various Technical Committees.

The Speakers will be selected with the advise of the Council and will be of an international standing.

Themes and topics will be approved by the Council.

The Scientific Committee and Management will be in line with the international inspiration of IEA.

The Host Society SIE has in fact already taken contacts with neighbour Ergonomics societies both in the Mediterranean basin and in Europe to act in harmony all together for the success of the event.

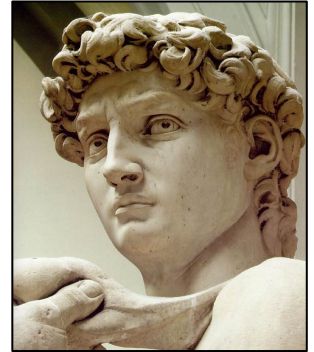


8. WHY FLORENCE: SCIENCE & SOCIETY

Florence and its Congress tradition:

Florence is worldwide known as one of the major Italian conference site. Its tradition as conference site dates back in the early 1960's when the congress market began to be active part of the socio-political market and it started representing an important income for the Italian economy.

A huge number of events of International importance have been organized in Florence in the past. Here a sum of them.



7th INTERNATIONAL CONGRESS ON AIDS	10,000
CONGRESS OF EUROPEAN RESPIRATORY SOCIETY - ERS	4,000
EUROPEAN SUMMIT	5,000
SIBOS '96 CONGRESS	6,000
INTERNATIONAL SOCIETY ON THROMBOSIS AND HAEMOSTASIS CONGRESS	5,000
INTERNATIONAL CONGRESS ON PAEDIATRICS	1,000
9th WORLD CONGRESS INT'L FEDERATION FOR ULTRASOUND IN MEDICINE & BIOLOGY	2,500
WORLD CONGRESS OF LUNG HEALTH – ERS EUROPEAN RESPIRATORY SOCIETY	10,000
GEPS OIL & GAS ANNUAL MEETING	2,400
SEUGI 19 INT'L CONFERENCE	5,000
11th EUROPEAN CONGRESS OF ANAESTHESIOLOGY	6,800
XXXVIII NATIONAL CONGRESS OF THE ITALIAN SOCIETY OF HEMATOLOGY	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
EADV EUROPEAN ACADEMY OF DERMATOLOGY AND VENEREOLOGY	11,000
IX NATIONAL CONGRESS OF DIGESTIVE ILLNESSES	2,500
GARTNER SPRING SYMPOSIUM & ITXPO	2,500
INNER WHEEL CONVENTION	2,500
NATIONAL CONGRESS of SOI – ITALIAN OPHTHALMOLOGY SOCIETY	2,000
XXXIV NATIONAL CONGRESS OF ANMCO – NATIONAL ASSOCIATION of HOSPITAL CARDIOLOGISTS	5,000
XXXII INTERNATIONAL CONGRESS OF GEOLOGY	8,000
WORLD PSYCHIATRIC ASSOCIATION – WPA	6,500

Florence and its Culture and Charm

Florence is internationally famous as an art city, the cradle of the art and culture.

The art of commerce, bank and finance began here in the Middle Ages at the time of the Municipalities, Lordships and Principalities. Famous poets like Dante Alighieri, Francesco Petrarca and Boccaccio; artists like Michelangelo Buonarroti, Leonardo da Vinci, Brunelleschi, Masaccio and scientists like Galileo Galilei had their birthplace or their scholarship in Florence and the results can still be enjoyed looking at the marvellous works of art situated along the streets and in the square of the city as well as talking to the Florentine citizens.

Statistically, the attraction of Florence is able to nearly double the normal attendance to congresses.

Florence and its Location

Florence enjoys a fantastic geographic position, immerse in the famous "green" region of Tuscany, near the Chianti Area, at half and hour distance from the famous sea side Versilia and at maximum one hour distance from Pisa, Siena, Lucca, Massa and Carrara and their wellknown traditions, monuments and products.

The city offers a typical medieval atmosphere combined with the ultimate technologies and the modern way of life.

This is important for an unforgettable Social Programme and Pre-Post congress tours and for the Accompanying person's Tours.

Florence and its Connections

Florence has all the necessary facilities to host an important and numeric relevant event like the IEA Congress:

- an airport at 10 minutes distance from the city centre with numerous daily flights from the most important European capitals and international stop-over connecting airports;
- an additional airport in Pisa at 50 minutes distance by train and auto offering low cost connections with major European Cities
- an important railway junction which links Florence to Rome, Milan and Venice;
- a motorway which connects Florence with Siena, San Gimignano, Arezzo, Pisa and Lucca and the famous Chianti area,
- an efficient train connection system and motorway from Pisa and Bologna airports, which are both at a maximum distance of one hour by train and by car.



Florence and its University

Florence hosts also an important University where Ergonomics is taught in various departments at different levels: medicine, psychology, architecture, science and communication, engineering.

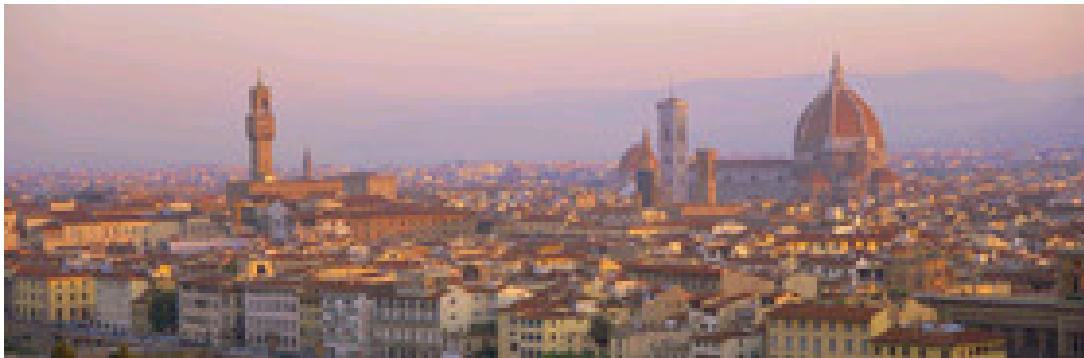
Florence and its Congress Facilities and Hotels

Florence has also the advantage of having Congress facilities right in the middle of the city's business centre, near all the major hotels and tourist attractions and at a stone's throw from the railway station and from the airport terminal.

Hotels ranging from 5 star to 2 star are at walking distance to the Congress Centre and this ensures safety and comfort to attendees of the IEA Congress together with a spare of time and money.

Florence: the city with a view

Florence is an open-minded city, offering a window on the Italian history and on the future of it, combining classic and modern, background and future point of view, acting actively in the promotion of basic fundamentals of respect, peace and love between different countries. The Municipality has numerous projects for Foreign Affairs.



Florence at a glance

- One of the most beautiful cities in the world, an open sky museum famous worldwide.
- Everything at hand, small, clean and safe with unique art and historical heritage.
- Beautiful Mediterranean climate, good and healthy food, great shopping.
- Very easy to reach, in the middle of Italy. "Amerigo Vespucci" International Airport located 4 km (3miles) from city centre.

Florence: a great attraction and a successful destination

In 2005 the 1st HEPS International Conference - Healthcare Systems Ergonomics and Patient Safety was held in Florence.

The event was a success both in terms of number of delegates as well as in terms of the quality of the scientific themes that were discussed.

Both the Scientific Program and the local organization – logistics, planning, tours , global management – were conducted in a perfect way and the Board of the event received a good number of letters of congratulations.

The participation of foreign speakers at international level was much appreciated and their speeches remarkable.

The HEPS 2005 in Florence was a real success.

TRAVEL TO FLORENCE and WHEN in FLORENCE

HOW TO GET TO FLORENCE

Florence can be reached via two airports with International **daily flights** to all major European, African and Middle East countries, including **low cost flights, as well as to all national cities**:

- a) Florence Amerigo Vespucci Airport: at 10 minutes from city centre
b) Florence Pisa Galileo Galilei Airport: at 50 minutes from the city centre

The Malpensa Intercontinental Airport (Milan) and the Fiumicino Intercontinental Airport (Rome)- the two major **hubs for intercontinental flights** – have both numerous daily connections to Intercontinental cities like: Amman, Athens, Istanbul, Bombay, Buenos Aires, Caracas, Dehli, Il Cairo, Lagos, Nairobi, Praha, Sao Paulo, St. Petersburg, Shanghai, Singapore, Teheran, Tel Aviv, Tokyo, Toronto, New York, Cape Town, Sydney, Chicago, etc. etc.

Florence can also be reached via High Speed train connections from major Italian cities (1.5 h from Rome and 3 h from Milan).

1) BY AIR

1) Florence “Amerigo Vespucci” Airport

Florence’s Amerigo Vespucci airport is becoming the third Italian airport per number of international flights and passengers. It also represents a rapid connection with worldwide destinations through Rome and Milan.

Flights

Nearly fourty flights a day on departure.



Domestic connections	International connections
Bologna, Cagliari, Catania, Milan Malpensa, Palermo, Rome Fiumicino, Verona	Amsterdam, Barcelona, Brussels, Bucarest, Frankfurt, Geneva, London Gatwick, Madrid, Munich, Paris C. de Gaulle, Timisoara, Tirana, Vienna, Zurich.

NATIONAL FLIGHTS			
City	Flight Time	Daily Flight	Direct Flight
Rome	1h	yes	yes
Cagliari	1h05mins	No	yes
Catania	1h35mins	yes	yes
Milano Malpensa	1h	yes	yes
Olbia	55mins	yes	yes
Palermo	1h15mins	yes	yes
Torino	50mins	No	yes

NOTE: National flights to Rome and Milan are important to get connections to intercontinental flights

INTERNATIONAL & INTERCONTINENTAL DIRECT FLIGHTS FROM MILAN		
City	Flight Time	Daily Flight
Amman	3h50mins	only Thu, Sun
Amsterdam	2hrs	yes
Atene	2h30mins	yes
Barcellona	1h30mins	yes
Belgrado	1h45mins	yes
Berlino	1h30mins	yes
Bombay (Mumbai)	8h35mins	no Mon
Budapest	1h40mins	yes
Buenos Aires	14hrs	no Mo, We, Sat
Caracas	10h30mins	no Mon, Wed
Copenhagen	2hrs	yes
Delhi	8h10mins	no Tue
Dublin	2h35mins	yes
Frankfurt	1h20mins	yes
Havana	11hrs	only Fr, Sat, Sun
Helsinki	3hrs	yes
Il Cairo	3h50mins	yes
Istanbul	2h45mins	yes
Kiev	2h45mins	yes
Lagos	6h05mins	no Sun
Lisbona	2h45mins	yes
London	2hrs	yes
Madrid	2h15mins	yes
Moscow	3h30mins	yes
Munich	1h15mins	yes



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**INTERNATIONAL & INTERCONTINENTAL DIRECT
FLIGHTS FROM MILAN**

Nairobi	9h20mins	only Mon, Fri
Paris	1h30mins	yes
Praha	1h30mins	yes
San Paolo	12hrs	yes
San Pietroburgo	3h30mins	yes
Shanghai	11h30mins	no Thu
Singapore	11h55mins	only Mon, Thu, Sat
Sofia	2h05mins	yes
Stoccolma	3hrs	yes
Teheran	5hrs	no Tue, Thu
Tel Aviv	3h55mins	yes
Tokyo	11h50mins	yes
Toronto	9h20mins	yes
Varsavia	2h10mins	yes
Vienna	1h30mins	yes
Zagabria	1h30mins	yes



**INTERNATIONAL & INTERCONTINENTAL DIRECT
FLIGHTS FROM ROME**

City	Flight Time	Daily Flight
		no Wed, Fri, Sat,
Amman	3h25mins	Sun
Amsterdam	2h30mins	yes
Atene	2hrs	yes
Barcellona	1h40mins	yes
Belgrado	1h30mins	no Sat
Berlino	2hrs	yes
Bratislava	1h40mins	no Tue
Budapest	1h50mins	yes
Buenos Aires	14hrs	no Friday
Caracas	11hrs	only Mon, Wed
Copenhagen	2h30mins	yes
Dublin	3h15mins	no Friday
Frankfurt	2hrs	yes
Havana	12hrs	only Mo, We, Fr
Helsinki	3h20mins	yes
Hong Kong	11h35mins	yes
Il Cairo	3h20mins	yes
Istanbul	2h30mins	yes
Kiev	2h50mins	no Tue, Thu, Sat
Kuala Lumpur	12hrs	no Mon, Wed, Thu
Lisbona	3hrs	yes
London	2h40mins	yes
Madrid	2h20mins	yes
Moscow	4hrs	yes
Munich	1h35mins	yes
Nairobi	7hrs	only Mon, Fri
Paris	2h10mins	yes
Pechino	10hrs	no Tue, Thu, Sun
Praha	2hrs	yes
San Pietroburgo	3h50mins	only Sun
Seoul	10h45mins	only We, Fri, Sun
Shanghai	11h10mins	only Tue, Thu, Sun
Singapore	12hrs	only Tue, Fri, Sun
Sofia	1h50mins	yes
Stoccolma	3hrs	no Tue, Sat
Teheran	4h40mins	only Thursday
Tel Aviv	3h10mins	yes
Tokyo	12h10mins	no Mo, We, Sat
Toronto	10hrs	no Th
Varsavia	2h25mins	yes
Vienna	1h40mins	yes
Zagabria	2h30mins	yes
Zurich	1h40mins	yes

INTERNATIONAL FLIGHTS FROM and TO FLORENCE			
City	Flight Time	Daily Flight	Direct Flight
Amsterdam	1h50mins	yes	yes
Barcelona	2hrs	yes	yes
Bruxelles	2hrs	yes	yes
Bucarest	2h25mins	no	yes
Copenhagen	2h25mins	no	yes
Francoforte	1h30mins	yes	yes
Ginevra	1h30mins	no	yes
Londra LGW	2hrs	yes	yes
Madrid	2h10mins	yes	yes
Monaco	1h15mins	yes	yes
Oslo	2h40mins	no	yes
Parigi CDG	1h55mins	yes	yes
Timisoara	2h05mins	yes	yes
Tirana	1h40mins	no	yes
Vienna	2h25mins	yes	via Bologna

Location

Located four kilometers from the centre of Florence (10 minutes distance by car from the congress centre)

Passengers

Around 1,500,000 passenger a year.

Facilities

Car park, bar and cafeteria, business lounge, shops.

2) Pisa International Airport "Galileo Galilei"

Other important connections are handled by the nearby international Pisa airport, which can be reached from Florence by train in 60 minutes from Santa Maria Novella station.

In addition to official international airlines, Pisa airport are also important base for low cost carriers such as Ryanair and Easyjet.

Landing in PISA offers you direct train connection to Florence with stop in the airport of Pisa and arrival in Florence Main Train Station, located in the city centre, at 5 minutes walking distance to major Hotels. Here following some daily flights to Pisa:

INTERNATIONAL FLIGHTS From and To PISA		
City	Daily Flight	Arline
Amburgo	Y	Ryanair
Amsterdam	Y	Transavia
Barcelona	Y	Iberia
Barcelona Girona	Y	Ryanair
Belfast International	N	JET 2
Berlino Schoenefeld	Y	Easy Jet
Bournemouth	N	Ryanair/Thomsonfly
Bristol	Y	Easy Jet
Bruxelles Charleroi	Y	Ryanair
Colonia - Bonn	Y	Lufthansa/Hapag Lloyd Express
Coventry	N	Thomsonfly
Doncaster	N	Ryanair
Dublino	Y	Ryanair
Edimburgo	N	JET 2
Eindhoven	Y	Ryanair
Francoforte Hahn	Y	Ryanair
Friedrichshafen	N	Ryanair
Glasgow - Prestwick	N	Ryanair
Hannover	N	Hapag Lloyd Express
Helsinki	N	Finnair
Karlsruhe Baden	N	Ryanair
Liverpool	Y	Ryanair
Leed Bradford	N	JET 2
Londra Gatwick	Y	British Airways
Londra Heathrow	N	British Airways
Londra Stansted	Y	Ryanair
Madrid	Y	Iberia
Manchester	N	JET 2
Monaco	Y	Lufthansa
Oslo	N	Norwegian Air Shuttle
Oslo Torp	N	Ryanair
Parigi - Charles De Gaulle	Y	Air France
Parigi - Orly	Y	Easy Jet
Stoccarda	N	Hapag Lloyd Express
Stoccolma	N	Scandinavian Airlines
Tirana	N	Albatros Airways/Bellair
Valencia	Y	Ryanair
Zurigo	N	Helvetic Airways

NATIONAL FLIGHTS from and to PISA		
City	Daily Flight	Airline
Alghero	Y	Ryanair
Catania	Y	Air One
Marina di Campo - Isola D'Elba	N	Solinar
Milano Malpensa	Y	Alitalia
Palermo	Y	Air One
Reggio Calabria	N	Interstate Airlines/Consulta
Roma	Y	Alitalia
Trapani	Y	Ryanair

Every intercontinental destination can be reached from Florence and Pisa Airport with a one stop flight.

2) BY TRAIN

The Santa Maria Novella railway station rises in the centre of the ancient city and connects to major Italian cities. Visitors can reach the conference building or any other point of the city in a few minutes.



Firenze Santa Maria Novella averages 160 thousand daily visitors totalling 59 million yearly. It represents a typical example of "head" station, fully inserted in the city centre and focal point of Florence's public transport system. Santa Maria Novella sees 700 daily trains, 2.350 daily bus journeys and 8.000 daily taxi journeys.

Eurostar trains, Intercity and international express trains connect the city with all parts of Italy and with all major cities in Europe.

3) BY CAR/BUS

The most important highway Autostrada del Sole (A1) extends right to Florence, making it convenient and safe to reach the city by car. Connections from Florence to Bologna (50 minutes drive), to Milan (about three hours drive) and to Rome (about 2 hours and a half drive).

A motorway connects Florence to Siena (45 minutes), San Gimignano (30 minutes), Arezzo (30 minutes), Pisa (50 minutes) and Lucca (30 minutes).



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MOVING IN FLORENCE

Florence is a walking city: the Congress centre, hotels, the train station, and museums are all close by one to the other, at maximum 10 minutes walking distance.

BUS

The bus public transportation company in Florence, ATAF, offers a network of buses, electrical buses and trains to the delegates of the meeting that can be used with a unique daily ticket.

The Congress Centre Fortezza da Basso being centrally located and at walking distance to the majority of hotels, we strongly believe that the usage of public transportation will be very limited.

TAXI

A special agreement with the two taxi companies in Florence will be made so that in the congress dates Taxi cubs will be available at the airport for delegates cub's sharing.





9. BASIC REQUIREMENTS OF THE CONGRESS

1) Expected attendance: 1,500 participants

2) Dates: We propose:
July 11-18, 2015 (Preferred)
Or
August 22-29, 2015 (Second proposal)
Dates are preliminarily optioned from Saturday to Saturday by now.

3) Duration: 5 days: 4 full days and 1 half day

4) Language: Official Language is English.

5) Proposal of Program (based on July dates):

- | | | |
|---|---|---|
| - July 11 & July 12 (Friday & Saturday) | : | IEA COUNCIL MEETING |
| - July 11 & July 12 (Friday & Saturday) | : | Pre – Congress tours for delegates |
| - July 13 th (Sunday) | : | a.m. and p.m. arrival of delegates
Late p.m. Welcome Reception |
| - July 14 th (Monday) | : | a.m. Opening Ceremony
a.m. & p.m. Congress |
| - July 15 th (Tuesday) | : | a.m. & p.m. Congress |
| - July 16 th (Wednesday) | : | a.m. & p.m. Congress
Late p.m. Social Dinner |
| - July 17 th (Thursday) | : | a.m. & p.m. Congress |
| - July 18 th (Friday) | : | Post Congress Tours |

Technical Tours can be organized either before, during or after the congress.

Halls and Facilities Required

- Opening Ceremony: for all attendees
- Plenary Hall for the entire period of Congress: minimum 1,500 seats. The Plenary Hall Auditorium is of 1000 seats and it can be put in overflow with all other meeting rooms to reach a higher capacity. The other possibility is to use the Cavaniglia Pavilion at Fortezza da Basso which can seat up to 2200 people.
- Conference rooms for parallel sessions (workshops, tutorials, parallel Keynotes and parallel Scientific Sessions)
- Committee rooms for IEA Executive Council meetings



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- Offices:
 - Invited Speaker Slide Centre/speaker ready room
 - Invited Speaker Lounge
 - Press office
 - Storage
 - others

Exhibition

- Space for commercial exhibition (around 1.000 sqm)

Posters

- Space for posters

Registration area

- Registration Area suitable to the Congress dimensions and number of participants, possibly close to the General Session Meeting room.

Social events

- Welcome Reception for all delegates and accompanying persons (included in the registration fee)
- Congress Social Dinner
- Accompanying Persons Program
- Technical Tours

10. THE CONGRESS SITE

9.1 Firenze Fiera S.p.A.

The Firenze Fiera Firenze Fiera SpA is a new joint-stock company running the three main exhibition and congress facilities in Florence:

- the **Fortezza da Basso** is a Medicean fortress, built in 1536 by Giuliano di Sangallo, the proposed VENUE for the Congress
- the **Palazzo Congressi** is a villa built by the Strozzi family, perfectly restored and housing ancient furniture and pieces, while
- **Palazzo Affari** is a modern hall, built by architect Spadolini in 1974.

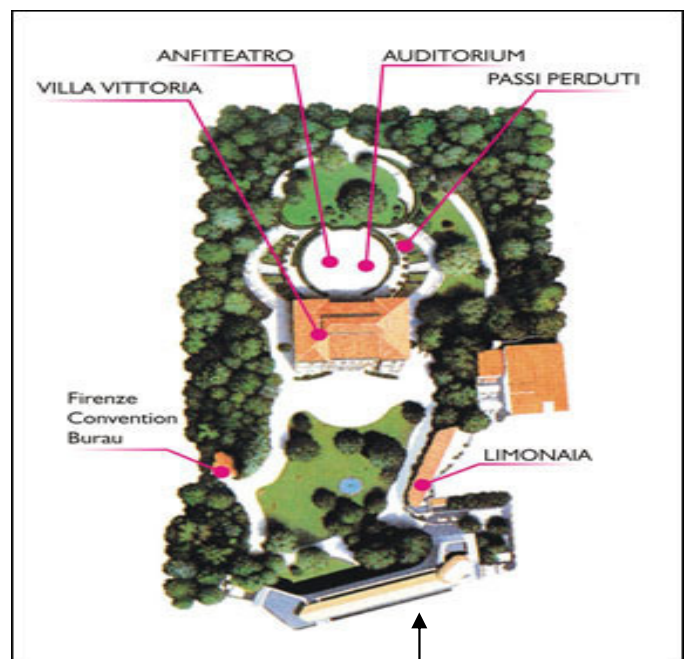
The main shareholders of the company include: the Region Tuscany, the Municipality, the Province and the Chamber of Commerce of Florence and the Municipality, the Province and the Chamber of Commerce of Prato as well as all the main trade associations of Florence. The Firenze Fiera and its staff is experienced in hosting numerous international scientific and non scientific conferences for many years, with up to 12,000 people. The Fortezza da Basso – for its scenery – is also the venue for numerous tradeshow and mainly for fashion shows alike Pitti.

9.2 The Congress Site: Palazzo dei Congressi and Palazzo Affari

Palazzo dei Congressi and Palazzo degli Affari will be the Congress venue for the Congress.



Global View



Zoom on Palazzo Congressi and Palazzo Affari

Palazzo dei Congressi



19th century Villa built by the Strozzi Family located in the city centre surrounded by a beautiful garden Villa Vittoria, which hosts the **Palazzo dei Congressi**, (conference centre), is a jewel of the 19th-century architecture. It was built by the Strozzi family of Mantua and completed in the first half of the 20th century by the Contini Bonaccossi family.

The complex is characterized by the harmony with which the rooms with period

decoration and antique Florentine furniture fuse with others of modern, functional design. The large underground auditorium, with a seating capacity of 1,000, is also an ideal concert hall.

The Plenary Room Auditorium can be used **in OVERFLOW** with all other meeting rooms to obtain a higher capacity mainly for opening ceremony and plenary lectures.

Plenary session

Auditorium with 1000 seats

Parallel Sessions

Green Room	with 200 seats
Limonaia	with 150 seats
Belvedere room	with 80 seats
Onix Room	with 70 seats
Room 202	with 50 seats
Room 203	with 50 seats
Room 4 and 9	with 45 seats each
Room 6	with 35 seats
Room 5	with 30 seats
Room 11	with 20 seats



Exhibition Area: about 1.000 square meters exhibition area

Palazzo degli Affari



Modern and elegant building located in the city centre with modular spaces

Designed by the architect Pierluigi Spadolini and inaugurated in 1974, the *Palazzo degli Affari* (business center) is a modern building combining contemporary art and sophisticated technology. This versatile, multipurpose facility, over 4,000 square metres, has an overall capacity of 1,800. It is suitable for conferences, exhibitions, poster sessions, press conferences, and fashion shows, as well as business luncheons and gala dinners.

The top floor offers a splendid 360° panorama over the vast park and the city of Florence. The park links Palazzo degli Affari with nearby Palazzo dei Congressi and is a pleasant spot for conference participants to relax during breaks under

its centuries-old trees.

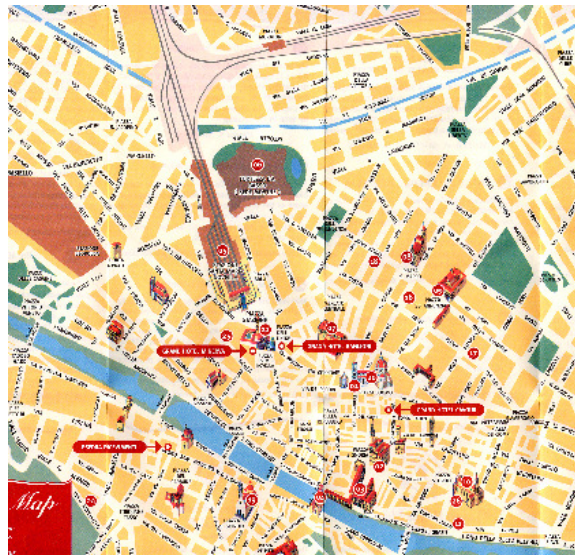
Main hall:	up to 500 participants
- 2 rooms	with 400 seats each
- 1 room	with 300 seats
- 1 room	with 260 seats
- 2 rooms	with 150 seats each
- 1 room	with 120 seats
- 1 room	with 100 seats
- 1 rooms	with 60 seats
- 1 room	with 50 seats
Total Area:	4,000 square meters total area



9.3 Location

Palazzo dei Congressi and Palazzo degli Affari are:

- directly in the city centre
- At 2 minutes walking distance from the Central Train Station
- At 5 minutes walking distance from all major 5,4,3 and 2 star Hotels
- At 10 minutes by car from the Florence International Airport Amerigo Vespucci (known also as Florence Peretola Airport)



9.4 Spaces in case of bigger numbers

The Florence Congress Cittadella offers not only the Palazzo Congressi and Palazzo Affari, but also the famous Fortezza da Basso who can have spaces to host up to 10.000 people.

Should the IEA 2015 Congress grow in numbers, Florence has the structures to host it. The Cavaniglia Pavilion within the Fortezza da Basso will be used for a plenary up to 2100 people.

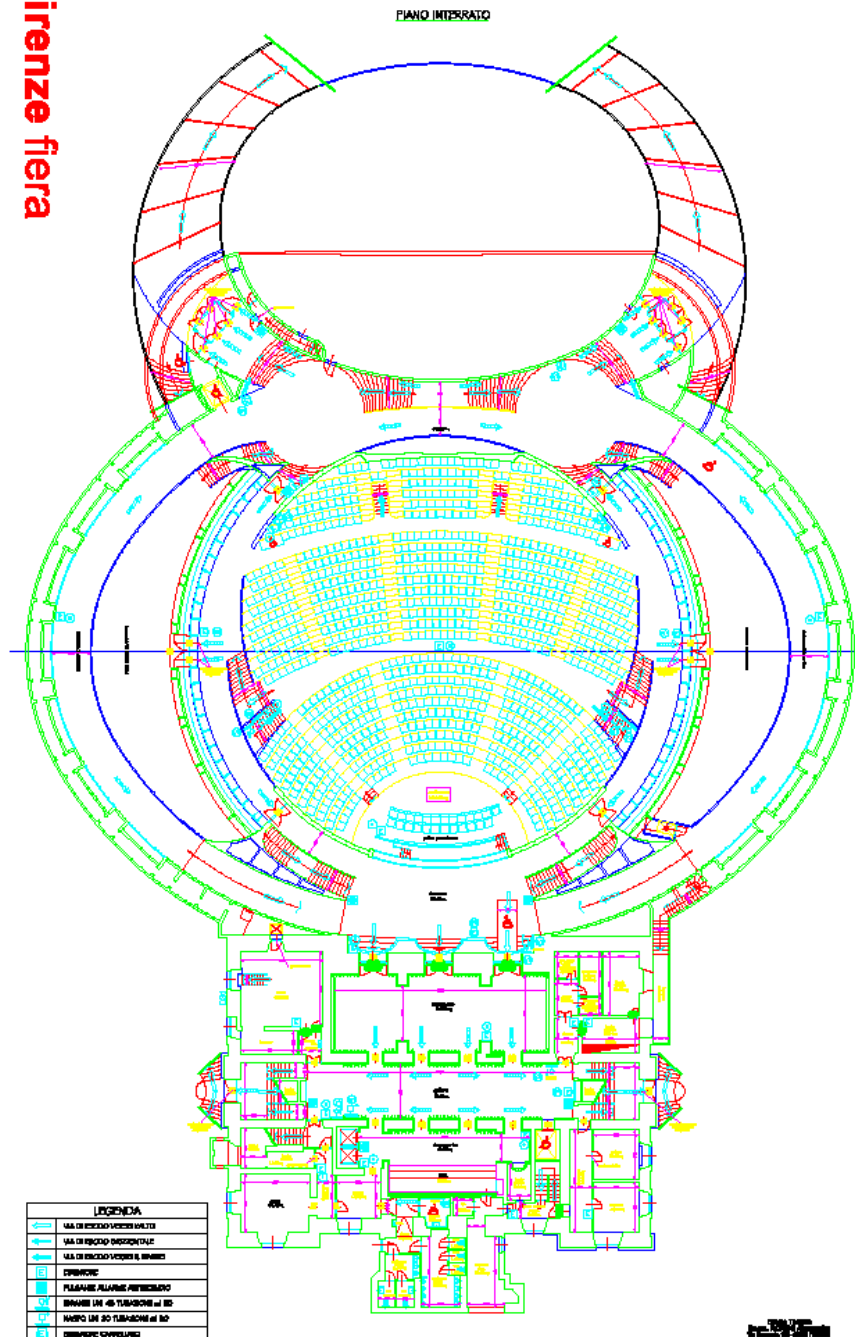
9.5 Floor Plans & Feasibility plan

Here following we have inserted the floor plans of both Palazzo Congressi and Palazzo Affari and the related use of areas and spaces to match the Congress needs.

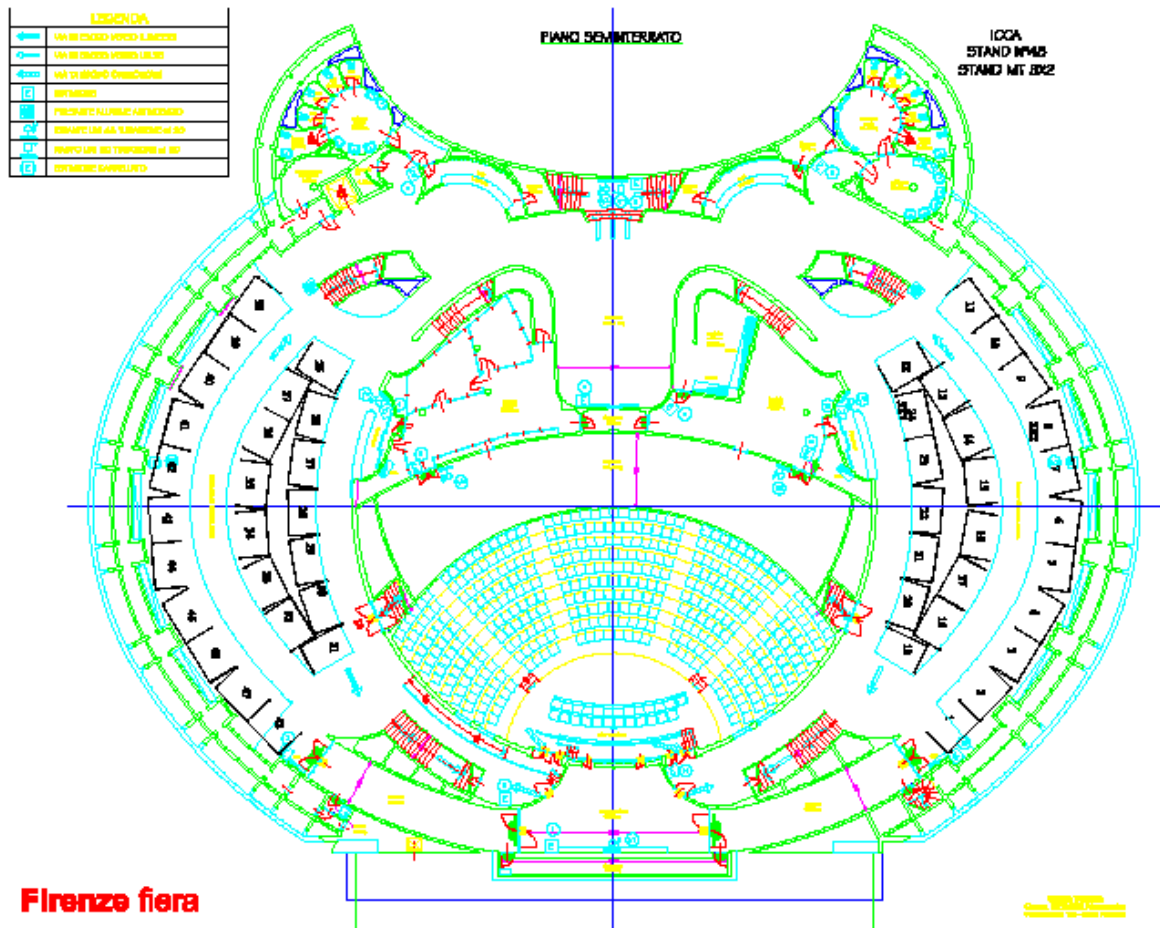
Here following also the plan of the Cavaniglia Pavilion to be used in case of huge numbers of attendees as plenary up to 2100 people.

Auditorium, Registration Area, Exhibition Area & Poster Area

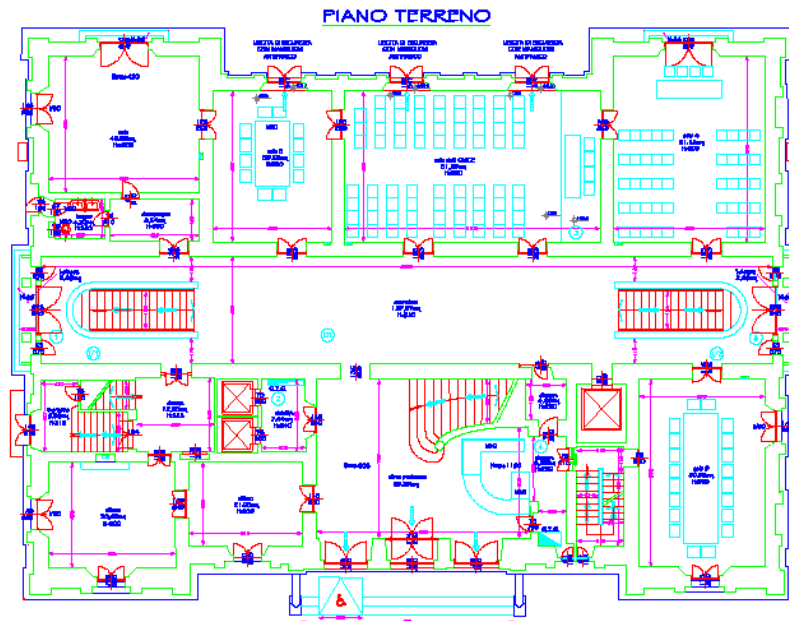
Firenze fiera



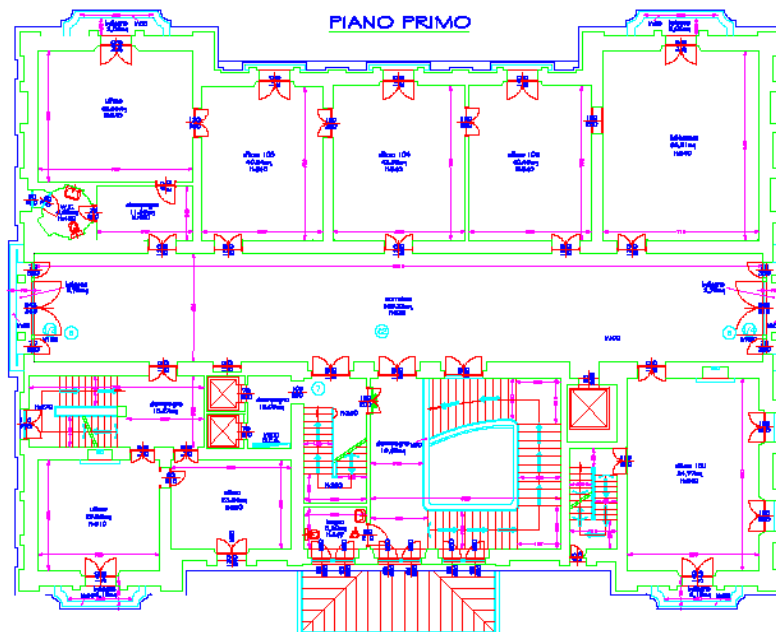
Exhibition Area with hypothetical booth plan, Ballatoi for poster sessions



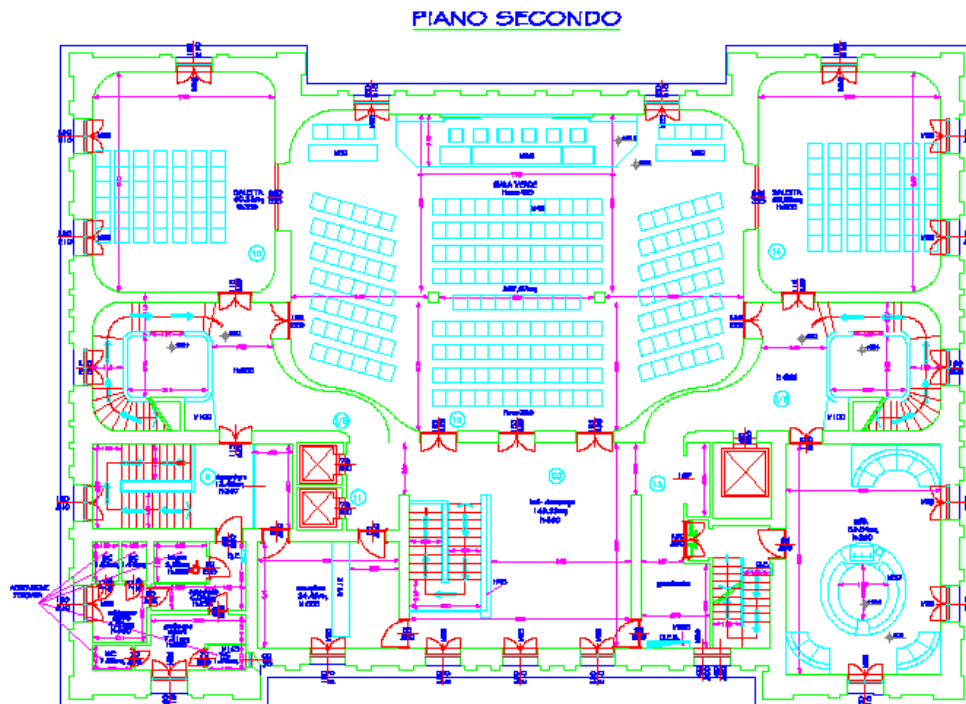
Palazzo Congressi Ground Floor



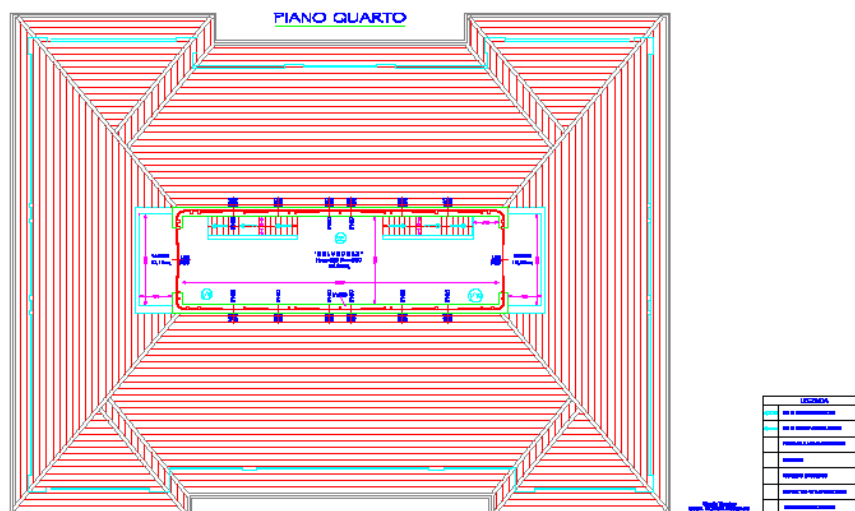
Palazzo Congressi First Floor For IEA Offices, storage, Press Room and Speaker ready room



Palazzo Congressi Second Floor for Parallel Session

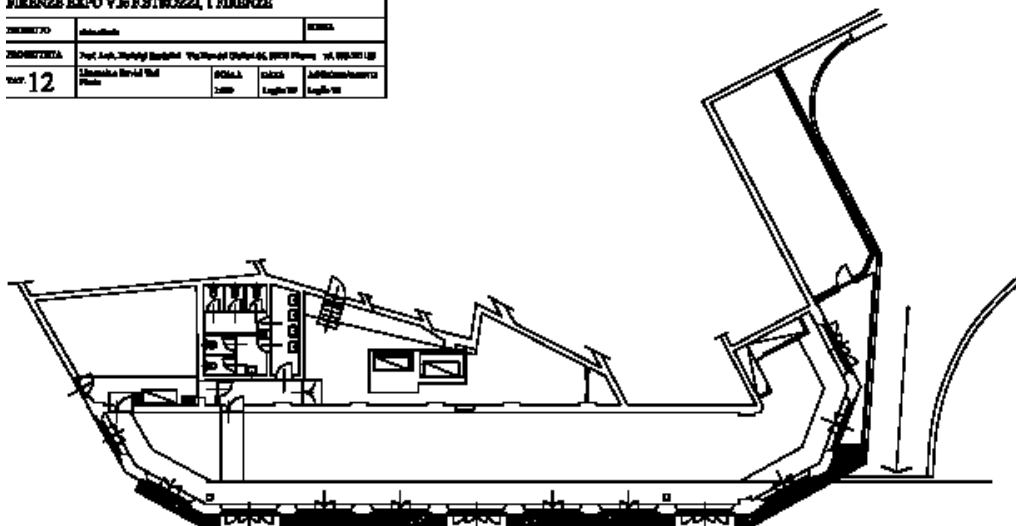


Palazzo Congressi Forth Floor "Belvedere Room" for IEA Executive Board Meeting



Palazzo Congressi
"Limonaia Room" for Parallel Session

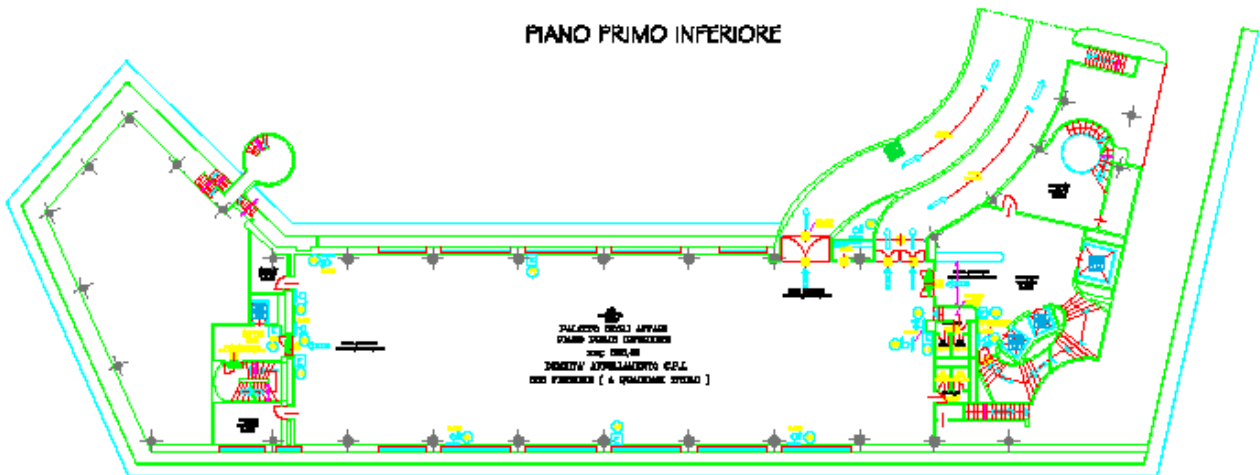
FIRENZE EXPO 2015 F.S.TROZZI, I FIRENZE				
PROGETTO	Architettura			PROMOTORE
PROGETTISTA	Prof. Arch. Roberto Trozzi Via Dante 101, 50121 Firenze - Tel. 055/2391111			
NOV. 12	Limonaia David Wolf Photo	SCALA 1.000	NOVA 1.000	Adibito a sala convegni



Palazzo Affari
Underground Floor for Meeting Areas &/or Catering Area

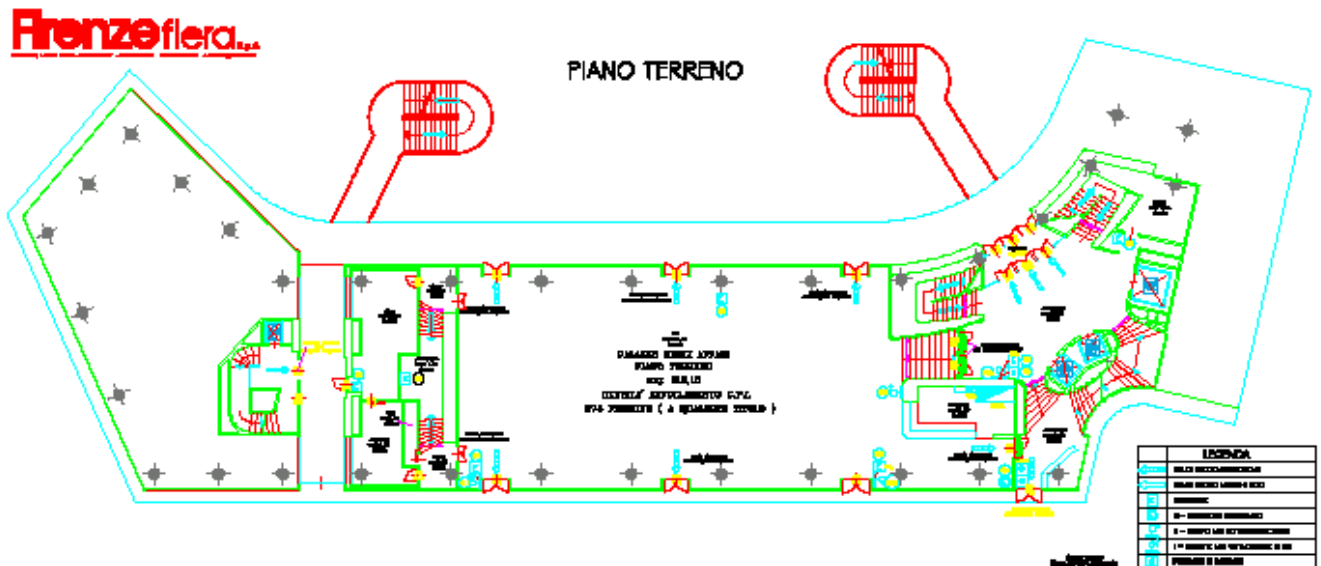
Firenze fiertalys

PIANO PRIMO INFERIORE

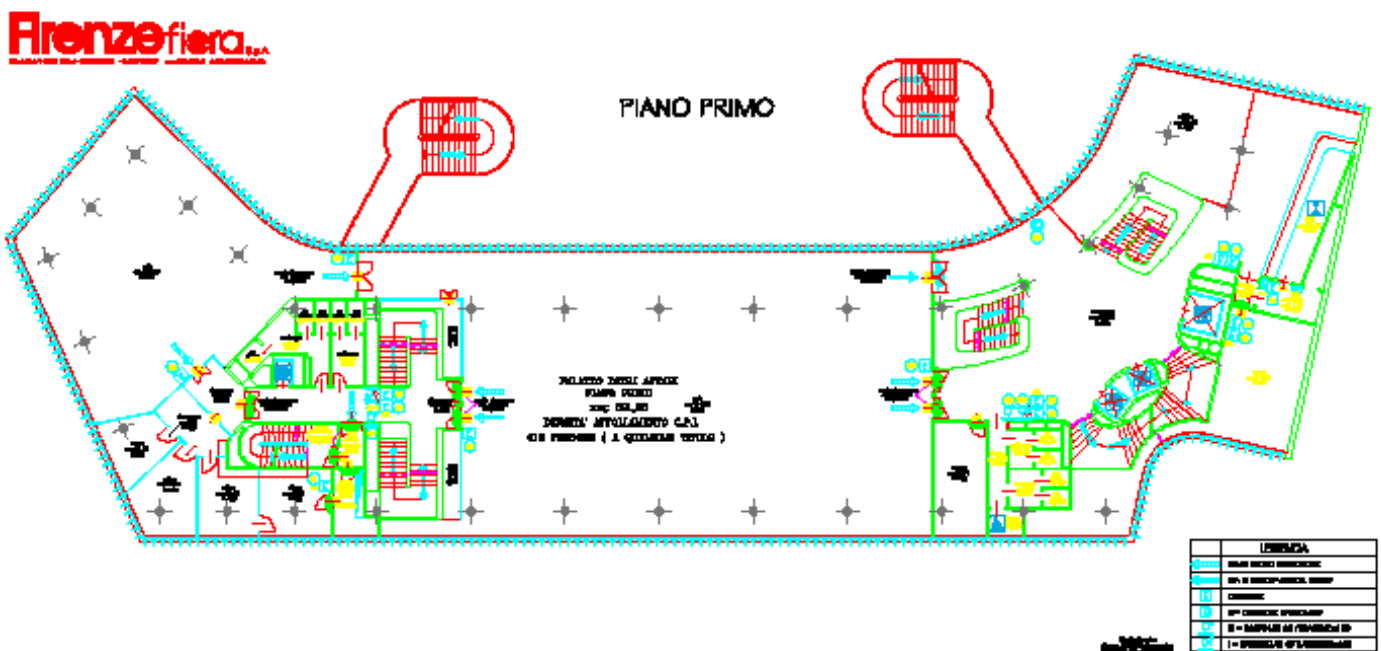


LEGENDA	
	VE IMPERMEABILIZZABILE
	VEIN DENTRO AREA LACI
	SPAZIO
	IN UN PUNTO DI INTERESSE
	IN UN PUNTO DI INTERESSE DI 10
	IN UN PUNTO DI INTERESSE DI 10

Palazzo Affari
Ground Floor for Meeting Areas &/or Catering Area

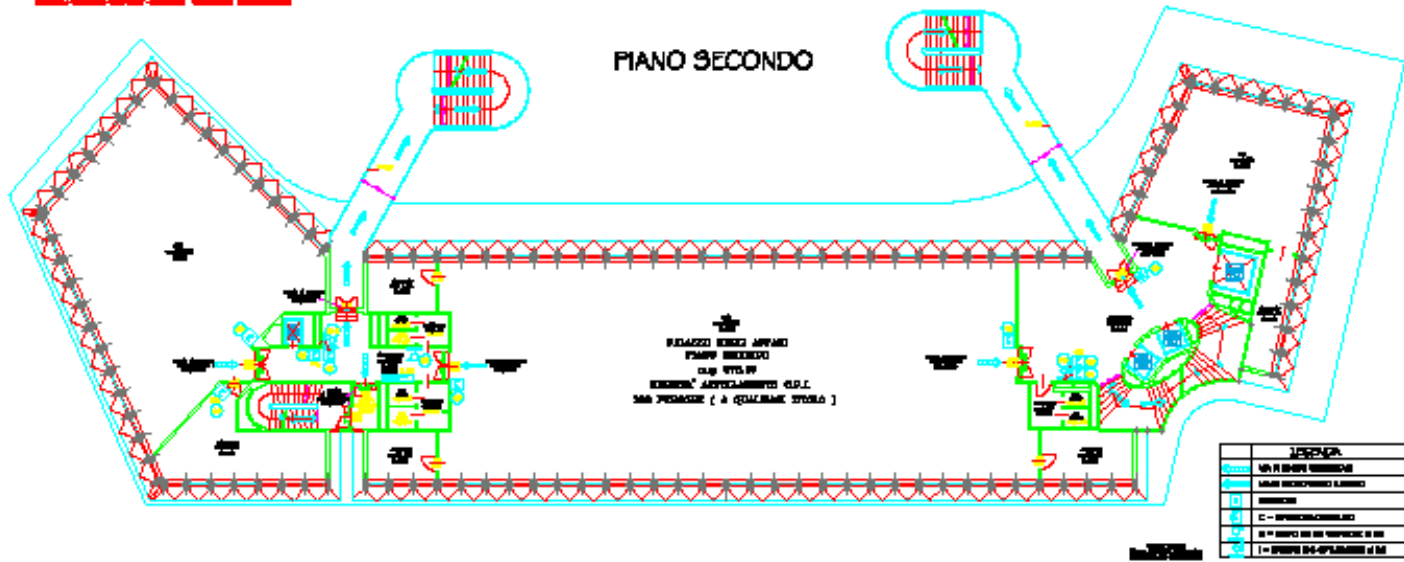


Palazzo Affari
First Floor for Meeting Rooms for Different Sessions



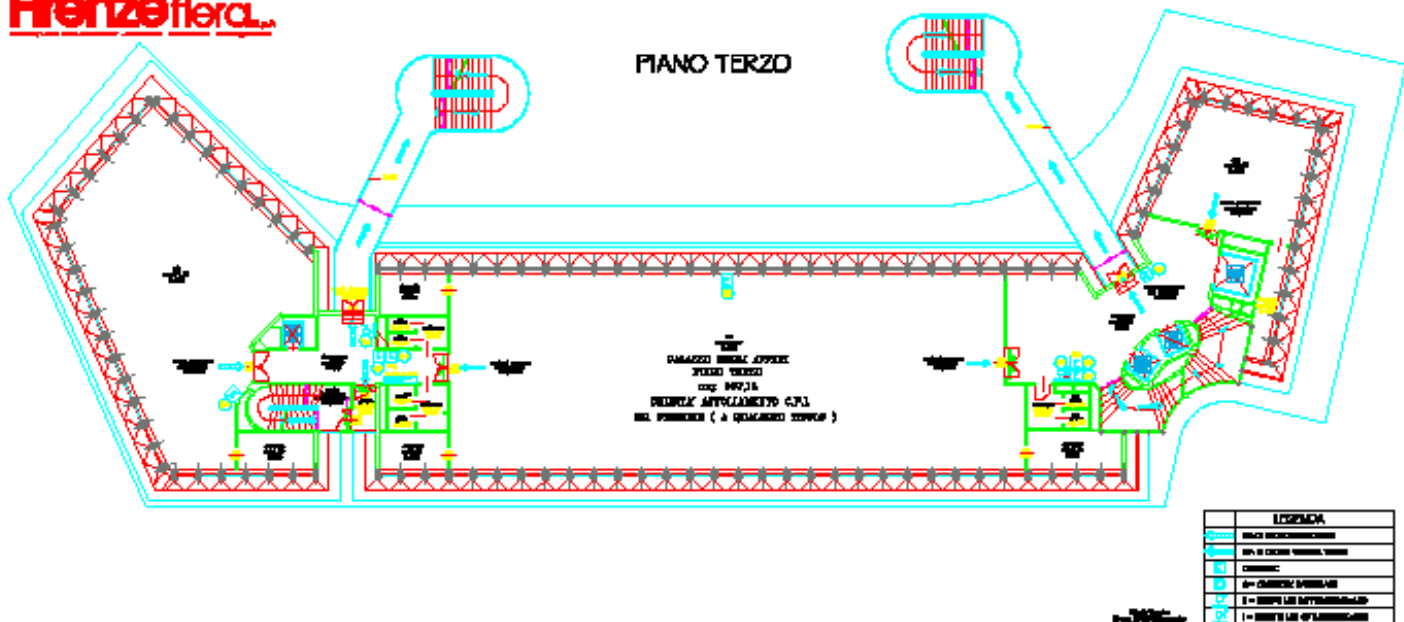
Palazzo Affari
Second Floor for Meeting Rooms for Different Sessions

Firenze fiera

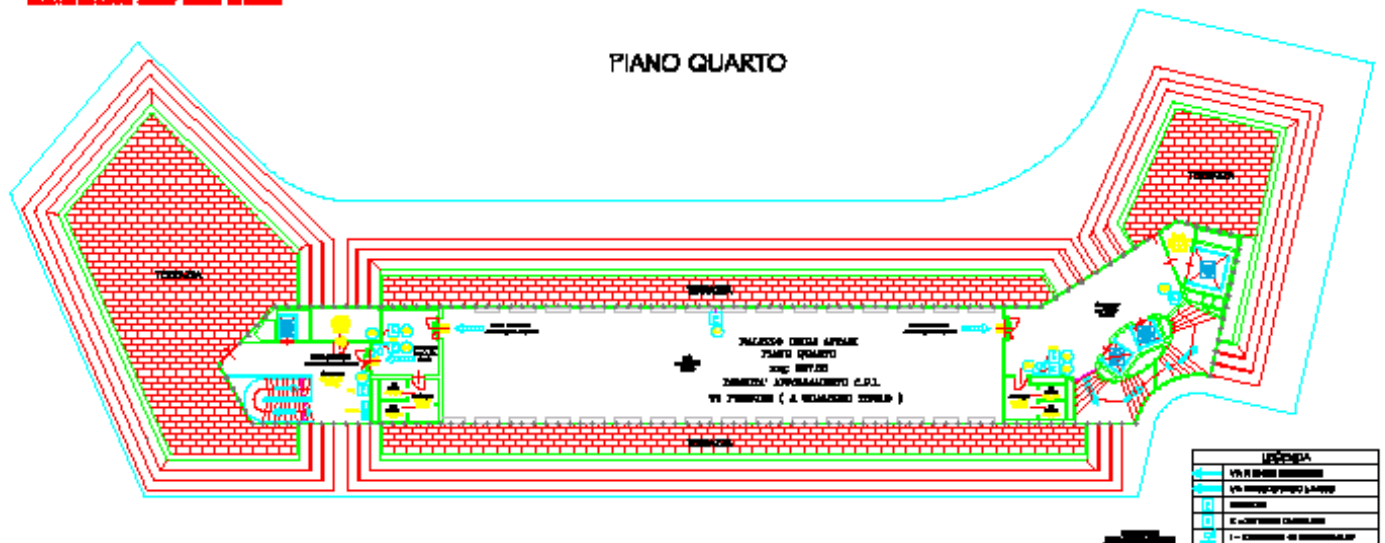


Palazzo Affari
Third Floor for Meeting Rooms for Different Sessions

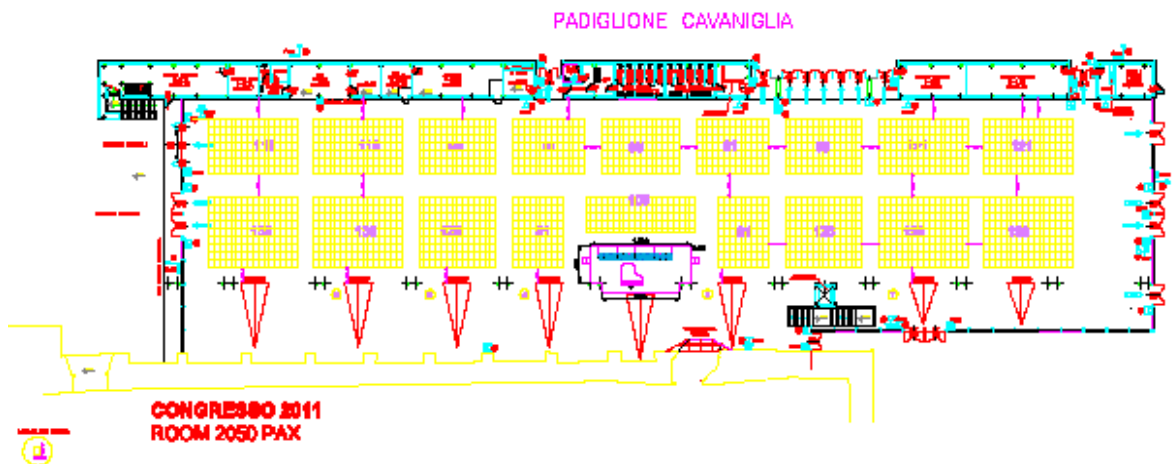
Firenze fiera



Palazzo Affari
Fourth Floor for Meeting Rooms for Different Sessions



FORTEZZA DA BASSO
CAVANIGLIA PAVILION : room with 2100 seats (Only in case of huge numbers)





11. PROPOSED DATES AND CONFIRMATION OF AVAILABILITY

Proposed date of the event:

In 2015

July 12-17, 2015	(congress dates)
July 11, 2015	(set-up)
July 18, 2015	(dismantling)

FIRST PROPOSAL - PREFERRED

or

August 23-28, 2015	(congress dates)
August 22, 2015	(set-up)
August 29, 2015	(dismantling)

SECOND PROPOSAL

The Palazzo Congressi and Palazzo Affari conference centre meets the requirements of the Congress, with an estimated attendance of 1.500 people.

The Palazzo Congressi and Palazzo Affari conference centre confirms its availability of the structures for the above periods.

The spaces have been optioned by Newtours until April 30th, 2009.

On all periods, Newtours got the first option.

The option can be renovated.



12. AUDIOVISUAL EQUIPMENT

The venues all offer very high technical standards. The Congress venue offers standard and updated AV equipment as requested from major international congresses. As AV equipment is constantly evolving and improving and as the congress venue we are offering will undergo a restructuring within the year 2008 and 2009 we prefer not to mention exactly the technical possibilities because they will be improved to a very high extension and all words could now diminish the potentialities we might be offering to you in 2015.

The total broadband internet capacity of the venue is made up of 3 HDSL lines of 2MB each. The lines can be divided into 95 IP public addresses. It is possible to add and enlarge the total capacity of the internet broadband upon specific request to an IT service provider. Any request in addition to the present capacity offered by the venue would be quoted specifically.

Wi-fi capacity is currently available on all spaces.

All rooms and spaces are linked in a LAN built-in network system so that all rooms can be put in overflow and can work in intranet without the need of connecting to the internet. The LAN is 10-100 ethernet.

For the use of the above facilities there is a fixed costs that – as technology is always improving – will be totally irrelevant in 2015.

Slide centre

A centralized slide centre will be available in the congress venue in order to enable the preview of the presentations to different speakers.

The software will manage the different power point presentations and other types of documents that have to be presented during the different sessions. The software will manage all sessions running concurrently, sending the correct presentation in the dedicated room at the right time.

As some presentations might require specific medical programs to run, the slide centre will be organized so that those speakers who request it can use their lap top to make their presentation.

It is important that the speakers inform in advance in case they want to use their lap top.



13. ABSTRACT HANDLING & ON LINE REGISTRATIONS

NEWTOURS S.p.A. , the Local PCO, can put at Congress disposal its expertise and its software "EASY CONGRESS" for the ON-LINE management of both the Registrations and the Abstract submissions.

EASY CONGRESS

Easy congress is Newtours' software for the management of congress registration and reservation. This software, able to interface with other software types, has been recently updated to allow participants to register and make reservations directly online, including credit card payments.

On-Line Registration & Hotel Accommodation

Our software has a specific graphic layout which cannot be amended, with the exception of the banner/logo positioned on top of each registration page. Any text can be changed according to the client requirements, although within space limitation.

We can therefore receive:

Registration

- Paying individual registration with companion
- Free registration (speaker, press, etc.)
- Group registration with personal code

Our system can manage registration with or without username and password (to be decided by the client).

Hotel reservation

Participant can reserve hotel accommodation choosing:

- Among a list of hotels (in case of small number of hotels)
- Among a range of min/max price according to category, without choosing the exact hotel, by paying directly first night deposit or giving credit card details as reservation guarantee.

Social program, tours, workshops, etc

We can open registration field for any kind of reservation, such as:

- Social program
- Tours
- Workshops
- Seminars or any other specified and required event

At the end of the registration process, participant can choose to pay by money transfer or by credit card. The latter will be processed on-line directly by Banca Sella, our banking partner.



At the end of the registration process, participant will receive an e-mail confirming services and payment. In case of credit card payment, Banca Sella will send a confirmation for the relevant charge.

Every day on-line registration will be imported to our back office system. The system automatically recognises new registered delegates and new reservations done by delegates already registered (the latter is possible just with username e passwords management).

We can offer the client the possibility to approve on-line registration before importing data to our back office system.

As soon as registration data are imported to our back office system, the software starts sending letters of confirmed registration and reservation (in pdf format) and attaching the relevant invoice (in pdf format) to e-mail address mentioned by the delegate in the registration form.

Our management software can provide the client with any kind of detailed list

- List of registered persons: guests, paid, still to be paid, according to registration typology (press, speaker, delegates, etc.)
- List of registered persons according to registration fee
- List of registered persons per country
- List of registered persons with hotel accommodation in alphabetical order or per hotel
- List of registered persons per every social event, tour, workshop or any other event either in alphabetical order or per service
- Congress accounting situation (cashed fees, fees to be cashed, guests, etc)
- List of participants divided per country or in alphabetical order
- rooming list per hotel with economic situation of each participant

Furthermore, our software allows us to print:

- Badges,
- Vouchers per services to be rendered
- Attendance certificate

on pre-printed forms

Management of Scientific Program

Abstracts and posters mailing

For those congresses where we manage on-line registration as well as abstract collection, participants can use the same username and password to forward abstract.

Participant won't be obliged to fulfil once again personal data, because details used for registration will be automatically transferred (or vice versa).



Once entered the software system, participant may add relevant document on free text, mentioning:

- topic
- key words
- eventual co-writers
- presentation type (poster, oral, etc)

The system will proceed in dividing works according to topics and participant will be able to enter the program any time to amend or change the text (according to deadline to be decided).

Works put on-line can be seen by the scientific committees, with specific passwords, chosen by the client for any revision or evaluation. Comments might be added online and shared with other committee members. According to evaluation criteria, it will be possible to view accepted or refused works.

Once works are defined and accepted, the system starts sending e-mails confirming the work acceptance.

As soon as the scientific program is defined, it will be inserted in the speaker and meeting rooms system, which will automatically send an e-mail confirming the presentation details, day, time and meeting room (in case of oral abstract) or day and terms of presentation (in case of posters).

At the end, the system will extract the final scientific program.

PROCEEDINGS

- All proceedings will be published in full and extended format in a CD rom to be distributed to all participants included in the congress registration fee.
- The CD of proceedings will be published with a Publishing Company in accordance with IEA Council. The CD of proceedings will be then sold and get an ISBN code, so that all presenters will have the chance to include their proceedings in their curricula.
- A book of Selected Paper will be realized including:
 - main lectures in extended format
 - 10 best papers presented
 - 3 best paper presented by students and young professional that will be awarded

The Preliminary Budget does not foresee the cost for the publishing of the Books of Proceedings.

14. HOTEL ACCOMMODATION

Total infrastructures

The main characteristics of Hotel in Florence is that more than 50% of them are located directly in the city centre at walking distance from the congress venue while the rest are not more than 30 minutes by bus or 10 minutes by taxi far from the congress centre.

The city's present range of accommodation facilities satisfies all tastes and requirements. From the great, traditional hotel to the small refined *relais* hotel scattered in the hills, the variety is immense; from restored villas and monasteries, to charming, small buildings in the heart of the old city centre which, seen from certain windows, often take on different and more fascinating appearances. And regardless of category, the visitor is met with the same hospitality and cordiality, and the same warm welcome in any of these hotels.

Florence can offer a total of 13,109 rooms in Hotels of different categories as follows plus 750 beds in Youth Hostels and many Bed & Breakfast facilities and low cost accommodations for students and conferences attendees who can only afford low cost :

5 star Hotel	no.	870 rooms
4 star hotels	"	4.440 rooms
3 star hotels	"	4.720 rooms
2 star hotels	"	2.030 rooms
1 star hotels	"	1.049 rooms
students accommodations		750 room beds
Bed & Breakfasts		1000 room beds



CATEGORY	PRICE RANGE
5 star Category Hotel	from € 260,00 to € 330,00 per night
4 star Category Hotel	from € 180,00 to € 230,00 per night
3 star Category Hotel	from € 100,00 to € 135,00 per night
2 star Hotel category	from € 75,00 to € 95,00 per night
Student accommodations:	from € 35,00 to € 60,00 per night
Bed & Breakfasts	from € 40,00 to € 80,00 per night

Based on 2009 prices.

15. SOCIAL PROGRAMME

In Florence tradition, art and culture is not only on exhibit in museums but it is a pulsing part of every-day life. Monuments, buildings, churches and works of art enrich the streets and squares of Florence for the pleasure of its citizens and for tourists.

The atmosphere is one of the ancient Medieval times , when the Medici family was at its highest power and richness.

Florence offers many historical buildings which can become unique venues for social events.

➤ **WELCOME RECEPTION**

When: 1st day congress
Where: either in Cortile of Palazzo Vecchio "Michelozzo Courtyard"
Or in the Garden of the Congress Centre
Time: (around) from 6 p.m. to 9 p.m.

The welcome reception is the first moment of a Congress to meet and greet old friends and people and to chill out to establish a good starting atmosphere of exchange of knowledge and experiences.

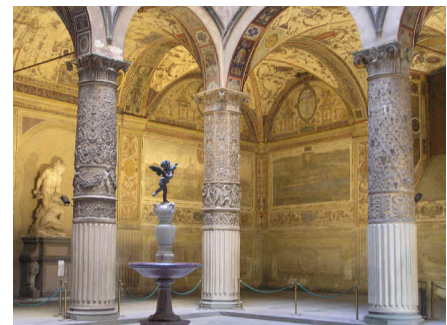
Palazzo Vecchio is the head of the Municipality of Florence and the Welcome Reception here might represent a strong impact on participants as it would mean the hospitality of the city to the Congress.



In 1299 after Christ the City of Florence charged Arnolfo di Cambio to build "**Palazzo Vecchio**". The tower of Palazzo Vecchio, which hosts the room of the "Albergaccio", where will be imprisoned Cosimo the Old in 1433 after Christ and Girolamo Savonarola in 1498 after Christ, was finished around 1308 after Christ with a rise on which is leaning a sphere of bronze and the "marzocco", one of the most antique symbol of Florence, which represents a lion with a lily.

Cortile of Michelozzo in Palazzo Vecchio

The first courtyard of Palazzo Vecchio was built in the first half of 14th century and then modified by Michelozzo in 15th century, he replaced the pillars with cylindrical and octagonal columns and built the loggiato. The courtyard of Palazzo Vecchio was decorated, in occasion of the wedding between



Francesco de' Medici and Giovanna of Austria (1565), with plasters and paintings of Austrians cities, in honor of the spouse.

➤ **CONGRESS DINNER (First proposal)**

When: on the 2nd or 3rd or 4th full day congress
Where: in Palazzo Pitti's Cortile degli Ammannati and Boboli Garden
Time: (around) from 7.30 p.m. to 11.30 p.m.

Palazzo Pitti, Cortile degli Ammannati and the Boboli Garden

Brunelleschi designed this architectural boast for Luca Pitti, an adversary of the Medici family; in 1540 Cosimo Medici acquired the palace and the adjoining. Crafted to harmonize with the palazzo, the magnificent gardens are adorned with fountains and sculpture. Incidentally, the Boboli is one of the best places for a picnic in the city. Today, the Pitti houses three museums: the Galleria d'Arte Moderna (Gallery of Modern Art), the Galleria Palatina (housing works by Raphael, Titian, Lippi, Veronese, and others), and the Museo degli Argenti (Silver Museum).



➤ **CONGRESS DINNER (Second proposal)**

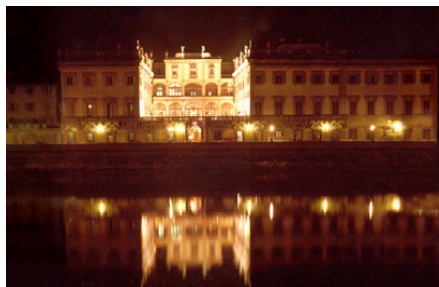
When: on the 2nd or 3rd or 4th full day congress
Where: in Palazzo Corsini
Time: (around) from 7.30 p.m. to 11.30 p.m.

Palazzo Corsini

Maria Maddalena Macchiavelli, wife of Marchese Filippo Corsini, purchased the Palace from the Grand Duke Ferdinando II de' Medici in 1649.

Originally, the Palace which was a "Casino" (a little house surrounded by a large garden that extended itself to the banks of the Arno River today known as Lungarno Corsini), belonged to the Ardinghelli family. It was then bought by the Medici and finally by its current owners. The Corsini family residence is a late baroque structure as we can see from the roofs decorated with statues and terracotta vases, - a novelty in Renaissance Florence, - and from the "U" shaped courtyard opened towards the river bank. The Palace was conceived in its present form by Bartolomeo Corsini (1622-1685) son of Filippo and Maria Maddalena Macchiavelli; it was his own son Filippo (1647-1705), who then expanded the portion of the building that extends towards Ponte S. Trinita. The building works on the Palace lasted 50 years without a break. The decorations that were created between 1692 and 1700 reveal one of the finest moments in the history of Florentine painting.

Important artists like Anton Domenico Gabbiani, Alessandro Gherardini and Pier Dandini were called by the Corsini family to decorate the elegant apartments on the first floor where the Galleria Aurora, the Salone, the Sala da Ballo and other important reception rooms are located.





Società Italiana di Ergonomia
Federata alla International Ergonomics Association

info@societadiergonomia.it
www.societadiergonomia.it



In addition:

ONLY UPON PAYMENT:

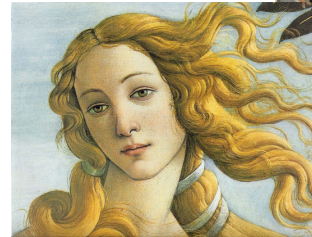
SPECIAL OPENINGS and EVENTS for RESTRICTED NUMBER of PEOPLE

Uffizi Gallery and Vasarian Corridor

For the IEA Congress, we can organize a special visit to the Uffizi Gallery with special opening of the Vasari's Corridor.

The evening can be organized for a restricted number of people.

A very special *elite* event.



Maggio Fiorentino

An additional alternative could be a concert of the famous Maggio Fiorentino at the Teatro Comunale of Florence for maximum of 2000 people.



16. CONGRESS TECHNICAL TOURS

The Local Host and the Promotion Committee together with the Local PCO will organize special Site Visits before, during and after the congress to emphasize the importance of the Ergonomics in the "daily life" as well as in the "companies daily life".

The connection between private companies, Institutions, Universities and science with Ergonomics is at the basis of the work and of the future development of the planet.

Here you can experience the application of Ergonomics principles.

All sites proposed represents the **excellences** in the Tuscany Region, all companies and realities known all over the world and of high interest for Ergonomists both for their profession and for their leisure.

All Site Visits can be realized in a HALF DAY or in a full day, combining numerous visits together.

Following a list of possible site visits:

- | | | |
|-----|------------------------|---|
| 1) | DESIGN & MECHANICS: | PIAGGIO (<i>Pontedera – Pisa</i>) |
| 2) | INNOVATION & ENERGY: | NUOVO PIGNONE (GE OIL & GAS) (<i>Florence</i>) |
| 3) | HIGH FASHION: | GUCCI (<i>Florence</i>) |
| 4) | WINE PRODUCTION: | THE ANTINORI WINE CELLARS (<i>Chianti area</i>) |
| 5) | LUXURY NAVAL DESIGN: | NAVAL SHIPYARD of AZIMUT (<i>Viareggio - Lucca</i>) |
| 6) | HANDICRAFTS: | CERAMICS in Colle Val D'Elsa (<i>Siena</i>) |
| 7) | THE ART OF GOLD: | UNAERRE (<i>Arezzo</i>) |
| 8) | ERGONOMICS IN MUSEUMS: | POLO MUSEALE FIORENTINO (<i>Florence</i>) |
| 9) | ARTISANS in FLORENCE: | THE ARTISANS' WORKSHOPS & THEIR SECRETS (<i>Florence</i>) |
| 10) | HOSPITALS in FLORENCE | THE MEYER HOSPITAL : A SYMBOL (<i>Florence</i>) |
| 11) | THE ART OF SHOES | FERRAGAMO MUSEUM A MILESTONE OF SHOES(<i>Florence</i>) |



1) DESIGN & MECHANICS: PIAGGIO



Founded in 1884, Piaggio & C. S.p.a., with registered office in Pontedera (Pisa), is today one of the leading world manufacturers of 2-wheeled motor vehicles.

Piaggio & C. S.p.a. is the leader in Europe and one of the four world leaders in its reference market. The product range includes scooters, mopeds and motorcycles from 50 to 1,200cc under the Piaggio, Vespa, Gilera, Aprilia, Moto Guzzi, Derbi and Scarabeo brands. Piaggio & C. S.p.a. also operates in the 3- and 4-wheeled light transport sector with the Ape, Porter and Quargo.



Innovation, Research and Development

The Piaggio Group carries out its own research in 5 centres located in Italy, Spain, India and China; the centres employ over 700 technicians. The organisation of the research function is underpinned by a recognition of the importance of synergy, flexibility and brand custodianship.

The pursuit of excellence in the Piaggio Group is based on anticipating client needs, creating products which are technically, stylistically and functionally innovative, and using research to achieve a better quality of life. These are also the key elements in maintaining its leadership position in the market.

Research and Development at Piaggio is thus clearly focused in two main areas: the ongoing search to create better performing and more environmentally friendly engines, and the constant improvement of vehicle safety and functionality.



2) INNOVATION & ENERGY: NUOVO PIGNONE (GE OIL & GAS)

GE Oil & Gas offers a large portfolio of highly reliable Nuovo Pignone machinery and equipment for all segments of the oil & gas industry. With a global installed base of more than 20,000 units from production through transportation and processing into finished products, Nuovo Pignone is one of the industry's major suppliers of turbomachinery, compressors, pumps, static equipment and metering systems.

Our world-class application leadership experience includes equipment, design integration services, and full turnkey systems for:

- Re-injection for enhanced oil recovery
- Gas gathering
- Pipeline transportation
- LNG plant compression systems
- Refinery conversion units and process islands
- Processing plants (fertilizers, petrochemicals, plastics)
- Industrial & municipal power generation
- GTL



Nuovo Pignone is committed to providing customers with the highest quality offerings, unparalleled customer service, and responsiveness. This commitment is driven through a Quality Management System that integrates the GE Six Sigma methodology with ISO 9001 quality standards.

Center of Excellence for:

- Compressors
- Mechanical Drive & Power Generation Turbines
- Pumps
- Heavy Wall Reactors
- Air-cooled Heat Exchangers
- Steam Condensers
- Control & Safety Valves



3) HIGH FASHION:

GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury brands. It designs, produces and distributes high-quality luxury goods, including ready-to-wear, handbags, small leather goods, luggage, shoes, gifts, fragrances and eyewear. Gucci manufactures all products in Italy, and licenses the production and distribution of eyewear, perfumes and men's ready-to-wear. Through Gucci Group Watches, located in Cortaillod Switzerland, the company also assembles and distributes in all major markets around the world Gucci brand timepieces, combining outstanding Swiss craftsmanship with modern design aesthetics.

The company directly operates stores in major markets throughout the world and wholesales products through franchise stores, duty-free boutiques and leading departments and specialty stores .

In 2007 Gucci finished the year with 233 directly operated stores.



4) WINE PRODUCTION:

THE ANTINORI WINE CELLARS

The ancient Antinori family has resided in Florence **since the early 13th century** when they moved from Calenzano, a village between Florence and Prato where their presence is recorded in 1188. The family initially worked in the silk trade and joined the Guild of Silk Weavers in 1285.



The Antinori family's first encounter with wine dates back to 1385, when Giovanni di Piero Antinori joined the Guild of Wine Merchants to make the best use of the family's country properties in Valdarno, around Florence.

However it was not until the 16th century that banker and merchant Alessandro Antinori made the wine from his estates famous in Italy and abroad, travelling from Lyons to Flanders, and from Spain to Algiers.

Wine was to remain the family's passion and main business activity, so much so that in 1898 the "**Fattoria dei Marchesi Lodovico e Piero Antinori**" was created by brothers Lodovico and Piero, the sons of Marchese Niccolò – a direct descendent of that other Niccolò who purchased Palazzo Antinori in 1506 and poured his efforts into publicising Tuscan wines around the world and creating fine quality products. For 26 generations the Antinori family have continued to make history.

The Antinori family owns numerous estates both in Tuscany and in Umbria. Antinori has always been identified with the regions of Tuscany and Umbria, with almost 1,400 hectares

of vineyards planted in the most highly-suited area for high quality wine production. Chianti Classico, Bolgheri, Montalcino, Orvieto, Montepulciano – all famous zones – as well as Sovana and southern Maremma, which are both very interesting emerging zones.



5) LUXURY NAVAL DESIGN: NAVAL SHIPYARD of AZIMUT

1969 - Paolo Vitelli, before taking his University degree started his own company in Turin, Italy. The purpose of the business was to charter sailing boats. **Therefore he transformed his passion into a business, becoming a renowned manufacturer of luxury motor yachts.**

Amerglass, a modern Dutch shipyard producing boats in fibreglass, conferred the first dealership contract in Italy on the newly-founded power boat manufacturer Azimut. The business developed quickly, adding the distribution of sailing boats, motorcruisers and finally motoryachts from different makers: British Powles, Westerly, and others.

The product of a joint-venture with Amerglass, the first fibreglass motorcruiser developed, the **AZ 43 BALI**, was an instant success.

The range of motorcruisers extended downwards with the introduction in **1977** of the **AZ 32 Targa** model: soon after, a full range of successful luxury Motorcruiser and Motoryacht models came onto the market.

In 1982 Azimut launched the Azimut 105' Faliaka. Designed by Costaguta and Disdale, the Azimut 105' FAILAKA was the largest fibreglass yacht at the time produced in series. Quite revolutionary in terms of design and technology, it was able to **reach speeds of 32 knots**. Among famous owners, the fabled Christina Onassis ...

The **Benetti shipyard**, based in Viareggio had been owned by the Benetti family since its foundation in 1873 and in **1985 was taken over by Azimut**. The yard had earned an exceptional reputation as the boats builder in classical lines, fitted out with luxury interiors.

Unsurpassed in producing top class boats based on traditional craftsmanship, Benetti were revolutionary on account of being the first to introduce and develop the modern concept of "motoryachts", quoting one example the: "delfino" line.



6) HANDICRAFTS:

CERAMICS in Colle Val D'Elsa

In Italy terracotta is a material with a very ancient tradition. It has long been established as the best cookware for Mediterranean diet.

A trip through the homeland of Terracotta to understand the plus of this material for the health of cooking and not only for cooking.

Healty

Cooking with terracotta not only enhances the taste of food, but helps to preserve many Vitamins and minerals.

Stove top cookware

Vulcania can be used on top of the stove as well in the oven, and makes a beautiful presentation at the table



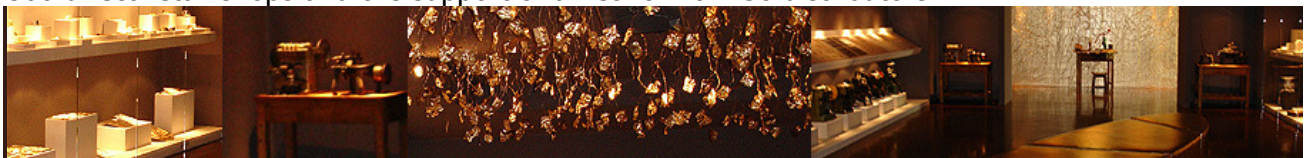
7) THE ART OF GOLD:

UNOAERRE in Arezzo

Arezzo, 15th March 1926: the company is founded by **Carlo Zucchi** and **Leopoldo Gori**, the two founding fathers of the first jewellery manufacturing company in the city of Arezzo. On April 2nd 1934 they receive the first official hallmark of the province, 1AR, which in turn evolves into the name of the company: **Uno A Erre Italia Spa**

In the following years, succeeding generations of goldsmiths, technicians, designers and artists have developed the company into one that is unique within its industry in the world today.

UNOAERRE jewellery is sold throughout the world and the name **Gori & Zucchi** is known by the entire **jewellery industry**. For the last 80 years, Uno A Erre Italia Spa has embodied the values of trust, reliability, quality, integrity and innovation to become the market leader in its field. Today Unoaerre is a market **leader in the worldwide jewellery industry**, with subsidiaries in France and Japan, and offices and distributors throughout the world. In Italy, where the company produces more than 70% of all wedding rings, the market is served by 500 direct retail shops and the support of a network of 150 distributors



On 13 May 2006, Unoaerre Italia SpA inaugurated a new distribution concept store in Leccio in the Reggello area, province of Florence: This 300 m² shop brings together the history of industrial gold jewellery archaeology with presentation of the Collections, plus the most prestigious brands in Italian fashion and style. Art : trends and vintage: the fusion process and technique.



8) ERGONOMICS IN MUSEUMS: POLO MUSEALE FIORENTINO

The Polo Museale Fiorentino is one of the best example of the application of Ergonomics in the tours and planning of spaces inside Museums and Art Galleries.

Lots can be understood and shown in the tour of the different museums in Florence:

Floods of people arriving, queuing, getting their ticket and visiting the different rooms of the Uffizi Gallery (for example) allowing an enjoyable visit, security both for works of arts and for visitors.



9) ARTISANS in FLORENCE: THE ARTISANS' WORKSHOPS & THEIR SECRETS

Artisan Workshops in Florence are since centuries famous for their high quality consistent with an antique tradition. Here below you can find a selection of old artisan workshops in Florence.

Artisan Workshop in Florence specialized in making frames. Maselli Artisan Workshop realizes and restores every kind of [wood old-style custom frames](#)

Restoration of paintings and works of art.

The workshop Grassi Nesi, in Florence, is an old artisan workshop that, since 1920, deals with expertise and restoration of paintings, paintings and works of art.

Hobby Bijoux

Fuxia, in Florence is the store for the costume jewelry craft and the realization of necklaces with beads. Located in the city center, offers a vast assortment of jewelry and craft materials for the self-construction

And then...



10) HOSPITALS in FLORENCE THE MEYER HOSPITAL : A SYMBOL

The Meyer Hospital is a symbol of the future of Hospitals constructed under Ergonomics principles.

The Hospital is a WHO collaborating Centre for Health Promotion Capacity Building in Child and Adolescent Health.

The Hospital utilize all systems to save and recycle energy, to offer natural light to all patients and to guarantee security and an adequate space to work to doctors and nurses as well as a comfortable place to be cured for young patients and their families.



11) THE ART OF SHOES : FERRAGAMO MUSEUM : A MILESTONE OF SHOES

Opened in 1995 by Wanda Ferragamo and her family, the Salvatore Ferragamo Museum was designed to show the public the history of the brand's founder and his creations – footwear viewed by museums and experts worldwide as no less than works of art. Eleven years on from its inauguration in 1995, the Museum is being enlarged and moved down to the pillared, cross-vaulted basement, in parts of the building that still show its mediaeval origin.

Salvatore Ferragamo

Guggenheim Prize

The primo Premio Guggenheim Impresa e Cultura (the Guggenheim First Prize for Industry and Culture) for 1999 was awarded to Salvatore Ferragamo for its decision to invest in culture and subsequently apply it as a communication strategy for the company.





14. ACCOMPANYING PERSONS PROGRAMME and PRE & POST TOURS

The IEA Culture activities are proposed to all delegates and accompanying person and can be organized upon registration to each activity by delegates and accompanying persons.

It includes some proposals for :

- Half Day Tours & Visits in Florence and neighbourhoods
- Full Day Tours & Visits in Florence and nearby cities
- Pre & Post Congress tours all over Italy

HALF DAY TOURS

City Centre – half day on foot

The 11th century Baptistery and its famous "Doors of Paradise", the Cathedral of Santa Maria del Fiore (il Duomo), with its famous dome raised by Filippo Brunelleschi, and Giotto's 14th century bell-tower (il Campanile) are the most outstanding monuments in the Cathedral Square and create the religious centre of the city.

The political. Centre, on the other end, is the Signoria Square with the Palazzo Vecchio, which is the Town Hall of Florence.

Quite impressive is the incredible series of original statues (Perseus, Neptune, the Rape of the Sabines, etc.) which stands here, so that the square can be considered like an open air museum.

Ponte Vecchio, with all its famous jewellery stores, is one more world famous monument of Florence. It's the only bridge which is still original and dates back to the 14th century.

From Ponte Vecchio one of the main streets leads to the Piazza della Repubblica, which is a more recent square created in the 19th century, at the time when Florence was the capital of Ital, where the centre of the ancient Roman colony of Florentia used to be. Famous are its many outdoor cafés.

The Medici Family – half day on foot

In the three hundred years during which the Medici were the ruling dynasty in Florence, they did something really great for the city.

It's thanks to them that some of the greatest artists created unique masterpieces such as Michelangelo's Medici tombs or Brunelleschi's Church of San Lorenzo.

Their first residence was the Medici-Riccardi Palace, which was at the same time the first palace of the Renaissance, and their private chapel is still in there, with the fabulous paintings by Benozzo Gozzoli.



The Uffizi Gallery – half day on foot

The Uffizi Gallery is one of the greatest museums in the world. It was founded in 1581 by Francesco I de' Medici, who collected numerous art-works in the building designed by Vasari. Today the Uffizi contains masterpieces by Italian and foreign artists from 13th to 18th century such as Cimabue, Giotto, Masaccio, Beato Angelico, Leonardo da Vinci, Botticelli, Michelangelo, Piero Della Francesca, Raffaello, Caravaggio, along with Rubens Rembrandt, Durer, Goya and many others.

The Academy Gallery – half day on foot

In 2004 Michelangelo's David celebrated its 500th birthday, as it was completed in 1504. On this occasion the statue was cleaned and restored, so that it's now even more a must to pay a visit to the museum where it's kept, together with some other impressive works by the great master, such as his unfinished statues called the Captives. But this is not only David's museum. There is also, for instance, an interesting collection of 13th - 16th century paintings.

Masaccio and Churches in the Oltrarno Area - half day on foot

The Church of Santa Felicita, beside the Ponte Vecchio, contains one of the greatest masterpieces of Mannerist art: the dramatic "Deposizione dalla Croce" by Pontorno. The Church of Santo Spirito, built in the 15th century by Brunelleschi, is a splendid example of Renaissance architecture hidden behind a very simple façade. It also still contains a lot of the paintings which were originally done to decorate it, which is something very rare to find. The Church of S. Maria del Carmine was originally a 13th century Romanesque church, later rebuilt after being almost totally destroyed by the fire of 1771. Of the surviving chapels, the famous "Cappella Brancacci" boasts one of the most solemn monuments of Renaissance painting: the frescoes by Masaccio.

These outstanding churches are located in the "Oltrarno" area, which is by itself worth a visit for its many workshops, where the tradition of Florentine artistic handicraft is still alive. The tour includes a stop in a typical outdoor café of the picturesque Santo Spirito Square for a refreshing ice cream or a drink.

Pitti Palace – half day on foot

The Pitti Palace was the third and last - really sumptuous - residence of the Medici Family. It was later on the residence of the Austrian Grand Dukes and of the Kings of Italy, so that it became richer and richer in decoration and a model for the European royal palaces. Fully furnished and lavishly decorated, it's also the seat of the Palatine Gallery, with masterpieces by Raffaello, Tiziano, Rubens, and other great masters, and of the Royal Apartments.

Santa Maria Novella, its District, its Pharmacy – half day on foot

The Dominican friars settled in this area in the 13th century and built here the purest Gothic style church of Florence. Masaccio, Ghirlandaio, Filippino Lippi and many other artists embellished it with spectacular works of arts. The monks distilled herbs and flowers and made essences which became world wide famous over the centuries. This tradition is still alive thanks to the owners who, nowadays, keep working in the ancient rooms decorated with paintings, statues, precious furniture.

After the visit to the Pharmacy, a walking tour of the area will give the opportunity to admire the elegant exterior of the Rucellai Palace, the home of the Rucellai family which had the facade of Santa Maria Novella church completed in 1470. The tour includes a little present from the Pharmacy, to remind you of the visit to this special place.

Florentine Hills – half day by bus (min/max enrollement 20/45 pax)

Piazzale Michelangelo, located along the "Avenue of the Hills" provides an unforgettable view of the city but the view one can enjoy from San Miniato Church is even more enchanting. This church, with its green and white marble facade, is one of the most important examples of Florentine Romanesque architecture, surrounded by the typical Tuscan countryside. On the hills overlooking Florence to the north, the small historical town of Fiesole, of Etruscan origin, later a Roman town, provides a marvellous and truly exhilarating panorama of Florence, the Arno river valley and the Tuscan hills.

FULL DAY TOURS

Siena and San Gimignano – full day by bus

Drive through the Chianti wine area amidst lovely, ever changing scenery of vine clad hills and olive groves to Siena, medieval town situated on the hillside between the Arbia and Elsa rivers, birthplace of St. Catherine and many famous artists. Visit the Cathedral, the Campo Square with the Town Hall, the Church of San Domenico and observe other fine specimens of medieval architecture. On the way home visit San Gimignano, a charming little town perched on a hilltop and preserved almost intact since the Middle Ages, with its famous towers, precious frescoes and other art treasures. Lunch in a typical restaurant in Siena.



Pisa and Lucca – full day by bus



Pisa, located on the river Arno, a few kilometres inland, is famous for its "Piazza dei Miracoli", with the Cathedral, the Leaning Tower, the Baptistery, the Camposanto, a monumental complex and one of the greatest examples of Romanesque architecture and sculpture. It is one of the most beautiful places in Italy: its splendid buildings with their rational and spacious layout rise proudly from the grass lawns.. The tour continues to Lucca with its suggestive city walls, the Cathedral, the Church of San Frediano and its "Piazza del

Mercato", a square which has kept the original oval shape of the ancient Roman amphitheatre. Lunch in a typical restaurant in Lucca.

Chianti Area – full day by bus

A relaxing drive through the Chianti wine area amidst lovely, ever changing scenery of vine clad hills, dotted with olive and cypress trees, little country churches, farmhouses, villas and castles, gives the opportunity to see one of the most suggestive areas of Tuscany, known all over the world.

A stop in one of the best Chianti wine estates will give the possibility to taste the local wines with country snacks and to visit the wine cellars.





Medici Villas – full day by bus

If you want to know more about how the Medici family, and later on the Kings of Italy, lived in the country, you shouldn't miss the visit to the Villas of Petraia and of Poggio a Caiano, which still offer an incredible selection of 19th century furniture. Both villas are surrounded by gorgeous gardens and parks.

In the case of the Villa La Ferdinanda in Artimino, on the other hand, there is no garden: it's the Tuscan countryside surrounding it – with gently rolling hills, olive groves and vineyards – to create a marvelous setting for this former hunting residence of Ferdinando 1st of the Medici family.

This area is also important for the production of great wines, and it will be possible to taste them during a lunch served in this "corner of paradise".

Carrara Marble Quarries and Versilia Area – full day by bus

The spectacular marble quarries in the Apuan Alps - where this precious white stone has been excavated since Roman times - offer a really evocative sight. Visits will include both the "open" and "inside the mountain" quarries including those used by Michelangelo, who used to come here in order to select himself his blocks of marble.

Lunch in a typical restaurant near the quarries will be followed by a visit to one of the artisans in the nearby Versilia area to experience how the marble is worked.

A final drive along the Versilia coastline will also give the opportunity to see some of the most famous sea resorts in Tuscany.



Perugia and Assisi – full day by bus



Perugia and Assisi are the two most famous hill-town of "green Umbria, a region which is located in Central Italy like Tuscany. Many Umbrian towns have perfectly preserved their original medieval aspect together with some evidences of their very ancient origin which often goes back to the Etruscan and Roman periods.

Perugia's most outstanding monuments are the Palazzo dei Priori, the Cathedral and the Collegio del Cambio with the

spectacular paintings by Perugino, the most famous local artist.

The most famous monument in Assisi is the Basilica where St. Francis, the founder of the Franciscan order, was buried. This really impressive church which was built with the local pink coloured stone dominates the whole valley around the town.

A lunch in a typical restaurant will also offer the possibility to taste some of the local specialities.

Bologna – full day by bus

Bologna is the capital of the Emilia-Romagna region, which is located north of Tuscany, cross the Appennine mountains.

It's the city of the two leaning towers and of the first European university, founded at the end of the 11th century and specialized in the interpretation of the Roman law and right ("Bologna docet"). Other famous symbols of the city are San Petronio Basilica, the Neptune Fountain and the Piazza Maggiore that is the main square.



It's also the city where the tortellini were invented and a lunch at a local restaurant will give the possibility to taste some of its specialities.

PRE & POST CONGRESS TOURS

Pre & Post Congress Tours lasting two to 5 days can be organized to nearer surroundings or more distant places, so that attendees can prolongue their stay in Italy and add some holidays pre or post the scientific programme. Some delightful examples:

- **Rome**

This city is incomparable, and part of its allure may lie in its history, which witnessed periods of great splendour followed by others of melancholy decadence. Rome, however, has always been reborn, hence its nickname: "The Eternal City". It has heaped up treasures and memories, and it boasts the fascination of a cityscape that still survives the assault of its suburbs. It is impossible to avoid the special fascination of Rome, for Rome is different from every other city



- **Venice**



"Streets covered with water, please advise" so Robert Benchley cabled home to his New York publisher in the 1930's. An awareness of Venice's obvious difference is only the beginning of understanding how this unique city is made. Just how does a city survive which is built on water!

During the Middle Ages, under the leadership of successive doges, Venice expanded its power and influence throughout the Mediterranean to Constantinople (modern Istanbul). The immense wealth of the city was celebrated in art and architecture throughout the city. The riches of St. Mark's alone bear witness to Venice's position as a world power from the 12th to 14th centuries. After slowly losing ground to the new states of Europe, however it fell to Napoleon in 1797, finally joining the Kingdom of Italy in 1866.

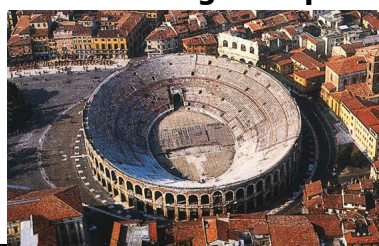
- **Lake Maggiore**



Italy's second largest lake after Lake Garda, Lake Maggiore winds majestically between Piedmont and Lombardy, its northern corner lost in towering, snow-capped Swiss Alps. But what really sets the lake apart are its jewel-like Borromean islands, Isola Madre, Isola Bella and Isola dei Pescatori. The western shore of the lake, with the lake towns of Stresa, Baveno and Verbania are

the most scenic spots on the lake.

- **Verona during the Opera Summer Period**



City of unique beauty, witness to thousands of years of history, Verona is a modern business and trade centre. Its historic centre has a typical Roman layout and Medieval, Renaissance, Venetian and Austrian buildings are all around town.

Verona is located at the crossroads of the main thoroughfares linking Central Europe to the Mediterranean area and Eastern to Western Europe. Verona is a busy city with a harmonious blend of culture and business, history and modernity, efficiency and cordiality. Its easy-to-reach location, the beauty of the surroundings, the high standard of hotel accommodation, food, wine, facilities and services, make Verona the ideal place for meetings, conferences and congresses of all levels and size.

- **Naples and the Amalfi Coast**

" You can say or write or paint what you like, but here all expectations are exceeded. These shores, bays, creeks, Vesuvio, the city and its surroundings, the castles, the villas! May all those who lose their senses in Napoli be forgiven." (J.W.Goethe)



- **Isola d'Elba**



Elba, the pearl of the Tuscan Archipelago, the island without frontier: the sea, the beaches, the green of the countryside, the small fortress towns, archaeological treasures, chestnut woods and more, continue to exist for what seems like an eternity.

- **Sicily (Palermo and Taormina)**

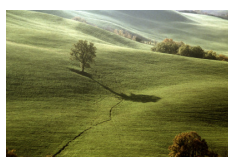
This island, where summer lasts all year round, is a melting pot of art, culture, science, art and natural beauties.

Homer wrote that in Sicily everything grows without being sown, and in ancient times this Mediterranean island was considered the land of miracles. A land of profound contrasts, where nature is exalted in scenes of rare beauty. Always differing: from the enchanting smile of the wide seafront ringed with palm trees, the mountain ranges rich in vegetation, and the historic vestiges disseminated all about, indelible testimonies to a tumultuous, complex past, that was always filled with life.

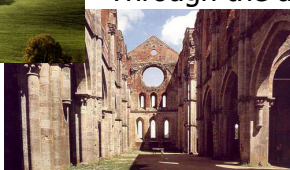


Over the centuries the Greeks, Carthaginians, Romans, Byzantines and Saracens, as well as the Normans, Swabian-Germans, French and Spanish have flowed into this land, overlapping and interpenetrating. Still today profound traces of all these races can be found in the art, traditions, customs and dialect.

- **The unknown Tuscany**



This tour will bring you to the most characteristic places in Tuscany, those less known but of great beauty and historic value. Through the ancient streets, farms and villages, the oldest traditions come to light for an enjoyable tour.



17. REGISTRATION FEES

The registration fees will be defined taking into consideration the following:

- Members of IEA will have a preferential registration fee
- Non - members will pay a higher registration fee
- Participants coming from disadvantaged countries and/or developing countries * will pay a reduced fee
- Students and young professionals will pay a reduced fee.

In the Preliminary budget we have made a hypothesis of what the registration fee could be for the 2015 Congress.

Registration fees	EXCLUDING VAT 20%
IEA members & Federated Societies Members- Registration fee before deadline (€ 600 including VAT)	€ 500,00
IEA Members & Federated Societies Members- Registration fee after deadline (€ 720 including VAT)	€ 600,00
NON members - Registration fee before deadline (€ 780 including VAT)	€ 650,00
NON Members -Registration fee after deadline (€ 840 including VAT)	€ 700,00
Registration fee for disadvantaged/developing countries (€ 300 including VAT)	€ 250,00
Registration fee for students (€ 240 including VAT)	€ 200,00

Registration fees include:

- attendance to all congress sessions and exhibition
- Welcome Reception Party
- Coffee breaks on all congress days
- Congress material (bags, final programme, CD with proceedings, Abstract book and Book of Selected papers)

Registration fees do not include:

Lunches: ticket lunch can be made available at a cost starting from Euro 18,00 per day. The service should be reserved directly in the registration form to permit a functional organization of the lunches for participants.



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Near the Congress centre there are lots of bars, pubs, pizzerias, cafès and restaurants where attendees can get their lunches if they wish.

Social Dinner: Social dinner will be at each participant's cost.

* The list of Developing Countries will be inserted and realized according to the updates of the Organization for Economic Co-operation and Development -OECD guidelines.





15. THE OPERATIVE PARTNER - PCO

Local PCO : NEWTOURS background, organization and referrals

16.1 Background

The complete congress administration and logistics will be carried out by the local PCO Newtours, based in Florence and one of the major PCO's in Italy.

NEWTOURS started its activity in 1978 and has a great experience with complete congress administration, organization and management for a number of scientific congresses up to some 10,000 participants, including full electronic management of registrations, abstract submissions and handling, hotel reservations, and on-site administration. Important to underline is that electronic hotel reservation simultaneously provides specific web-information about each single hotel and an exact location map, in addition to category and price. This is possible through the NEWTOURS half-web –based programme Easy Congress, managing registrations, hotel reservations and tours reservations as well as abstract submissions and handling.

In 2007 Newtours entered the ARI Group, able to offer a 360° global service and adding offices in Rome and Milan to the Headquarter Office in Florence.

IMPORTANT NOTE:

Newtours was the Operative Partner for the organization of the 1st Healthcare Systems Ergonomics and Patient Safety – International Conference – HEPS that took place in Florence in 2005 as well as of the 2nd Healthcare Systems Ergonomics and Patient Safety – International Conference – HEPS that took place in Strasbourg last June 2008 and that obtained very positive results. Both congresses closed with a POSITIVE BALANCE

16.2 Organization

Newtours is a public company with a solid economic-financial structure, with direct management of its shareholders and with personnel who, fifteen years ago, chose to operate and grow within this company. Newtours has a staff of 30 experienced people.

Board of Directors

Giuseppe Lepri: President, CEO, Managing Director and Partner
Leonardo Sorelli: Executive Vice President, Congress and Incentive Director and Partner

Business unit managers

Francesca Manzani: Congress Marketing & Sales Manager
Lorenzo Mori: Congress Manager
Heather Williams: DMC Manager
Sabina Gambacciani: MICE Pharma Manager
Bruno Nardi: Administration Manager



16.4 Major Events

Newtours has organized many important events. A list of them follows.

Year	Congress	Site & Date	Pax
1991	5 TH World Congress of Biological Psychiatry	Florence, June 9/14	5.000
1993	49th International Statistical Institute	Florence, August 25 – September 2	2.000
1994	IABDR Workshop	Paris, March 12/14	1.000
1995	8th E.C.N.P. Congress	Venice, September 29 – October 4	4.000
1996	Workshop on: "New Therapeutic Indications of Antidepressants"	Bruges, March 22/23	400
1996	EAS Congress: European Atherosclerosis Society	Florence, July 13/17	2.000
1996	SIBOS - Swift International Bank Operation Seminar	Florence, October 7/11	2.500
1997	Mental Disorders in the Elderly: New Therapeutic Approaches	Rome, April 4/6	1.200
1997	6th World Congress of Biological Psychiatry	Nice, June 22/27	5.000
1998	13th D.A.L.M. Congress	Florence, May 30 – June 3	2.000
1999	8th European Stroke Conference	Venice, April 7/10	2.500
2000	1st European Clinical Conference	Montecarlo, March 3/5	400
2000	VII World Conference on Clinical Pharmacology and Therapeutics	Florence, July 15/20	2.500
2001	International Hay Conference	Florence, May 16/18	1.000
2001	International Electro-technical Commission	Florence, October 14/20	2.000
2002	Global risk factors meeting	Florence, June 12/16	1.000
2002	14° Biennial congress of World Council of Enterostomal Therapists	Florence, July 7/12	2.000
2003	PPARS Meeting	Florence, March 19/23	1.000
2003	International Congress of Neuropathology	Turin, September 14/18	1.000
2004	XIV SINPF -Società Italiana di Neuropsicofarmacologia	Bologna, June 1-4	1.500
2004	32 nd International Geological Congress	Florence, August 20/28	8.000
2004	World Psychiatric Association - WPA	Florence, November 10-13	6.500
2005	1st Healthcare Systems Ergonomics and Patient Safety – International Conference	Florence, March 30 – April 2	450
2005	56th UITP World Congress - 56th World Congress & Mobility and City Transport Exhibition	Rome, June 6-10	2.000
2005	XX International Congress of the International Union of Crystallography	Florence, August 23/31	3.000
2006	XV SINPF-Società Italiana di Neuropsicofarmacologia	Genoa – June 6-9	1.200



2006	12th HBM - International Conference	Florence, June 11-16	2.500
2006	91st Congress of the Universal Esperanto Association	Florence, July 29 - August 5	2.000
2006	9° WREC World Renewable Energy Congress	Florence, August 19-25	1.500
2006	UITP Conference	Bilbao, October 18-20	200
2006	XIV World Congress on Psychiatric Genetics	Cagliari, October 28-November 1 st	1.000
2007	4 th International Conference on Tumor Microenvironment - ICMS	Florence, March 6-9	400
2007	AIRT – Associazione InterRegional Trapianti (InterRegional Association on Transplantations)	Florence, March 18-21	400
2007	13 th Congress of the European Society for Child and Adolescent Psychiatry - ESCAP	Florence, August 25-27	2.000
2007	57th UITP World Congress - 57th World Congress & Mobility and City Transport Exhibition	Helsinki, May 20-24	2.000
2008	31° AISD National Congress	Rome, May 8-10	1.000
2008	XV SINPF-Società Italiana di Neuropsicofarmacologia	Milan, June 24-27	1.200
2008	1 st International Meeting on Schizophrenia	Venice, June 21-25	600
2008	16 th International Symposium on Homogeneous Catalysis - ISHC	Florence, July 6-11	1.000
2008	ISSOL Intl. Association for the Study of the Origin of Life	Florence, August 24-30	800
2008	Healthcare Systems Ergonomics and Patient Safety – International Conference	Strasbourg, June 25-29	1.000
NEWTOURS FUTURE EVENTS			
2009	World Psychiatry Association- WPA	Florence, April 1-4	6.000
2009	8 th Annual Meeting of Mediterranean Society of Reproductive Medicine - MSRM	Florence, May 7-9	1.000
2010	16 th Congress of Retina International	Stresa, June 23-27	1.500
2010	ATCE Annual Congress of the Society of Petroleum Engineers	Florence, September 19-22	6.000
2011	IBRO – 8 th World Congress of Neuroscience	Florence, July 14-19	4.500



16. CONGRESS ORGANIZATION IN BRIEF (as per Bid manual)

The following items requested in the formal Bid Manual will be organized by both the Local Organizer and the PCO as follows:

- a. Location of the Congress:
Venue: Florence
Date: In July or August 2015
- b. Congress Centre: in historical city centre, matching all congress facilities requirements as per Bid Manual.
- c. Audio-visual facilities: matching all congress requirements as per Bid Manual.
- d. Signage: matching all congress requirements as per Bid manual.
- e. Translation: available in the Plenary Hall from English into Italian and vice versa. All hostesses will speak different languages to provide a multi-lingual service and assistance
- f. Accommodation: matching all congress requirements as per Bid Manual. Hotel rooms will be available for ALL attendees at walking distance to Congress Centre.
- g. Transportation: no transportation needed from Hotels to Congress centre: Hotel rooms will be available for ALL attendees at walking distance to Congress Centre.
Congress centre is located DOWNTOWN Florence, so no need for transportation for Social Functions.
Welcome desks at the airport and at the main train station will be made available.
Details on how to reach hotels and Congress centre together with maps will be provided into the Congress web-site as well as on-site to all participants.
- h. Registration, Promotion, Publication: matching all congress requirements as per Bid Manual
- i. Promotion and Advertising: matching all congress requirements as per Bid Manual
- j. Name badges: matching all congress requirements as per Bid Manual
- k. Social Events: matching all congress requirements as per Bid Manual
- l. Reporting Requirements: matching all congress requirements as per Bid Manual
- m. Recommended Timeline: matching all congress requirements as per Bid Manual
- Audio –visual Guidelines: matching all congress requirements as per Bid Manual
- Exhibits: matching all congress requirements as per Bid Manual
- Provisions regarding IEA: matching all congress requirements as per Bid Manual



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17. PRELIMINARY BUDGET

- a) The Budget is based on 1500 participants of which only 1400 are PAYING participants.
- b) The Budget presents both expenses and Incomes WITHOUT VAT 20%
- c) The Budget is based on 2009 prices and shall be reviewed closer to the event.
- d) The Budget foresees a POSITIVE result and BALANCE.





 The Rational Creative Approach	19th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA			
	Palazzo Congressi & Palazzo Affari			
	Florence, July 11-18 2015 or August 22-29, 2015			
	Y 15 001			
	Tentative budget revised 30/01/09 at current rates (2009)			
Based on 1500 participants of which only 1400 paying	All prices are net VAT			
	EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total
CONFERENCE CENTER				
Palazzo dei Congressi				
1) MEETING ROOMS and AREAS				
Rental of the Auditorium with up to 1000 seats as Plenary Session for 5 days congress, set up theatre style				
Rental of Sala Verde for 200 seats for 4 days congress including fixed seats theatre style				
Rental of the First Floor of the Palazzo dei Congressi (Noble Floor) for offices, Board Meeting and Committee Meetings, Offices and Speaker Ready Room for the entire period of the Congress				
Rental of Passi Perduti (920 sqm) as exhibition area and /or catering area for 5 days including 1 day of set up and dismantling				
Rental of 2 Balconies for Poster Session for 5 days Congress including 1 day for set-up and dismantling				
Subtotal	1	1	€ 60.000,00	€ 60.000,00
Palazzo degli Affari				
Rental of the Ground Floor for a meeting room of up to 300 seats theatre style for 4 days congress				
Rental of the Basement Floor for a meeting room of up to 200 seats theatre style for 4 days congress				
Rental of the First Floor for a meeting room of up to 400 seats theatre style for 4 days congress				
Rental of the Second Floor for a meeting room of up to 300 seats theatre style for 4 days congress				
Rental of the Third Floor for a meeting room of up to 230 seats theatre style for 4 days congress				
Rental of the Fourth Floor for a meeting room of up to 100 seats theatre style for 4 days congress				
Subtotal	1	1	€ 65.000,00	€ 65.000,00

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	<i>EURO</i>			
<i>Description</i>	<i>Quantity/Participants</i>	<i>Days/Times</i>	<i>Unit Cost</i>	<i>Total</i>
2) SERVICES (estimated and to be calculated at the end of the event)				
Maintenance of premises				
Maintenance of installations				
Telephone exchange				
Cleaning staff for common areas and toilets				
Basic fire surveillance				
Fire Dept. Surveillance				
First aid service				
Estimated energy consumptions				
<i>Subtotal</i>				€ 20.000,00
3) OTHERS				
- floral decorations				
- telephone connections and calls				
- special set-ups				
- carpeting				
- Signage				
- any other item not explicitly mentioned above				
<i>Subtotal</i>				€ 5.000,00
<i>Subtotal Conference Center</i>				€ 150.000,00
AUDIOVISUAL EQUIPMENT				
Estimated audiovisual equipment for all meeting rooms for the period of the congress, including, audio amplification, microphones, PC, video, screen and all necessary in a meeting room from an audio-video point of view	1	1	€ 30.000,00	€ 30.000,00
<i>Subtotal</i>				€ 30.000,00
TECHNICAL ASSISTANCE				
Estimated technical assistance for the period of the congress in all meeting rooms + for the preview room (speaker ready room) and assistance in the internet point area as well as in the exhibition area	1	1	€ 25.000,00	€ 25.000,00
<i>Subtotal</i>				€ 25.000,00


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<i>Description</i>	<i>Quantity/Participants</i>	<i>Days/Times</i>	<i>Unit Cost</i>	<i>Total</i>
SLIDE CENTRE				
Estimate Computerized and Centralized Slide Centre with 8 Personal Computers connected to the computers in the rooms by lan network . Installation, rehearsal and following disassembly				
Software Tecnoslide allowing the visualization of the logo, of the common messages to participants, of the name of the speaker before his presentation and his intervention time, visualization of general room planning with relative speakers names, complete with plasma monitor 42" for visualizing the situation of rooms and speakers in real time				
<i>Subtotal</i>	1	1	€ 12.000,00	€ 12.000,00
INTERNET POINT				
Estimate internet point with 6 pc stations and 8 plugs for connections with lap tops	1	1	€ 5.000,00	€ 5.000,00
<i>Subtotal</i>				€ 5.000,00
SIGNAGE				
Estimated Signage (directional + desks+ rooms)	1	1	€ 8.000,00	€ 8.000,00
<i>Subtotal</i>				€ 8.000,00
SIMULTANEOUS TRANSLATION				
Equipment for simultaneous translation in one language (English into Italian and vice versa) in the plenary hall Auditorium	1	1	€ 3.000,00	€ 3.000,00
4 translators to translate the Plenary session for 4 days congress. Translation into one language (English into Italian and vice versa)	4	4	€ 550,00	€ 8.800,00
<i>Subtotal</i>				€ 11.800,00




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	EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total
PRINTING & MAILING & GRAPHIC				
Coordinated Graphic image of the congress and realization of the congress logo, review of drafts and assistance at the start of the printing process	1	1	€ 15.000,00	€ 15.000,00
First Announcement				
Printing of 10.000 copies	10.000	1	€ 1,00	€ 10.000,00
Postage expenses - estimated	10.000	1	€ 0,80	€ 8.000,00
Preliminary Programme				
Printing of 5.000 copies (A5 format 4 colours)	5.000	1	€ 1,00	€ 5.000,00
Final Programme				
Printing of Final Programme book A4 format for each participant considering 1500 participants (printed in 4 colours of around 20 pages, with glossy paper gr 90 for internal pages and gr 170 for cover)	1.500	1	€ 3,00	€ 4.500,00
Abstract Book				
Realization and printing of 1500 Abstract Books	1.500	1	€ 10,00	€ 15.000,00
Proceedings				
Realization of CD's with Proceedings - Starting from	1.500	1	€ 12,00	€ 18.000,00
ISBN expletation for publication	1	1	€ 3.000,00	€ 3.000,00
Book of Selected Papers				
Realization and Printing of a Book of Selected Papers for a maximum of 120 pages in A4 format including: - extended main lectures - 10 best paper presentations - 3 best paper presentayions by young professionals and students	1.500	1	€ 12,00	€ 18.000,00
Posters				
Realization and printingof 1000 posters in 50X70 format	1.000	1	€ 0,80	€ 800,00
Others				€ 0,00
Certificates of attendance	1.500	1	€ 0,80	€ 1.200,00
Badges	1.500	1	€ 0,50	€ 750,00
Plastic Badgeholders (necklaces excluded) - COMPLIMENTARY	1500	1	€ 0,00	€ 0,00
Subtotal				€ 99.250,00
CATERING				
Coffee breaks with cold and warm drinks and pastries two for each day (1 a.m. e 1 p.m) for 4 days congress.	1500	8	€ 5,50	€ 66.000,00
Subtotal				€ 66.000,00


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	EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total
SOCIAL PROGRAMME				
Sunday evening - Welcome reception for all participants , reinforced cocktail style that can substitute a dinner (included in the registration fee) for 1500 participants - starting from	1500	1	€ 25,00	€ 37.500,00
Sunday evening - Entertainment during the Welcome Reception Party - starting from	1	1	€ 2.000,00	€ 2.000,00
Sunday evening - Rental of the special venue for Welcome Reception Party - strating from	1	1	€ 3.500,00	€ 3.500,00
Social Dinner in a special venue for 1500 participants, of which only 100 at congress expenses - starting from	100	1	€ 80,00	€ 8.000,00
Subtotal				€ 51.000,00
INVITED SPEAKERS HOSPITALITY				
Hotel Accommodation for 20 Invited Speakers in 4-star Hotel in Double room for single use for 4 nights at € 180/night/breakfast included	20	4	€ 180,00	€ 14.400,00
20 International Invited Speakers travel flight costs in economy (average between European and intercontinental)	20	1	€ 900,00	€ 18.000,00
Subtotal				€ 32.400,00
FELLOWSHIPS for disadvantaged students				
Waived registration fee for 25 students coming from disadvantaged countries	25	1	€ 250,00	€ 6.250,00
10 fellowships for 10 students to whom the congress pays and covers travel expenses	10	1	€ 900,00	€ 9.000,00
10 fellowships for 10 students to whom the congress pays the registration fee	10	1	€ 500,00	€ 5.000,00
Subtotal				€ 20.250,00
PROMOTION & WEB				
Web site home page, management of the web- site and maintenance				
Advertisement & promotion activities during other congresses of the field				
Subtotal				€ 10.000,00
CME CREDITS				
CME Credits Management, including CVs collection, processing of CME questionnaires, printing and delivering of CME Certificate of Attendance both under Italian and European accreditaion bodies	1	1	€ 15.000,00	€ 15.000,00
Subtotal				€ 15.000,00



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	EURO			
<i>Description</i>	<i>Quantity/Participants</i>	<i>Days/Times</i>	<i>Unit Cost</i>	<i>Total</i>
HOSTESS ASSISTANCE				
15 Hostesses for assistance at registration desks and other desks as well as for assistance in the meeting rooms, for 4 days congress. All hostesses will speak different languages to provide a multi-lingual service and assistance	15	4	€ 200,00	€ 12.000,00
10 Hostesses for the registration and other desks and welcome for the first day of congress. All hostesses will speak different languages to provide a multi-lingual service and assistance	10	1	€ 200,00	€ 2.000,00
4 Students to fill the congress bags with the material to be distributed during the congress for one day prior to the congress	4	1	€ 140,00	€ 560,00
Subtotal				€ 14.560,00
MATERIAL & UNFORESEEN				
Congress bags, pads, and pens	1500	1	€ 8,00	€ 12.000,00
Miscellaneous estimated (water, floral decorations, photocopies, material, various unforeseen, photographic service etc.)	1	1	€ 8.000,00	€ 8.000,00
Subtotal				€ 20.000,00
OPERATIVE BANK EXPENSES				
Bank cost for the management of payments through both credit cards and bank transfers	1400	1	€ 1,50	€ 2.100,00
Subtotal				€ 2.100,00
ABSTRACT HANDLING				
Usage of the PROGRAMME for the ABSTRACT HANDLING for the on-line management of abstracts submission, evaluation and approval considering 800 abstracts . The Programme enables an easy realization of proceedings book or CD	800	1	€ 22,00	€ 17.600,00
Subtotal				€ 17.600,00
NEWTOURS AGENCY FEE FOR REGISTRATION & GLOBAL MANAGEMENT				
Newtours will apply a fixed fee of 12% on entrances. This fee includes the entire management of the congress, the accounting and book-keeping, the constant monitoring of the entrances and expenses, the invoicing of all services both attendees, suppliers and clients/exhibitors and coordination/organization of all services (hostesses, social programme, congress centre and more) as indicated in this preliminary budget. The fee covers also the insurance and any social responsibility expenses. It also includes the VAT management and balance between the VAT on entrances and the VAT on expenses.	1	1	€ 97.200,00	€ 97.200,00
Subtotal				€ 97.200,00
IEA RETURN				
IEA will detain € 16,50 (equal to 25 Swiss francs) per congress registrant (Exchange rate according to January 28th 2009). The rate will be defined according to the exchange rate at the time of the End of the Congress in 2015.	1400	1	€ 16,50	€ 23.100,00
Subtotal				€ 23.100,00



 <p>The Rational Creative Approach</p>		19th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA		
		Palazzo Congressi & Palazzo Affari		
		Florence, July 11-18 2015 or August 22-29, 2015		
		Y 15 001		
		Tentative budget revised 30/01/09 at current rates (2009)		
		Based on 1500 participants of which only 1400 paying		
		All prices are net VAT		
		EURO		
Description	Quantity/Participants	Days/Times	Unit Cost	Total
IEA COUNCIL MEETING				
Rental of one meeting room for around 50 people in unique table and or in conference tables plus additional seating for observers for 2 days prior to the congress , INCLUDING audiovisual equipment	1	2	€ 1.500,00	€ 3.000,00
2 lunches for around 50 people for the two days meeting	50	2	€ 25,00	€ 2.500,00
2 coffee breaks for 2 days, for a total of 4 coffee breaks (1 am and 1 p.m. each day) for around 50 people for the two days Meeting	50	4	€ 5,50	€ 1.100,00
1 hostess for 2 days to assist with background services	1	2	€ 200,00	€ 400,00
Material (photocopies, paper etc.) - forfait	1	1	€ 200,00	€ 200,00
Subtotal				€ 7.200,00
GRAND TOTAL				€ 717.460,00
SUMMARY				
Description				
Conference Center		€ 150.000,00		
Audiovisual Equipment		€ 30.000,00		
Technical Assistance		€ 25.000,00		
Slide Centre		€ 12.000,00		
Internet Point		€ 5.000,00		
Signage		€ 8.000,00		
Simultaneous translation		€ 11.800,00		
Printing & Mailing & Graphic		€ 99.250,00		
Catering		€ 66.000,00		
Social Programme		€ 51.000,00		
Invited Speakers		€ 32.400,00		
FELLOWSHIPS for disadvantaged students		€ 20.250,00		
Promotion & Web		€ 10.000,00		
CME Credits		€ 15.000,00		
Hostess Assistance		€ 14.560,00		
Material & Unforeseen		€ 20.000,00		
Operative Bank Expenses		€ 2.100,00		
Abstract Handling		€ 17.600,00		
Newtours Agence Fee for registrations and Global management		€ 97.200,00		
IEA return		€ 23.100,00		
IEA COUNCIL MEETING		€ 7.200,00		
TOTALE				€ 717.460,00

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Based on 1500 participants of which only 1400 paying	All prices are net VAT			
	EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total
INCOMES				
	All prices are net VAT			
Based on 1400 paying delegates	EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total
Registration fees				
IEA members & Federated Societies Members - Registration fee before deadline (€ 600 including VAT)	750	1	€ 500,00	€ 375.000,00
IEA Members & Federated Societies Members-Registration fee after deadline (€ 720 including VAT)	100	1	€ 600,00	€ 60.000,00
NON members - Registration fee before deadline (€ 780 including VAT)	150	1	€ 650,00	€ 97.500,00
NON Members -Registration fee after deadline (€ 840 including VAT)	50	1	€ 700,00	€ 35.000,00
Registration fee for disadvantaged/developing countries (€ 360 including VAT)	250	1	€ 250,00	€ 62.500,00
Registration fee for students (€ 240 including VAT)	100	1	€ 200,00	€ 20.000,00
TOTAL	1400			€ 630.000,00
Selling of Exhibit Spaces				
Selling of 25 exhibit spaces 3x3 m each (9 sqm each) at a fixed fee of € 4000 per booth	25	1	€ 4.000,00	€ 100.000,00
Subtotal				€ 100.000,00
Public Sponsorships and Institutions plus Private Sponsorships				
Public & Private Companies Sponsorships	1	1	€ 80.000,00	€ 80.000,00
Subtotal				€ 80.000,00
SUMMARY				
Registration fees				€ 630.000,00
Selling of Exhibit Spaces				€ 100.000,00
Public Sponsorships and Institutions plus Private Sponsorships				€ 80.000,00
TOTAL INCOME				€ 810.000,00
BALANCE				
Total Expenses				€ 717.460,00
Total Entrances				€ 810.000,00
Balance				€ 92.540,00



18. ASSISTANCE TO PARTICIPANTS

1. Plans for soliciting external funding or support

We plan to contact and we expect funding for the organization of the congress from:

- Foundations: both private and Bank foundations
- Banks: mainly Italian and some International
- Private companies working under ergonomics principles
- The Tuscany Region of which Florence is the capital

2. Mechanism to ensure funding to support attendance for students and young scientists from low income countries

We plan to get funding for students as follows:

- through the European Commission: program "People" and international cooperation ("INCO") initiatives
- through Travel fellowships sponsored by Italian Ministry of Foreign Affairs and by "Regione Toscana"

19. EXCESS OF PROFITS

The Host society SIE will offer a portion of the excess profits to be used to establish special IEA funds for the creation of fellowships for young students who are interested in the Ergonomics field and that cannot afford to attend future Congresses and/or other training programs for his/her professional growth.



Società Italiana di Ergonomia
Federata alla International Ergonomics Association

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SIE and NEWTOURS

**look forward to welcoming you
in Florence
in 2015**

