



## FLORENCE

Candidate City for the  
**20th CONGRESS OF THE  
INTERNATIONAL ERGONOMICS  
ASSOCIATION**

**IEA**

25 August - 1 September  
2018



[www.iea2018.org](http://www.iea2018.org)



**Proposal to the**

**INTERNATIONAL ERGONOMICS**  
**ASSOCIATION**  
**-IEA-**

**to host the**  
**20<sup>th</sup> Congress of the International**  
**Ergonomics Association in 2018**

**In**

**FLORENCE – ITALY**



Camera di Commercio  
Firenze

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## 1. LETTER OF INVITATION by the ITALIAN ASSOCIATION

Dear IEA President Andrew Imada,

we are glad to present you the bid of the Italian Ergonomics Society to host IEA2018, in Florence. It would be the first time in the 50-year history of the IEA and of SIE that this event will take place in Italy.

The proposed topic of the congress will be "Creativity in Practice", with reference to the challenge of transforming the results in research and innovation processes into the daily adaptive practices of the working organizations, by employing both physical and cognitive human capacities. Since world is very fast changing, we are pretty sure that this theme will be crucial in the future, but we are also aware that it would be a very futile exercise to try to figure out how it will evolve and be articulated and instantiated in seven years from now. For this reason, we propose a progressive and collaborative approach to the organization of the IEA 2018 Congress: The general theme will be defined, updated and articulated, that is construed through three or four successive events, such as workshops, held in France, Germany, Spain, and possibly in another country of Europe, with the support of SELF, GfA, AEE, and FEES, which has already given their availability to host these workshops in one of their conferences, before 2018 IEA Congress, and to support our bid.

By following this collaborative and adaptive strategy, we have decided to create an International Steering Committee for the Bid entitled for advising the Local Bidding Committee (chaired by Riccardo Tartaglia). The Steering Committee will be chaired by Sebastiano Bagnara, a former IEA general secretary, and will include delegates and members of supporting Ergonomics Societies, and also other prominent personalities of the ergonomics and human factors fields.

We also expect that the geographically closest Federated Societies see Firenze2018 as an opportunity to organize related national satellite events in their neighbor countries.

We also believe that the topic is also totally tuned with Italy (and especially with Florence), where the handicraft has always played an important role in the business and the development of the country, and which can be still very visible in many aspects of culture and life.

We really hope you can appreciate our proposal and support IEA Florence2018!

Warm regards,



Riccardo Tartaglia  
President of the Bidding Committee



Sebastiano Bagnara  
Pres. of the Int. Steering Comm. for the BID

## 2. PRELIMINARY LIST OF POTENTIAL SUPPORTERS

Supporters are people who represent institutions and organization that can support for their activities the promotion of the event from the scientific point of view

- **Marco Bellandi**   
Vice Rector for Technology Transfer, University of Florence
- **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
- **Pier Luigi Emiliani**   
EDEAN net
- **Rino Falcome**   
ISTC Director
- **Gianfranco Gensini**   
Dean of the Faculty of Medicine, University of Florence
- **Sergio Iavicoli**   
Director of the Department of Occupational Medicine, National Institute for Occupational Health and Safety and Secretary General of ICOH
- **Julio Lillo Jover**   
Chair in Ergonomics at the University Complutense of Madrid
- **Ezio Manzini**   
Director of the "Design and Innovations for Sustainability" Centre
- **Maria Grazia Mazzocchi**   
President and CEO Domus Academy Milan
- **Saverio Mecca**   
Dean of the Faculty of Architecture, University of Florence

- **José Muñoz Fernandez**   
Chair of Psychometrics at the University of Oviedo
- **Roberto Nicoletti**   
Chair of the School in Communication Sciences, University of Bologna and President of the Italian Society of Psychology (AIP)
- **Enrico Occhipinti**   
IEA Musculoskeletal Diseases Technical Committee
- **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
- **Andrea Smorti**   
Dean of the Faculty of Psychology, University of Florence
- **Alberto Tesi**   
Rector of University of Florence

### 3. OFFICIAL LETTERS OF SUPPORT



Firenze, da Palazzo Vecchio 02.09.2011

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

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 2018.

The city of Florence is delighted to offer its collaboration for a successful 20<sup>th</sup> edition of the IEA Triennial Congress, 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



Palazzo Vecchio  
Piazza della Signoria  
50122 Firenze  
sindaco@comune.fi.it



IL PRESIDENTE

**Object: Florence candidature for the XX IEA Congress 2018**

Dear Council Members,

We have been told that our city, Florence, is one of the candidates for hosting the **XX IEA Congress in 2018**

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

Florence's centrally located congress facilities are nowadays experiencing a process of great transformation, of renovation and improvements. Our three main structures (Fortezza da Basso, Palazzo dei Congressi, Palazzo degli Affari) have been combined in a brand new "Congress Citadel", located right next to the main railways station. Only three kilometres away from the city airport, this complex is very conveniently located in the city centre. It is in fact within walking distance from the numerous hotels and alternative accommodations facilities in the city center.

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

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

With my best regards



Andrea Barducci

Florence, August 30th, 2011

To The Kind Attention of  
The Members of the Council of the  
International Ergonomics Association

Palazzo Medici Riccardi  
via Cavour, 1 – 50129 Firenze  
tel. 055 05502760/212/237/484  
fax 055 218226  
andrea.barducci@provincia.fi.it



*Il Rettore*

Prot. 55433

Florence, September 13th 2011

To The Kind Attention of  
the Members of the Council  
of the International Ergonomics  
Association

Dear Council Members,

as Rector of the University of Florence, it is with great pleasure that I would like to extend my warmest invitation to hold in our town the 20th Congress of the International Ergonomics Association in 2018.

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

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

With my very best regards,

Alberto Tesi



*Università degli Studi di Firenze*

Piazza San Marco, 4 I-50121 Firenze tel. +39-055 275 7211 fax +39-055 275 7429 e-mail: rettore@unifi.it



*Università degli Studi di Firenze*

**prof. Marco Bellandi**

*Pro Rettore al Trasferimento Tecnologico  
e ai Rapporti con il Sistema territoriale*

Florence, September 13<sup>th</sup> 2011

To The Kind Attention of the  
Members of the Council of the  
International Ergonomics Association

Dear Council Members,

I am very pleased to send herewith my support to the candidacy of the city of Florence to the 20<sup>th</sup> Congress of the International Ergonomics Association in 2018.

In the hope that the candidacy of Florence be accepted and approved, I look forward to hearing from you.

With kind regards,

Marco Bellandi  
Deputy Rector for Technology Transfer and  
Relations with Territorial System





*Università degli Studi di Firenze*

FACOLTÀ DI ARCHITETTURA

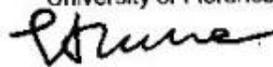
To The Kind Attention of  
To the Members of the Council  
Of the International Ergonomics Association

Dear Council Members,

We are very pleased to propose the city of Florence for the 20<sup>th</sup> Congress of the International Ergonomics Association in 2018.  
In the hopes that the candidacy of Florence is fully accepted and approved, I look forward to hearing from you and send you my warmest regards.

With my very best regards,

Saverio Mecca  
Dean of the Faculty of  
Architecture  
University of Florence



*Florence, september 12<sup>th</sup> 2011*

Facoltà di Architettura, Università di Firenze  
Via della Mattonara, 14 - 50121 Firenze, Italia  
Tel/fax: +39 55 2055323 - +39 55 2055338



To The Kind Attention of  
the Members of the Council  
of the International Ergonomics Association

Dear Council Members,

As Rector of the University of Siena in Tuscany, Italy, it is with great pleasure that I would like to extend my warmest invitation to hold in our Country the

**20<sup>th</sup> Congress of the  
International Ergonomics Association in 2018**

Tuscany has a longstanding tradition as excellent congress destination, since it can offer the most modern facilities with the most precious historical and artistic heritage.

The history of the University of Siena has actually evolved alongside Tuscany's cultural tradition since the Middle Ages. Our University has now many Faculties - such as Medicine and Surgery, Economics, Engineering, Mathematics Physical and Natural Sciences, Arts and Humanities, Economics - that can contribute to and take advantage from a so relevant international Conference as the one organized by the International Ergonomics Association

We are sure that such an event in Italy, and specifically in Tuscany, will meet at the highest level all participants' needs and expectations.

With my very best regards,



Angelo Riccaboni  
Rector of the University of Siena

*Siena, September 5<sup>th</sup>, 2011*



To The Kind Attention of  
**the Members of the Council  
of the International Ergonomics Association**

Dear Council Members,

As President of the Chamber of Commerce, it is with great pleasure that I would like to extend my warmest invitation to hold in our town the

**20<sup>th</sup> Congress of the  
International Ergonomics Association in 2018**

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

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

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

With my very best regards,



Vasco Galgani

President of the Chamber of  
Commerce

*Florence, August 28<sup>th</sup> 2011*



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

To The Kind Attention of  
**the Members of the Council  
of the International Ergonomics Association**

Dear Council Members,

We are very pleased to propose the city of Florence for the 20<sup>th</sup> Congress of the International Ergonomics Association in 2018.

Firenze Convention Bureau is a non-profit consortium established in 1995 with the aim to promote Florence as one of the leading meeting, conference and event destination in the world.

Firenze Convention Bureau is supported by the Regional Government of Tuscany, the Chamber of Commerce, the Municipality of Florence and by about 68 members, all companies highly specialized in the meeting industry.

Firenze Convention Bureau works in synergy with its members to offer the most professional and qualified solutions for congress organizers. Our Bureau, together with its members, provides all the necessary support and assistance to achieve its main goal: offering top-quality services and meeting client's need.

Furthermore, Florence is one of the most beloved cities in the world due to the richness of its historical heritage and its endless charm. Undoubtedly, the strength of Florence is that is a "walking city": the majority of delegates in fact can easily walk through the city centre.

In the hopes that the candidacy of Florence is fully accepted and approved, I look forward to hearing from you and send you my warmest regards.

With kind regards,



Giacomo Billi  
President Firenze Convention Bureau

## 4. ORGANIZATION

SIE is the Italian Ergonomics Society who is proposing, sustaining and realizing the bid of Florence for the IEA 2018 triennial congress of the International Ergonomics Association - IEA - ([www.iea.com](http://www.iea.com)).

SIE will carry the financial responsibility of the Congress.

### **CONTACTS OF SIE**

**SIE** (Italian Ergonomics Society)  
Italian National Partner of IEA

Via Ciro Menotti 11  
20129 Milano  
Phone: +39-02-70126367  
Fax: +39-02-7382610

<b>President:</b>	Francesca Tosi
<b>Vice President:</b>	Paola Cenni
<b>Past President:</b>	Oronzo Parlangeli
<b>Secretary for Foreign Activities:</b>	Sara Albolino

### **FLORENCE IEA 2018 – COMMITTEES**

The Italian Ergonomics Society decided to constitute two specific committees, with different tasks and activities to improve the level of the congress.

- **Bidding Local Committee:**  
The Bidding Committee defines and promotes the bid, by sustaining and organizing the event and taking financial responsibility for it.
- **International Steering Committee for the Bid:**  
The International Steering Committee includes delegates of partner ergonomics societies, in charge both of keeping the Congress in focus (regarding the global topic) and of linking the event with the strategic actors of their regional area. Also the Committee is in charge of fund raising and promotion activities. The Committee is composed of the four ergonomics societies which support the bid and some eminent and influential representatives of ergonomics at the international level.

## **Bidding Local Committee:**

- **Riccardo Tartaglia**   
President of the Bidding Committee
- **Sara Albolino**   
Secretary of the International Relationship for SIE
- **Sebastiano Bagnara**   
Past General Secretary of IEA
- **Elena Beleffi**   
Member of the CRM centre of the Tuscany Region
- **Tommaso Bellandi**   
Coordinator of the Italian Accreditation Program for CREE  
Member of the FEES Executive Committee
- **Enrico Occhipinti**   
Chair of the IEA Tec. Committee Musculoskeletal Disorders
- **Oronzo Parlangeli**   
Past President SIE
- **Giulio Toccafondi**   
Member of SIE
- **Francesca Tosi**   
President SIE

## International Steering Committee for the Bid:

- **Sebastiano Bagnara**  President of the International Steering Committee for the BID

### **SIE: Italian Ergonomics Society**

- **Francesca Tosi**  President of SIE
- **Sara Albolino**  Secretary of the Int. Relationship for SIE
- **Enrico Occhipinti**  IEA Musculoskeletal Diseases Tec. Comm.

### **AEE: Spanish Ergonomics Society**

- **F. Javier Llana**  President of AEE
- **Emilio Ruiz**  Vice President of AEE
- **Enrique Alvarez Casado**  Member of AEE (President CATERGO)
- **Ramón Ferrer**  Board Member of AEE
- **Aquiles Hernandez Soto**  Board Member AEE
- **Gonzalo Huerta García**  Member of AEE (Vice President PREVERAS)
- **Victor Idoate**  Member of AEE (President ANER)
- **Gustavo Rosal López**  Secretary AEE
- **Manuel Lucas Sebastian**  Member of AEE (President Andalucía Region)

### **GfA: German Ergonomics Society**

- **Ralph Bruder**  President of GfA
- **Dietmar Gude**  Member of Gfa

### **SELF: French Ergonomics Society**

- **Thierry Morlet**  President of SELF
- **Moustafa Zouinar**  Vice president Int. Relationship for SELF

### **FEES: Federation of Ergonomics Society**

- Pietr Rookmaaker  President of FEES\*
- Christophe Maes  FEES\* General Secretary

**\*FEES participation in the steering committee will be confirmed only if there are no other proposals from some other affiliated countries**

- **Guy André Boy**   
Director of the Human-Centered Design Institute Florida Institute of Technology  
IEA 2012 Congress Scientific Committee Member
- **Pascale Carayon**   
Director of the Center for Quality and Productivity Improvement  
University of Wisconsin-Madison  
Past General Secretary IEA
- **Richard I. Cook**   
Associate Professor Dept. of Anesthesia and Critical Care University of Chicago
- **Pierre Falzon**   
IEA Past President
- **Daniel Gopher**   
IEA 2012 Congress Scientific Committee Member
- **Khalid Halimahtun**   
Executive Director, Principal Scientist & Consultant Damai Sciences Sdn Bhd  
Past Programme Chair 2009
- **Martin Helander**   
Nanyang Technological University, Singapore  
IEA Past President
- **Erik Hollnagel**   
IEA 2012 Congress Scientific Committee Member
- **Waldemar Karwowski**   
IEA Past President

- **Ignazio Marino**   
Italian Republic Senator  
Health and Hygiene Commission Member  
President of the Parliamentary Commission Of Inquiry of effectiveness and efficacy of the National Health Service
- **Marino Menozzi**   
President Swiss Ergonomic Association
- **Don Norman**   
Fellow, Human Factors and Ergonomics Society and ACM  
Member, national Academy of Engineering  
Prof. Emeritus, Northwestern University  
Prof. Emeritus, University of California, San Diego Psychology and Cognitive Science  
IDEO Fellow  
Distinguished Honorary Visiting Professor, Dept. of Industrial Design, KAIST (Korea)
- **Ian Noy**   
Liberty Mutual Research Institute for Safety  
IEA Past President
- **Jorge Ribes Febles**   
President of the Canary Association of Ergonomics
- **Helmut Strasser**   
IEA 2012 Congress Scientific Committee Member
- **Riccardo Tartaglia**   
Clinical Risk Management Center, Tuscany Region
- **Andrew Thatcher**   
Chair Industrial/Organizational Psychology, University of Witwatersand  
IEA 2012 Congress Scientific Committee Member
- **Gerrit van der Veer**   
Professor Interaction Design, Open University Netherlands;  
President, the European Association of Cognitive Ergonomics;  
President, ACM SIGCHI.

## 5. THE SCIENTIFIC MANAGEMENT

### 5.1 Topic of the conference

The main topic of the conference will be “**Creativity in practice**”.

The topic refers to the challenge of transforming the results of field research and evaluation processes into the daily practices of the working organizations. It is a big challenge to create solutions that are diffused in the real world. The concept of creativity it is to be intended in a broad way, so that it includes besides the design area, also sectors as the craftsmanship which represents a key process in the new tendencies of globalization.

The congress will explore the different ways in which ergonomics can contribute to this main topics.

Creativity can never be a worthwhile objective without the consideration of actual contexts.

In many respects it must be the highest exercise of reflective thinking, the enactment of situated plans of action.

Creativity in practice must thus be related both to the constraints and to the potentialities that define environments and activities, human beings and technology, identities and cultures.

Creativity in practice is an inherently evolving topic in which prospected solutions are necessarily adaptive to continuously changing contexts.

This topic gives the opportunity to strengthen the idea of importance of Ergonomics in the real world: sport ergonomics, school ergonomics, leisure ergonomics.

### 5.2 Specific tracks

In this bid we suggest some specific tracks, but, in order to decline the main topics on specific tracks, we propose to have, at some point before the 2018 Congress some workshops dedicated to the identification of the innovative and strategic issues for the future. It will be important to organize these events strategically positioned in time so to define tracks which are more innovative and updated.

According to the availability of the countries involved in the Steering Committee of this bid, the events could be scheduled as follows:

- 2013 – Workshop for IEA2018 organized by the Spanish Ergonomics Society
- 2014 – Workshop for IEA2018 organized by the French Ergonomics Society
- 2015 – Workshop for IEA2018 organized by the German Ergonomics Society  
(probably during IEA2015 Congress)
- Between 2016 and 2017 – Final workshop organized by the FEES

***The specific tracks that we suggest from now are:***

- ⤴ Introducing technology in technology-free contexts
- ⤴ Reinventing activities in environments overcrowded with technology
- ⤴ Redesigning intelligence for invented worlds
- ⤴ Physical Ergonomics
- ⤴ Cognitive Ergonomics
- ⤴ Macroergonomics
- ⤴ Human Errors and accidents
- ⤴ Forensic Ergonomics
- ⤴ Product Design
- ⤴ Interior Design
- ⤴ Ergonomics and Design for Sustainability
- ⤴ Ergonomics in manufacturing system
- ⤴ Transport
- ⤴ Mining Industry
- ⤴ Construction
- ⤴ Office
- ⤴ Agriculture
- ⤴ Ergonomics and nanomaterials
- ⤴ Promotion of Health, Safety and Wellbeing at Work
- ⤴ Social and Health Care
- ⤴ Wellness Technology
- ⤴ Slow Food and Ergonomics
- ⤴ Design for All

## 6. TENTATIVE LIST OF APPROACHED SPONSORS

Here is a list of tentative sponsors, which can financially support the organization of the event:

- **Energy:**
  - Eni
  - General Electric
  
- **Financial:**
  - BNL (BNP Paris-Bas group)
  - Cassa di Risparmio di Firenze
  - Monte dei Paschi di Siena
  
- **Industries:**
  - 3M
  - Azimut
  - Berloni
  - Biesse
  - Electrolux
  - Febal
  - Fiat
  - Indesit
  - Moprpheus
  - Piaggio
  - Scavolini
  - TVS
  - Whirlpool
  
- **Institutional:**
  - Tuscany Region
  - Firenze Convention Bureau
  - INAIL (Italian Inst. for Work related Injuries and Occupational Diseases)
  - INSHT (Spanish Inst. for Safety and Hygene at Work)
  
- **Insurances:**
  - Fondiarria SAI
  - Generali
  
- **Medical**
  - Astrazeneca
  - Janssen & Cilag
  - Pfizer
  - Roche

- **Publishing Companies:**

Gutenberg  
Lexnova  
Springer  
Taylor & Francis

- **Others:**

Antinori  
Bureau Veritas  
Cenea  
Codisa  
Concept  
Finmeccanica  
Fundacion Prodintec  
Sinerco  
Telecom Italia

## 7. PLUS OF THE DESTINATION

### **7.1 THE ITALIAN ERGONOMIC SOCIETY (SIE)**

The Italian Ergonomics Society (SIE), the Italian national partner of IEA, was founded in 1961, the same year of the International Ergonomics Society. The SIE is made of 450 professionals and researchers that work in different areas. 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 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 was founded in the same year of IEA, and the IEA congress never took place in Italy, and 2018 would be the right year...**

**IT IS TIME TO COME TO ITALY!**

## **7.2 FELLOWSHIPS**

In its activity SIE has always given great importance to granting awards and Scholarships in order to help those who cannot afford expenses for their professional growth.

For the 2018 IEA Congress, in consideration of the growing gap from different economies and countries, SIE can foresee grants for 80 or 120 fellowships (according to the final number of attendees) for students or participants coming from disadvantage countries, paying to them meals and accommodations.

## **7.3 ITALY: THE RIGHT DESTINATION**

- IEA 2018 in Italy would have a strong impact at media and scientific level. The title of the IEA meeting may be: **"Creativity in Practice"** which is totally tuned with Italy (and especially with Florence), where the handicraft has always played an important role in the business and the development of the country, and which can be still very visible in many aspects of culture and life.
- 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, Qatar, etc)
- Italy represents the natural bridge between ancient and new cultures, with a strong tradition and historical background in the psychological field.
- 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.

## 7.4 PLUS OF FLORENCE

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 marvelous works of art situated along the streets and in the square of the city as well as talking to the Florentine citizens.

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

Florence has everything in a walking distance and it is a perfect example of a sustainable city, where Congress centre, hotels, train station and museums are all close by, at a maximum of 10 minutes walking. This will ensure no time waste for transfers, more safety for women, and also the possibility to attend a congress, enjoying and at the same time, one of the most beautiful venue in the World

Florence is the center of Italy, and easily accessible from many countries.

It is also the capital of Tuscany Region, which is located in the heart of Italy, and one of the most beautiful region of the World, with many other important cities.

Florence is a tourist city: all infrastructures 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 attracts 20% of delegates more than other destinations, and it is one of the top destination in the World, as also shown with the recent award by TRAVEL & LEISURE magazine, which ranks Florence, according to thousand tourists worldwide votes, as the second World Best City for 2011.

### **Florence is also:**

- An open sky **MUSEUM** famous Worldwide
- **GREEN, SMALL, CLEAN** and **SAFE**
- Unique **ART** and **HISTORICAL** heritage
- Beautiful Mediterranean **CLIMATE**
- Good and Healthy **FOOD**
- Great **SHOPPING**
- **INDUSTRY** involvement, **INSTITUTIONAL** support and as members an high level of professional congress organizers and private enterprises highly specialized in the meeting industry

# Florence, all within walking distance.

**FORTEZZA DA BASSO**

**PALAZZO DEI CONGRESSI**

**PALAZZO DEGLI AFFARI**

**FirenzeFiera**  
Congress and Exhibition Center  
[www.firenzefiera.it](http://www.firenzefiera.it)

**newtours**  
EVENTS  
*The Rational Creative Approach*

**FIRENZE**  
CONVENTION BUREAU  
[www.conventionbureau.it](http://www.conventionbureau.it)

## **7.5 MAIN EVENTS ORGANIZED BY SIE:**

### SIE Triennial congresses

- 8<sup>th</sup> SIE National Congress Milan, February 2006 Ergonomics innovations in design (attendance: 500)
- 9<sup>th</sup> SIE National Congress Rome, October 2010 Ergonomics, safety and decent work

### SIE International events

- 5<sup>th</sup> European Conference on cognitive Ergonomics, Siena, Italy 1990
- WWDU 94: 4<sup>th</sup> International Scientific Conference on Work with Display Units, 25<sup>th</sup> October 1994, Milan, Italy
- European Conference on Cognitive Science, Siena, Italy, 1999
- HAAMAHA03. National Research Council of Italy. Institute of Cognitive Sciences and Technologies. 26-30 May 2003, Rome, Italy
- 1<sup>st</sup> International Conference HEPS (healthcare Systems ergonomics and Patient Safety), 30 March – 2 April 2005, Florence, Italy
- 2<sup>nd</sup> International Conference HEPS (healthcare Systems ergonomics and Patient Safety), June 25-28 , 2008, Strasbourg, France,
- 3<sup>rd</sup> International Conference HEPS (healthcare Systems ergonomics and Patient Safety), June 22-24, 2011, Oviedo, Spain
- 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, Italy

### SIE National events

- Workshop: Research and application in Ergonomics: training and professional aspects, Florence 16<sup>th</sup> June 2006
- Conference and SIE prize 2006: Applied ergonomics. Experiences of workplace redesign and improvement Modena, 13<sup>th</sup> October 2006
- Workshop: Human factors in patient safety Milan, 18<sup>th</sup> December 2006
- Workshop: - Ergonomics and Design for All, Milan, 14<sup>th</sup> February 2007
- Conference: Human factors and public services Turin, 16<sup>th</sup> March 2007 -
- Conference: Human error: from the blame culture to the culture of prevention, Urbino, 11<sup>th</sup> May 2007
- Workshop: The "masters club": research and applications for safety and health Bologna, 6<sup>th</sup> June 2007
- Workshop: Ergonomics and design. When design is not only a matter of how Bologna, 8<sup>th</sup> June 2007
- Conference: Ergonomics application in Healthcare and Transportation Arezzo, 29-30 November 2007
- Conference: Light, ergonomics and job, Urbino, 4<sup>th</sup> April 2008
- Conference and SIE prize 2008: Training, ergonomics and safety, Modena 9<sup>th</sup> October 2008
- Congress: Ergonomics and design Torino World Capital Design 2008, Turin, 13-14 November 2008
- Conference Arezzo, 25 November 2008 - Ergonomics and safety in medical devices.
- National Conference of the Italian Ergonomics Society, Rome, Italy October, 2010

## **7.6 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 DERMATOLGY AND VENEREOLOGY	11,000
IX NATIONAL CONGRESS OF DIGESTIVE ILLNESSES	2,500
GARTNER SPRING SYMPOSIUM & ITXPO 2001 and 2002	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 2004 and 2009	6,500
ATCE 2010 (Annual Technical Conference and Exhibition of S.P.E.)	5,000
IBRO – International Brain Research Organization	4,500

## 8. TRAVEL TO FLORENCE

### OUR INTERNATIONAL AIRPORTS

#### Amerigo Vespucci

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

Florence International Airport “Amerigo Vespucci” is located only **4 kilometres away from the city** centre, it provides direct flights to the main European cities, and also intercontinental connections. A taxi can make the trip in 15 minutes, and the Bus between the airport and Santa Maria Novella railway station takes 20 minutes. The Volainbus Airport Shuttle connects Vespucci Airport to downtown Florence.



#### Galileo Galilei

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

It is also possible to land at Pisa International Airport “Galileo Galilei”, connected in **50 minutes to the Florence Central Railway Station** by a very comfortable shuttle train, which has an hourly frequency. Pisa Airport is connected with all the main European destinations and also with a daily flight from/to New York JFK. Pisa Airport has also many connections with low cost companies.

TERRAVISION Shuttle busare also available to Santa Maria Novella railway station from Galilei airport in Pisa (+39 06 97610632 - [www.terravision.eu](http://www.terravision.eu))



## NEARBY AIRPORTS

### Bologna

[www.bologna-airport.it](http://www.bologna-airport.it)

Direct FrecciaRossa trains from/to Florence to/from Bologna have a frequency of nearly twice an hour (duration of the journey: 37 min.)

### Roma Fiumicino

[www.adr.it](http://www.adr.it)

Direct FrecciaRossa trains from/to Florence to/from Rome have a frequency of nearly twice an hour (duration of the journey: 1h and 30 min.).

### Milano

[www.sea-aeroportimilano.it](http://www.sea-aeroportimilano.it)

Direct FrecciaRossa trains from/to Florence to/from Milan have an average hourly frequency (duration of the journey: 1h and 45 min.).  
 Direct FrecciaRossa trains from/to Florence to/from Milan Malpensa Airport (duration of the journey: 2h and 40 min)



## MOVING TO FLORENCE

### BY TRAIN

The Central Railway Station of Santa Maria Novella, located within walking distance from the Cathedral and the Old Bridge and right in front of the Congress Citadel, has direct connections with the other Italian towns by the new, comfortable highspeed FrecciaRossa trains. All the major European towns are linked by convenient direct connections to Florence by the new Eurostar trains (Paris, Vienna and Barcelona).

For more information please visit the official website of Trenitalia (the Company that manages railway transportation in Italy).

Other stations include Campo di Marte and Rifredi.

[www.trenitalia.com](http://www.trenitalia.com)

### BY CAR

Particular attention should be given to signs indicating that you are entering the Restricted Traffic Zone, which covers the area of the historic city centre. Zone is available at

[www.serviziiallastrada.it](http://www.serviziiallastrada.it) or [www.comune.fi.it](http://www.comune.fi.it). Rental companies could be found both in the terminal building of the airports and in the city centre.

Parking information: [www.firenzeparcheggi.it](http://www.firenzeparcheggi.it)

## 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.

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.

### BY BUS

Florence and some of the adjoining town are served by Ataf city buses and a new tram service running between Santa Maria Novella and the southwest outskirts of Florence as far as Scandicci. Timetables are posted at bus stops or at [www.ataf.net](http://www.ataf.net)

### BY TAXI

Booked by phone or picked up by going to a taxi rank. There are ranks in front of the main railway stations and in many city centre piazzas.

If you arrive in Florence by plane, the taxi ride into the city centre takes about 15 minutes. The taxi cooperatives have established a fixed rate (€20) from/to the airport and city centre

## 9. BASIC REQUIREMENTS OF THE CONGRESS

- 1) Expected attendance:** 1,500 – 2,500 participants
- 2) Dates:** We propose:  
**August 25<sup>th</sup> , September 1<sup>st</sup> (Preferred)**  
 Or  
 July 14-21 / 21-28, 2018 (Alternative proposals)  
*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 preferred dates):**
- August 25<sup>th</sup> & 26<sup>th</sup> (Saturday & Sunday): IEA COUNCIL MEETING
  - August 25<sup>th</sup> & 26<sup>th</sup> (Saturday & Sunday): Pre – Congress tours for delegates
  - August 27<sup>th</sup> (Monday): a.m. and p.m. arrival of delegates  
Late p.m. Welcome Reception
  - August 28<sup>th</sup> (Tuesday): a.m. Opening Ceremony  
a.m. & p.m. Congress
  - August 29<sup>th</sup> (Wednesday): a.m. & p.m. Congress
  - August 30<sup>th</sup> (Thursday): a.m. & p.m. Congress  
Late p.m. Social Dinner
  - August 31<sup>st</sup> (Friday): a.m. & p.m. Congress
  - September 1<sup>st</sup> (Saturday): 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

- 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. PROPOSED DATES AND CONFIRMATION OF AVAILABILITY

Proposed date of the event:

**In 2018**

August 27-31, 2018	(congress dates)	}
August 25-26, 2018	(set-up)	
September 1, 2018	(dismantling)	

**FIRST PROPOSAL - PREFERRED**

or

July 16-20, 2018	(congress dates)	}
July 14-15, 2018	(set-up)	
July 21, 2018	(dismantling)	

SECOND PROPOSAL

or

July 23-27, 2018	(congress dates)	}
July 21-22, 2018	(set-up)	
July 28, 2018	(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 March, 2012.

On all periods, Newtours got the first option.

The option can be renovated.

## 11. 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 tradeshows and mainly for fashion shows alike Pitti.

Firenze Fiera can easily host congress of various sizes, that is why we suggest and we have formulated our proposal considering:

Up to 1.500 attendees:	Palazzo dei Congressi and Palazzo degli Affari
More than 1.500 attendees:	Fortezza Da Basso

Thanks to these alternatives, it would be possible to evaluate the best solution for the congress management considering potential number of participants, keeping high the level of conference from a logistical point of view and optimizing costs.



## 9.2 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)



## 9.3 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., with a brief description of the two buildings.

## 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 20<sup>th</sup> 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



## Palazzo dei Congressi – Technical data and floorplans

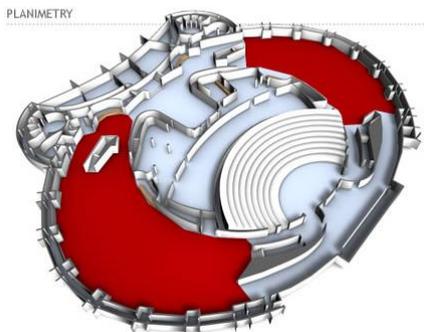


	Area		Ceiling height		Theater Style	Classroom	Ushape	Boardroom	Banquet	Cocktail
	m <sup>2</sup>	sq. ft.	m	ft						
Auditorium	1500	1645	5597	5920 7534	100	50	▽	▽	▽	▽
Passi Perduti	920	990	2555	2690 5920	Exhibition/reception area				800	800
Ground Floor, Oiceroom	80	861	3596	3767 6453	70	35	40	45	○	○
Ground Floor (4 rooms)	50	538	3596	3767 6453	3045	1020	1020	1020	40	60
First Floor (6 rooms)	50	34165	350	3767	2040	1025	1025	1025	2040	2040
Second Floor, Room Meob	206	2217	350	3767	190	90	○	▽	▽	▽
Second Floor, room 202/203	60	645	350	3767	50	30	1025	1025	50	50
Linorea	220	237	4	4305	120	80	50	50	100	120

○ = SURCHESA UPON REQUEST

▽ = NON DISPONIBILE - NOT AVAILABLE

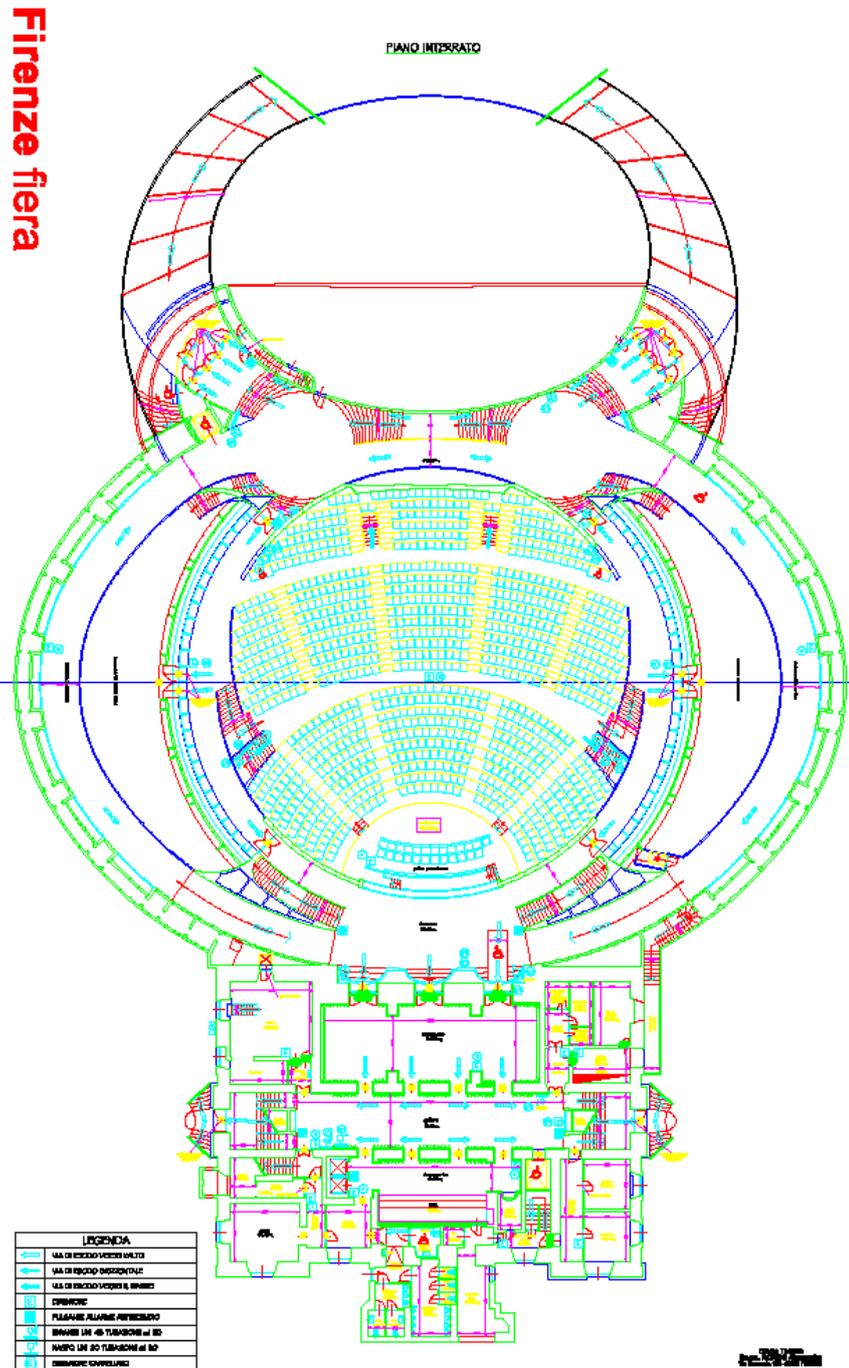
Passi Perduti



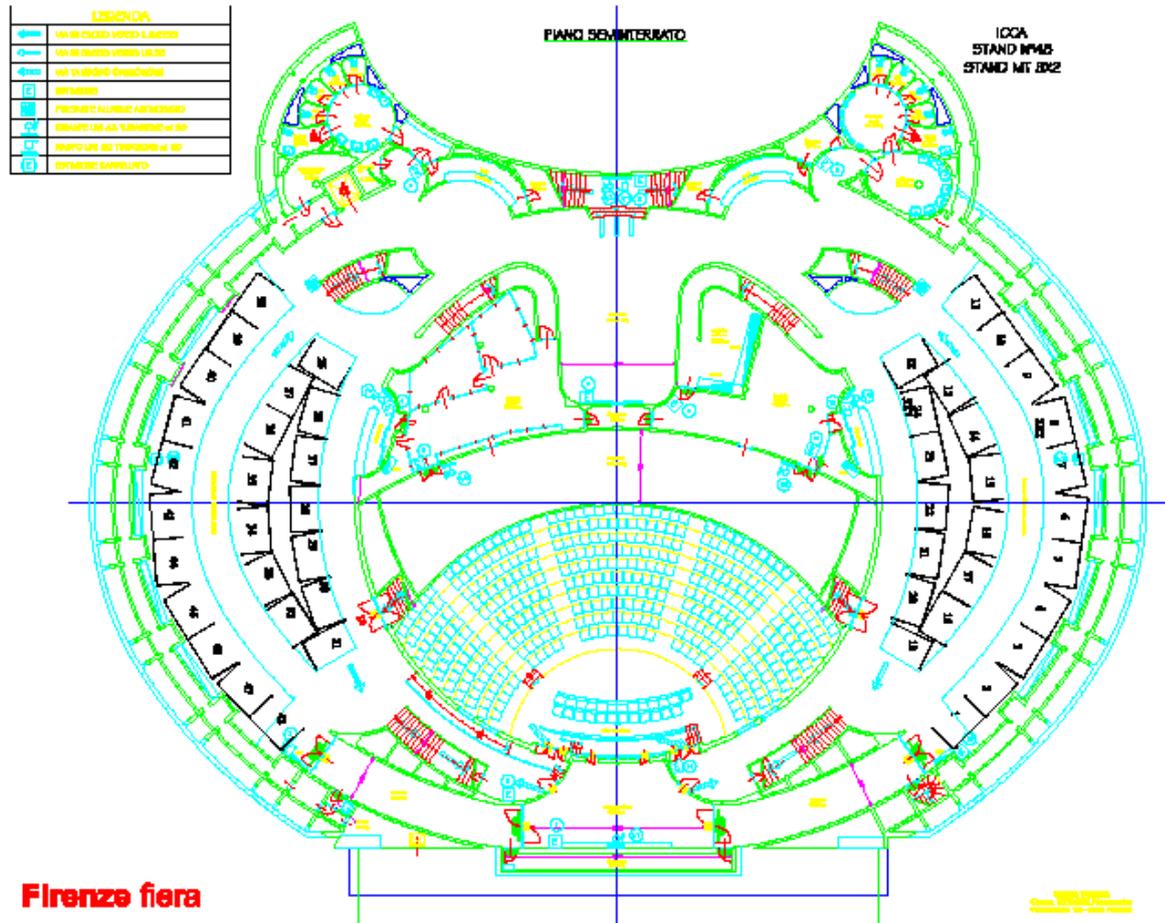
Auditorium



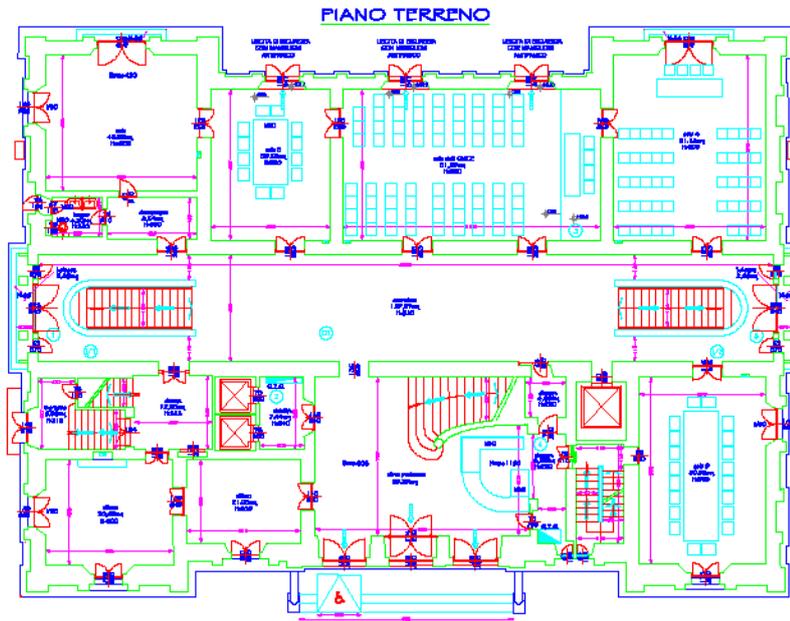
**Auditorium, Registration Area, Exhibition Area & Poster Area**



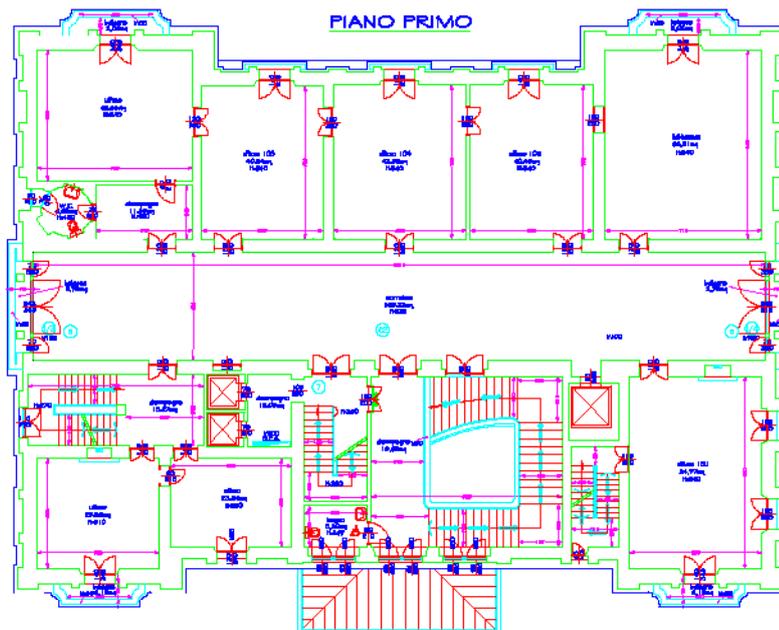
**Exhibition Area with hypothetical booth plan, Ballatoi for poster sessions**



### Palazzo Congressi Ground Floor



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





## **Limonaia– Technical data and floorplans**

Located inside the centuries-old park of Villa Vittoria, between Palazzo dei Congressi and Palazzo degli Affari, the Limonaia (Lemon House) represents the meeting point of the two venues. Limonia Room could be used for parallel sessions.

### Possible Layouts

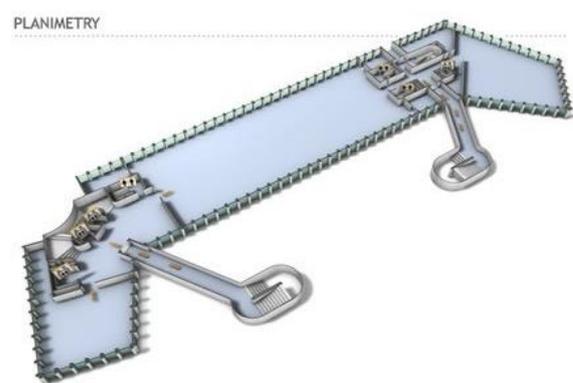
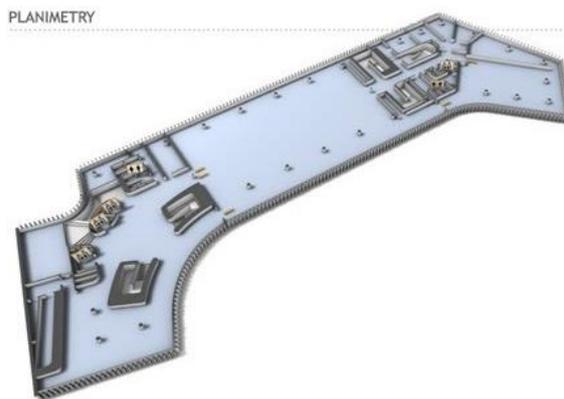


## Palazzo degli Affari – Technical data and floorplans



First Floor

Second Floor



	Area		Clear height		Teater	Classrom	Labore	Examoom	Barquet	Coktail
	m <sup>2</sup>	sq. ft.	m	ft						
Ground Floor	367	3960	3,85	41,44	20	150	○	○	250	270
Basement	400	4305	3,05	32,22	200	100	○	○	150	200
First Floor, Main Room	660	7119	2,85	30,67	400	200	○	○	300	400
Second Floor, Main Room	650	7006	2,85	30,67	300	200	○	○	250	300
Third Floor, Main Room	550	5920	2,85	30,67	200	100	○	○	200	200
Fourth Floor	220	2368	2,85	30,67	100	60	○	○	80	100

Two smaller rooms available on each floor of Centro Affari (160 and 70 sqm)  
 Due stanze in più sono disponibili in ogni piano del Centro Affari (160 e 70 m<sup>2</sup>)

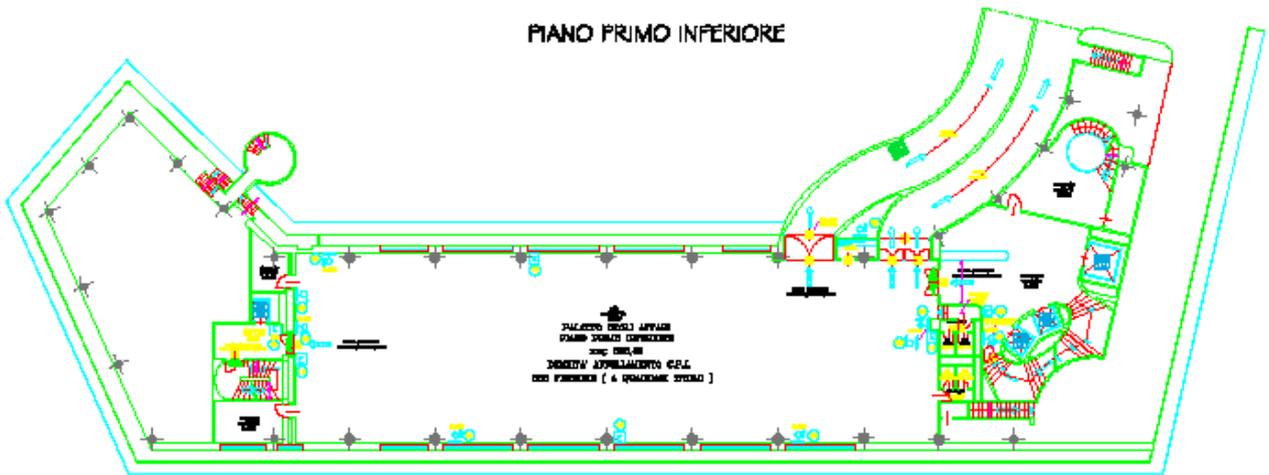
○ = SURCHESIA - UPON REQUEST

▽ = NON DISPONIBILE - NOT AVAILABLE

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

**Frenze fieri...**

PIANO PRIMO INFERIORE



LEGENDA	
	VA IMPERMEABILIZZATA
	VALI SOTTO SOFFITTO
	STRUTTURE
	IN FASE DI PROGETTAZIONE
	IN FASE DI PROGETTAZIONE AL 50%
	IN FASE DI PROGETTAZIONE AL 10%

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

**Frenze fieri...**

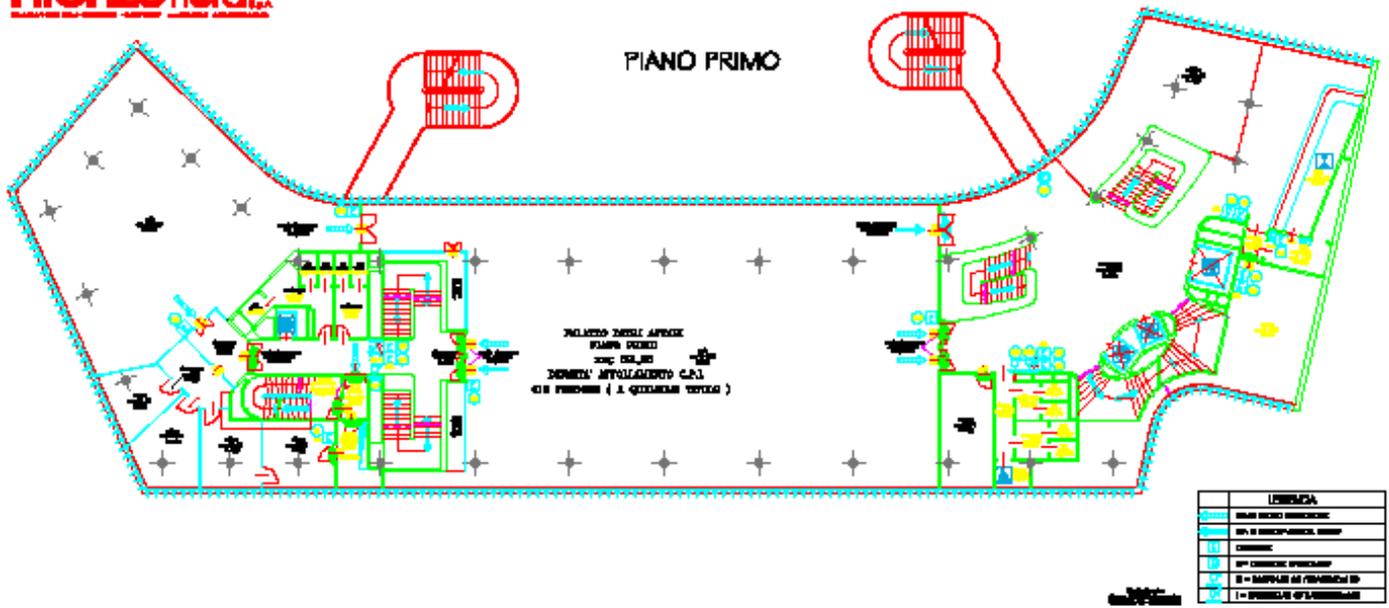
PIANO TERRENO



LEGENDA	
	VA IMPERMEABILIZZATA
	VALI SOTTO SOFFITTO
	STRUTTURE
	IN FASE DI PROGETTAZIONE
	IN FASE DI PROGETTAZIONE AL 50%
	IN FASE DI PROGETTAZIONE AL 10%

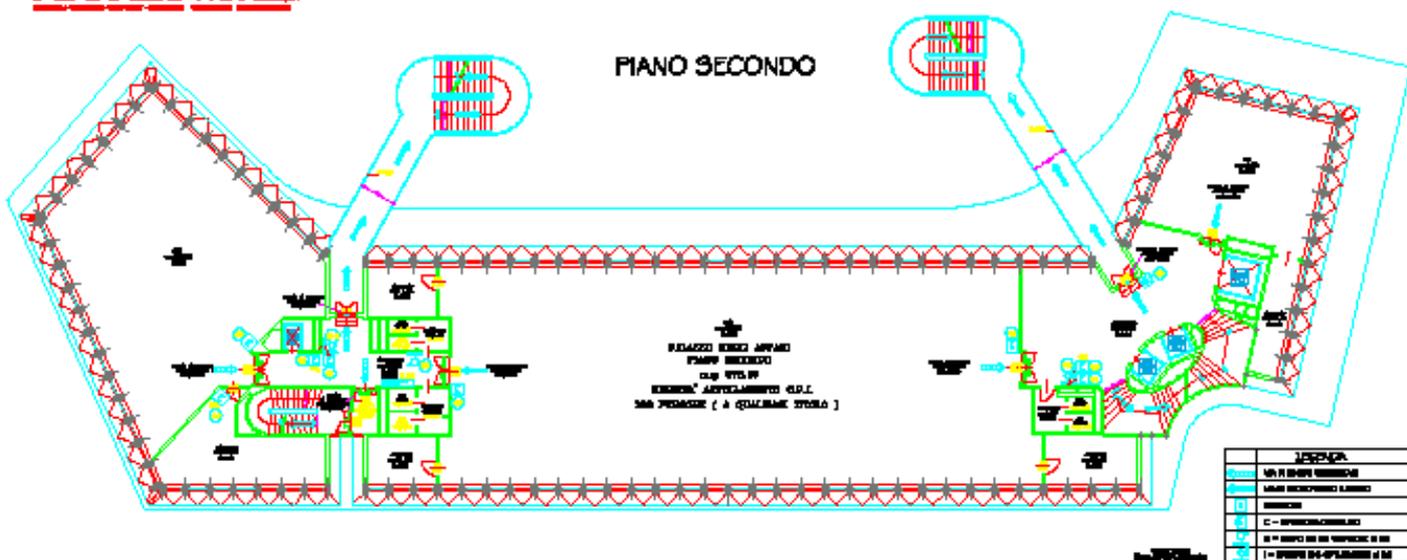
**Palazzo Affari**  
**First Floor for Meeting Rooms for Different Sessions**

**Firenze fieracongressi**



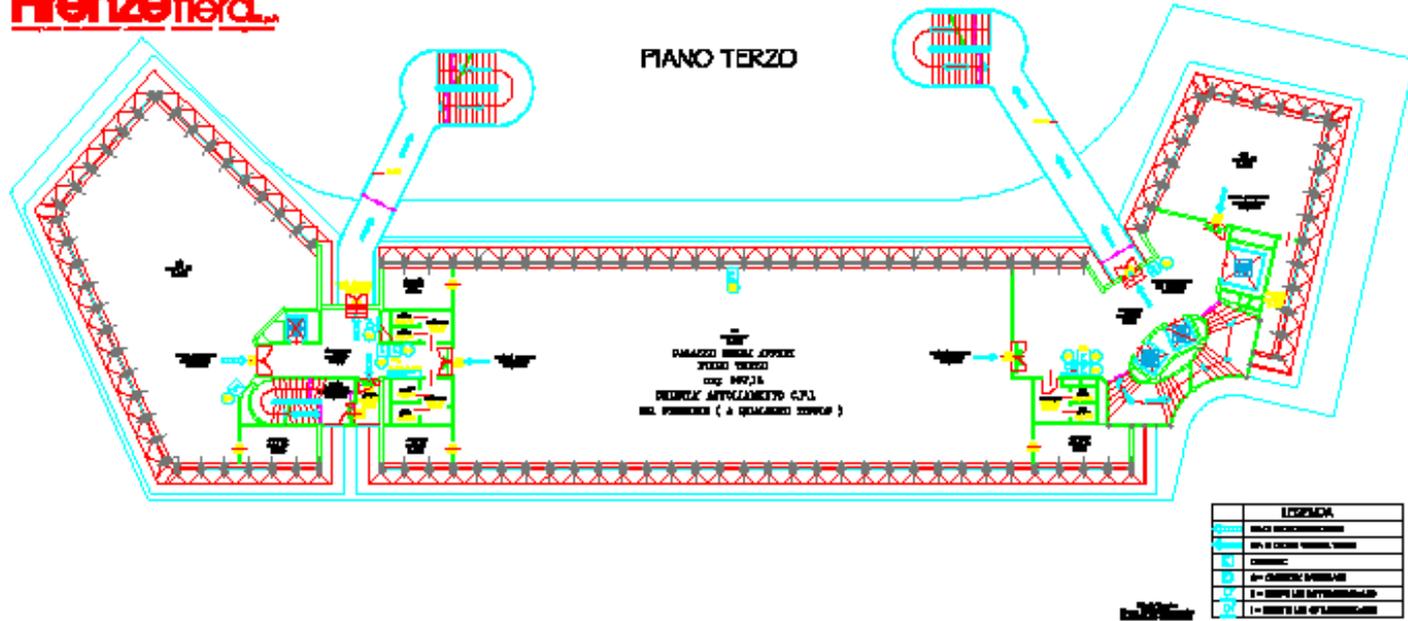
**Palazzo Affari**  
**Second Floor for Meeting Rooms for Different Sessions**

**Firenze fieracongressi**



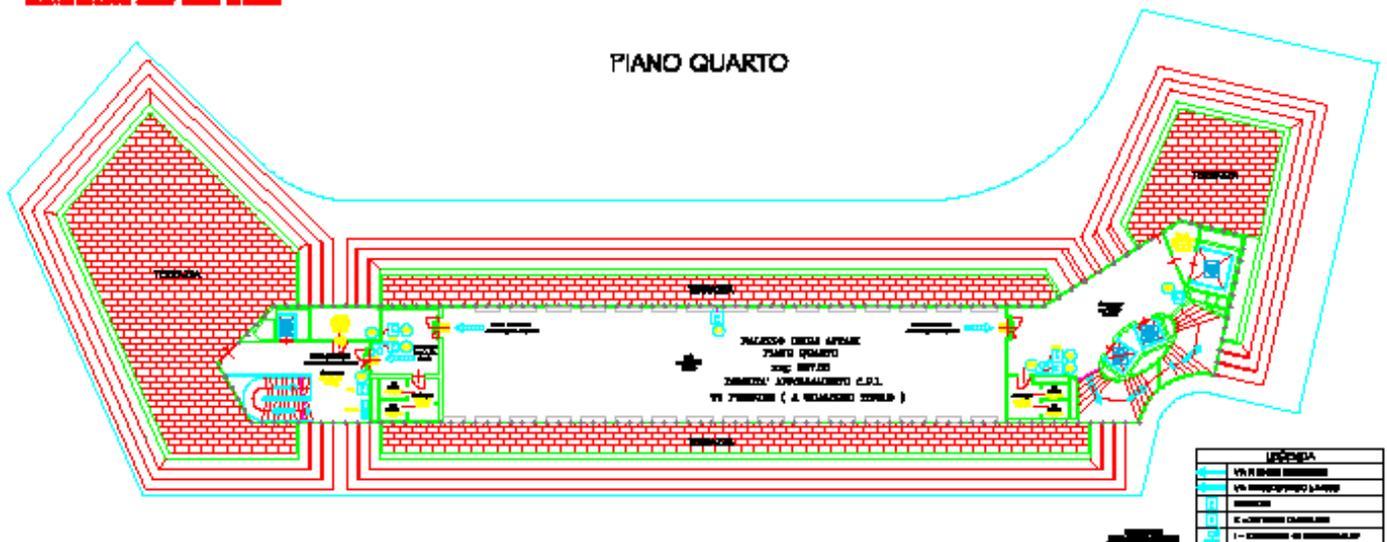
**Palazzo Affari**  
**Third Floor for Meeting Rooms for Different Sessions**

**Firenze fiero...**



**Palazzo Affari  
Fourth Floor for Meeting Rooms for Different Sessions**

**Firenze fiero...**



## **Fortezza da Basso**

A masterpiece of the military Renaissance architecture, the Fortezza da Basso was planned by Antonio da Sangallo il Giovane and commissioned by Duke Alessandro de' Medici, and it was built between 1534 and 1537. The Fortezza da Basso has always been the main venue of the exhibition center in Florence since 1967 and it is strategically located in the historic city centre.

The Fortezza da Basso has an overall surface of nearly 100.000 sq m, more than a half of which are covered, and it is an ideal place for exhibitions and congresses with a high number of participants, thanks to the possibility of building a plenary hall with 3,500 seats, as well as a perfect place to host official receptions and gala events.

This complex and prestigious environment combines charming and perfectly restored historic places (such as the Quartieri Monumentali - the Monumental Area - or the Polveriera) with modern pavilions, specifically built to increase the space availability, such as the Spadolini Pavilion, built on three floors (opened in 1977) and the more recently built Cavaniglia Pavilion (opened in 1996).



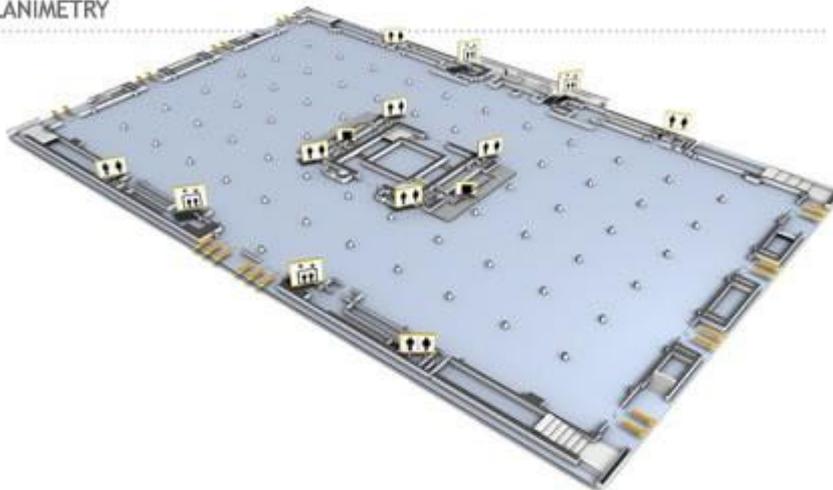
The conservative restoration of the whole area was made according to the space destination and to the requirements of event organisers, exhibitors and visitors.



**FORTEZZA DA BASSO:**

**Spadolini Pavilion - Ground Floor. Registration, Exhibition and Poster Area**

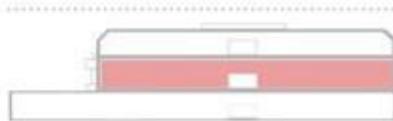
PLANIMETRY



3D VIEW



SECTION

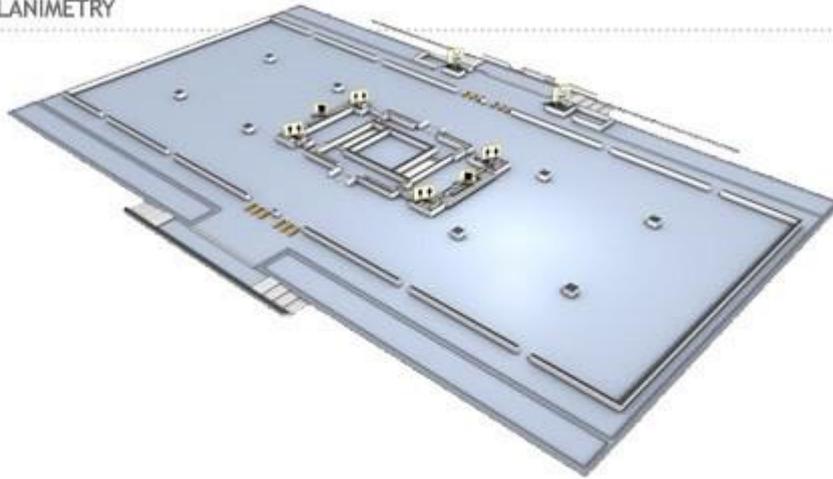


Area: 8.320 sqm – Height 3,20 m

## FORTEZZA DA BASSO

### Spadolini Pavilion - Upper floor: Parallel Meeting Rooms

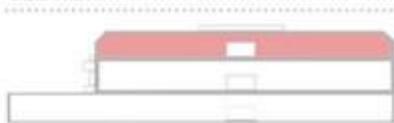
PLANIMETRY



3D VIEW



SECTION

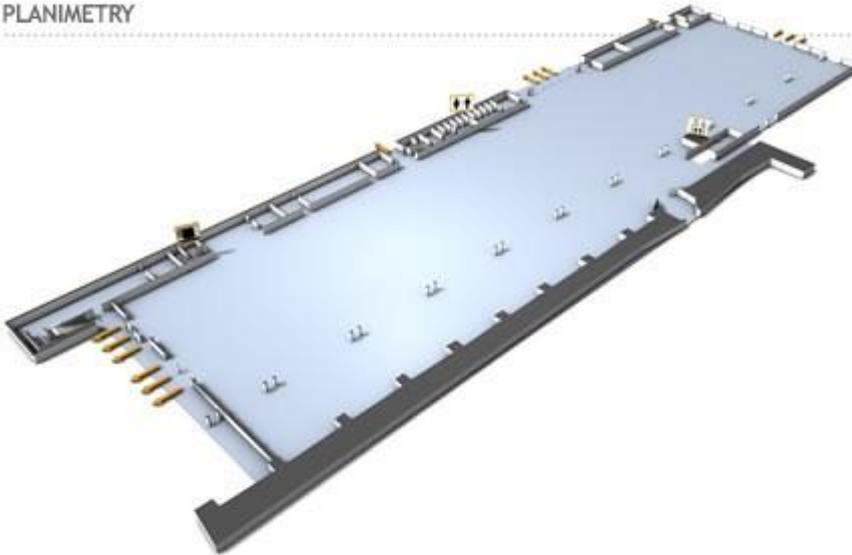


Area: 6.000 sqm – Height 3,20 m

## FORTEZZA DA BASSO

### Cavaniglia Pavilion: main meeting Room

PLANIMETRY



3D VIEW



### CAVANIGLIA PAVILION : room with 2100 seats (In case of bigger numbers)

PADIGLIONE CAVANIGLIA



## 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 2011 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 2018.

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 2018.

### **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, which 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. One 42" plasma monitor can be put in the slide center to visualize the situation of rooms and speakers in real time

### **Technology development:**

NEWTOURS S.p.A. , the Local PCO, can put at Congress disposal its expertise in technological supports and devices, which can be used during a congress, both by the organization and by participants to have a more interactive and multi-service conference from a technological point of view.

Newtours is always updated on last technologies, and in recently has developed a platform to manage the conference contents and meet the rapid increase of smartphone users.

Here after a short description of what can be given to Congress participants

## **Branded APP!**

### **PRE-CONFERENCE INFORMATION AND CONTENT**

- Preliminary Event Schedule
- General Information
- Speakers List
- Reports List - you can create your personal event agenda checking the ones that you are interested in
- Exhibitors List
- Points of interest
- Speakers Abstract, summarizing the key points of the speech

### **DURING THE EVENT**

- Final event program
- Real time notifications to participants
- Dynamic planning of the rooms – real time update of speakers name, photos, title of the presentation, report and timing
- Conference proceedings in the form of synchronized audio track with presentation slides.

And **AFTER THE EVENT** contents are still available!



## 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).

#### 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

#### Hotel reservation

Participant can reserve hotel accommodation choosing:

- Among a list of hotels (in case of small number of hotels), which can be located in an interactive google map, where user can see immediately the hotel position according to the conference and city venues
- 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.

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 (cashd fees, fees to be cashd, 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 on pre-printed form:

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

The screenshot displays a Google Maps interface. On the left side, there is a vertical list of hotel names, each preceded by a red location pin icon. The hotels listed include: Palazzo dei Congressi e Palazzo degli Affari, Helvetia et Bristol (\*\*\*\*\*), Savoy (\*\*\*\*\*), AC Firenze (\*\*\*\*\*), Albani (\*\*\*\*\*), Beacci Tornabuoni (\*\*\*\*\*), Cellai (\*\*\*\*\*), Embassy (\*\*\*\*\*), Grand Hotel Adriatico (\*\*\*\*\*), Grand Hotel Baglioni (\*\*\*\*\*), Grand Hotel Cavour (\*\*\*\*\*), Grand Hotel Minerva (\*\*\*\*\*), Hotel Carolus (\*\*\*\*\*), Hotel l'Orologio (\*\*\*\*\*), Kraft (\*\*\*\*\*), Londra (\*\*\*\*\*), Rivoli (\*\*\*\*\*), Roma (\*\*\*\*\*), Santa Maria Novella (\*\*\*\*\*), Starhotels Michelangelo (\*\*\*\*\*), Ascot (\*\*\*\*\*), Corona D'Italia (\*\*\*\*\*), De Lanzi (\*\*\*\*\*), Delle Nazioni (\*\*\*\*\*), and Hotel Leonardo Da Vinci (\*\*\*\*\*). The map on the right shows a street grid in Florence, Italy, with a yellow highlighted area around Viale Filippo Strozzi and the Fortezza. A pop-up window for 'Malaspina (\*\*\*)' is open, displaying the address 'Piazza Indipendenza, 24 - 50129 Firenze FI'. The map interface includes navigation controls, a search bar, and a scale bar.

## MANAGEMENT OF THE CONGRESS 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)
- Images, pictures and tablets can be added and loaded on the abstract

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 and evaluated 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:**

With the same system it is also possible to manage conference proceedings submission, giving to the accepted abstracts the possibility to submit the final paper before the conference.

Then all the proceedings can be published in a different ways, and also put on-line. Here below some solutions possible for the IEA congress:

- All proceedings can 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 can 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 can 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

### HOTEL ACCOMODATION

Hospitality in Florence is a tradition grown within centuries: many magnificent and historical palaces became through the years elegant and exclusively designed Hotels, while a high standard of quality is offered in all categories of accommodation. Most hotels in Florence are centrally located and within walking distance from the Conference Citadel as well as from the railway station, major museums, monuments, restaurants, shops and other attractions. Florence is not a big city and no matter what accommodation you may have chosen, transportation connections, tourism and congress sites are handy and convenient.

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 13,952 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 :**

Rating	Hotels	Bedrooms	Beds
☆☆☆☆☆	12	885	2.403
☆☆☆☆	82	6.515	14.121
☆☆☆	142	4.597	10.633
☆☆	81	1.345	3.028
☆	59	610	1.299
<b>Tot.</b>	<b>376</b>	<b>13.952</b>	<b>31.484</b>

## 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:** 1<sup>st</sup> 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 2<sup>nd</sup> or 3<sup>rd</sup> or 4<sup>th</sup> 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 2<sup>nd</sup> or 3<sup>rd</sup> or 4<sup>th</sup> 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.



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

## 1) 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.



## 2) 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.



**3) 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.



#### 4) 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



## 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' Failiaka.** 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) 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...



## 7) 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 non 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



## 8) 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 m<sup>2</sup> 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.



## 9) 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.



## 10) 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.



## 11) 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.



## 17. 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

### 17.1 HALF DAY TOURS PROPOSALS

#### **City Centre – half day on foot**

Sightseeing city tour in the historical centre of Florence, through the Duomo, the Baptistery, Signoria Square with the Palazzo Vecchio, Ponte Vecchio and Piazza della Repubblica.

#### **The Medici Family – half day on foot**

The Medici family ruled in Florence for many years, and under their rule, some of the greatest artists created unique masterpieces such as Michelangelo's Medici tombs or Brunelleschi's Church of San Lorenzo, which will be visited along with some palaces and residences of the family such as Palazzo Medici Ricciardi.

#### **The Uffizi Gallery – half day on foot**

The Uffizi Gallery is one of the greatest museums in the world and contains masterpieces by Italian and foreign artists from 13<sup>th</sup> to 18<sup>th</sup> 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**

The Academy Gallery host the famous Michelangelo's David, along with many other statues and an interesting collection of 13<sup>th</sup> – 16<sup>th</sup> century paintings.

#### **Masaccio and Churches in the Oltrarno Area – half day on foot**

Visit of many churches in the Oltrarno area, such as Santa Felicità, Santo Spirito and S. Maria del Carmine with the famous "Cappella Brancacci", by Masaccio.

The "Oltrarno" area worths a visit for its many workshops too, where the tradition of Florentine artistic handicraft is still alive.

### **Pitti Palace – half day on foot**

The Pitti Palace was the third and last – really sumptuous - residence of the Medici Family. 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 13<sup>th</sup> century and built here the purest Gothic style church of Florence, with spectacular works of arts by Masaccio and Ghirlandaio. The monks distilled herbs and flowers and made essences which became world wide famous over the centuries. This tradition is still alive thanks to famous Pharmacy which can be visited after.

### **Florentine Hills – half day by bus (min/max enrolment 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. 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.



## **17.2 FULL DAY TOURS**

### **Siena and San Gimignano – full day by bus**

Drive through the Chianti wine area, with the visit of Siena, and its Cathedral, the Campo Square with the Town Hall, the Church of San Domenico, and of San Gimignano, a charming little town. on a hilltop, famous for its famous towers.

### **Pisa and Lucca – full day by bus**

Visit of famous for its "Piazza dei Miracoli", with the Cathedral, the Leaning Tower, the Baptistery and the Camposanto, followed by the visit of Lucca, with its suggestive city walls.

### **Chianti Area – full day by bus**

A relaxing drive through the Chianti area with a stop in one of the best Chianti wine estates with the possibility to taste the local wines with country snacks and visit the wine cellars.

### **Medici Villas – full day by bus**

Visit to the most charming and beautiful Villas of the Medici Family in the Tuscany Countryside, such as Villas of Petraia and of Poggio a Caiano. This area is also important for the production of great wines, and it will be possible to taste them during lunch.

### **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.

### **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.

### **Bologna – full day by bus**

Bologna is the capital of the Emilia-Romagna region, which is located north of Tuscany, cross the Appennnne mountains.It's the city of the two leaning towers and of the first European university, founded at the end of the 11<sup>th</sup> century



## **17.3 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".

### **Venice**

Venice is an unique city, not only because "built on water" but also for its many monuments, and its art and architecture. Also the handicraft is an important part of the city, with the islands of Burano and Murano, famous for its glasses.

### **Lake Maggiore and Como Lake**

These two lakes, Italy's second and third largest ones, are famous for their islands (Lake Maggiore, Borromean islands) and Villas located by the lake (Como Lake – Villa d'Este)

### **Verona during the Opera Summer Period**

City of unique beauty: its historic centre has a typical Roman layout and Medieval, Reinassance, Venetian and Austrian buildings are all around town. It is also famous for its Arena, famous open-wide theatre in Roman style, which still hosts Opera and concerts.

### **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)*

### **Sicily**

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



## 18. REGISTRATION FEES

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

- a. IEA Council members and members of the IEA will have a preferential registration fee
- b. Non - members will pay a higher registration fee
- c. Participants coming from developing countries \* will pay a reduced fee
- d. Students and young professionals will pay a reduced fee.
- e. Daily registrations will be made

In the Preliminary budget we have made a hypothesis of what the registration fee could be for the 2018 Congress, in accordance to an estimated increase of costs of 7%.

<i>Description</i>	<i>UNIT COST</i>
IEA Council members	€ 500,00
IEA Council members after deadline	€ 600,00
IEA members & Federated Societies Members - Registration fee before deadline	€ 600,00
IEA Members & Federated Societies Members-Registration fee after deadline	€ 700,00
NON members - Registration fee before deadline	€ 700,00
NON Members -Registration fee after deadline	€ 800,00
Registration fee for disadvantaged/developing countries	€ 350,00
Registration fee for students IDCs	€ 180,00
Registration fee for students	€ 300,00
Daily registration (per day)	€ 250,00

### **Registration fees include:**

- attendance to all congress sessions and exhibition
- Welcome Reception Party, and 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. 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.

## 19. THE OPERATIVE PARTNER - PCO

### **Local PCO : NEWTOURS background, organization and referrals**

#### **19.1 Background**

The complete congress administration and logistics will be carried out by Newtours an internationally recognized PCO based in Florence.

NEWTOURS started its activity in 1979 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 and proceeding submissions and handling.

Today, Newtours is a well-structured reality capable of offering solutions in line with the increasingly more complex demands of the market.

The operative synergy developed with numerous collaborators of proven professionalism and reliability has made a decisive contribution to the elaboration and optimization of top-level techniques and procedures, such as to guarantee the perfect success of every event.

Attentive analysis of objectives, precise planning of procedures and initiatives, identification and utilization of the most appropriate instruments, expert management of logistical aspects and application of communication strategies; these are the fundamentals which, over a span of more than twenty years have made Newtours into a service company boasting consolidated experience in the sector of conventions, incentive and promotional campaigns, product launches, special events, conferences, congresses, meetings and much more, without ever losing sight of the basic concepts of its philosophy: "rationality" and "creativity"

Over time, these concepts have proved to be a guarantee for our clients, establishing a consistent customer loyalty that is fruit of a global offer of prime quality. Newtours customers have also become friends, sharing work experiences and creating a bond which can now be considered truly indissoluble. This success in customer relations has always been based on reciprocal trust and on the confidence of being able to find – within a single entity – that combination of competencies, services and professionalism which can serve up the event on a platter of supreme quality. After all these years of work, we can proudly declare that any customer who has come to Newtours has remained with us.

Newtours is a member of the most important sector associations and, thanks to its dynamism and its ongoing attention to novelties, in recent years has achieved recognition and awards from various organizations. But the most prestigious “prize” of all, the real reward, is the loyalty of our customers, whether in the sector of banking, finance, insurance, automobiles, pharmaceuticals or others, who in these “first 25 years” have awarded Newtours the most sought-after and gratifying prize of all: their satisfaction.

In 2007 Newtours entered the Alessandro Rosso Incentive Group, one the most important International holding company with head office based in Milan and able to offer a 360° global service and adding offices in Rome, Florence, Wien, Brussels, Philadelphia and Singapore.

**IMPORTANT NOTE:**

**Newtours was the Operative Partner for the organization of the first 3 editions of HEPS, Healthcare Systems Ergonomics and Patient Safety – International Conference – HEPS, which took place in Florence 2005, Strasbourg 2008, and Oviedo 2011.**

## 19.2 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

<i>Lepri Giuseppe</i>	President & CEO
<i>Sorelli Leonardo</i>	Executive Vice President
<i>Marzia Folegani</i>	Managing Director
<i>Franco Zuccherò</i>	Managing Director
<i>Cristina Recalcati</i>	Managing Director

## 19.3 MEMBERSHIPS

We are member of the following important associations:

### NATIONAL ASSOCIATION

- ASSI – Associazione Italiana Incentive & Convention
- FEDERCONGRESSI
- Firenze Convention Bureau

### INTERNATIONAL ASSOCIATION

- ASCONET – The International Network of Professional Congress Organizers
- Associazione Industriali
- ICCA – International Congress & Convention Association
- MPI – Meeting Professional International
- SITE – The Society of Incentive and Travel Executives

## 19.4 Educational activities

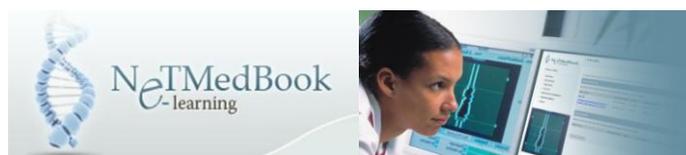
Newtours is one the new Medical Education Providers appointed by the Italian Ministry of Health.

Newtours can develop educational projects in all the disciplines, not only in Italy but also in Europe, thanks to the great expertise with the **European Union of Medical Specialists (UEMS)** and the **European Accreditation Council for CME (EACCME)**.

Newtours can put at the Congress disposal for educational activities and Medical Education an high level Scientific Board, made by important opinion leaders of many fields and disciplines.

Newtours is very careful also to **E-learning** and it has developed an user-friendly on-line platform, **NetMedBook** [www.netmedbook.it](http://www.netmedbook.it), with a system of traceability, evaluation of the gradient of satisfaction and delivery of credits.

On **NetMedBook** it can be loaded the congress contents (slides, videos, and complete presentations made during the congress, synchronized with audio and video), giving the possibility to participants (and not only) to have available all the contents even long time after, and making possible the development of **E-learning** educational projects too.



## 19.5 SERVICES

Newtours S.p.A. has a 30 years of experience in Congress as a PCO Professional Congress Organizer and Destination Management Company DMC both nationally and internationally. The management and staff Newtours mastered fluent English and French, both written and oral. Our staff also has a good knowledge of written and spoken French, German, Spanish and Russian. The on-line management programs to manage subscriptions, hotel bookings and also for the management of the Scientific Programme, with submission of abstracts via the web are all equipped with the English version

### Newtours as PCO can provide:

- Congress Secretariat and pre-conference logistic
- Supporting dedicated personnel
- Speaker contacts and travel and accommodation arrangements
- Audio Visual and Technological devices
- Communication and promotion Activities
- Congress kit (Personalization of bags, pens and pads and preparation)
- Congress Venue Management
- Hospitality management for participants
- Transfers
- Printing Services
- Social Events management
- Accompanying Programme
- Sponsors Management
- Pre e Post Conference Educational Activietis
- Eruopean and Italian Medical Accreditation
- Conference Balance, monitoring incomings and expenses

Below a short decription of the services Newtours can specifically provide for IEA2018 Congress:

- **Dedicated Conference Secretariat:** a team of people dedicated to the event. Newtours can Organize the logistics, the event planning and the relevant activities, pre, post and during. They can coordinate the information flow between the various actors and represent the reference point for customers, suppliers, participants and speakers. They can take care of the image of the event and of of the programme, and they can report the meetings of the organizing committee, flaking it from the beginning to the end.
- **Supporting Dedicated Personnel:** Newtours will ensure the Conference management Supervision assigning to the client a Project Leader, who will offer all the necessary support to the Congress. A carefully selected team will be put at disposal of the conference management following all the necessary activities and adapted to every needs and to the number of participants
- **Dedicated Congress Email box:** Newtours will create a specific email box dedicated to the Congress
-

- **Registration, Hotel accommodation and Abstract Submission Management:** with the Easy Congress System already described above
- **Audio Visual and technological devices:** Newtours can put at Congress disposal its expertise in technological supports and devices, which can be used during a congress, and it is always updated on last technologies, developing a platforms to meet the client needs. Audiovisual and technical Equipment during the Congress will be managed by the conference venue, but Newtours will always monitoring the the quality of the services and solve the eventual problems which may occurre.
- **Promotion and Dissemination** of the event by mailing of the First Announcements to the database, available for the customer.
- **Sponsor Management:** Newtours can draw a Sponsorship menu, with many sponsorship forms in accordance with the client. Also, they can follow the relationship with sponsors on behalf of the Organizing Committee, with completion of the billing activities. Newtours has developed over the years, a newtwork of national and international relationships to facilitate contacts with companies and organizations. Many organizations and associations refer to Newtours for consultancy and development of the marketing strategies and potential sponsors contacts.
- **Conference Balance:** Newtours will constantly monitoring the incoming and expenses of the congress, with the direct supervision of the Congress Committee. Newtours, on request can open a dedicated bank account for the congress.

## 19.6 MAJOR EVENTS ORGANIZED BY NEWTOURS

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

Year	Congress	Site & Date	Pax
1991	5 <sup>TH</sup> 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 <sup>o</sup> 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 <sup>nd</sup> International Geological Congress	Florence, August 20/28	8.000
2004	World Psychiatric Association - WPA	Florence, November 10-13	6.500
2005	<b>1<sup>st</sup> Healthcare Systems Ergonomics and Patient Safety – International Conference</b>	<b>Florence, March 30 – April 2</b>	<b>450</b>
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 Cristallography	Florence, August 23/31	3.000
2006	XV SINPF-Società Italiana di Neuropsicofarmacologia	Genoa – June 6-9	1.200

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

## 20. FIRENZE CONVENTION BUREAU

Firenze Convention Bureau is a non-profit consortium established in 1995 with the aim to promote Florence as one of the leading meeting, conference and event destination in the world.

Firenze Convention Bureau is supported by the Regional Government of Tuscany, the Chamber of Commerce, the Municipality of Florence and by about 68 members, all companies highly specialized in the meeting industry. Firenze Convention Bureau works in synergy with its members to offer the most professional and qualified solutions for congress organizers. Offering top-quality services and meeting client's need.

As example of how Firenze Convention Bureau can support IEA, is the congress card, which is **TOTALLY FREE** and will be valid also few days before/after the congress.

It can be **used by delegates and their accompanying person and family** to enjoy and experiencing the city, its culture and attractions!

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

A congress card for IEA council member has already been made, in order to give the possibility, if you would have the chance to visit Florence before 2018, to welcome you to better exploit culture and entertainment of the city!



## SERVICES

### RESTAURANTS

LA LOGGIA tel. 055/2342832 **20% Discount**  
 ALE MURATE tel. 055/240618 **20% Discount**  
 CAFFÈ ITALIANO (Restaurant only) tel. 055/289368  
**20% Discount**  
 MOBA tel. 055/2008444 **20% Discount**  
 OLIO&CONVIVIUM tel. 055/2658190  
**15% Discount**  
 LA SOSTA DEL CONVIVIUM tel. 055/6802482  
**15% Discount**  
 BOCCANEGRA tel. 055/2001098 **15% Discount**  
 BENEDICTA tel. 055/2645429 **15% Discount**  
 HARRIS BAR tel. 055/2396700 **20% Discount**  
 TERRAZZA DRUNELLECCIII tel. 055/23500206  
**Discount**  
 OPERA tel. 055/294447 € 28 tasting of 4 wines with  
 Tuscan dishes  
 TREDICI GOBEL tel. 055/284015 **12% Discount**  
 OSTERIA DELLE BELLE DONNE tel. 055/2382609  
**12% Discount**  
 PAOLI tel. 055/216215 **12% Discount**  
 AL TREBBIO tel. 055/287089 **12% Discount**  
 ANGIOLINO tel. 055/2398976 **12% Discount**  
 PEPERONCINO tel. 055/2657782 **12% Discount**  
 RC BIGLIO (Restaurant & Patisserie) tel.  
 055/216013 **16% Discount**  
**10% Discount**  
 INCANTO tel. 055/27163767  
**10% Discount**  
 ORUM tel. 055/27151 **10% Discount**

### WINE BAR

NOTE DI VINO tel. 055/218750  
**20% Discount**

### SPA

SCULSPACE tel. 055/2001794  
**20% Discount**

### CONCERTI

ORCHESTRA DA CAMERA FIORENTINA  
 Tel. 055/783374  
**30% Ticket Discount**

### ARTIGIANATO FIORENTINO

SPAZIO SAM tel. 055/2322269  
**10% Discount**

### MUSEUMS

PALAZZO MEDICI RICCARDI tel. 055/2760340  
**free entrance**  
 PALAZZO STROZZI Exhibition: Bronzino, Artist and  
 Poet at the Court of the Medici tel. 055/2776461  
**reduced fee euro 8,00**  
 SINAGOGA E MUSEO EBRAICO tel. 055/2346654  
**reduced fee euro 4,00**  
 PALAZZO ACCIAIOLI **reduced fee**  
 VILLA BARDINI **reduced fee tel. 055/20066206**  
 MUSEO GALILEO GALILEI tel. 055/265311  
**reduced fee euro 7,00**  
 MUSEO MARINO MARINI tel. 055/219432  
**60% discount**  
 MNAF, Museo Alinari tel. 055/23951  
**reduced fee euro 6,00 + 10% discount at the  
 bookshop**  
 MUSEO HORNE tel. 055/244661  
**reduced fee euro 4,00**  
 MUSEO STIBBERT tel. 055/475520 **reduced fee**  
 MUSEO S. FERRACAMO tel. 055/3360456  
**reduced fee euro 3,00 + gift at the bookshop**  
 CASA DI DANTE tel. 055/219416  
**reduced fee euro 2,00**  
 CONVENTO DEGLI AGOSTINIANI, Certaldo\*  
 PALAZZO PRETORIO, Certaldo\*  
 MUSEO DEL BOCCACCIO, Certaldo\*  
 \* 1 ticket for the three museum at 4.00 p.p.

### TYPICAL PRODUCTS

OLIO & CONVIVIUM tel. 055/2658198  
**10% Discount**  
 LA SOSTA DEL CONVIVIUM tel. 055/6802482  
**10% Discount**  
 NOTE DI VINO tel. 055/218750 **20% Discount**

### BIKE RENTAL

FLORENCE BY BIKE tel. 055/488992  
**10% Discount**

### LIGHT LUNCH, APERITIV & NIGHT CLUBS

ZOE tel. 055/243111 **10% Discount**  
 MOYO tel. 055/2479738 **10% Discount**  
 DOLCE VITA tel. 055/284595  
**10% Discount**  
 COLLE BERETO tel. 055/283156  
**10% Discount**  
 NOTE DI VINO tel. 055/218750  
**10% Discount**  
 POP CAFFÈ tel. 055/213852  
**10% Discount**  
 INCANTO tel. 055/27163767  
**10% Discount**  
 ORUM tel. 055/27151 **10% Discount**

### TAXI

SOCOTA tel. 055/4242 **10% Discount\***  
 COTAFI tel. 055/4390 **10% Discount\***  
 \* the discount is not valid for the flat  
 rate from/to the airport of €20.00

### CAR SERVICE WITH DRIVER

COAVE tel. 055/340159 **DEDICATED  
 RATE FOR ARRIVAL/DEPARTURE  
 TRANSFERS AT**  
<https://apps.coave.it/congresicard/>  
 - 10% on the rest of services

### TOURS, EXPERIENCES AND ACTIVITIES

FLORENCE TOWN tel. 055/0123994  
 Vasari Corridor & Uffizi Gallery  
**20% Discount**  
 I bike Florence **20% Discount**  
 Cooking class **20% Discount**  
 Tuscany by vespa **20% Discount**  
 Tuscany by bike **20% Discount**

## 21. 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 2018

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

## 22. 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"

## 23. PRELIMINARY BUDGET AND EXCESS OF PROFITS

- a) The Budget is based on 1500 participants of which only 1400 are PAYING participants, but we have anyway prepared a second version of the budget based on 2500 participants, considering the Fortezza da Basso as the venue of the congress.
- b) The Budget presents both expenses and Incomes WITHOUT VAT 20%
- c) The Budget is based on 2011 prices and shall be reviewed closer to the event.
- d) Registration Fees and Costs have been made in accordance of an hypothetic increase of cost of 7% indicated in the Final BALANCE section of the budget
- e) The Budget foresees a POSITIVE result and BALANCE.
- f) The Budget already includes in the expenses fellowships according to the number of registrants.
- g) WIRELESS INTERNET CONNECTIONS for participants would be given for free

### EXCESS OF PROFITS AND GRANTS:

The Host society SIE will offer a portion of the excess profits to be used to establish additional 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.

## PALAZZO DEI CONGRESSI – PALAZZO DEGLI AFFARI

 <small>The Rational Creative Approach</small>		<b>20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA</b>			
		Palazzo Congressi & Palazzo Affari			
		Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018			
Based on 1.500 participants of which only 1400 paying		<i>All prices are net VAT</i>			
		EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total	
<b>CONFERENCE CENTER</b>					
<i>Palazzo dei Congressi</i>					
<b>1) MEETING ROOMS and AREAS</b>					
Rental of the Whole Palazzo dei Congressi for 5 days congress, with Auditorium hall for 1.000 pax, with 1 parallel 200 pax theatre (sala verde), meeting room and offices (first floor and/or ground floor)					
Rental of Passi Perduti (920 sqm) as exhibition area and /or catering area for 7 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					
<i>Subtotal</i>	1	1	€ 60.000,00	€ 75.000,00	
<i>Palazzo degli Affari</i>					
Rental of the Whole Palazzo degli Affari for 5 days congress, with 1 room 400 pax theatre, 2 rooms 300 pax theatre, 2 rooms 200 pax theatre, 1 room 100 pax theatre + possible additional meeting rooms					
<i>Subtotal</i>				€ 60.000,00	
<b>2) SERVICES (estimated and to be calculated at the end of the event), telephone, Cleaning, Surveillance, Energy consumption, Special Set-ups, Carpeting, Flowers, and any other not specific above</b>				€ 25.000,00	
<i>Subtotal Conference Center</i>				€ 160.000,00	
<b>AUDIOVISUAL EQUIPMENT</b>					
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. With technical Assistance for the period of the congress for everything requested					
<i>Subtotal</i>	1	1	€ 30.000,00	€ 30.000,00	

		20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA			
		Palazzo Congressi & Palazzo Affari Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018			
Based on 1.500 participants of which only 1400 paying		All prices are net VAT			
		EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total	
<b>SLIDE CENTRE</b>					
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>				€ 12.000,00	
<b>INTERNET POINT</b>					
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	
<b>SIGNAGE</b>					
Estimated Signage (directional + desks+ rooms)	1	1	€ 8.000,00	€ 8.000,00	
<i>Subtotal</i>				€ 8.000,00	
<b>SIMULTANEOUS TRANSLATION</b>					
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	€ 600,00	€ 9.600,00	
<i>Subtotal</i>				€ 12.600,00	

		<b>20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA</b>		
Palazzo Congressi & Palazzo Affari Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018				
Based on 1.500 participants of which only 1400 paying		All prices are net VAT		
EURO				
Description	Quantity/Participants	Days/Times	Unit Cost	Total
<b>PRINTING &amp; MAILING &amp; GRAPHIC</b>				
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
Print of: 10.000 first announcements, and mailing 5.000 preliminary programmes 1.500 Final Programmes, Abstract books, Proceedings, book of selected papers, certificates of attendance, badges 1.000 posters for promotion				€ 85.000,00
<i>Subtotal</i>				€ 100.000,00
<b>CATERING</b>				
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
<i>Subtotal</i>				€ 66.000,00
<b>SOCIAL PROGRAMME</b>				
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 - starting 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
<i>Subtotal</i>				€ 51.000,00
<b>INVITED SPEAKERS HOSPITALITY</b>				
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
<i>Subtotal</i>				€ 32.400,00
<b>FELLOWSHIPS for disadvantaged students</b>				
Waived registration fee for 80 students coming from disadvantaged countries				€ 0,00
Low-Cost accommodation for 5 nights, including lunch and dinner (€ 90,00 per day) for 80 fellowships	80	5	€ 90,00	€ 36.000,00
<i>Subtotal</i>				€ 36.000,00
<b>PROMOTION &amp; WEB</b>				
Web site home page, management of the web-site and maintenance				
Advertisement & promotion activities during other congresses of the field				
<i>Subtotal</i>				€ 10.000,00

 <i>The Rational Creative Approach</i>		20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA			
		Palazzo Congressi & Palazzo Affari Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018			
Based on 1.500 participants of which only 1400 paying		All prices are net VAT			
		EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total	
<b>CME CREDITS</b>					
CME Credits Management, including CVs collection, processing of CME questionnaires, printing and delivering of CME Certificate of Attendance both under Italian and European accreditation bodies	1	1	€ 15.000,00	€ 15.000,00	
<i>Subtotal</i>				€ 15.000,00	
<b>HOSTESS ASSISTANCE</b>					
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 + 10 hostesses on various tasks for the first day of the congress + 4 students for bag preparation				€ 14.000,00	
<i>Subtotal</i>				€ 14.000,00	
<b>MATERIAL, UNFORESEEN &amp; MISCELLANEOUS</b>					
Congress bags, pads, and pens, and estimated miscellaneous + Operative Bank Expenses.				€ 22.000,00	
<i>Subtotal</i>				€ 22.000,00	
<b>ABSTRACT HANDLING</b>					
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	
<i>Subtotal</i>				€ 17.600,00	
<b>NEWTOURS AGENCE FEE FOR REGISTRATION &amp; GLOBAL MANAGEMENT</b>					
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	€ 96.400,00	€ 96.400,00	
<i>Subtotal</i>				€ 96.400,00	
<b>IEA RETURN</b>					
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	
<i>Subtotal</i>				€ 23.100,00	

		<b>20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA</b>		
		Palazzo Congressi & Palazzo Affari Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018		
Based on 1.500 participants of which only 1400 paying		All prices are net VAT		
EURO				
Description	Quantity/Participants	Days/Times	Unit Cost	Total
<b>IEA COUNCIL MEETING</b>				
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
<i>Subtotal</i>				€ 7.200,00
<b>GRAND TOTAL</b>				<b>€ 718.300,00</b>
<b>SUMMARY</b>				
Description				
Conference Center				€ 160.000,00
Audiovisual Equipment				€ 30.000,00
Slide Centre				€ 12.000,00
Internet Point				€ 5.000,00
Signage				€ 8.000,00
Simultaneous translation				€ 12.600,00
Printing & Mailing & Graphic				€ 100.000,00
Catering				€ 66.000,00
Social Programme				€ 51.000,00
Invited Speakers				€ 32.400,00
FELLOWSHIPS for disadvantaged students				€ 36.000,00
Promotion & Web				€ 10.000,00
CME Credits				€ 15.000,00
Hostess Assistance				€ 14.000,00
Material & Unforeseen				€ 22.000,00
Abstract Handling				€ 17.600,00
Newtours Agence Fee for registrations and Global management				€ 96.400,00
IEA return				€ 23.100,00
IEA COUNCIL MEETING				€ 7.200,00
<b>TOTALE</b>				<b>€ 718.300,00</b>

		20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA			
		Palazzo Congressi & Palazzo Affari			
		Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018			
Based on 1.500 participants of which only 1400 paying		All prices are net VAT			
		EURO			
Description	Quantity/Participants	Days/Times	Unit Cost	Total	
<b>INCOMES</b>					
Based on 1400 paying delegates		All prices are net VAT			
		EURO			
Description	Quantity/Participants	Days/Times	Unit Cost (NET VAT)	Total	
<b>Registration fees</b>					
IEA Council members (€ 500 including VAT)	35	1	€ 416,67	€ 14.583,33	
IEA Council members after deadline (€ 600 including VAT)	15	1	€ 500,00	€ 7.500,00	
IEA members & Federated Societies Members - Registration fee before deadline (€ 600 including VAT)	700	1	€ 500,00	€ 350.000,00	
IEA Members & Federated Societies Members-Registration fee after deadline (€ 700 including VAT)	100	1	€ 583,33	€ 58.333,33	
NON members - Registration fee before deadline (€ 700 including VAT)	100	1	€ 583,33	€ 58.333,33	
NON Members -Registration fee after deadline (€ 800 including VAT)	50	1	€ 666,67	€ 33.333,33	
Registration fee for disadvantaged/developing countries (€ 350 including VAT)	200	1	€ 291,67	€ 58.333,33	
Registration fee for students IDCs (€ 180 including VAT)	50	1	€ 150,00	€ 7.500,00	
Registration fee for students (€ 300 including VAT)	100	1	€ 250,00	€ 25.000,00	
Daily registration (per day) (€ 250,00 including VAT)	50	1	€ 208,33	€ 10.416,67	
<b>TOTAL</b>	<b>1400</b>			<b>€ 623.333,33</b>	
<b>Selling of Exhibit Spaces</b>					
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	
<b>Subtotal</b>				<b>€ 100.000,00</b>	
<b>Sponsorships</b>					
Public & Private Companies Sponsorships	1	1	€ 80.000,00	€ 80.000,00	
<b>Subtotal</b>				<b>€ 80.000,00</b>	
<b>SUMMARY</b>					
Registration fees				€ 623.333,33	
Selling of Exhibit Spaces				€ 100.000,00	
Sponsorships				€ 80.000,00	
<b>TOTAL INCOME</b>				<b>€ 803.333,33</b>	
<b>BALANCE</b>					
Total Expenses				€ 718.300,00	
Hypothetic 7% increase of costs from 2011 and 2018				€ 50.281,00	
Total Entrances				€ 803.333,33	
<b>Balance</b>				<b>€ 34.752,33</b>	

## FORTEZZA DA BASSO

 The Rational Creative Approach	20th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION - IEA			
	Fortezza Da Basso Florence, July 14-21 or 21-28 July, 2018 or August 25th - September 1st, 2018			
Based on 2500 participants of which only 2350 paying	All prices are net VAT			
	EURO			
Description	Quantity/Participants	Days/Time	Unit Cost	Total
<b>CONFERENCE CENTER</b>				
1) Rental of the Fortezza da Basso with all the meeting room requested.				€ 260.000,00
2) SERVICES (estimated and to be calculated at the end of the event), telephone, Cleaning, Surveillance, Energy consumption, Special Set-ups, Carpeting, Flowers, and any other not specific above				€ 30.000,00
<b>Subtotal Conference Center</b>				€ 290.000,00
<b>AUDIOVISUAL EQUIPMENT</b>				
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. With technical Assistance for the period of the congress for everything requested	1	1	€ 35.000,00	€ 35.000,00
<b>Subtotal</b>				€ 35.000,00
<b>SLIDE CENTRE</b>				
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				
<b>Subtotal</b>				€ 12.000,00
<b>INTERNET POINT</b>				
Estimate internet point with 6 pc stations and 8 plugs for connections with lap tops	1	1	€ 5.000,00	€ 5.000,00
<b>Subtotal</b>				€ 5.000,00
<b>SIGNAGE</b>				
Estimated Signage (directional + desks+ rooms)	1	1	€ 10.000,00	€ 10.000,00
<b>Subtotal</b>				€ 10.000,00
<b>SIMULTANEOUS TRANSLATION</b>				
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	€ 600,00	€ 9.600,00
<b>Subtotal</b>				€ 12.600,00

<b>PRINTING &amp; MAILING &amp; GRAPHIC</b>				
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
Print of: 10.000 first announcements, and mailing 5.000 preliminary programmes 2.500 Final Programmes, Abstract books, Proceedings, book of selected papers, certificates of attendance, badges 1.000 posters for promotion				€ 110.000,00
<i>Subtotal</i>				<b>€ 125.000,00</b>
<b>CATERING</b>				
Coffee breaks with cold and warm drinks and pastries two for each day (1 a.m. e 1 p.m) for 4 days congress.	2500	8	€ 5,50	€ 110.000,00
<i>Subtotal</i>				<b>€ 110.000,00</b>
<b>SOCIAL PROGRAMME</b>				
Sunday evening - Welcome reception for all participants , reinforced cocktail style that can substitute a dinner (included in the registration fee) for 1500 participants - <i>starting from</i>	2500	1	€ 25,00	€ 62.500,00
Sunday evening - Entertainment during the Welcome Reception Party - <i>starting from</i>	1	1	€ 2.000,00	€ 2.000,00
Sunday evening - Rental of the special venue for Welcome Reception Party - <i>starting from</i>	1	1	€ 3.500,00	€ 3.500,00
Social Dinner in a special venue for 2500 participants, of which only 150 at congress expenses - <i>starting from</i>	150	1	€ 80,00	€ 12.000,00
<i>Subtotal</i>				<b>€ 80.000,00</b>
<b>INVITED SPEAKERS HOSPITALITY</b>				
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
<i>Subtotal</i>				<b>€ 32.400,00</b>
<b>FELLOWSHIPS for disadvantaged students</b>				
Waived registration fee for 130 students coming from disadvantaged countries				€ 0,00
Low-Cost accommodation for 5 nights, including lunch and dinner (€ 90,00 per day) for 130 fellowships	130	5	€ 90,00	€ 58.500,00
<i>Subtotal</i>				<b>€ 58.500,00</b>
<b>PROMOTION &amp; WEB</b>				
Web site home page, management of the web- site and maintenance				
Advertisement & promotion activities during other congresses of the field				
<i>Subtotal</i>				<b>€ 10.000,00</b>
<b>CME CREDITS</b>				
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	€ 20.000,00	€ 20.000,00
<i>Subtotal</i>				<b>€ 20.000,00</b>

HOSTESS ASSISTANCE				
20 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 hostesses ion various tasks for the first day of the congress + 4 students for bag preparation				€ 19.000,00
<i>Subtotal</i>				<b>€ 19.000,00</b>
MATERIAL & UNFORESEEN				
Congress bags, pads, and pens, and estimated miscellaneous + Operative Bank Expenses				€ 27.000,00
<i>Subtotal</i>				<b>€ 27.000,00</b>
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	1200	1	€ 22,00	€ 26.400,00
<i>Subtotal</i>				<b>€ 26.400,00</b>
NEWTOURS AGENCE 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	€ 146.550,00	€ 146.550,00
<i>Subtotal</i>				<b>€ 146.550,00</b>
IEA RETURN				
IEA will detain € 16,50 (equal to 25 Swiss francs) per congress registrant (Exchange rate according to January28th 2009). The rate will be defined according to the exchange rate at the time of the End of the Congress in 2015.	2350	1	€ 16,50	€ 38.775,00
<i>Subtotal</i>				<b>€ 38.775,00</b>

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
<i>Subtotal</i>				€ 7.200,00
<b>GRAND TOTAL</b>				<b>€ 1.065.425,00</b>
SUMMARY				
Description				
Conference Center				€ 290.000,00
Audiovisual Equipment				€ 35.000,00
Slide Centre				€ 12.000,00
Internet Point				€ 5.000,00
Signage				€ 10.000,00
Simultaneous translation				€ 12.600,00
Printing & Mailing & Graphic				€ 125.000,00
Catering				€ 110.000,00
Social Programme				€ 80.000,00
Invited Speakers				€ 32.400,00
FELLOWSHIPS for disadvantaged students				€ 58.500,00
Promotion & Web				€ 10.000,00
CME Credits				€ 20.000,00
Hostess Assistance				€ 19.000,00
Material & Unforeseen				€ 27.000,00
Abstract Handling				€ 26.400,00
Newtours Agence Fee for registrations and Global management				€ 146.550,00
IEA return				€ 38.775,00
IEA COUNCIL MEETING				€ 7.200,00
<b>TOTALE</b>				<b>€ 1.065.425,00</b>

INCOMES				
<i>All prices are net VAT</i>				
Based on 2350 paying delegates				
<i>EURO</i>				
<i>Description</i>	<i>Quantity/Participants</i>	<i>Days/Times</i>	<i>Unit Cost</i>	<i>Total</i>
<b>Registration fees</b>				
IEA Council members (€ 500 including VAT)	35	1	€ 416,67	€ 14.583,33
IEA Council members after deadline (€ 600 including VAT)	15	1	€ 500,00	€ 7.500,00
IEA members & Federated Societies Members - Registration fee before deadline (€ 600 including VAT)	850	1	€ 500,00	€ 425.000,00
IEA Members & Federated Societies Members-Registration fee after deadline (€ 700 including VAT)	200	1	€ 583,33	€ 116.666,67
NON members - Registration fee before deadline (€ 700 including VAT)	300	1	€ 583,33	€ 175.000,00
NON Members -Registration fee after deadline (€ 800 including VAT)	150	1	€ 666,67	€ 100.000,00
Registration fee for disadvantaged/developing countries (€ 350 including VAT)	400	1	€ 291,67	€ 116.666,67
Registration fee for students IDCs (€ 180 including VAT)	100	1	€ 150,00	€ 15.000,00
Registration fee for students (€ 300 including VAT)	200	1	€ 250,00	€ 50.000,00
Daily registration (per day) (€ 250,00 including VAT)	100	1	€ 208,33	€ 20.833,33
<b>TOTAL</b>	<b>2350</b>			<b>€ 1.041.250,00</b>
<b>Selling of Exhibit Spaces</b>				
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
<i>Subtotal</i>				<b>€ 100.000,00</b>
<b>Sponsorships</b>				
Public & Private Companies Sponsorships	1	1	€ 80.000,00	€ 80.000,00
<i>Subtotal</i>				<b>€ 80.000,00</b>
<b>SUMMARY</b>				
Registration fees				€ 1.041.250,00
Selling of Exhibit Spaces				€ 100.000,00
Sponsorships				€ 80.000,00
<b>TOTAL INCOME</b>				<b>€ 1.221.250,00</b>
<b>BALANCE</b>				
Total Expenses				€ 1.065.425,00
Hypothetic 7% increase of costs from 2011 and 2018				€ 74.579,75
Total Entrances				€ 1.221.250,00
<b>Balance</b>				<b>€ 81.245,25</b>



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# We look forward to meet you in Florence 2018

