



16th

INTERNATIONAL CONFERENCE ON INFORMATION FUSION

ASKERI MUSEUM, ISTANBUL
25-28 JUNE 2013



ISIF → INTERNATIONAL SOCIETY OF
INFORMATION FUSION

THE BID DOCUMENT

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Proposed Organizing Team

- General Co-Chairs:
Murat Efe (Ankara University, Ankara, Turkey)
Roy Streit (Metron, USA)
- Technical Co-Chairs:
Uwe Hanebeck (Karlsruhe Institute of Technology, Germany)
Mujdat Cetin (Sabanci University, Istanbul- Turkey)
- Program Chair:
Simon Maskell (QinetiQ, UK)
Orhan Arikan* (Bilkent University, Ankara, Turkey)
- Finance Chair:
Yasemin Yardimci* (Middle East Technical University, Ankara, Turkey)
ISIF Representative
- Special Sessions Chair:
Robert Lynch (NUWC, USA)
- Tutorials and Panels Chair:
Erik P. Blasch (AFRL/RIEA, USA)
- Awards and Plenary Speakers Chair:
Peter Willett (University of Connecticut, USA)
Chee Chong (BAE Systems, USA)

Proposed Organizing Team

- Publications and Publicity Chair:
Egemen Yilmaz (Ankara University, Ankara, Turkey)
- Administrative Chair:
Seda Sımsıkı (Flap Tour, Istanbul, Turkey)
- * to be confirmed.

We still have some committee positions such as student activities, which will be filled later. All members of the committee would provide support when needed to help refine tasks and receive guidance.

In order to facilitate problem-free conference we intend to work with a local company to take care of the details with the conference organization such as launching and maintaining the web site, helping with paper submission, review and upload processes as well as organizing the welcome reception, banquet dinner, coffee breaks etc. Estimates from several companies were obtained and we have chosen Flap Tour, an agency that is based in Ankara and very conveniently has offices in Istanbul. The company has extensive experience in organizing international conferences of varying sizes both in Turkey and in Europe (please see the section about the conference organization capabilities of Flap Tour at the end). Dr. Efe will meet with them regularly to make sure issues are on-track and information is provided.

Timing

We suggest that the conference run from Tuesday, June 25th, 2013 through to the June 28th. We plan to begin with a day of tutorials on the first day and have three days for the regular conference after that. We expect that many of the attendees will be from overseas, and we believe that the weekends and free day Friday will be welcome for sightseeing. We are also ready to arrange sightseeing tours in the weeks following or preceding the suggested conference time as alternative choices. Moreover, late June - early July time-frame is perfect for a beach holiday with plenty of choices along the Aegean and Mediterranean coast. Also the Aegean coast offers good opportunities for sailing. Other scheduled relevant IEEE conferences with already published dates do not coincide with our suggested dates, however, we remain flexible in our dates so that the scientific community could make the most of the conferences as the dates become available.

Technical Program

The conference will last 4 days, where there will be 3 days of technical sessions preceded by one day of tutorials. We will be seeking submissions from researchers in the areas including (but not limited to) the following:

1. Theory and Representation

Probability theory, Bayesian inference; Fuzzy sets, Fuzzy logic; Dempster-Shafer, evidential reasoning, belief functions; Logic based fusion, preference aggregation, vote; Random sets; Neural networks; Ontology & Category Theory.

2. Algorithms

Data Registration, sensor registration; Detection, combined detection and tracking; Clustering, Classification, Automatic Target Recognition; Nonlinear Filtering and Smoothing; Particle filters, Markov chain Monte Carlo; Target Tracking and Localization; Feature Aided Tracking; Data association; Video tracking, radar tracking; Surveillance and Situation assessment; Pattern analysis; Behavior modeling; Predictive and Impact assessment; Process management; Sensor Resource Management; Active and Passive Data Fusion; High level fusion; Image Fusion; Hard soft data fusion; Database Fusion; Distributed Fusion; Data Mining; Machine learning.

3. Modeling, simulation and evaluation

Target modeling; Sensor modeling; Cognitive modeling, Simulation tools, benchmarks; Testbeds; Fusion performance modeling; Fusion performance evaluation.

Technical Program

4. Application Areas

Sensor networks; Defense and intelligence; Aerospace; Homeland Security, Public Security; Computer Security; Robotics ; Positioning and Guidance; Automation; Intelligent Transportation; Logistics; Automotive; Manufacturing; Economics and Financial; Environmental Monitoring; Medical Care.

Also, we will encourage researchers to submit proposals for invited sessions. Invited sessions are of particular importance as, with the help of effective publicity, they may entice researchers from neighboring technical communities of interest to submit their information fusion related results to the Fusion conference. Moreover, invited sessions provide a good venue for researchers that are geographically separated but working as a part of a larger group (such as different task groups) to come together and share the outcomes of their individual studies.

In addition to invited sessions, we would encourage panel discussions, working groups, and demonstrations. The panel discussions and working groups naturally lead to or extend from the special sessions to encourage high-quality and consistent research. One other possibility to encourage attendance is to make time for demonstrations from researchers or corporations to demonstrate capabilities. While “demos” is new for the ISIF community, there are many cases in which the demo augments paper submissions to highlight technical achievements with real-world or simulated results. The excitement in Demos would encourage participation as well as provide a useful addition to the community for groups that might not complete a paper, but are willing to showcase their developments. Likewise, a “Demo” if accepted would be encouraged to make a poster that sits near the demo.

Technical Program

All submissions will be peer-reviewed by three (at least two) members of the technical committee using an online service such as EDAS. When two reviewers disagree and the third reviewer did not respond, a third review will be required and can be conducted by members of the organizing committee. Membership of the technical committee will be drawn from the previous Fusion conference volunteers and extended using new contacts known to the organizing committee members. Papers will be ranked according to technical merit and relevance to the conference. We anticipate that there will be 6-8 parallel oral tracks based on the room availability and number accepted papers. Each day of the main conference will begin with a keynote, or plenary, presentation. Plenary speakers will be key researchers with established reputations that will help any uncertain potential researchers want to come to the conference. Preliminary discussions of speakers would be provided early to maximize the potential for high-quality speakers.

Since there is usually a great interest in the tutorials and wide scope available we anticipate 8-12 tutorial sessions with 4-6 in the morning and 4-6 in the afternoon. The Conference and the instructors of the tutorials will split the income of the tutorials in a manner consistent with past practices at other Fusion conferences. Previous tutorial information included a 50/50 sharing with the speaker and the ISIF conference.

All financial information would be shared with ISIF and based on benefit/cost analysis conducted by the ISIF BoG, the Fusion13 committee can determine the best strategy for ISIF.

Attendance

Based on the attendance numbers of previous Fusion conferences (397 at Fusion'06 in Florence, 377 at Fusion'07 in Quebec, 429 at Fusion'08 in Cologne, 432 at Fusion'09 in Seattle and 383 at Fusion'10 in Edinburgh) we believe that an attendance of 400 is an achievable estimate for Fusion 2013. Although we strongly believe that Istanbul will help attract new participants who have been reluctant to travel, the actual attendance will be affected by the general economy, the health of the defense and related industries, as well as research and development funding in fusion in 2013. We believe that the location is extremely attractive for its cultural influences and would attract many researchers who are interested in the different locations for conferences. It is noted that there were three large conferences (i.e. IEEE) in Turkey in 2010.

Additional Point to Note: On 23-24 June, 2011 NATO sponsored Lecture Series entitled `Multisensor Fusion: Advanced Methodologies and Applications` were held in Ankara, Turkey. This was a 2 day event organized by Dr. Murat Efe and the interest in this event tremendous. Over 100 people from academia, industry, research industries and military attended the event. We believe that the attendance figure to this event is an indication of potentially large number of attendance within Turkey to a possible Fusion conference being held in Turkey. Other NATO groups have Turkish members, and various meetings would be encouraged to leverage the conference. For example, Dr. Blasch would plan a meeting for a NATO group in Decision Support in conjunction with the conference.

Sponsorship

As usual we will seek ISIF and IEEE AESS to be the primary sponsors of Fusion 2013. We expect a normal conference “seed money” inflow from AESS of \$20000. We believe that we can get possibly \$5000 to \$10000 sponsorship from ONR Global or AFRL/EOARD, as they are regular supporters of the ISIF conferences and of European conferences in general. Also there are numerous defense companies located in Ankara that frequently send their employees to participate in Fusion conferences. We already have written confirmation of support from several of these companies as well as Ankara University if Fusion 2013 is held in Turkey. Support letters can be found at the Supporting Bodies section of this proposal. We also plan to have an exhibition hall at the conference venue and we have already had talks with several defense industry companies based in Turkey to have exhibits in this hall. Moreover, Turkey’s scientific research council has sponsorship program that promotes holding international scientific conferences in Turkey. In short we expect to receive between \$30000 - \$45000 in sponsorship funding from a diversity of organizations.

Support Letters

Monday, June 20, 2011

Dear Members of ISIF,

I am delighted to hear that İstanbul is being proposed as a venue for the 16th International Conference on Information Fusion - FUSION 2013.

Unbelievable beauties of İstanbul and its two continent –wide location will enable you to live an unforgettable congress in year 2013. İstanbul is definitely a professional choice to hold important events such as yours since it provides excellent meeting and recreation facilities and a very efficient and comfortable accomadations network.

Speaking from experience, we feel sure that you could not choose a better venue for your events.

I can promise you and your delegates a beautiful and inspiring setting for the congress. Let me also assure you that our tounst and convention authorities and organizations will do their utmost to make your congress in İstanbul a rewarding and memorable one.

Let's meet where the continents meet!

Sincerely Yours,

Hüseyin Avni MUTLU
Governor of İstanbul

HİZMETE ÖZEL

aselsan

**TÜRKİYE CUMHURİYETİ
ANKARA ÜNİVERSİTESİ
MÜHENDİSLİK FAKÜLTESİ DEKANLIĞI
ANKARA**

**Tarih : 10 Haziran 2011
Sayı : AS210-11M-16541**

İlgi : Ankara Üniversitesi Müh. Fak. Dekanlığı'nın 06 Haziran 2011 tarih ve B.30.2.ANK.0.17/71.903.02/1263 nolu yazınız.

Konu : 2013 Füzyon Konferansı Sponsorluk talebiniz hk.

İlgi yazınız ile 2013 Uluslararası Füzyon Konferansı için Kuruluşumuz'a ilettiğiniz sponsorluk talebinize 5.000 ABD \$ bedelinde destek verilecektir.

Bilgilerinize arz ederiz.

Saygılarımla,
ASELSAN A.Ş.


Fuat AKÇAYÖZ
Genel Müdür V.


Nihat İRKORUCU
İnsan Kaynakları ve
Destek Hizmetleri Direktörü

HİZMETE ÖZEL

ASELSAN ELEKTRONİK SANAYİ VE TİCARET A.Ş.

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REPUBLIC OF TURKEY
ANKARA UNIVERSITY RECTORATE

Sayı :

Konu :

Ankara
15/06/2011

Dear ISIF Board Members,

Dr. Murat Efe has informed us that he has been in preparation of a proposal in an effort to bring the International Fusion Conference to Istanbul, Turkey in 2013.

Such efforts have always been encouraged at Ankara University and I would like to state to the Board Members that the administration at Ankara University strongly supports Dr. Efe's efforts to host the International Fusion Conference in 2013 and confirm that we will make all necessary resources available to help him if Fusion 2013 is awarded to Turkey.

Yours sincerely,

Prof. Dr. Cemal TALUĞ
Rector
Ankara University

HAVELSAN CONFIDENTIAL



HVL. : 5300-10497-11/

21 June 2011

SUBJECT : Support Letter fo International Fusion Conference 2013

Dear Dr. Efe

Thank you for informing us about your intention to submit a proposal to host the International Fusion Conference in Istanbul, Turkey in 2013.

As you know at HAVELSAN Inc. Research and Development efforts have always played a big role in achieving our goals and as an integral part of our R&D efforts we constantly encourage our engineers to take part in prestigious conferences either as contributors or as audience. International Fusion Conference is one of the conferences that we continually follow and try to have presence in the audience.

We believe such a conference being held in Turkey would attract big interest from the local Defense companies.

We would like to state that, if Fusion 2013 is awarded to Turkey, HAVELSAN Inc. would be very happy to assess support for sponsorship.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Alp", positioned above the printed name of Alparslan KULOĞLU.

Alparslan KULOĞLU
Director,
Business Development and Marketing

A handwritten signature in blue ink, appearing to read "Gökhan", positioned above the printed name of M. Gökhan KÖSEDOĞLU.

M. Gökhan KÖSEDOĞLU
Operations,
Vice President

HAVELSAN CONFIDENTIAL

27 May 2011

Ref : MSİGD/11/ 0340

Subject : International Fusion Conference

ANKARA UNIVERSITY
FACULTY OF ENGINEERING
(Electronics Engineering Department)

ANKARA

Dear Dr. Murat Efe

We are very pleased to hear about your efforts to bring the International Fusion Conference to Istanbul, Turkey in 2013.

Meteksan Defense İnd., Inc. has always recognized the importance and vitality of the Fusion Concept and we constantly encourage our engineers to attend the International Fusion Conference where advancements of the Fusion Concepts are discussed. Therefore it is an utmost pleasure for us to support this event in Turkey.

We would like to inform you that, Meteksan Defence İnd., Inc. would certainly consider sponsoring the event and take part in the exhibitors' hall if Fusion 2013 is awarded to Turkey.

Yours sincerely,



Özgür CANKARA
Deputy General Manager
Operations



S. Murat ERCİYES
Managing Director

Publicity Plans

As usual we will set up a conference web site for the Fusion 2012 and will strive to make researchers aware of this web site through academic and other networks. Opening a stand and distributing Fusion 2013 CfP at the Fusion Conference in Singapore is also part of the publicity plans. Also we plan to form an international publicity sub-committee to promote the conference around the world. We will also use the traditional methods of publicity: wide email and hard-copy distribution of the call for papers (budget for this included). We also plan to encourage more attendance from IEEE Region 8 as Istanbul is right in the core of this region. To promote the conference among students we propose a student paper contest. Finally, one of the most effective means of promotion is via invited sessions: we intend to push heavily for these, beginning with those who have organized invited sessions at previous conferences.

THE FACTS ABOUT TURKEY

COUNTRY NAME:

Conventional long form: Republic of Turkey

Conventional short form: Turkey



Location Southeastern Europe and Southwestern Asia (that portion of Turkey west of the Bosphorus is geographically part of Europe), bordering the Black Sea, between Bulgaria and Georgia, and bordering the Aegean Sea and the Mediterranean Sea, between Greece and Syria.

Climate temperate; hot, dry summers with mild, wet winters; A mean temperature of 25 degrees Celcius can be expected.

Terrain high central plateau (Anatolia); narrow coastal plain; several mountain ranges

Languages Turkish (official)

Internet country code: TR

Airports 120

Government Today Turks determine their future through a pluralistic democratic system based on free elections, more or less continuously for half a century. The country has a legal system compatible with those of Europe.



THE FACTS ABOUT

TURKEY

Safety – Security

Based on the data provided by well known statistical institutes of the world for major metropolises, Istanbul is one of the few cities with a minimum amount of crime. Despite its intensive population and traffic, you can walk through most parts of the city. Among the world's leading cities, Istanbul offers one of the most secure urban environments. Historically, Istanbul's crime rate has registered significantly below that of most large metropolitan areas.

Tourist entries between 2005-2009

- World Rally Championship, Turkey
- Formula 1 Championship, Turkey
- Champions League Final Match
- World Youth Women Volleyball Championship
- World University Summer Games
- European Women Basketball Championship Finals
- 2010 World Basketball Championship Finals

YEARS	TURKEY	ISTANBUL
2005	21.122.798	4.849.712
2006	19.802.846	5.346.681
2007	23.341.074	6.453.582
2008	26.336.677	7.049.220
2009	27.077.114	7.509.784



ISTANBUL



Istanbul

Istanbul was the seat of three great empires - Roman, Byzantine and Ottoman



It is the only city in the world reaching across two continents, with its old city in Europe and modern Istanbul situated in Asia, separated by the Bosphorous Strait. It is also unique in having had capital status during two successive empires, Christian Byzantine and Islamic Ottoman, and the legacy from both is visible in the modern city today.

Istanbul's location on the water made it a much coveted site as a commercial shipping port and military lookout, and as capital of the Roman Empire, Constantinople, as it was known, became extremely desirable as a centre of world trade, until Mehmet the Conqueror claimed it for the Ottoman Empire in 1453 and it became the imperial seat of the sultans. After the War of Independence the capital was moved to Ankara, but Istanbul still remains the commercial, historical and cultural heart of Turkey today.

Istanbul - the area within the walls (now largely in ruins) built by Roman emperor Theodosius II in the first half of the 5th century-contains most of the city's historical and architectural monuments. Istanbul is dominated by the great palace complex of Topkapi Sarayi, begun by Sultan Mehmet II in 1459 and added to by later Ottoman sultans.

Istanbul

Dolmabahçe Palace,
where former Turkish
president Mustafa
Kemal Atatürk lived



The palace is now Turkey's most popular tourist attraction. Near Topkapi is Hagia Sophia (Ayasofya in Turkish), built in the 6th century as an Orthodox Christian church. Farther west is Süleymaniye Mosque (built between 1550 and 1557), designed by the well-known Ottoman architect Sinan for Sultan Süleyman I. The Süleymaniye Mosque is widely considered Istanbul's finest Ottoman monument.

Other famous mosques in Istanbul include the Blue Mosque of Sultan Ahmed I (built between 1609 and 1616), named for its blue-painted tile interior; the Mosque of Rustem Pasha (completed in 1561), famed for its Turkish tile work; and the Yeni Cami (New Mosque, 1597-1663). Other sites in Istanbul include the famed Kapalı Çarşı (a covered bazaar with hundreds of shops) and the Kariye Mosque (formerly the Church of Saint Savior in Chora), which contains some of the world's finest Byzantine mosaics and frescoes.

Across the Golden Horn from Istanbul is Galata, a business district with shops, restaurants, and the city's main port. Galata is located at the base of the hill that encompasses modern Istanbul; the district of Beyoğlu is located at the top of the hill. Dominating lower Galata is the large, conical Galata Tower, built in the 14th century. The main thoroughfare of Beyoğlu, called İstiklal Caddesi, is a pedestrian mall that contains some of Istanbul's finest shops and movie theaters. Northeast of Beyoğlu is the neighborhood of Beşiktaş which contains Dolmabahçe Palace (built in 1854), where former Turkish president Mustafa Kemal Atatürk lived while in Istanbul; the ruins of Sultan Abd al-Aziz's Çırağan Palace (completed in 1874); and the Yıldız Palace complex, built in stages over the course of the 19th century. The Istanbul metropolitan area extends north along the European side of the Bosphorus, through the primarily residential neighborhoods of Ortaköy, Arnavutköy, and Bebek. North of Bebek is Rumelihisari, a fortress constructed by Sultan Muhammad II in 1452 in preparation for the siege of Constantinople the following year. North of Rumelihisari are the scenic suburbs of İstinye, Yeniköy, Tarabya, Büyükdere, and Sarıyer, all of which have well-known seafood restaurants and marinas. Opposite Rumelihisari, on the Asian side of the Bosphorus, is Anadoluhisari, a fortress built in the late 1300s by Sultan Bayazid I.

Istanbul

Istanbul is the
European Capital
of Culture in 2010



The Asian section of Istanbul contains a series of small villages and towns, including (from north to south) Beykoz; Pasabahçe; Küçüksu, the site of a rococo palace built between 1856 and 1857 for Sultan Abd al-Madjid I; Kandilli; Vaniköy; Çengelköy; Beylerbeyi, the site of Beylerbeyi Palace, built in 1865 for Abd al-Hamid II; and Üsküdar. Located directly across the water from Istanbul, Üsküdar and its environs contain many famous Ottoman monuments, including the city's oldest Ottoman cemetery. Üsküdar is also the site of a hospital where British nurse Florence Nightingale served during the Crimean War (1853-1856). A short distance outside of Üsküdar is Büyük Çamlıca, a forested hill noted for its scenic views of Istanbul and the Bosphorus. Southeast of Üsküdar is the Haydar Pasha railway station; once part of the famous Berlin-Baghdad Railway, it is now the terminus for the Turkish rail system in Anatolia (Asian part of Turkey). To the south lies the residential district of Kadıköy.

Istanbul is the European Capital of Culture in 2010. Istanbul, which has long captured the imagination of artists, writers and travelers with its rich classical, Byzantine and Ottoman heritage, has been selected as the European Capital of Culture in 2010. Seven member jury including representatives from European Parliament, European Commission, European Council and Committee of Regions selected Istanbul as the European Capital of Culture. The Istanbul bid is based on the four elements of ancient Greek philosophy. Earth, air, fire and water and embrace scores of events, lectures, exhibitions, concerts, plays and shows. Designed to “contribute to bringing the peoples of Europe together”, the European City of Culture project was launched, at the initiative of Melina Mercouri, by the Council of Ministers in 1985. It has become ever more popular with the citizens of Europe and has seen its cultural and socio-economic influence grow through the many visitors it has attracted.

TRAVEL TO Istanbul

BY AIR Atatürk International Airport Terminal



Due to its geographic positioning, Turkey has always been a bridge between the east and the west, and this position is now even more enhanced by political, economic, and commercial restructuring developments in the region.

Atatürk Airport International Terminal:

- More than 12 million passengers in a year
- The most major gate of Turkey opening to the world.
- Served by more than 50 airlines. Every major European airport is 2-3 hours away.
- There is frequent non-stop or direct flights to Istanbul from more than 50 cities in Europe and from more than 40 cities in Asia, Africa and America (world cities such as New York, Chicago, Tel Aviv, Johannesburg, Tokyo, Bangkok, Beijing, Singapore, etc)

TRAVEL TO Istanbul

BY AIR AIRPORT INFORMATION

Atatürk International Airport Terminal

Most domestic and International flights land at Atatürk International Airport, located in Yesilkoy, on the European side of Istanbul. It is 28 kilometers to the city center (Sirkeci) and only 4 - 4 ½ kilometers from the sea. The city centre is reached in approximately 30 minutes.

Turkish Airlines has a fleet of 102 aircraft and flies to a total of 135 destinations, 31 domestic and 104 international.

International participants will have a chance to get a 50% discount on printed normal PAT fees (Business/Economy-Class), a 10% discount on Turkish Airlines Corporation special fees.

International Airlines: 50 International Airlines have regular flights from all major cities of the world to Turkey's international airports.

AIRLINES SERVICING ISTANBUL – INTERNATIONAL CARRIERS

Aeroflot, Polish Airlines, Air Algeria, Air France, Air Malta, Alitalia, Albanian, Air Tavria (Adriatik), Austrian Airlines, Azerbaijan Airlines, British Airways, Ltu International Airways, Malaysian Airlines, Malev, Royal Jordan Air, Sn-Brussels Airlines, Gulf Air, Delta Air, Czech Airlines, Egypt, T Air, Emirates Airlines, Iberia, Iran Air, Singapore Airlines, Saudi Airlines, Royal Dutch Air Lines, Olympic Airlines, Lufthansa, Libyan Air, Swissair, Tarom Airlines, Tunisian Airlines, Turkmenistan Airlines, Uzbekistan Airlines

AIRLINES SERVICING ISTANBUL – DOMESTIC CARRIERS

Turkish Airlines, Atlas Air, Fly Air, Onur Air, Pegasus Air
Airport Transfer Details;

TRAVEL TO Istanbul

AIRPORT INFORMATION



Sabiha Gökçen International Airport

The smaller one is the Sabiha Gökçen International Airport located in the Kurtköy district on the Asian side, close to the Istanbul Park GP Racing Circuit. It is situated approximately 20 kilometres (12 mi) east of the Asian side and 45 kilometres (28 mi) east of the European city center.

Located on the Anatolian shore of Istanbul at Pendik / Kurtkoy, at a distance of 40 km to Kadikoy, 12 km to Pendik and 50 km to Taksim. It has a really convenient traffic in terms of transportation with its 1.5 km connection to the TEM motorway. It is situated approximately 20 kilometres (12 mi) east of the Asian side and 45 kilometres (28 mi) east of the European city center. Taxi's are available outside the terminal. Then it can be quite expensive if you intend travelling all the way to central Istanbul. Cars are available on request. The Haydarpasa-Gebze Express is available departing from Pendik Train Station. There are also regular suburban services.

Public transportation (IETT) departs from Sabiha Gökçen Airport (SAW) to central Istanbul. There are many ways to travel from Sabiha Gökçen Airport into the several main locations of Istanbul such as Sultanahmet, Taksim, Eminönü (Sirkeci), Beyazit (Laleli), Esenler, Harem, Bakırköy, Yeşilköy, Tuzla, by taxi, Havas Services, or the public bus services (IETT). The International Terminal building, occupies a total area of 20,000 m²; with a 16,000 m² ground and a 4,000 m² mezzanine levels. The annual passenger capacity runs to 4 millions. It consists of 2 departures halls, namely, Hall A and Hall B, and an arrivals hall. Each departures hall has 11 check-in counters and 4 aircraft boarding gates; There are 12 passport check counters in the arrivals hall.

The Domestic Terminal occupies a 2,000 m² closed area; running an annual passenger capacity of 500,000. With this new building, covering an area of 1.600 square-meters, the capacity of the Domestic Terminal at the İstanbul Sabiha Gökçen has doubled its passenger number per year. The new building will be used as an arrivals terminal, whereas the previously build one will serve solely for the departing passengers.

TRAVEL TO Istanbul

BY ROAD

The road network throughout Turkey is extensive, with motorways, dual carriage ways and numerous three-lane highways.



The road network throughout Turkey is extensive, with motorways, dual carriageways and numerous three-lane highways. Drivers bringing cars into Turkey must show their registration documents and driving license at the point of entry. If arriving from Europe, visitors must have a Green Card (available from insurance companies) as well as appropriate insurance. Driving is on the right. Seat belts are mandatory and driving after consuming alcoholic drinks is prohibited. The speed limits are 120 km/h on motorways, 90 km/h on main roads and 50 km/h in towns.,

Private Car : London-Istanbul, approximately 3,000 km.

Northern Route : Belgium, Germany, Austria, Hungary, Romania, Bulgaria, Turkey.

Southern Route : Belgium, Germany, Austria, Italy with a ferry to Turkey.

TRAVEL TO Istanbul

BY ROAD

Coach services to all parts of Turkey are reliable, reasonably priced and convenient.

Intercity Coach Services;

Coach services to all parts of Turkey are reliable, reasonably priced and convenient. Istanbul's International Bus Terminal located in Esenler, about 10 kilometers from the city center, serves all international and domestic lines. Most of the leading intercity coach companies provide free shuttle services from central Istanbul to the terminus. These leave a couple of hours before the scheduled departure time of the coaches from Siraserviler Caddesi in Taksim, which is also where the ticket offices are located. Visitors can book tickets here any time before departure. Major European cities such as Frankfurt and Vienna are also well serviced by Turkish coach lines, and there are daily bus connections between Athens and Istanbul via Thessalonica.

Distances From Main European Capitals

CITY	KM	CITY	KM	CITY	KM
Athens	1136	Edinburgh	3562	Naples	1475
Amsterdam	2633	Frankfurt	2198	Oslo	3475
Barcelona	2913	Geneva	2321	Paris	2658
Belgrade	839	Hamburg	2583	Prague	2019
Bergen	3957	Hannover	2445	Rome	1681
Berlin	2668	Helsinki	3631	Rotterdam	2658
Bern	2150	Le Havre	2877	Sofia	560
Bonn	2367	Leipzig	2224	Stockholm	3466
Brussels	2608	Lisbon	4180	Stuttgart	2035
Bucharest	693	London	2912	Tirana	1003
Budapest	1227	Madrid	3530	Vienna	1610
Copenhagen	2887	Manchester	3229	Warsaw	1909
Dover	2795	Milano	1874	Zagreb	1234
Essen	2452	Munich	1806	Zurich	2092

BY RAIL

There are trains from Sofia, Belgrade, Bucharest and Budapest (connections from Munich and Vienna) to Sirkeci Station in Istanbul.



There are trains from Sofia, Belgrade, Bucharest and Budapest (connections from Munich and Vienna) to Sirkeci Station in Istanbul.

Main services are:

- Bosphorus Express: from Bucharest, daily
- TransBalkan Express: from Budapest via Bucharest, daily
- Prietenia Express: from Kischinev, daily
- Balkan Express: from Belgrade via Sofia, daily
- 1C 90/9 I: from Pythion via Thessalonica, daily (connection from Athens)
- Istanbul Express: from Munich via Slovenia, Croatia, Yugoslavia and Bulgaria

TRAVEL TO Istanbul

BY SEA



The Bosphorus Strait divides Istanbul's Asian and European shores. Central Istanbul and the historic walled city are on the European shore, which is itself divided by the natural harbour of the Golden Horn (Halif). Tiny fishing boats and day cruisers share the Bosphorus with enormous international cargo ships, navy vessels, tankers and giant luxury liners from Europe. The two largest quays, Eminonu and Karakoy, are on opposite sides of the Golden Horn and linked by the Galata Bridge. Karakoy is where luxury cruise ships headed for the Aegean and Mediterranean dock, as well as smaller CIS vessels. Local ferry services mainly depart from Eminonu, Karakoy, Besiktas and Uskudar.

International Ferry Services:

1. Istanbul-Ukraine-Odessa
2. Venice-Izmir
3. Athens-Izmir
4. Brindisi (Italy) or Ban (Italy-Cesme (Izmir)
5. Various services from Turkish coastal towns to Greek islands

LOCAL TRANSPORTATION

LOCAL TRANSPORTATION OPTIONS

Local transport system (metro, bustram, etc)

Public transportation in Istanbul varies greatly. Municipality busses, public busses, inner city and general ships, car ferries, the tunnel, metro and suburban train systems all vary in price and have either tokens or ticket fares to pay. If your decision lies with living in Istanbul, it is essential that you obtain an "Akbil", a smart ticket key.

Akbil

Akbil, means smart ticket. An Akbil comes in different colors and has a refillable battery on the end of a plastic key. There are Akbil filling stations around all major bus stops, ports and Tünel. Your Akbil is valid on all busses, ships, sea busses, metro and tunnel systems. It gets you different discounts from 10-25% on all transport listed above.

Taxi

Taxis are numerous in all Turkish cities and are recognizable by their yellow color and word "taksi" on top of the car. The fare shown on the meter reads according to distance traveled.

Dolmus

Dolmus is a special service found only in Turkey. This is a collective taxi, which follows specific routes. It may be a car or a minibus. Each passenger pays according to distance traveled and can get off at specific or requested stops. This is a very practical means of transportation and much cheaper than a taxi. You pay the fee to the driver. Prices differ depending on distance traveled.

LOCAL TRANSPORTATION



Bus

There are two types of bus lines in Istanbul. One is run by the municipality, Belediye Otobüsü, these busses are red, green or covered with colorful advertisements. On these buses you can use your Akbil, special discount cards or tickets that you can buy around any major bus stop.

The second type of bus is privately run, orange or blue and again, allowing you to use your Akbil, special discount cards or, in this case, money. Tickets are not welcome on these buses but the price is the same.

Metro

It is quite unfortunate that Istanbul, a city with a population of 10 million is home to one of the most inadequate metro lines. There are three lines presently; one stretching from Kabataş to Eminönü and to Zeytinburnu via Aksaray and another line from Aksaray to Atatürk International Airport via Yenibosna, passing through Otogar. The last line is a real underground system and connects Taksim to 4. Levent via Sisli. Your Akbil is valid here. It is possible to obtain a discount metro card from any of the metro stations.

Sea Bus

The fastest way to travel in the city. It is ideal if you need to bridge distant destinations such as Bostancı-Bakırköy, or Kadıköy-Sarıyer. There are, again, many that go to other city ports and to the Islands. You can purchase tokens at the sea bus ports or use your Akbil for discount.

LOCAL TRANSPORTATION



Tram

The Istiklal Street (or Pera as it was once known) between Taksim and Tünel, is closed to traffic, making the only way of transportation the old trams. You may acquire a tram ticket before you board or ask the conductor “nicely” to let you buy one where you embark. You may use your Akbil but keep in mind that there is almost no difference between the amount of time it takes to walk briskly or take a tram.

Another tramway line is between Kabataş and Zeytinburnu. This 14 km line provides fast and comfortable transport. This line was extended to Bağcılar with its Zeytinburnu-Bağcılar and makes connection to the light rail (Hafif Metro) system at Zeytinburnu and Aksaray stations.

Ship

The ships in Istanbul travel from one side of the Bosphorus to the other or to distant points on the same side. Please bear in mind that prices for tokens vary for the Princes’ Islands ships or Bosphorus cruises.

Motorboat

These are small to medium sized boats that travel between short distances such as Kadıköy-Eminönü-Kadıköy, Beşiktaş-Üsküdar-Beşiktaş, Karaköy-Üsküdar-Karaköy. They are reminiscent of the Dolmuş at sea and payment is made to the captain’s assistant after you board. They can be found next to ship ports.

Ferry Car

The car ferries that travel between Sirkeci - Harem (every day) can be a breath of fresh air for the driver tired of rush hour traffic. Tickets can be purchased before boarding. There are a number of car ferries that leave Istanbul and travel to other city ports.

Future International Congresses of Istanbul

Date	International Congress	Participants
11-15 June 2012	Eurasphalt - Eurobitume Congress Int. Congress	1000
10-14 September 2012	12 th International IALA VTS Symposium - VTS 2012 Int. Symposium	600
5-8 June 2013	14 th European Federation of National Associations of Orthopaedics and Tramatology - EFORT 2013 Int Congress	2000
25-28 May 2011	18 th European Congress of Obesity - ECO 2011	3.000
19-22 June 2011	87 th Congress of the European Orthodontic Society - EOS 2011	2.000
4-8 July 2011	12 th European Congress of Psychology - ECP 2011	2.000

International Congresses of Istanbul With Minimum 2000 Participants In Last Decade

Date	International Congress	Participants
8 May-2 June 2000	World Radiocommunication Conference - WRC 2000	3.000
1-4 April 2001	11 th European Congress of Clinical Microbiology and Infectious Diseases - ECCMID 2001	5.000
3-7 June 2001	13 th Congress of the European Society of Ophthalmology	4.000
12-23 July 2004	20 th Congress of the International Society of Photogrammetry and Remote Sensing - ISPRS 2004	3.000
4-7 June 2005	European Congress of the European Renal Association - European Dialysis and Transplant Association	6.000
4-7 July 2005	22 nd Congress of the International Union of Architects	6.000
12-16 July 2006	World Psychiatric Association Sponsored International Congress	3.000

International Congresses of Istanbul With Minimum 2000 Participants In Last Decade

Date	International Congress	Participants
29 Sept.-3 Oct. 2006	31 st Biennial Congress of the European Society of Medical Oncology	9.500
19-22 October 2006	28 th Congress of European Society of Parenteral and Enteral Nutrition - ESPEN 2006	2.500
25-28 October 2006	Annual Meeting of the Spine Society of Europe	3.000
13-16 November 2006	17 th World Congress of the Accountants - WCA	6.000
12-16 September 2009	22 nd Congress of European College of Neuropsychopharmacology - ECNP 2009	6.000
6-7 October 2009	The Annual Meeting of the World Bank Group and the International Monetary Fund	10.000
22-25 October 2009	25 th National Cardiology Congress	3.500

PAST CONGRESSES



INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM



The Askeri Museum is located in the heart of the city's business and cultural centre, allowing the traveller easy access to municipal, domestic and international transportation networks.

- 23 km / 14.3 miles from Atatürk International Airport
- (30 minutes by taxi)
- 5 km / 3 miles from Sirkeci train station, terminal of the Orient Express
- 100 m from Harbiye bus stop on the Taksim-Sisli line
- 500m from Taksim Metro Station linked to the city's new underground system



INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM

The Turkish Askeri Museum is located just north of Taksim, easily walkable. The military museum is an enormous 2 story building that houses countless military artifacts from Turkey's Byzantine and Ottoman past, as well as from the Republic. The top floor is a monument to the splendor of the Ottoman army. There are rooms full of armour, guns, swords, cavalry equipment, and a Turco-German friendship corner that commemorates the cooperation between the two during WWI.



On the top floor there is also a room dedicated to Atatürk, as well as his old military school classroom. Also on the top floor is another of one of the most impressive sites, the giant chain that the Byzantines used to block off the Golden Horn during the Ottoman siege of Istanbul. The bottom floor contains an amazing display of captured flags from Italy, Britain, Byzantium, as well as others. There are also some of the imperial pavillions, as well as a giant wall in which are carved all the major battle of Turkish history, everything from Manzikert, to the Sieges of Vienna, to Gallipoli. One of the main reasons to come to the military museum is to see a performance by the “mehter” who were the Ottoman military band, and supposedly the first military band in history. The band wears perfectly replicated uniforms, and plays the music exactly like it was over 5 centuries ago. The Asker Müzesi is definitely worth a trip for its historic value, because it is hardly crowded, and just because it so cheap. Although note that cameras require an extra fee.

INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM



The main auditorium has a capacity of 600 seats in amphitheatre style but can go up to 800 with additional chairs.

There are 3 meeting rooms with capacities from 150 to 250 pax in theatre style and four break-out rooms with capacities from 20 to 60 in theatre style.

INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM

HALLS

1) Atatürk Meeting Hall

Area	837 m2
Stage	15 m. x 20 m.
Capacity	600 Pax 800 Pax with additional chairs



2) İnönü Meeting Hall

Width	12.00 m.
Length	22.30 m.
Height	4.30 m.
Capacity	240 Pax 300 Pax with additional chairs



INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM

HALLS

3) Malazgirt Exhibition Hall

Width	11.50 m.
Length	25.50 m.
Height	5.18 m.
Capacity	300 Pax in Theatre 400 Pax in Cocktail



4) Kocatepe Meeting Hall

Width	11.80 m.
Length	25.30 m.
Height	4.30 m.
Capacity	350 Pax in Theatre



INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM

HALLS

5) Fevzi Çakmak Meeting Hall

Width	9.80 m.
Length	11.10 m.
Height	4.35 m.
Capacity	40 Pax in Coctail 110 Pax in Theatre



6) Barbaros Meeting Hall

	Hall A	Hall B
Width	7.75 m.	7.75 m.
Length	12.85 m.	9.10 m.
Height	4.39 m.	4.39 m.
Capacity (Round Table)	22 Pax	12 Pax
Capacity (Theatre)	80-90 Pax	50-60 Pax



INFORMATION ABOUT

CONVENTION CENTER

ASKERİ MUSEUM

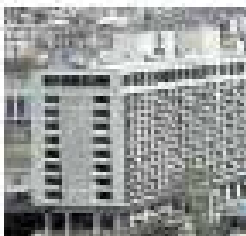
HALLS

7) Foyers

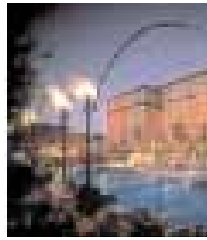


HOTEL FACILITIES

ACCOMMODATION



HOTEL FACILITIES



Hotels in Istanbul are countless. You can find all sorts of hotels; from small pension to international standard and luxury hotels.

5 Star	19 hotels	6.300 rooms
4 Star	38 hotels	4.500 rooms
3 Star	53 hotels	4.000 rooms
TOTAL	110 hotels	14.800 rooms

In contrast to many European cities, convention centers are in the hearth of Istanbul, in Taksim. There are many hotels in different standards in walking distance.

You can find many facillities in the area, such as shopping, dining and many cultural facillities. They are all in walking distance.

HOTEL FACILITIES

DISTANCE BETWEEN THE HOTELS AND THE VENUE

HOTEL CATEGORY	HOTEL NAME	NUMBER OF ROOMS	DISTANCE TO CONGRESS VENUE	TRAVEL TIME (BY WALK)
5-star/Deluxe	Hilton Hotel	250	10 m	2 min
	Conrad Hotel	300	40 m	10 min
	The Marmara Hotel	150	2 km	20 min
	Ceylan Intercontinental	150	500 m	8 min
	Swissotel	200	2 km	20 min
4-star	Golden Age 1 Hotel	100	1 km	20 min
	Golden Age 2 Hotel	75	300 m	10 min
	Taksim Eresin Hotel	75	300 m	10 min
	Eterno Hotel	70	800 m	15 min
	Nippon Hotel	50	50 m	7 min
	Point Hotel	60	50 m	7 min
	Larespark Hotel	120	40 m	5 min
	Feronya Hotel	85	100 m	5 min
	Taksim Hill Hotel	55	1 km	10 min
	Elite Hotel	80	100 m	2 min
3-star	Residence Hotel	40	800 m	5 min
	Hotel Monopol	55	1 km	10 min
	Cartoon Hotel	90	900 m	15 min
	Grand Hisar Hotel	30	900 m	10 min
	Cihangir Hotel	30	1 km	15 min
	Galata Antique Hotel	25	1 km	15 min
	Pera Rose Hotel	50	1 km	15 min

SOCIAL ACTIVITIES

ASKERİ MUSEUM Welcome Reception



Turkey is a country which is composed of different cultures. Everyone who lived and passed from this land leaves different traces from themselves.

Different civilizations, religions and languages composed today's Turkey's beautiful MOSAIC. This mosaic can only be understood by time, music, dance and art.

Various cultures have come together for centuries and established this rich, mystical, fascinating city Istanbul. By using the historical and impressive places we try to present our major concept, thousand years old culture.

By this concept,

Welcome Reception is proposed to be organized in Askeri Museum with the Mehteran.



BOSPHORUS BOAT TOUR Gala Dinner

Bosphorus Boat Tours have become the government's protocols, big companies, enterprises, Sport clubs, associations, VIP personals, and artist's alternative choice for many big events and Gala Dinners.

There are many yacht alternatives for these sorts of organizations. Alcoholic or non-alcoholic cold and hot drinks with local and foreign brands are being serviced in the restaurants and upper decks. Live music, folklore dance, oriental dancer, animation, trio and similar shows can be provided upon the request of our valued customers.

Beside daily menus, which are prepared by skillful cooks, the kitchens provide brunch and breakfast in addition to services to fulfill your special requests.



SOCIAL ACTIVITIES

TOUR ALTERNATIVES

PRE POST CONGRESS TOURS

- Kuşadası - Ephesus - Pergamom Tour
- Antalya Tour
- Three Days Tour of Ankara and Cappadocia
- South East Anatolian Tour
- Antakya
- Gaziantep
- Şanlıurfa
- Adıyaman
- Diyarbakır
- Mardin



SIGHTSEEING ISTANBUL TOURS for accompanying person

- The Bosphorus Cruise and
- Ethnological Museum
- Asian Istanbul Tour
- Imperial Tour
- St. Sophia
- Blue Mosque
- Museum of Turkish and Islamic Arts
- Hippodrome
- Grand Bazaar
- Ottoman Wonders Tour
- Topkapı Palace
- Süleymaniye Mosque
- Golden Horn
- Princes' Island

BEST REASONS TO COME TO ISTANBUL

- Seeing two of the master pieces of religious art of Istanbul, Süleymaniye Mosque and Sultanahmet Mosque,
- Visiting Hagia Sophia and Museum,
- Visiting Topkapı Palace, Dolmabahçe Palace and Rumeli Hisarı,
- Having a ship voyage at Bosphorus and Islands,
- Watching Istanbul panorama from Galata Tower and Pierre Loti,
- Following art and cultural activities,
- Being curious and seeing entertainment life,
- Visiting Ortaköy bazaar,
- Having a tour via phaeton in Büyükdada,
- Eating fish in Bosphorus, Kumkapı and çiçek bazaar, yogurt in Kanlıca, and profiterole in Beyoğlu,
- Buying carpet, jewelry, leather clothes in Kapalıçarşı, and Turkish delight, baklava, pastırma and deserts in Mısır Bazaar,
- Shopping in Beyoğlu and all mega shopping centers.

BUDGET

COSTS		REVENUES	
Venue & Audiovisuals & Decoration & Social Programme	€ 37,707.00	Exhibition Revenues *Government Support *Exhibition Rental *Sponsorship	€ 30,000.00
Catering	€ 94,000.00	Registration Revenues Regular ; € 625 Student ; € 300	€ 218,000.00
Scientific Committee & Invited Speakers	€ 15,675.00	Tutorials Revenues	€ 10,000.00
Congress Staff Including Accommodation & Daily allowances	€ 8,900.00	CD Proceedings Revenues	€ 2,500.00
Web Site	€ 1,750.00		
Printed Materials Included Postage	€ 15,510.00		
Miscellaneous	€ 9,000.00		
Management & Coordination Fee	€ 17,500.00		
Membership	€ 10,000.00		
Organizing Committee	€ 8,000.00		
TOTAL COSTS	€ 218,042.00	TOTAL REVENUES	€ 260,500.00
		RESULT	€ 42,458.00

PAX	MILITARY MUSEUM
200	€ 48
300	€ 11,698
400	€ 42,458
500	€ 51,218

FLAP TOUR

PROFESSIONAL CONGRESS ORGANISER



FLAP TOUR (PCO), which is a powerful and experienced agency in congress organizations. Flap Tour was established in 1993. Main office being in Ankara, 8 Cadde No:1, 06610 Birlik, Çankaya Ankara / TURKEY for 18 years, branch office is located in İstanbul, Cumhuriyet Cad. Ergenekon Mah. No:157 K:7 D:7 Seyran Apt. 34365 Harbiye - Şişli. Flap Tour is a member of IAPCO (International Association of Professional Congress Organizers), UFTAA (Universal Federation of Travel Agents Associations), IATA (International Air Transport Association), and TURSAB (Turkish Travel Agents Union). Being a member of IATA, Flap Tour is authorized to issue all members airline tickets directly from its agency offices. According to Turkish Law, only approved “A” licensed Travel Agencies are authorized to organize all types of congresses and seminars. Therefore, there is no separate Congress Bureaus in Turkey. Agency has an outstanding reputation on congress and seminar activities. Flap Tour has successfully organized numerous national and international Congresses in the past 18 years. Having a team of 125 professional staff, Flap Tour has been awarded with a long list of reference letters from the sponsors and related organizations. Contacting the Organizing Committee and determining the quality of the organization, in addition to preparing alternatives for the selection of the area in which the organization may take place, making preparations for the organization by forming the secretariat and afterwards, making a feasibility study and preparing a budget to present our customers are only a small part of all the services Flap Tour has to offer. Among the main duties are determining the target mass of people that may participate in the organization, putting together a social program, advertising and promoting the organization, contacting all governmental institutions and organizations, printing and mailing all the announcements, fulfilling all wishes of the participants during the congress, providing support to make sure speakers present their presentations successfully.

PROFESSIONAL CONGRESS ORGANISER

FLAP TOUR

REFERENCES OF PCO



INTERNATIONAL PAST CONGRESSES

- World Psychiatry Association International Congress (WPA)
- 18th World Congress of the International Association for Child and Adolescent Psychiatry and Allied Professions (IACAPAP)
- 7th Alpha Biennial Conference (ALPHA)
- 13th European Congress of Clinical Neurophysiology (ECCN)
- International 5th Cognitive Neurology Symposium 2008, Mares Hotel, Marmaris
- 11th Eurasian Gastroenterology Days, Bakü, Azerbaijan
- World Psychiatry Association International Congress (WPA)
- 14th European Pediatric Romatology Congress (PRES)
- European Venous Forum (EVF)
- European Pediatric Neurology Congress (ENPS)
- 11th World Neuromuscular Diseases Congress (ICNMD)
- 13th World Congress of Psychology-The Olympics of the Brain (IOP)
- International Childrens Continence Society Congress (ICCS)
- 39th Pediatric Nephrology Congress (ESPN)
- International Psychological Trauma Meetings IV
- 16th Congress of Plastic and Aesthetic Surgery (ISAPS)
- 6th Congress of European Headache (EHF)
- 6th Congress of European Association for Clinical Pharmacology and Therapeutics
- WPA Regional Meeting
- 45th European Quality Congress (EOQ)
- 6th International Congress of Tropical Pediatrics

FLAP TOUR

REFERENCES OF PCO



INTERNATIONAL PAST CONGRESSES

- 3rd International Congress of Nutrition and Diabetics
- 2nd International Molecular and Diagnostic Microbiology Congress
- 4th International Congress on Pharmaceutical Chemistry
- First Oxford-Euroasian Wound Healing Days
- International Children's Continence Society Conference
- European Federation of National Associations of Orthopaedic Sports Traumatology (EFOST)
- 5th Congress of International Pediatric Transplant Association (IPTA)
- 21st Anniversary Congress of the European Society for Paediatric Urology (ESPU)
- 8th Biennial Conference Of Alpha Society, ALPHA 2010 06-09 May 2010, Budapest
- 2nd International Congress of Union of European Neonatal and Perinatal Societies (UENPS)
- Annual Symposium of the Society for the Study of Inborn Errors of Metabolism (SSIEM)

BUSINESS PLAN

OUR VISION

Flap Tour has successfully organized numerous national and international Congresses in the past 18 years. Every service is done with the agreement of the society, according to the needs and to the budget with an experienced and fully skilled professional team.

OUR AIMS

We aim to organize the best FUSION Congress in Istanbul. With this aim we will;

- Assure your society by a perfect transparency in our financial structure
- Increase the income by our strong relationships with the major sponsor companies in Turkey
- Report regularly to ISIF council about the congress (via e-mails, teleconferences or by meetings),
- Increase the participation of the congress
- Keep the congress in a high scientific level.

MARKETING STRATEGIES

For increasing the number of attendance;

- Creating a worldwide database of the potential participants
- Regular e-mailings about meetings and updates
- Announcing the 2013 congress on related websites and meetings&conferences

BUSINESS PLAN

1. CONGRESS PROJECT MANAGEMENT

1.1 Project Manager

- Provision of a competent, multilingual project manager for the duration , i.e. during analysis, planning , preparation , execution and post-congress phases
- Cooperation with the customer in planning and coordinating all activities and services for the entire organizational scope of the event
- Ready to travel as needed
- Our Administration Chair Mrs. Seda Simsıkı will be your contact person with her 6 staff

1.2 Budget

- Proposing a projected budget
- Checking budget periodically

1.3 Sponsorship

- Working with the organizing committee to gain sponsorship

BUSINESS PLAN

1.4 Making and Optimizing of Contracts

- Determination of requirements for outsourced services
- Structuring and planning based on the nature of the event
- Collecting bids for outsourced services
- Finalising the contractor selection and concluding contracts
- Performance checks

1.5 Accounting

- Keeping of the congress accounts
- Follow-up and receipt of outstanding amounts owed
- Transparent process of transactions
- Reporting to ISIF Board as requested

BUSINESS PLAN

1.6 Designs and Printed Materials

- Meeting web sites creation and updates
 - Online paper submission system
 - Online review system
- Letter headed paper
- Small envelopes
- Medium & Large envelopes
- Signs / Poster / Banners
- 1st announcement
- 2nd announcement
- Preliminary programme
- Final announcement
- Final programme
- Summary reports
- Certification of attendance
- Registration and accommodation forms
- Badges
- Invitations for all social events
- Lecture programmes outside each room per day
- Sign posting for all events / rooms / other as required
- Others as agreed

BUSINESS PLAN

1.7 Promotion and Public Relations-if requested

- Creating a media plan
- Coordination of all PR and press-related activities
- Compilation of a press mailing list
- Preparing of press releases
- Preparation and handling of press conferences
- Organizing a press conference before the event for daily media
- Organization and operation of a press room

1.8 Mailing and printing labels

- Mailing 1st announcement and 2nd announcement
- Mailing invitation for invited speakers and all expected participants

1.9 Evaluation & Statistics

- Finalising data compilation
- Post congress statistics
- Evaluation of congress surveys

BUSINESS PLAN

1.10 Budget Comparisons

- Periodic budget comparisons (expected versus actual)
- Ongoing checks and monitoring of the budget

1.11 Finalising Accounts

- Finalising accounts for congress
- VAT – adjusted final balance sheet

BUSINESS PLAN

2. CONGRESS SECRETARIAT

2.1 Congress Secretariat & Clerical Work

- Handling of correspondence related with the congress
- Cooperation with all companies contracted to provide goods and services for the congress
- Handling of correspondence with honorary guests , speakers , participants ,etc.

2.2 Conference Audiovisual Equipment Management

- Analysis and solicitation of bids for planned conference equipment
- Monitoring and arranging preparations, technical installations such as video projection, slide projection, audio systems, etc.

2.3 Venue

- Monitoring of reported room plan
- Placing the signs throughout the congress facilities
- Monitoring of the use of technical equipment

BUSINESS PLAN

2.4 Registration

- Setting up of registration desk at the venue
- Handing out materials prepared for the congress

2.5 Evaluation

- Conclusion of data compilation
- Final participant statistics
- Implementing satisfactory surveys both for participants, executive committee and sponsors

BUSINESS PLAN

3. REGISTRATION MANAGEMENT

3.1 Registration

- Production of registration forms for early, late and on-line registration
- Answering all questions of delegates
- Sending confirmations of registration
- Design and production of the name tags for congress participants

3.2 Communication

- Official language of the meetings will be English
- Building up relations with the participants

3.3 Statistics & Lists

- Periodic compilation of participants lists
- Provision of lists according to criteria by organizer – alphabetic, numeric, by country by institute, etc.
- Pre and post reporting

BUSINESS PLAN

3.4 Accounting

- Establishment and keeping of the special congress account
- Entry of participants fees into the accounts and sending invoices
- Compilation of account balances

3.5 Congress Bags

- Selection of congress bag and its printing
- Acquisition and collection of the materials in the congress bags
- Preparation of congress bags
- Distribution of the congress bags at registration

3.6 Registration & Congress Personnel

- Drawing up of a staff work schedule for the registration personnel, cashier's desk, hospitality desks, welcome desks etc.
- Coordination of the personnel
- Handling of all pre registrations and on-site registrations
- Handling of reservation changes

3.7 Congress Cashier's Desk

- Operation of a cashier's desk during the congresses
- Keeping of accounting records/issuing vouchers

BUSINESS PLAN

4. HOTELS & TOURISM MANAGEMENT

4.1 Hotels Management

- Block room reservations in various categories and rates
- Negotiating with the hotels for the best rates
- Handling contracts with the hotels
- Making necessary pre-payments
- Management of the room allocation
- Collecting accommodation fees
- Mailing confirmations and hotel vouchers to the participants

4.2 Tourism/Social Management

- Handling of all matters relating to tourism and social events
- Planning of social programme, cocktails, dinners and other meals, coffee breaks, recommendation and booking of venues etc.
- Organization of sightseeing tours for accompanying guests
- Pre and post congress tours
- Organization of various services- banquets-menus, etc.
- Staging of artistic and musical programmes etc. as required
- Planning and organizing logistics
- Making deals with suppliers

BUSINESS PLAN

4.3 Other Services / Communication & Administration

All correspondence with participants

Arranging travel schedules, flight bookings, ticket changes, reservations, cancellations

Setting up a travel agency counter at venue with multilingual staff

Setting up a hotel reservations counter and a cashier's desk

Setting up press conference room, if requested for the journalists

BUSINESS PLAN

5. INVITED SPEAKER MANAGEMENT AND SCIENTIFIC SECRETARIAT

5.1 Invited Speaker Management

- Obtaining list of invited speakers, ISIF executives and mailing them invitation in accordance with scientific committee
- Correspondence with Invited Speakers and confirming timetable, time of lecture, place of lecture and other information as necessary
- Registrations of invited speakers
- Hotel reservations of invited speakers
- Special desk for registration and handling

5.2 Scientific Secretariat – Together with Scientific Committee

- All correspondence in the construction of the scientific programme
- Sending invitation letters to speakers
- Taking responses and making a timetable
- Informing participants about the acceptance or rejection of their abstract
- Abstract handling to correspond with scientific sessions
- Incorporating audiovisual requirement for scientific committee
- On-site organization of slide and name plaques for each speaker

BUSINESS PLAN

5.3 Information Technologies

- Website Planning, Design and Hosting
 - Online paper submission system
 - Online review system
- E-mail Management
 - Creating e-mail lists
 - Managing database
- Print Publication Production
- Internet-Based Surveys and Analysis Tools
- Database Development & Internet Integration

5.4 Paper Management

- Creating online paper submission system
- Administration of the created system
- Creating an evaluation system for the papers
- Sending results to the authors

BUSINESS PLAN

6. EXHIBITION & SPONSORED SYMPOSIA MANAGEMENT

6.1 Planning

- Review of needs and requirement analysis of the target groups
- Decision about pricing policy in cooperation with ISIF
- Obtaining of official permits, authorizations, etc.

6.2 Invitation

- Design and production of exhibition brochures
- Drawing up and production of exhibition contractual terms and conditions
- Drawing up of exhibition plans according to technical guidelines and official regulations
- Mailings to exhibitor target groups
- Follow-up calls and marketing

6.3 Stand Construction & Equipment

- Design and production of the "Technical Manuals" (stand construction, electrical , phone hookups decorations , decorative plants , etc.)
- Mailing to current exhibitors

BUSINESS PLAN

6.4 On-Site Exhibition Management

- Marking the floor lines
- Setting up of ordered stands
- Checking of technical utilities
- Constant assistance for exhibitors



flap  **tour**

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