



Proposal to Organize FUSION 2011

Chicago, Illinois, United States

July 11-14, 2011



Conference Venue

Chicago bustles year round with events and happenings, including world-renowned shopping, dining, museums, architecture, theater, music, and more. And Chicago's newest attraction, Millennium Park is now open. The 24.5-acre park is an unprecedented center for world-class art, music, architecture, and landscape design, where everything from interactive public art to al fresco dining and free classical music.

Chicago's Magnificent Mile area is a shopper's paradise. After shopping, enjoy dining at one of Chicago's superb restaurants. There is always something happening at Navy Pier, Chicago's lakefront playground. Offering visitors more than 50 acres of parks, promenades, gardens, shops, restaurants, and attractions, Navy Pier is host to an unparalleled array of family-oriented events and entertainment.

Conference Facilities

Located on the scenic Chicago River, the Sheraton Chicago Hotel and Towers is a commanding sight. The hotel is designed to take advantage of Chicago's most stunning views, including beautiful Lake Michigan and the world-renowned city skyline. Situated just one block east of Michigan Avenue, the hotel is within walking distance to Magnificent Mile, Navy Pier, Millennium Park, the Loop Business District, and all the best of what Chicago has to offer.



- Two miles from McCormick Place
- 35 minutes from Chicago O'Hare International Airport
- 25 minutes from Midway Airport
- All major expressways are accessible from Ohio Street or Wacker Drive

The Sheraton Chicago Hotel and Towers offers beautifully decorated function rooms, with over 120,000 square feet of flexible space located on three conference levels. Much of the space overlooks the Chicago River walk, providing a unique atmosphere and fabulous views. Additionally, the Sheraton Chicago Hotel and Towers offer Wireless Network Access in the lobby. Each of our meeting rooms is equipped for T-1 access along with our Hospitality Suites. Presently, the Sheraton Chicago Hotel & Towers are holding guestroom accommodations and function space for this event.

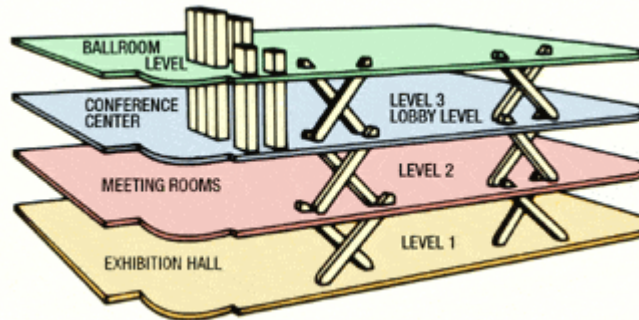
- Chicago Ballroom 8/9/10 - G/S and reused for three breakouts
- 1/2 Exhibit Hall to feed attendees
- 7 more breakouts for 40 people River rooms and Michigan A & B



The Sheraton Chicago Hotel and Towers offers 1,209 guest rooms, including 40 suites, and more than 120,000 square feet of indoor meeting space. Flexible, convenient, technically superior, the convention and meeting space far surpasses the needs of even the most complicated group. This includes the Midwest's largest hotel ballroom at 40,000 square feet that accommodates up to 4,600 for a reception and 3,600 for a banquet. This space can be further divided into a total of 10 individual meeting rooms.

The Sheraton Chicago Hotel & Towers offers a commanding 120,000 square

feet of function space. The River Exhibition Hall at 35,000 square feet is capable of handling 175 8' x 10' booths in a fully carpeted, adaptable hall. We offer 34 uniquely designed meeting rooms, with six function rooms in the Sheraton Executive Center. All function space is situated above ground, allowing generous amounts of natural light and is conveniently located on four separate levels alleviating heavy traffic patterns.



Each of the 1,209 beautifully appointed guest rooms, including 40 suites, offers splendid views of the lakefront, Chicago River or the city skyline. Custom-designed furnishings and the luxurious Sweet Sleeper(SM) bed ensemble are the newest accessories. Guests enjoy high-speed Internet access, in-room safes, coffee makers, mini-bars, voice mail, complimentary newspapers, cable television and more. Deluxe surroundings, exceptional features and well-appointed amenities assure every comfort.



Room	Single Rate	Double Rate
Traditional	\$177.00	\$177.00

PREVAILING GOVERNMENT PER DIEM WILL BE OFFERED

These rates will be subject to all state and city taxes in effect at the time of the Group's Block. The guest room tax is currently 15.4%.



The Fusion 2011 Conference Welcome reception will be held at Chicago's Field Museum. The Field Museum is home to SUE, the world famous T-Rex. Additionally, guests may tour galleries on both levels of the museum, including collections from Zoology, Anthropology, Botany, Mammals and Geology.

The Fusion 2011 Conference Gala Dinner will be comprised of a three-hour scenic skyline cruise aboard the Odyssey. It will include the choice of three-course plated dinner, freshly-prepared on board, Cash bar – coffee, tea, iced tea complimentary. Participants will also be entertained by a live jazz band. Participants will be picked up at Sheraton Hotel and Towers for either dockside event or cruise with return to Navy Pier. The evening will include fireworks from the Navy Pier and dancing dockside upon return to Navy Pier.



Conference Dates

We are proposing that the conference begin with a day of tutorials on Monday, July 11, 2011. The regular conference will be Tuesday through Thursday (July 12-14) with the Banquet on Wednesday evening.

Organizing Team

For this proposal, we have assembled the key members of a dynamic and experienced team. The following are the major assignments for the proposed team.

Executive Team:

- Darin Dunham (Vectraxx, Inc., Glen Allen, VA)
- Amy Sunshine Smith-Carroll (NSWC, Dahlgren, VA)
- Peter Willett (University of Connecticut, Storrs, CT)

Technical Chair:

- Lance Kaplan (US Army Research Lab, Adelphi, MD)

Financial Chair:

- Juan Vasquez (Numerica Corporation, Beavercreek, OH)

Tutorials Chair:

- W. Dale Blair (Georgia Tech Research Institute, Atlanta, GA)

Publications Chair:

- Wayne Blanding (York College of Pennsylvania, York, PA)

Financial Arrangements

Risk and Profit

ISIF and IEEE AESS will share both profit and risk equally. Additionally, we will collect ISIF's \$20 fee from each participant and remit that to ISIF; that is included in the budget. Attached are two Excel workbooks containing the estimates for the conference revenues and expenses. The first workbook contains the estimates for a low number of 250 paid participants. With these numbers, the conference basically breaks even on finances. The second workbook contains a more optimistic number of paid attendees of 350. With this number of attendees the conference has a comfortable profit margin. We are planning a conference registration fee for advanced registration of \$850.

Most of the numbers in the estimates come from an initial estimate from the Sheraton. The Sheraton has indicated that the meeting rooms are complimentary, but we think there will be some minimum necessary for the rooms to remain complimentary. While we have not been able to determine the exact amount this minimum will be, the Sheraton has indicated we will be easily above the minimum based on the approximate numbers we have given them for participants.

Conference Size Estimate

Previous conferences have been averaging above 400 attendees. This number has been steadily growing, and while we are planning in case this number does not grow, we are confident that Fusion 2011 in Chicago could reach 450 or more attendees.

Year	Conference Location	Number of Attendees
2006	Florence, Italy	397
2007	Quebec City, Canada	377
2008	Cologne, Germany	429
2009	Seattle, United States	432

Transportation

Sheraton Chicago Hotel and Towers is located within eight minutes from McCormick Place, 35 minutes from O'Hare International Airport, and 25 minutes from Midway Airport. Taxi from Midway or O'Hare will be between 20 - 30 minutes and cost between \$35 - \$45 one way. Train fare from either airport will be \$2.25 each way and will take between 45 minutes to an hour to reach the property. There are shuttles at each airport that are \$25 each way and will take between 20 - 30 minutes to reach the property.

Conference Programs

The conference will comprise 3 days of technical sessions preceded by one day of tutorials. All papers will be reviewed by members of the program committee, as has been done in previous FUSION conferences, via the web – this includes papers in invited sessions. All papers to be presented orally must be accompanied by a separate registration payment. The Conference and the instructors of the tutorials will split the income of the tutorials, determined on a case-by-case basis.

Publicity Plans

We will begin with the usual methods of publicity: wide email and hard-copy distribution of the call for papers (budget for this included under publications and miscellaneous). We also intend to work closely with our liaisons (via convening an international organizing committee) and our program committee to publicize the conference both within the US and internationally. Additionally, we plan to publicize this conference heavily in at the 2010 conference in Edinburg, Scotland. We feel it is key to get as many returning attendees as possible. The contrast between the European location in 2010 and a central North American location in 2011 will be enticing for most attendees. Chicago also offers plenty of recreational opportunities for attendees bringing their families.

We will establish a website quickly, and will link it to the appropriate ISIF and IEEE websites. In order 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.

Local Activities



Chicago bustles year round with events and happening—including world-renowned shopping, dining, museums, architecture, theater, music and more. And Chicago’s newest attraction, Millennium Park is now open. The 24.5-acre park is an unprecedented center for world-class art, music, architecture and landscape design, where you can experience everything from interactive public art and ice skating to al fresco dining and free classical music.

We envision having several tour options during the conference. A trip to Chicago must include a ride to the top of the Willis Tower, which stands 108 stories and 1,450 feet above the ground. As the tallest building in the United States and fifth tallest free-standing structure in the world, it is definitely a place to visit while in Chicago.

No trip to Chicago is complete without visiting its fine museums. First on your list should be the Field Museum of Natural History, located at Museum Campus just south of Grant Park. The Field Museum features “Sue”, the world’s largest, most complete, and best-preserved T-Rex. Museum Campus is also the site for the Adler Planetarium and the Shedd Aquarium. Also on your list of “must-sees” is Chicago’s south-side Museum of Science and Industry, which is the oldest science museum of its kind in the Western Hemisphere and one of the most visited museums in the world. And on Michigan Avenue, where Adams Street ends, is the Art Institute with its famous lions adorning the front entrance.



Proceedings

All papers will be published on CD-ROM and ISIF will have all copyrights. These CDs will be available at registration check-in for all attendees at the beginning of the conference.




Sheraton
Chicago
 HOTEL & TOWERS