

## IIS Board of Trustees Meeting April 20<sup>th</sup> 2010

**Present:** Crist Filer, Dave Hesk, Carolee Lavey, Brad Maxwell, Alex Susan

**Also present:** John Allen, Jens Atzrodt, Volker Derdau

**Apologies for absence:** George Ellames, Ruth Hough-Engel

### 1. Heidelberg Update

Jens Atzrodt (JAT) and VD updated the BoT on the budget proposal for the Heidelberg meeting. The organizers are projecting fixed costs of €40,000 for the use of the University, web page, online submission, etc., and variable costs of €38,000 which includes the coffee breaks, the welcome reception, badges and the registration, payment and abstract handling, etc. This variable cost figure is based on 300 delegates and will adjust proportionately higher or lower depending on the actual attendance. In addition, in response to a question from BM, JAT and VD stated that there is no financial penalty should the 300 delegate attendance not be met. The organizers are projecting €50,000 for the scientific programme, which includes the Plenary and Invited speakers and budgets for the scientific sessions. Other costs which will include, printing, mailing, liability insurance, etc., are projected to total €14,000, which brings the total estimated cost to €147,000.

On the income side, based on 120 early registrants at a fee of €450 and 50 student and academic registrants at a fee of €300, a total projected registration generated income of €69,000 has been estimated. The organizers are also projecting €25,000 in sponsorship income and €60,000 from 20 exhibitors. This brings the total estimated income to €154,000.

In response to a question from BM about the credit card payment charges of 4.5% and whether it might be possible to use the existing IIS Merchant account to process the conference payments, VD responded that the on line registration set up provided by the University already has a secure credit card payment procedure for Visa and Master Card in place and the organizers have requested the University add American Express to the list of accepted cards, for which the 4.5% processing fee applies. The fees for Visa and Master Card will be lower. VD added it would add a significant complication to the registration and payment process if the organizers chose not to use the University for these transactions.

In terms of the registration fees, BM noted that apart from students, the Chicago organizers did not offer an academic discount. Several BoT members suggested that the organizers consider having a higher non-IIS member rate which would include a three year IIS membership. In addition CF noted that as sponsorship money may be difficult to generate, the organizers may wish to consider raising the overall registration fee from the €450 figure to ensure the meeting generates sufficient income to be at least self

financing. CL also noted that even if the IIS member registration fee was raised to €500, it still would be cheaper than the Chicago rate. JAT stated that the €450 figure is designed to help attract as many delegates to the conference as possible but agreed that the fees still need to be sufficiently high to permit self financing of the meeting. The exhibitor fee is projected at €3,000 per booth, which will include two registrations which includes full access to the oral sessions. BM suggested that the organizers approach potential vendors with this figure to solicit feedback, before finalizing the fee.

VD noted that the Bad Soden meeting typically raises about €10,000 through sponsorship from companies based in Central Europe, which typically are very supportive from year to year. He added the challenge will be to see if companies based outside Central Europe can be encouraged to sponsor the meeting. CL noted that the North East US Chapter was a sponsor of the Chicago meeting and this is another potential option to explore for Heidelberg.

BM noted that the organizers can potentially raise income through advertising in the Conference programme and potentially the web site could also be used to generate advertising income. JAT stated that the IIS CED website already has this procedure in place.

In response to a question from CF regarding exhibitor floor space, JAT, VD and JA stated that there is more than sufficient floor space to accommodate the exhibitors, posters, coffee breaks and the opening reception in a common area to maximize interaction between the conference delegates and exhibitors.

The AV services will be run through the University and the organizers will be closely monitoring this to ensure that the equipment provided by the University in 2012 will continue to be 'state of the art'. The organizers did consider putting the AV services to competitive bid, but based on the price offered by the University, decided that there would not be a sufficient cost advantage. VD and JAT added that the University has extensive experience in providing AV services for scientific symposia.

CF stated that the IIS as an organization will be reaching out to the WCI to explore ways to enhance co-operation between the two groups. CF asked whether the organizers would be willing to have WCI organize a session at the Heidelberg meeting, to which JAT and VD responded that they would. CF also noted that he would be contacting WCI to see if there was interest on their part in having an IIS organized session in the 2011 ICI Moscow meeting.

In response to a question from BM regarding the timing for the first meeting announcement, VD and JAT stated that the home page on the Web should be set up by the 3<sup>rd</sup> Q of this year, with a flier sent out in early 2011, which will have details on some of the plenary speakers included. AS suggested that the main announcement ideally

should go out no later than September 2011, with a preliminary programme to allow delegates sufficient time to plan presentations and obtain funding from their respective employers, to allow them to attend.

The meeting was then concluded by the members of the BoT thanking JAT, VD and JA for the excellent progress made on the meeting organization to date.

David Hesk  
IIS Executive Secretary