

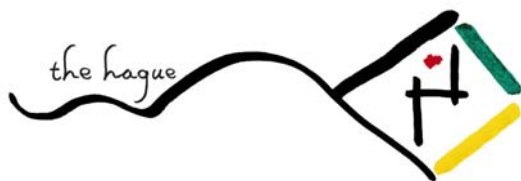


# The Hague Welcomes



11<sup>th</sup> GNOME Users and Developers  
European Conference (GUADEC)

July 24<sup>th</sup> - 30<sup>th</sup> 2010



## GUADEC in The Hague

### Introduction

It is with pleasure and pride that we, gnome-nl, present this bid to host the 11th GUADEC conference in 2010.

We have chosen The Hague (Den Haag) as the city to host this event. The municipality of The Hague is thrilled to host this years GUADEC, as is evident in the accompanying documentation. The Hague is the political heart of the Netherlands.

Recently, the desktop has increasingly become a political subject. Governments in Europe are slowly embracing FLOSS technology. Not only for back-end implementations, but more and more local and national governments are rolling out FLOSS (Free/Libre Open Source Software) on the desktop. We hope to include a track in the program that specifically deals with how Gnome can help making the FLOSS governmental desktop a reality.

We would also like to focus attention on the merits Gnome can have in educational settings and ways to attract enthusiastic students for the Gnome project. These possibilities are currently under discussion and can in a later stage be integrated into the program. We are actively seeking expertise from local as well as international experts in this area.

We believe these two together, the governmental desktop and education, are subjects that deserve special attention at GUADEC 2010, complementary to the technical talks that present the latest in development. Not only will this particular focus bring special attention to FLOSS from people normally not directly aware of a conference such as GUADEC, but it will also open up avenues for additional monetary or other support.

FLOSS is very much alive in The Netherlands, with companies that specialize in providing ICT services based on FLOSS abound. Not only implementation-oriented companies such as Open Office or LogicaCMG, but also those providing training and advise on FLOSS on the level of policy as well, such as Red Nose and Gendo. From small shops and one-man consultancies to large representations of multinational companies with an interest in FLOSS such as IBM and Sun.



### **The venue**

Our choice for the venue, the building of the HHS (Haagse Hogeschool, a higher vocational education institute) is not surprising. The HHS has been integrating FLOSS in the various courses for education on information technology. We believe the dynamic, youthful environment will provide a proper surrounding for the event.

We are currently in a dialog with the HHS about cross-pollination between the educational institute and the GUADEC 2010 conference. They have so far been very receptive, but it is too early to include results in this bid document.

### **Planning**

We have an option to rent the venue from July 24th till July 30th. A final decision on which country is to host GUADEC in 2010 is expected early December 2009. A professional organiser will be hired for the duration of 6 months (part-time). The organiser will coordinate all activity, and manage the teams of volunteers. In addition, someone will be hired for the same duration to work on obtaining government and corporate sponsorships and on the content and focus of the conference. In the time between now and December, we plan to already talk to local sponsors, generating interest for sponsorship of GUADEC.

### **Volunteers / local community**

The Netherlands has an active and flourishing FLOSS community from which we can draw for volunteers.

The core team exists of:

- Vincent van Adrighem - FLOSS specialist, currently working on FLOSS desktop at the municipality of Amsterdam, coordinator for the Dutch translation effort for Gnome;
- Koen Martens - professional organiser, most recent project is HAR2009, a community-based international ICT security festival with more than 2000 visitors;
- Sanne te Meerman - freelance FLOSS policy advisor, board member at NN-open (North Netherlands Open, association of consultants and companies);
- Fabrice Mous - board member of the Dutch Linux Users Group (NLLGG), worked for OSOSS, the Dutch government FLOSS institute, closely associated with gnome-nl;
- Reinout van Schouwen - coordinator for the Dutch translation of Mandriva, closely associated with Gnome-nl.

Each of these individuals is well-rooted in the FLOSS community at large, with a network spanning most of the active FLOSS organisations in The Netherlands. The NLLGG (Dutch Linux users group) is among them, as well as the NLUUG, the association of (professional) Open Systems and Open Standards users in The Netherlands.

In The Hague itself we find "Clubnix", an English-speaking Unix/Linux user group. In addition to the local Unix enthusiasts, quite a number of "ex-pats" working at the numerous large multi-nationals frequent the Clubnix meetings. The focus is on Unix in general, but most meetings concentrate on Linux. Activities vary from install-parties to workshops on programming or specific software and case-studies.

The number of FLOSS groups and active communities in The Netherlands is large. Distances in our relatively small country are short enough for these communities to bridge, resulting in a tight network of FLOSS enthusiasts.

The various groups are too many to enumerate, and include at least the aforementioned groups as well as NLOSUG (Dutch OpenSolaris User Group), a very active Ubuntu NL, the European chapter of the opendoc society, the NLnet foundation, the Dutch openoffice.org user group and the Dutch Mozilla users group.

The various communities and organisations provide a large pool to draw from for volunteers to help out during the conference and the final weeks before the conference.



## GUADEC in The Hague

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Preliminary overview financial planning GUADEC11



# GUADEC in The Hague

## 1. Backing & support

Please find the following supporting letters in order of appearance:

- **Municipality of The Hague**  
Signed by Mr. J.J. van Aartsen, Mayor
- **The Hague Convention & Visitors Bureau**  
Signed by Mrs. C.M. Kamermans, Manager





Gemeente Den Haag

The Hague, October 2<sup>nd</sup> 2009

GNOME Foundation  
Attn: Ms. S. Peters  
P.O. Box 101  
Groton, MA 01450  
USA

Dear Madam,

It is with great pleasure that I invite you to host the GNOME Users and Developers European Conference 2010 in The Hague. Please allow me to elaborate on why I feel our fine city by the sea would be eminently suited to making your conference a resounding success.

The Hague's international reputation as a first rate congress destination is well established. The municipality, The Hague Convention & Visitors Bureau and the local hospitality industry are focused on providing optimal congress and accommodation facilities, maintaining the high quality standards discerning visitors are accustomed to. Being the perfect host is our highest goal.

The Hague is the international city of peace and justice, making it unique among all cities of the world. The Peace Palace is a well known icon that symbolises this internationally. The Hague is also the seat of the government of The Netherlands as well as the Royal residence. It is a city of deliberation, diplomacy, arbitration and high level decision making.

The Hague is also a vibrant and colourful city with inhabitants from all over the world. It is home to many expats who work at the numerous international organisations and multinational corporations with headquarters in The Hague. Cosmopolitan on all fronts, yet without the crowding and stress found in other cities of fame, The Hague has style and class.

The city's congress facilities are excellent and uniquely diverse: from renowned international congress venues, historic palaces, characteristic theatres and ultra modern halls down to intimate, creative locations full of local flavour. The Hague has it all. The fine hotels on offer in a range of all categories and rates are staffed by driven hospitality professionals whose ultimate challenge is the quality and comfort of your stay.

A successful conference offers its participants the right balance between work and relaxation. The Hague's most unexpected asset for many is the beach, providing a unique opportunity for visitors to unwind, enjoy the invigorating sea breeze and have some serious fun, like placing a bet at the Casino or sampling the nightlife. A different but equally rewarding way for visitors to spend their free time is to stroll through The Hague's beautiful historic city centre, where a maze of age old narrow streets offers a lively atmosphere of culture, fine cafes and restaurants as well as surprising shops and boutiques.

The Hague's cultural offerings are known across the globe. Take Vermeer's "Girl with a Pearl Earring" in the Mauritshuis, which was recently rated by The New York Times as one of Europe's top museums. The city's Municipal Museum is also well worth a visit. In the world of modern dance, The Hague is known as the home base of the renowned Nederlands Dans Theater, one of today's most revered modern dance companies.

The city's international accessibility is excellent at less than 30 minutes by train from Schiphol International Airport and just 20 minutes by car from Rotterdam / The Hague Airport. Public transportation and taxi services in the city are fast and comfortable.

With the success of your event and the wishes of your members in mind, we are confident we have put together a suitable, tailor-made proposal. I have no doubt that the GUADEC participants will find their stay in The Hague inspiring and memorable, and that they will be taken by the city's style and charm.

We hope to be able to welcome you here, in our fine city of The Hague very soon.

Sincerely Yours,

Johannes van Aartsen

Mr J.J. van Aartsen,  
Mayor



GNOME Foundation  
Attn: Ms. S. Peters  
P.O. Box 101  
Groton, MA 01450  
USA

The Hague, October 5th 2009

Subject: GUADEC11

Dear Ms. Peters,

We would like to thank you for considering The Hague as a destination for the GNOME Users and Developers European Conference in 2010.

The Hague Convention Bureau is part of The Hague Convention & Visitors Bureau and as the City of The Hague is our main partner, we are able to maintain complete independence in our advisory and informative services and offer you a wide range of free of charge services.

The Hague Convention Bureau can offer - amongst others - the following service package to assist during the organisation of the GUADEC:

- Co-ordination and organisation of a site inspection if required, enabling you and the Dutch organisation to make the most informed choice.
- Independent advice, assistance during selection and co-ordination of availability of the desired accommodations and other required services tailor-made to fit GNOME's criteria.
- Advice on the social and partner program.
- Setting up communication with selected businesses and organisations when so desired.
- Making available a variety of promotion materials.

The Hague Convention Bureau will be more than willing to assist the GUADEC11 in making the congress a success in our royal, beautiful and green city by the sea. It is with eagerness that we look forward to hearing your decision.

With kindest regards,  
The Hague Convention Bureau



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Manager

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Ticketshop Haags Uitburo  
T 0900 828 29 99 (€ 0,40 p/m)  
I [www.uitburo.nl/denhaag](http://www.uitburo.nl/denhaag)



## GUADEC in The Hague

### 2. The historical city of The Hague

The historical city of The Hague is situated at the North Sea, offering its visitors the choice between two seaside resorts, Scheveningen and Kijkduin.

The city was founded around 1230 by the Counts of Holland at the very spot of the present Houses of Parliament. The original buildings are still part of them. Ever since the foundation, it has been residence of the Dutch Gentry, later Royalty. From the 16<sup>th</sup> century The Hague has been the seat of the Dutch Government.

The Hague exhales an elegant and international atmosphere. The words peace, justice and safety are synonyms for The Hague. With the presence of the Peace Palace, home of the International Court of Justice, the Yugoslavia Tribunal, Europol, over 60 embassies, a large number of international institutions and many headquarters of multinationals, all these institutions may be regarded as a symbol of the city's cosmopolitan character.

Over the last decades The Hague has grown together with its two resorts: Scheveningen and Kijkduin. Scheveningen is a lively resort with many nightclubs, a casino, a yachting marina and the magnificent Kurhaus Hotel, which dates from 1885. Kijkduin is the quieter one of the resorts and gives great pleasure to those who want to enjoy a quiet day at the beach or a firm stroll along the seaside.

The culinary aspects of The Hague are also worthwhile mentioning. In Scheveningen lovers of seafood can really have a feast, whereas The Hague as a true cosmopolitan city, offers a wide variety of international restaurants in all price categories. Apart from the regular restaurants there are many picturesque sites where groups can have their special dinners or events.

For more information, please take a look at the website: [www.denhaag.com](http://www.denhaag.com)



*Johannes Vermeer, Girl with a pearl earring, ca. 1665 - Mauritshuis, The Hague*

## **GUADEC in The Hague**

### **3. Proposed venue: Haagse Hogeschool**

The characteristic building of the Haagse Hogeschool is situated at the Johanna Westerdijkplein, next to the Den Haag Hollands Spoor railway station. The Haagse Hogeschool offers endless possibilities for group gatherings and events. Congresses, seminars, networking events and product launches can all be held in this educational institution. From the moment the school opened its doors in 1996, even movies and TV-productions have been recorded there.

Apart from the regular education rooms, the school has got several general halls, like the theatre hall (auditorium), an indoor plaza, and a foyer. The education rooms can be used for events as well, in case there are no lessons.

#### **Theatre Hall (auditorium)**

The theatre hall is a multifunctional room with 2 balconies and has got a capacity of 500 seats, but is suitable for smaller groups as well. The theatre room has got a standard seating and the stage is equipped with modern audiovisual devices. Their technical supporters will take care of the lighting and sound.



#### **Plaza**

The Plaza is a covered indoor hall at the centre of the school. It has got a surface of 1000 m<sup>2</sup> and its own stage of approximately 30 m<sup>2</sup>. During school hours, the Plaza is used as the meeting place for the students. A part of the space can be used for the catering of your event and can be used for exhibitions, information markets and plenary sessions during the weekend. The maximum capacity of the Plaza is 1000 persons in reception style.

#### **Foyer**

The foyer is situated underneath the theatre hall, which makes this space ideal as a break-out room for your event. The foyer can be set up in many different ways and is therefore suitable for plenary sessions, workshops and exhibitions. The capacity of the Foyer depends on the set up of the event. The maximum capacity in theatre style is 250 persons.



#### **Meeting rooms**

The Haagse Hogeschool has got several meeting rooms. The rooms have got a standard set up and can accommodate up to 30 persons.

### **College rooms**

College Rooms can be used for small congresses or as break-out rooms. The rooms have got fixed seating in theatre style and can accommodate up to 100 persons.

### **Class rooms**

The class rooms of the Haagse Hogeschool are very suitable as break-out rooms or workshop rooms. The set up of the rooms can be arranged according to your wishes. Every class room has got a white board, an overhead projector and a projection screen. The maximum capacity of the classrooms is 30 persons in classroom style.

### **Remaining rooms**

Apart from the rooms mentioned above, The Haagse Hogeschool has got numerous other rooms which can be used for events, for example: the gym and café DOK 75 (a café and learning environment used by the students of Facility Management).

### **Catering**

Catering is a very important aspect during an event. The Haagse Hogeschool cooperates with an external catering company, which can meet all your special wishes. Some examples of the possibilities: breakfast, different lunch possibilities, coffee/tea and pastries, hot and cold snacks, drinks and bites during (in)formal receptions.

### **Other important aspects**

The Event Department of the Haagse Hogeschool can help you with all kinds of aspects of your meeting. Besides choosing the right meeting spaces for your event, the Event Department can assist you with many other aspects: decoration and flowering, audiovisuals or arranging hosts, cloakrooms or parking assistance.



## **GUADEC in The Hague**

### **4. Accommodation in combination with the proposed venue**

The Hague offers 5.418 hotel rooms with a total number of 13.413 beds in all hotel classifications. According to the wishes of the participants of the congress, The Hague offers 5\* hotel accommodation as well as budget class accommodation and all classifications in between. Most hotels offer some rooms also suitable for the disabled at no extra costs.

The accommodation can be chosen between three different areas in The Hague:

#### ***Historic City Centre***

Only a few stops away by public transport (5-10 minutes) a large variety of hotels can be found in the charming historic city centre of The Hague. Amidst beautiful monuments, lively squares and inviting shopping-areas, hotel rooms in all categories can be found.

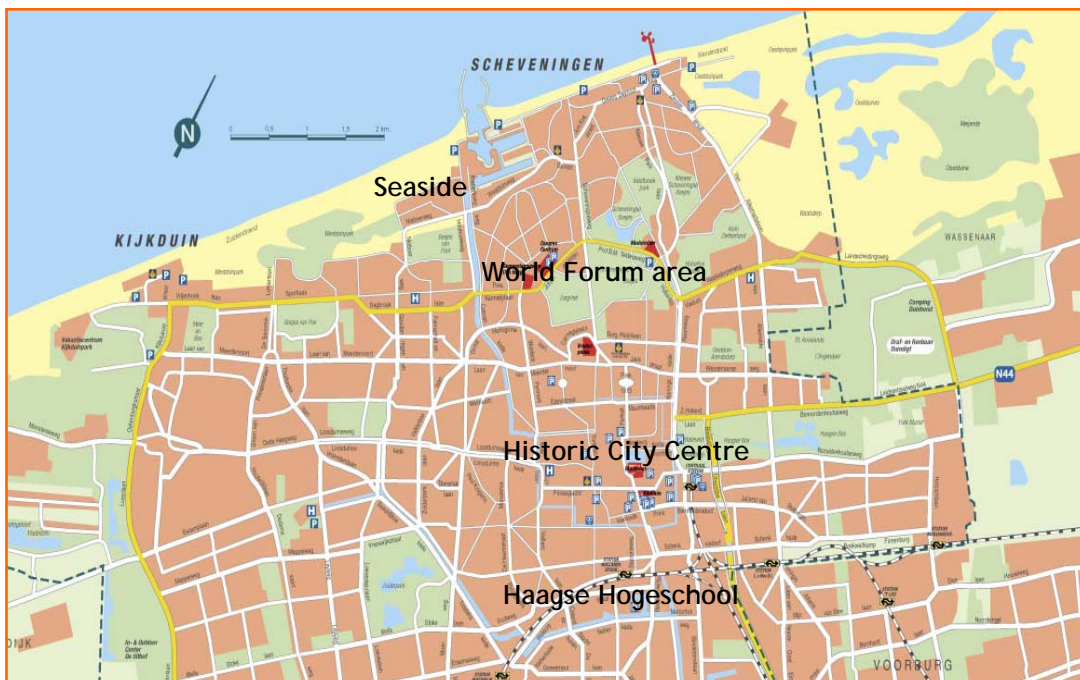
#### ***World Forum area***

On top of the convention centre World Forum is the 4-star Novotel The Hague World Forum Hotel with 216 bedrooms. Adjacent you will find the 4-star Bel Air Hotel with 300 guest rooms, 20 Executive Suites and 7 Ambassador Suites on one side and the 4-star Crowne Plaza Promenade Hotel with 90 guest rooms and 4 suites on the other side. The World Forum area thus offers over 625 hotel rooms.

#### ***Seaside***

There is a large cluster of hotels in all categories in the seaside resort Scheveningen, (25 minutes by public transport) or somewhat further along the coast; the smaller resort Kijkduin (40 minutes by public transport).

### **Locations of the mentioned areas**



## Possible accommodations in the Historic City Centre

### **Jorplace Beach Hostel Scheveningen - Budget Class**

Jorplace Beach Hostel is the hostel in Scheveningen / The Hague. Situated at the Keizerstraat in Scheveningen, in close proximity of the beach and harbour, one can speak of a top-class location. At Jorplace we like to keep you going all night before you crash in our cosy beer garden or lounge-bar. Your stay includes bed-sheets and breakfast.

### **Stayokay - Budget class**

Stayokay Den Haag is located at a stone's throw from the Hollands Spoor and Central Railway Stations. Conveniently connected by tram to Scheveningen, Delft, Rijswijk and Voorburg, as well as the World Forum at just 15 minutes. The hostel has 50 rooms, each with its own bathroom. Drinks or a snack are served in brasserie 'Backpackers', which has a wonderful terrace overlooking the Haagse Vliet.

### **Ibis Den Haag City Centre \* \* \***

You can find Ibis The Hague Centre right where the city's heart beats, near the Grote Kerk or Big Church. It's the most recent addition to the Accor family in The Hague. The hotel offers 197 fully restyled rooms that meet the newest Ibis standards. A stay here will be comfortable, with all conveniences at your disposal. The roomy, atmospheric hotel lobby is great for unwinding from business pressures.

### **Mercure Den Haag Central \* \* \* \***

Mercure The Hague Central is located in the cultural heart of the city, adjacent to several theatres and the Binnenhof. It's an ideal location for a worry-free stay with its 159 luxurious rooms and six multifunctional meeting rooms. The Pullman Bar oozes character and is the perfect place for drinks and inspiring conversation.

### **Novotel The Hague World Forum \* \* \* \***

The Novotel The Hague World Forum is part of the Accor family. It offers 216 luxurious rooms and 35 prime meeting locations. The hotel is uniquely situated, directly on top of the World Forum. The wide range of available facilities such as wireless Internet access, newspaper kiosk and the Active Club guarantees a quality level suitable for any event or occasion.

### **NH Hotel Den Haag \* \* \* \***

The NH Den is located in the business centre of The Hague, close to governmental buildings and ministries. Within walking distance from the railway station and city centre, easily accessible by car and close to Scheveningen the famous seaside resort and the picturesque city of Delft. Warm and comfortable, that is how to describe the 205 luxury rooms.

### **Steigenberger Kurhaus Hotel \* \* \* \* \***

Behind its magnificent façade the Steigenberger Kurhaus Hotel accommodates a modern hotel where every possible comfort perfectly matches the attractive, historical ambience. Both the tourist and the congress and meeting delegate will find in the Kurhaus a hotel with allure.

### Eden Babylon Hotel \* \* \* \*

Eden Babylon Hotel is situated adjacent to the city's Central Station, at walking distance from the heart of town. It has 143 fully renovated rooms and five multifunctional meeting rooms, which together with the unique restaurant 'The Livingroom' and the great bar form the ideal backdrop for festive occasions or business meetings.

### Hotel overview

Here you will find the grades, prices, number of rooms and the distance to the Haagse Hogeschool of several of the top accommodations The Hague is offering visitors of the congress. The higher the grade, the more facilities the accommodation offers.

Selection of hotels The Hague				Distance from the Haagse Hogeschool by public transport
Hotel	Grade	# Rooms	Prices from *	
Holiday Resort Kijkduinpark	3/ budget	307	15	45 minutes
Jorplace	budget	92 (beds)	15	25 minutes
Stayokay	budget	49	20	5 minutes walking
Hotel Ibis Den Haag city Centre	3	197	93	15 minutes
Mercure Hotel The Hague Central	4	159	99	5-10 minutes
Novotel The Hague World Forum	4	216	75	25-30 minutes
NH Hotel Den Haag	4	205	120	15-20 minutes
Steigenberger Kurhaus Hotel	5	253	149	25-30 minutes
Eden Babylon Hotel	4	143	189	10-15 minutes

The mentioned prices are in € per night, are derived from the tourist brochure "The Hague Magazine 2009" and are based on a double room including service, breakfast and VAT.

The GUADEC organisation will negotiate special rates based on advance booking. A selection of hotels will be chosen from each of the three price categories, for which a number of rooms will be booked. Visitors who want to take advantage of this special rate must book before a certain date one or two months in advance of the conference.



*Parkpop, Zuiderpark, The Hague*

## GUADEC in The Hague

### 5. Accessibility & public transport

The Netherlands is easily reached by plane from all over the world. Schiphol International Airport ([www.schiphol.nl](http://www.schiphol.nl)) is one of the central airports for carriers travelling from the United States of America and Canada. All the well-known airlines are flying from and to Schiphol International Airport on a daily base. 89 carriers that fly to 250 destinations in 95 countries service Schiphol International Airport. The average number of daily incoming and outgoing flights varies between 1000 and 1200. The Dutch international air carrier is KLM.

Transportation from Schiphol Airport to The Hague is possible by public transport or the special taxi service called Schiphol Travel Taxi. There is a direct train connection between Schiphol International Airport and The Hague railway stations ([www.ns.nl](http://www.ns.nl)). Luggage trolleys are available at the luggage belt and can be taken to the train platforms. Travelling time is 29 minutes; the frequency is 5 times per hour.

Apart from Schiphol International Airport there is also the smaller and more Western European orientated Rotterdam Airport ([www.rotterdam-airport.nl](http://www.rotterdam-airport.nl)). The airport is approximately a 20-minute drive from the centre of The Hague.

#### Ways to travel from the Airports to The Hague

From	To	By	Transfer time	Price one way	Details
Schiphol Airport	The Hague	Taxi	35 minutes	75,00	Max. 4 persons per taxi
Schiphol Airport	The Hague	Train	29 minutes	7,60	
Schiphol Airport	World Forum	Train/tram	49 minutes	10,00	
Schiphol Airport	The Hague	Coach 50 persons	45 minutes	285,00	Reservations to be made in advance
Rotterdam Airport	The Hague	Taxi	20 minutes	45,00	Max. 4 persons per taxi
Rotterdam Airport	The Hague	Coach 50 persons	30 minutes	205,00	Reservations to be made in advance
Rotterdam Centraal	The Hague	Train	24 minutes	4,50	

*Prices are based on price level 2009*

Participants coming from the UK or Scandinavia can take one of the ferries from and to Rotterdam and the Hook of Holland. A train-ride from the Hook of Holland takes about 50 minutes, one from Rotterdam approximately 20 minutes.

The Hague Hollands Spoor railway station is on of the stops of the Thalys, which can be used by conference participants travelling from Paris, Brussels, Cologne and Amsterdam.

Due to The Hague's central location within Europe, many people will be able to travel efficiently with their own transport. An advanced network of multi-lane motorways connects The Hague with all major European cities.



In The Hague, there are public transport tickets especially for congress participants. With these tickets one can travel within The Hague, Scheveningen and Rijswijk by public transport. The tickets are valid for 3 or 5 days.

Business Cards are also available, these can be used one-time only as return tickets.

**Prices \***

Three-day ticket	€	13,00
Five-day ticket	€	16,50
Business card	€	2,90

\* Prices are based on price level 2009 (including VAT)

When purchasing a large number of tickets, a discount of 4 per cent will be given. Besides, 20 per cent of the ordered tickets can be returned free of charge when they are not used.

**Tram and bus routes in The Hague**





This part of The Netherlands equals the size of the greater London area.



Amsterdam Airport Schiphol

Rotterdam International Airport

## **GUADEC in The Hague**

### **6. Possibilities social programme in The Hague**

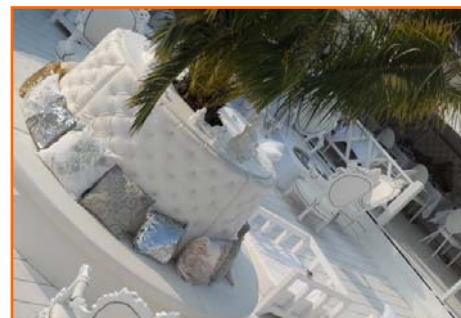
#### **Grote Markt / Plein / Paard van Troje**

Check out The Hague's vibrant nightlife scene, outdoor café culture or relax in one of the cosy brown cafes. The best places for going out are near the Grote Markt and the Plein. There are many bars and restaurants in other squares too. There are excellent nightclubs and music halls such as Het Paard van Troje for popular music in The Hague.



#### **Beach Club DOEN!**

A beautiful and large, trendy, white beach club which is named Doen! has risen on the beach of Scheveningen. Beach Club Doen! is a full service beach club with a stylish charisma. The representative staff is friendly and offers a wide assortment. The kitchen is serving Eastern luxurious dishes like oyster, wagyu beef, salmon fillet with Jacob Toet sauce and gamba's.



#### **The Harbour Club**

The Harbour Club is situated in the harbour of Scheveningen. The Harbour Club has a diversity of culinary highlights to offer: from sushi bar to high tea, from fresh crab & oysters to beef. The Harbour Club offers a wide range of facilities for events, business meetings, receptions etc. It has a capacity of 500 seats and is with this the biggest restaurant of The Hague.



#### **Bar Bistro Rubens**

In Bar-Bistro Rubens you cannot miss the whisky. You will find the largest selection of whisky's in The Hague and a team that will be pleased to explain you all about the rare single malts and special vintages. Moreover, the bistro offers a warm ambiance for an informal dinner.



### Crazy Pianos

Below the Kurhaus terrace is a unique piano bar where the amazing pianists from Crazy Pianos provide live entertainment, from classical sing-alongs to crazy American rock 'n' roll. The pianists put on a lively show while playing all your favourite tunes, while people are dining. And during the night it turns into a club.



The price of a beer is on average around €2,50 (for a 'vaasje' or 'Amsterdammer', a larger class containing 0.33cl). For soda and juice the average price is around €2,00. Lower prices might be found at places that cater especially to students.

The price of a meal varies from €5,- for a quick but wholesome take-away to €15,-/€20,- for a basic meal. Of course, more expensive meals can be found as well. There is a variety of different cuisines available. Vegetarian food is quite common, and even veganist food can be found (but requires a bit more research). Cuisines include Dutch, French, Italian, Indian, Indonesian, Chinese, Thai, Surinam, Japanese, Pakistan, Greek, Turkish, Spanish, Argentinean, Irish, Scottish and more (including Eritrean food). Fish restaurants are plenty at the sea side.



*Grote Markt, The Hague*

## **GUADEC in The Hague**

### **7. Tourist excursions in The Hague**

With its historical city centre, housing palaces, churches and other ancient buildings it is a pleasure to visit The Hague. Also with the many swinging and cultural events it houses it is a worthwhile city to visit any time of the year. There is the coast, on a stone's throw from the centre. The wide beach and the vast North Sea invite you to sunbathe or take an invigorating walk. In short, in The Hague you can enjoy yourself in many different ways. Of course these attractions can also become part of the optional program that will be offered during to half-day specials.

#### **Gemeentemuseum**

The Gemeentemuseum reveals the remarkable qualities of the latest creation of architect H.P. Berlage (1863-1934) and boasts the largest Mondriaan collection in the world. The museum has been extended with a Fashion Gallery measuring more than 1000 m<sup>2</sup>, situated below the museum's inner court. Special attention is devoted to Art Nouveau round 1900 and the fully refurbished period rooms.

#### **Mauritshuis**

The Royal Painting Cabinet Mauritshuis is housed in one of Holland's most outstanding classicist buildings. Its intimate character and the exceptional quality of its collection (e.g. Vermeer, Rembrandt and Potter) make the Mauritshuis a favourite destination for its many visitors.

#### **Madurodam**

In Miniature City Madurodam, among many other attractions, you will see the canal houses of Amsterdam, the Alkmaar cheese market, parts of the Delta works and the Amsterdam Rijksmuseum, all replicated in minute detail on a 1:25 scale. Windmills turn, ships sail and modern trains are traversing the city on the world's largest miniature railway.

#### **Binnenhof**

The Binnenhof (inner bailey of the castle) lies around the Hall of Knights (Ridderzaal). This square used to be surrounded by walls. Nowadays the Binnenhof is home to the Dutch Parliament.

#### **Peace Palace**

The Peace Palace, a gift from the American Andrew Carnegie, houses the Permanent Court of Arbitration, the International Court of Justice, The Hague Academy of International Law and a library of books on international law.



#### **Omniversum**

Projected on the impressive 840 m<sup>2</sup> giant dome of Omniversum, Omnimax films come to life all around you. Together with the fantastic stereo sound, Omnimax films are true experience in image and sound! Experience the most wonderful adventures from your seat in Omniversum hall!

## **GUADEC in The Hague**

### **8. Tourist excursions in The Netherlands**

The Netherlands is a very compact country. You can drive from one side to the other within 3 hours. Outside the Haaglanden region there are many special places, which can be easily visited, if so desired. You can find some of these tourist attractions in The Netherlands below.

#### **Rotterdam**

Day trip to Rotterdam ([www.rotterdam.info](http://www.rotterdam.info)). The city that is so unlike Holland's other cities. Located on the mighty Maas River. The world's number 1 port. City with outstanding architecture and delightful culture. City with an abundance of attractions, festivals and museums. A swinging, young city culture and excellent shopping facilities, restaurants and cafes. Whatever your interests are, whatever you want to do, Rotterdam is sure to pleasantly surprise you! (approximately 25 kilometres from The Hague city centre)

#### **Amsterdam**

Amsterdam ([www.amsterdam.nl](http://www.amsterdam.nl)), capital of Holland. You probably know the romantic canals, the 600.000(!) bikes, the exciting nightlife and flower market. However, Amsterdam offers more. It has a wide range of places of interest, historical monuments and more than 50 museums. Arts and antiques are for sale in quaint quarters, fashionable and upscale products in chic shopping streets. In Amsterdam you will not be bored! (approximately 55 kilometres from The Hague city centre)



#### **Delft**

Delft ([www.delft.nl](http://www.delft.nl)) is renowned all over the world as the city of Delft blue earthenware. This is based on an age-old tradition. Delft was one of the homeports of the Dutch East India Company. When the Delft potters became acquainted with the imported Chinese porcelain, they began manufacturing Delftware with designs based on these patterns, which is nowadays still made by hand. (approximately 10 kilometres from The Hague city centre)

#### **The Deltaworks**

The Deltaworks ([www.deltawerken.com](http://www.deltawerken.com)): this is the name of the project of building dams and dikes since 1953 in Zeeland, Zuid-Holland and Noord-Brabant, after the terrible flood of 1953. (the nearest Deltawork can be found approximately 20 kilometres from The Hague city centre)



## GUADEC in The Hague

### 9. Finances

The appendix of this document provides a preliminary overview of the financial planning for GUADEC11. It shows the financial feasibility of the conference. The guiding principle is that expenses have been estimated liberally (tending to be on the high side), whereas income is estimated conservatively (on the low side). Where dependent on the number of participants, income has been based on 350 participants whereas expenses are based on 500 participants. Note that this budget provides for a minimal version of the conference. When sponsorship exceeds the expected amount, extra investments can be made.

We have explicitly included all income and expenses, this is a departure from earlier GUADEC conferences, where hidden costs paid directly by sponsors or government were not included in the budget. We believe this provides a more accurate and complete picture of the financial details.

#### Income

There are four sources of income: company sponsors, government funding, selling t-shirts/merchandise and registration fees.

#### *Sponsors*

In addition to companies that are approached by the Gnome foundation (with an estimated sponsorship of €64.000,-) we expect to raise €25.000,- of additional funds from local companies.

#### *Government*

We apply to three levels of government. First of all, the municipality of The Hague has a special fund for international conferences from which we can draw €10,- per night per foreign visitor. Additional funding might be available due to the nature of the conference (ICT is one of the special areas of interest for The Hague).

We expect to raise a modest amount from the province of Zuid-Holland (South-Holland). We also appeal to the national government. More specifically, we are targeting the Ministry of Economic Affairs, the Ministry of Education, Culture and Science and finally the governmental institute NoiV. NoiV is responsible for implementing the ambitions set by the Dutch government regarding open standards and open source.

Although dialog has been initiated with the aforementioned organizations, we have not yet secured the expected funds. Experience with past conferences in The Netherlands do indicate success though.

### *Merchandise*

On the income side we find a modest amount for merchandise. This is offset by a much larger amount on the expense side. Some of the merchandise will be handed out freely to participants, whereas some of it will be sold. The income is based on a quick calculation based on selling 200 t-shirts at €25,- each. This is an estimate, and needs to be refined with the exact choices made on the different types of swag and prices. However, we think this is a fair estimate.

### *Registration fees*

On the subject of the registration fee: experience from other community-events has learned that free registration results in people registering, and subsequently not showing up (because they forgot, got sick, have other obligations). This wreaks havoc on planning catering and other matters dependent on the number of attendants. By attaching some worth to the registration, some of this effect can be mitigated.

There will be two levels: the regular fee is €10,- per participant. Professional attendants (or others who can spare it) may opt for the higher €250,- fee. This higher fee is intended for individuals who can get their attendance paid for by their employer.

The fee must not act as a financial barrier to participation though, and will be waived for those who can not afford it. Sponsors will get a number of free passes, the number depending on the level of sponsorship-commitment.

If the board desires, we can set the regular fee to €0,- (making registration free). Just to be sure, we did not include the €10,- registration fee in the income on the budget that is included with this bid document, which only shows the projected income of 30 professional registrations.

### **Expense**

The major expense accounts are for rental of the venue (which includes audio/video presentation equipment), travel grants for selected participants and personnel.





## *Venue*

The venue rental price included in the budget is the commercial rate for renting the plenary room, the central plaza as well as 4 break-out rooms for the full duration of the event. We are currently discussing with the HHS about more involvement in the conference from an educational perspective, hopefully resulting in a lower rate. In addition, the HHS has indicated a discount may be negotiated based on the actual program.

We have set aside an amount for catering, which includes coffee/tea and other beverages during breaks. It does not include lunch, we might provide lunch free of cost if we can find a sponsor for this. However, this will be quite expensive (estimate around €20.000 - €40.000 for a basic lunch for 400 people and all 6 days) and is not accounted for in this budget.

The amount under network is used to provide good wireless connectivity. Under furniture we find an amount reserved for such things as dividing screens, stalls/tables and perhaps plants and other decoration to make the venue our own. Some of this might be available from the venue, but experience taught us that normally one needs additional items.

A/V recording is an optional item, as discussed with the gnome board. We have an offer for €10.000 from a professional A/V-company to record all sessions and make them available in digital form. This is dependent on finding additional sponsoring.

## *Operational*

Under insurance, we find a small amount for insurance. This is mainly intended towards insurance against liability issues (eg. when we accidentally break something borrowed or rented, or when a volunteer gets injured by whatever reason during his/her work for the conference). This might be covered under insurance already undertaken by the gnome foundation, in which case we can fore-go this item. However, we feel this is too important to neglect and therefore have budgeted it.

Note, that this item is not related to the 'Pre-financing and guarantee fund', a service mentioned elsewhere in this bid provided by the Dutch government free of charge as part of the national conference infrastructure. Even though this is a community event, external influences (such as for example an outbreak of H1N1 and the subsequent quarantine or perhaps restriction on air-travel) might result in a significant drop in attendance or cancellation all-together. The guarantee fund helps mitigate this risk.

Two people will be involved professionally with the conference, their activities include lobby-work, acquiring sponsorships, management of the volunteer teams, and organisation of the various requirements. The amount under 'employment' is based on a total of 0.65 full-time employees for 6 months shared over two persons (in casu Koen Martens and Sanne te Meerman). The hourly rate is €30.00 (excluding 19% sales tax, including 33% income tax).

Volunteer support includes anything we do to keep our volunteers happy and motivated. Included are at least free drinks and food-stuff during the conference as well as crew shirts.

For travel & accommodation of invited and sponsored visitors we have set aside an amount of €40.000. Spending this amount will be at the discretion of the special committee within the Gnome foundation that normally handles these matters.

We have included an item for legal and financial advise, which we expect to be covered by pro-bono advisors the Gnome foundation. This is mainly intended to get advise about monetary flows and tax issues, insurance issues and such.

### *Purchase*

We expect to spend a certain amount on merchandise, part of which will be sold, part of which will be handed out freely. At the very least, this also includes lanyards to hold the conference badges / programs (if we fore-go the conference bag). It also includes purchase of t-shirts (both normal sized as well as so-called 'girly'-sized).

Part of this cost is expected to be compensated by sale of t-shirts and other items. This item does not include any goodies sponsors might decide to add to the mix, as we expect such cases to be budget-neutral affairs.

### *Promotion*

We may wish to promote the event with posters and/or flyers. Included in this amount is the cost to send posters and flyers to interested parties abroad.

A program booklet / folder is needed to communicate to participants the schedule of the conference. The exact form (booklet, folder that goes into lanyard and is combined with the access token) remains to be decided, but the estimated cost is considered fair either way.

A modest amount is reserved for setting up and maintaining a website with all visitor information such as details about the venue, accommodation and the schedule. If this is hosted on existing Gnome infrastructure there will be less cost than estimated. However, from our understanding past conferences have each set up their own sites.



This does not include the setting up of a paper-submission site. It has been expressed that there is a need to have such infra-structure set up such that it can be re-used by future conferences. We do feel that this would be good, but think it is outside of the scope of a single GUADEC organization, and therefore outside of the scope of this bid. We will happily assist such an effort, but emphasize that this is something that the Gnome community at large should be involved with.

We also have an optional item for a conference bag, to contain the program and sponsor documentation. With enough sponsoring we can provide this extra service. Without conference bag, we need to be creative about dispensing sponsor documentation to the participants. Possible options include a cheap paper folder with all the information. Possibly one of the sponsors will make USB sticks available which can contain the sponsor documentation (as was done at a previous GUADEC).

We feel the design of the various communications is important, both to give the sponsors a feel of professionalism and worth-for-their-money as well as to please the aesthetically-minded participant. As such, we have set aside an amount for design. A lot might and can be done by volunteers, however some things (such as preparing print-work) are better left to professionals. This item includes design both targeted at the web as well as in print.

Under sponsor promotion an amount is reserved for matters such as banners with all sponsor logo's to be placed at strategic locations, sponsor documentation, etcetera.

### *Contingencies*

We have reserved 4% of the total spending (excluding the amount reserved for the Gnome foundation) for contingencies. If no contingency expenses occur, this amount flows into the amount reserved for the Gnome foundation.



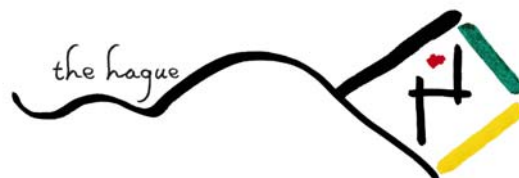
## GUADEC in The Hague

### 10. Services: City of The Hague and The Hague Convention Bureau

With regards to the support that the city of The Hague and The Hague Convention Bureau (part of The Hague Convention & Visitors Bureau) can deliver you, we are proud to inform you of the following:

- It is customary for the municipality of The Hague to offer a reception in the city hall. Either the mayor or the responsible alderman could be requested to welcome your delegates to The Hague. It goes without saying that The Hague Convention Bureau can assist in preparing such request.
- The Hague Convention Bureau was established by the municipality many years ago to facilitate organisers of conferences. We will be happy to provide you with any support, advice and information you may need concerning conference organisation in our city. Whether this means information on venues, hotels & restaurants, culture & tourist attractions or advice on organisations rendering services to the conference business such as outside catering companies, hostesses, transportation and translation services.
- The Hague Convention Bureau can offer GNOME an amount of €10 per night for every foreign delegate that will visit the conference.
- Furthermore we will be honoured to organise a site inspection trip to enable you to make a well-informed decision on the destination for GUADEC11.
- The Hague Convention Bureau can also provide you with films, photo materials, moving pictures and text to prepare the various announcements, an attractive program and the conference website.

The Hague Convention Bureau would like to inspire you!



den Haag [denhaag.com](http://denhaag.com)  
**den Haag marketing**

## **GUADEC in The Hague**

### **11. Pre-financing and guarantee fund**

Organizing an international conference in The Netherlands entails very few risks. The majority of the conferences held in The Netherlands conclude with a modest positive balance. The reason lies in the fact that The Netherlands has a sound conference structure with regard to accommodation and services provided. At the same time, the Dutch conference industry is highly experienced in supervising and organizing these types of events.

Initiating and organizing an international conference is like starting up a new enterprise, knowing beforehand that its life span is limited. Such an enterprise usually requires starting capital to pay the initial costs. Insurance to cover possible risks due to reduced attendance may also be needed.

**The Pre-Financing and Guarantee Fund (VGF) offers two facilities:**

- 1) Loans to finance the initial costs of an international conference
- 2) Coverage of possible financial risks due to reduced attendance

These facilities may be used both separately and in combination.

The Pre-financing and Guarantee Fund (VGF) was set up by the Netherlands Board of Tourism & Conventions (NBTC) and the Dutch Convention Industry Association CLC, in co-operation with the Ministry of Economic Affairs.

For more information, please visit the website of the NBTC:

<http://www.holland.com/meetings/en/congressorganisers/assistance/prefinancing/>



## GUADEC in The Hague

### 12. The Hague, a logical choice for GUADEC11

We are convinced that The Hague's concentration of relevant expertise, in combination with its professional facilities and the hospitality of the Haagse Hogeschool, make our national seat of government an ideal location for memorable and successful GUADEC Conference.

The following considerations have been taken into account in presenting The Hague as the destination for your meeting:

- Excellent congress venues as well as variety of additional services;
- Central location within Europe and easily accessible from two airports;
- Excellent accesses by rail, road and air from both Rotterdam and Amsterdam;
- Ample guest rooms in all hotel classifications and suites for overnight staying of your guests;
- The Hague is known as the legal capital and 4<sup>th</sup> UN city of the world;
- The presence of the Peace Palace, ICJ, ICC, ICTY, OPCW, NATO Headquarters, all embassies and many other international organisations;
- The Hague has been put on the map as an ICT-city and hosted many conferences around this subject;
- The Hague being situated at the North Sea coast and with its seaside resorts;
- Character of The Hague, as a royal, historic and culturally well-endowed city with world class museums and other cultural attractions.

In any case, if there are questions after reading this document do contact Koen Martens either by email at [kmartens@sonologic.nl](mailto:kmartens@sonologic.nl), or by phone on +31-6-24707813.



# Appendix

## Preliminary overview financial planning GUADEC11



## GUADEC'10 budget

Version: 0,6  
Status: Released  
Currency: Euro

!!!ALL AMOUNTS INCLUDING TAX!!!

<b>Result</b>	0
<hr/>	
<b>Income</b>	146.500
<hr/>	
- National government (EC, OCW, NOiV)	25.000
- Municipality of The Hague	15.000
- Province of South-Holland	5.000
- Local companies	25.000
- International companies	64.000
- Merchandise	5.000
- Registration fees	7.500
<b>Expense</b>	146.500
<hr/>	
<b>Venue</b>	46.000
<hr/>	
- Location rental	40.000
- Catering	4.000
- Network	1.000
- Furniture	1.000
- A/V recording	0
<b>Operational</b>	65.448
<hr/>	
- Insurance fees	500
- Employment	23.948
- Volunteer support	1.000
- Travel	40.000
- Legal/financial advise	0
<b>Purchase</b>	7.000
<hr/>	
- Merchandise	7.000
<b>Promotion</b>	3.900
<hr/>	
- Flyers / posters	400
- Program booklet	500
- Website	500
- Conference bag	0
- Design	1.500
- Sponsor promotion	1.000
<b>Gnome foundation</b>	19.259
<hr/>	
<b>Contingencies</b>	4.894
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