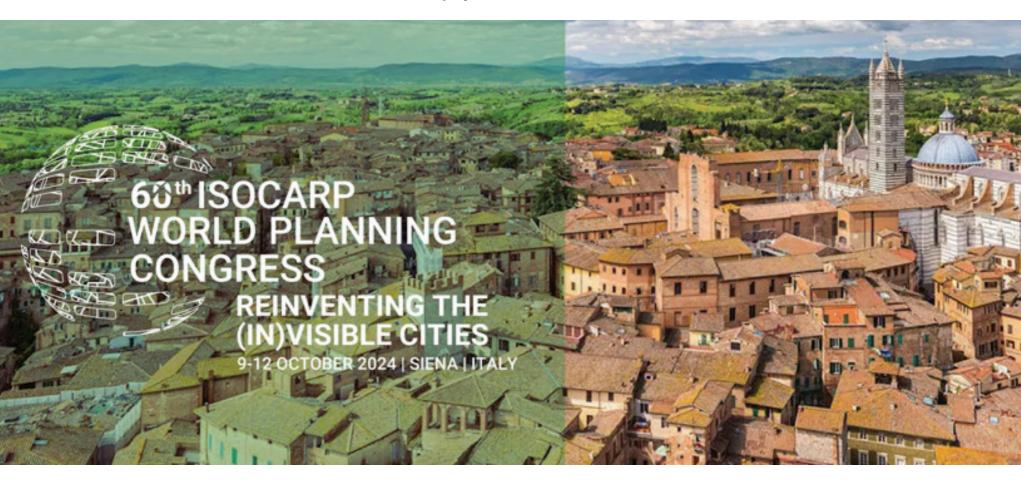
60th ISOCARP World Planning Congress "Reinventing The (In)visible Cities"

Siena, Italy | 8-12 October 2024





HOSTED BY:









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Welcome An invitation to Siena

60th ISOCARP World Planning Congress "Reinventing The (In)visible Cities"

The 60th ISOCARP World Planning Congress – Reinventing the (In)Visible Cities, will be held in the historic Italian city of Siena, from the 8th to 12th October 2024. This will be the highlight event of this special year and part of ISOCARP's **60**th **World Planning Congress Diamond Anniversary Series**, celebrating six decades of congresses.

Siena, with its rich tapestry of history, commitment to innovation, and dedication to heritage preservation, serves as a living embodiment of the congress theme. As the place where **Italo Calvino** spent his last day sand a shining example of good governance depicted in Lorenzetti's frescoes, Siena offers an unparalleled setting for exploring the intersection of tradition and progress.

Its **UNESCO-listed center**, anchored by the iconic **Piazza del Campo**, provides a scenic canvas for envisioning the cities of tomorrow, while the treasures housed within the **Duomo** showcase the city's enduring excellence. Siena's pioneering spirit is evident in its historic contributions to walkability and banking, showcasing a legacy of urban innovation that continues to shape its identity.

As a vital stop along the historic **Via Francigena** pilgrimage route and home to the vibrant Palio horse race, Siena exemplifies the power of connection and tradition.



Symbolizing transformation, the **Santa Maria della Scala** reflects ISOCARP's mission to bridge past and future, providing a fitting venue for discussions on urban resilience and innovation.

Under the banner of "Reinventing the (In)Visible Cities: From Heritage to Innovation, Forging Pathways to Resilience", the congress held within Siena's historic walls seeks to chart a course towards sustainable urban development. Inspired by Calvino's visionary work in "Invisible Cities," delegates are encouraged to imagine the unseen and strive for urban utopia.

By reimagining city planning and design to accommodate innovation in all fields, we honor Siena's unique historical significance and focus on topics such as urban regeneration, leveraging cultural heritage for sustainable development, and combating climate change. As we gather within Siena's timeless embrace, we embark on a journey to revitalize our cities, dismantle systemic inequalities, and create a sustainable urban legacy for generations to come.

Through collective vision and shared commitment, we embrace the challenge of reinventing our cities to meet the needs of the present while preserving the essence of our past.

Why did we choose Siena for planners?

Siena is the city of

- → Italo Calvino's masterpiece, "Invisible cities", celebrated on the 100th anniversary of his birth
- → The home of the 1339 Allegory of Good and Bad Government fresco, depicting urban-rural relations of governance
- The first city to pedestrianize its city center
- The region of city utopia during Quattrocento
- → A UNESCO World Heritage Property, authentic and rare example of a medieval historic town
- → A city of innovation hosting the world's oldest Bank (Monte dei Paschi)
- A connected city through the historical "via Francigena"
- → The Palio city based on traditions and vigorous 17 contradas (neighborhoods)
- → The city of Harmony: Il Campo square historically unified the 9 main families of the city
- → The City of arts: architecture, music (Siena Jazz Academia), frescos, painting, photography, festivals... and so much more.

Congress Team



Eric HUYBRECHTSCongress Director



Pietro ELISEI President



Ali ALRAOUF
Deputy Congress Director
Awards and publications



Wafa AL-DAILY
Deputy Congress Director
WPC60 Siena-NCC liaison



Aleksandra STUPAR General rapporteur



Rajendra KUMAR General rapporteur



Rolf SCHUETT Board, Members liaison and YPP



Sabina REICHERT
Board and ExCom
Communication



Darinka GOLUBOVIC-MATIC

Board and ExCom

Treasurer

Local Organizing Committee



Iuri BRUNI
Host Representative
Comune di Siena



Mariapiera FORGIOE
Communication
Ananse



Veronika WOBBE Tourism Bureau Comune di Siena



Paolo BONARI
Head of Tourism Bureau
Comune di Siena



Fernando NARDI LOC Representative ISOCARP



Daniele VETTORATO LOC Representative ISOCARP



Daniela OCCHIONERO LOC Representative Finelife

CONGRESS THEME & TOPICS

"Reinventing The (In)visible Cities"

5 Congress Tracks

- 1 Cultural Heritage for Sustainable and Climate-Resilient Futures
- 2 Innovation, creativity, legacy: Cities of/for Tomorrow
- **3** Urban Memories and Inclusive Regeneration
- 4 Sustainable Urban Density
- 5 Circular Urbanity



8 Urban Conversations

- **1 Ethical AI in Urban Planning:** Navigating the Intersection of Technology and Values
- 2 Climate-Resilient Urban Planning: Strategies for a Sustainable Future
- 3 Preserving Our Past, Protecting Our Future: Strategies for Resilient Heritage Management
- 4 Navigating Urban Informality:
 Challenges and Solutions for Inclusive Development
- 5 Navigating the Urban Expanse: Strategies for Effective Metropolitan Governance
- 6 Building Sustainable Futures:
 Innovative Financial Models for Urban Development
- **7 Beyond Monuments:**Redefining Heritage Preservation for Modern Cities
- 8 Building Inclusive Cities: Smart Planning for All Communities

ISOCARP Awards

A special ISOCARP activity is the annual bestowal of prestigious distinctions, highlighting and celebrating planning achievements:

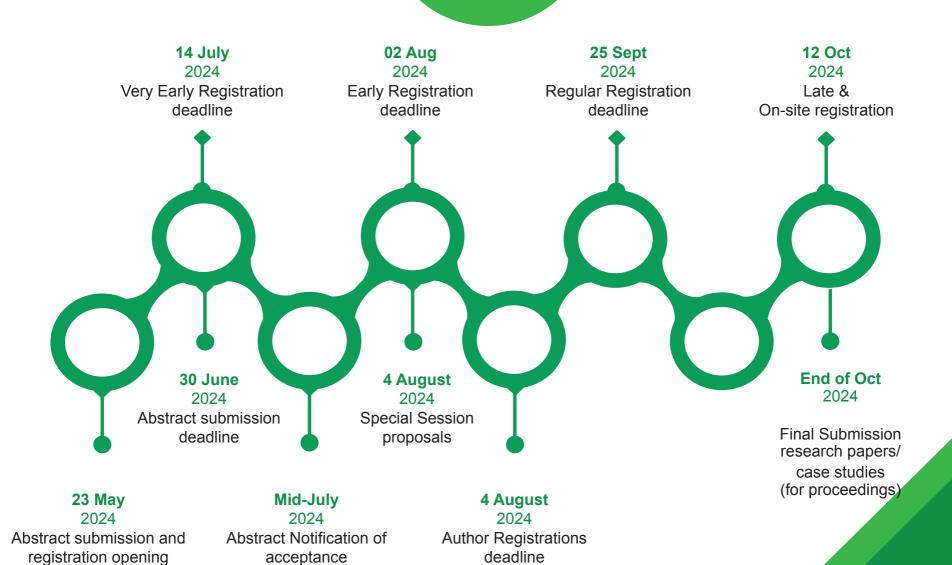
- → Award for Excellence (AfE), recognizing outstanding projects and influential professional endeavors;
- → Gerd Albers Award (GAA), celebrating inspiring publications such as books and essays;
- → Student Award (SA), designed to promote exceptional projects undertaken by students worldwide, the following activities will be incorporated

This year, within the World Planning Congress #60 in Siena, Italy, we are also celebrating our Diamond Anniversary with three new and exciting awards, bringing an unconventional mixed media approach to acknowledge planning everywhere:

- → Invisible City Interpretation Award
- → City Movies Award
- → Sketch your City Award



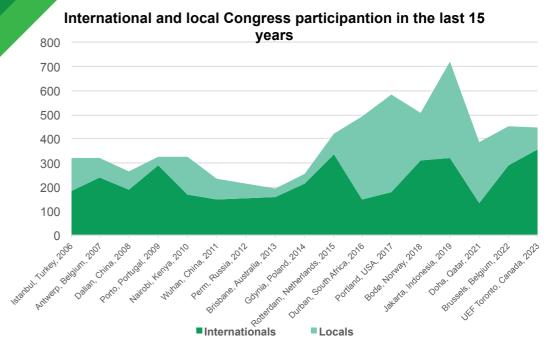
Key Dates

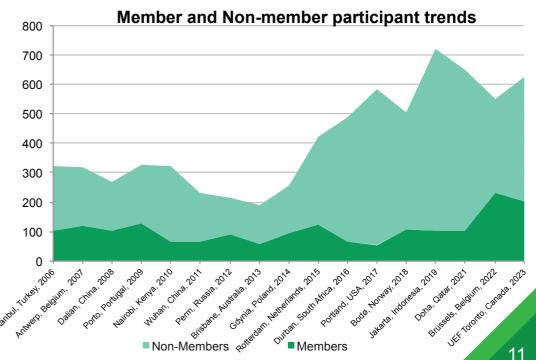


Proven track record and excellent growth

The nature of the delegates varies with every Congress, but at recent Congresses planning practitioners have made up about 35% of the total audience; academics, about 40%; public sector and planning administrations, about 10%; and representatives of planning associations and of industry, about 7% each.

It is this diversity of interests representing the breadth of the planning world, together with the broadest international participation, that makes the ISOCARP Congress such a distinctive and stimulating event.





A look back at WPC#58 in Brussels, 2022

Key Figures



552 ATTENDEES





457
ABSTRACTS
SUBMITTED



68 SESSIONS, DEBATES, SOCIAL EVENTS



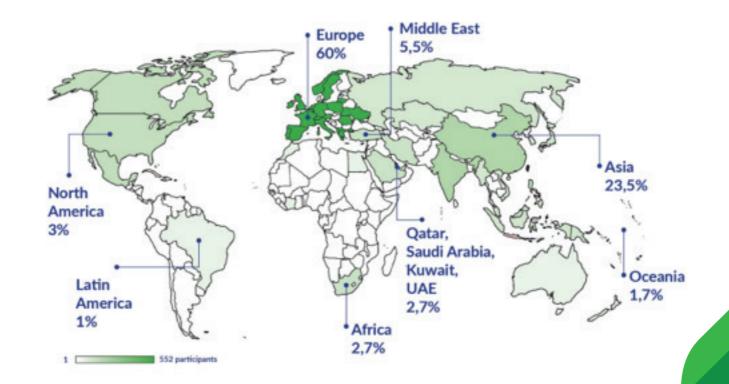
453 IN-PERSON



99 ONLINE



380 PRESENTATIONS GIVEN



Congress Program Overview1/2

| Precongress | 8 tracks | Online |
|-------------|----------|--------|
| | | |
| Day Before | Visit | Visit |

| Day 1 / October 9 | Siena | Location |
|-------------------|---|-------------|
| 9:00 am | Introduction in the Theater : Pietro's speech on 60 years of Isocarp's achievements | Theater |
| 9:30 am | Keynote 1 + questions | Theater |
| 10:30 am | Round table 1 | Theater |
| 11:30 am | Parallel sessions + 2 mini UPAT + Films | Santa Maria |
| 1:30 pm | Lunch | Santa Maria |
| 2:30 pm | Round table 2 | Santa Maria |
| 3:30 pm | Parallel sessions + 2 mini UPAT + Films | Santa Maria |
| 6:00 pm | Music band | Santa Maria |
| 7:00 pm | Awards | Theater |
| 8:00 pm | Cocktail in the courtyard of the Theater | Theater |

| Day2 / October 10 | Siena | Location |
|-------------------|---|-------------|
| 9:00 am | Keynote 2 + questions in the Theater | Theater |
| 10:00 am | Round table 3 in the Theater | Theater |
| 11:00 am | Parallel sessions + 2 mini UPAT + Films | Santa Maria |
| 1:00 pm | Lunch | Santa Maria |
| 2:00 pm | Round table 4 | Santa Maria |
| 3:00 pm | Parallel sessions + 2 mini UPAT + Films | Santa Maria |
| 6:00 pm | Music band | Santa Maria |
| 6:30 | General Assembly | Santa Maria |
| 8:00 pm | Concert in the Theater | Theater |

Congress Program Overview 2/2

| Day 3 / October 11 | Siena | Location |
|--------------------|--|-------------|
| 9:00 am | Keynote 3 + questions in the Theater | Theater |
| 10:00 am | Round table 5 in the Theater | Theater |
| 11:00 am | Parallel sessions + 2 mini UPAT + Films | Theater |
| 11:00 am | Permanent 2 mini UPAT, Films | Santa Maria |
| 1:00 pm | Lunch | Santa Maria |
| 2:00 pm | Round table 6 in the Theater | Santa Maria |
| 3:00 pm | Parallel sessions + 2 mini UPAT + Films | Santa Maria |
| 6:00 pm | Music band | Santa Maria |
| 7:00 pm | mini UPAT and YPP results, Change of Presidency: Pietro and Elisabeth's speaches Theater | |
| 8:00 pm | Gala dinner in Contrada | Theater |

| Day After | Visit | Visit |
|-----------|-------|-------|
| | | |

Program at a glance

| | | | | Tuesday 8 Oct. | Wednesday 9 Oct. | Thursday 10 Oct. | Friday 11 Oct. | Saturday 12 Oct. | |
|-----------|----------------|--------------------|--------------|----------------------|-----------------------------|--|--|----------------------------|--|
| | 8:00 | . | | | Registration | Registration | Registration | | |
| | 9:00 | | | | riogiotiation | riogiotration | riogiotration | | |
| | 9:30 | . | | | Plenary | Plenary | Plenary | | |
| DG | 10:00 | | | | 1 st Keynote | 2 nd Keynote 2 nd Round table | 3 rd Keynote 3 rd Round table | | |
| Morning | 10:30 | | | Board Meeting | 1st Round table | Debate (Q&A) | Debate (Q&A) | | |
| | 11:00 | | | | Coffee break | Coffee break | Coffee break | | |
| | 11:30 | | U | | Plenary | | | | |
| | 12:00 12:30 | န္ | Registration | | YPP | Parallel sessions | Circular Cities Event | S | |
| | 13:00 | | Reg | | Sponsors Keynote | | | E E | |
| | 13:30 | _ SS | | | | | | 0 2 | |
| | 14:00 | gree | | | Lunch | Lunch | Lunch | ress | |
| | 14:30 | Pre-Congress TOURS | | | | | Awards | Post-Congress TOURS | |
| | 15:00 | J.e | | | 1 | Parallel sessions | Awarus | st-C | |
| | 15:30 | _ | | Welcoming | | | State of profession | Po | |
| | 16:00 | | | Insttutional | | | | | |
| Afternoon | 16:30 | | | Speeches | Speecnes | Parallel sessions | | Introducing new Precidency | |
| terr | 17:00 | | | Technical Tours | | IFLA ISOCARP Event | | | |
| ¥ | 17:30 | | | Sessions Start | | | <u> </u> | | |
| | 18:00 | | | Urban Strekking | | II EXTIGORATION EVOID | | | |
| | 18:30 | . | | | | | | | |
| | 19:00 | | | | | Parallel sessions | | | |
| | 19:30 20:00 | - | | | | | | | |
| | | - | | Welcoming | Tours operator winery | | | | |
| ing | 20:30 | | | Aperitivo & Cultural | visits etc. | Social dinner in | | | |
| Evening | 21:00 | | | Event | Osteria degli Architelli | Contrada | Gala dinner | | |
| | 22:00 | | | | | | | | |

What's in it for you?

Six Good Reasons to consider exhibiting or sponsoring (or both!) at the 60th ISOCARP World Planning Congress in Siena, Italy

We have developed an extensive portfolio of opportunities for brands looking to secure more exposure and position themselves as leaders in the sector.

- Showcase your achievements and innovation in front of a global audience keen to know the latest developments.
- → Meet other companies and individuals that can help you or collaborate with.
- Maximize the visibility of your brand by linking it to a well-established event that attracts the key influencers in Urban Planning
- > Develop new sponsorships, investments and innovative projects by being at the forefront of our networking opportunities
- Learning about new ideas and trends in your industry
- Generate qualified leads for your sales team

Get ready for the defining event in Urban Planning and secure your sponsorship now!!

Contact our sponsorships and exhibition team at: siena-registrations2024@aimgroup.eu

Sponsorship Opportunities

| All amounts are quoted in Euro (€). All partnerships and exhibition spaces is offered on a first come, first served basis. | PLATINUM € 35 000 | GOLD € 15 000 | SILVER € 10 000 | BRONZE € 5 000 |
|--|---|------------------|--------------------|-------------------|
| Complimentary full Congress registrations | 10 | 5 | 3 | 1 |
| Exhibition space included | 12 sqm | 9 sqm | 6 sqm | 4 sqm |
| Complimentary exhibition passes | 4 | 2 | 1 | 1 |
| Authorization to use the WPC2024 congress logo | | \checkmark | \checkmark | \checkmark |
| Logo on all official printed promotion materials | \checkmark | \checkmark | \checkmark | \checkmark |
| Recognition on the sponsor banner and at the opening and closing sessions | $\overline{\checkmark}$ | \checkmark | \checkmark | \checkmark |
| Sponsor logo & profile with link to your website on the Congress website. Positioning according to the Sponsorship level. | 300 words | 250 words | 200 words | 150 words |
| Your logo in the Congress pocket programme | | \checkmark | \checkmark | \checkmark |
| Company leaflets/flyers in Congress bags | | \checkmark | \checkmark | \checkmark |
| Advertising in the Congress digital Handbook (Front and back covers on first come first served basis) | Inside front or outside back cover + additional full-page | Full-page | Half-page | - |
| Recognition on all Congress social media channels | \checkmark | \checkmark | \checkmark | - |
| Company logo in congress app | | \checkmark | \checkmark | \checkmark |

Marketing Opportunities

- → Brand awareness and recognition logo and advertisement placement
- → Engage with your audience during the Congress and online
- → Enhance credibility highlight your company's expertise to a focused audience
- Generate new sales and partnerships with registrants, vendors and speakers
- → Put your brand in front of thousands of the most influential leaders of the business
- Promote your products, services and research to international buyers
- → Network with like-minded industry members and academic delegates
- Establish international strategic partners
- → Access to knowledge find out about new research being undertaken



LOOKING FOR A CUSTOM SOLUTION?

If you would like to explore additional opportunities to sponsor with the WPC2024, we would be happy to hear your ideas and develop a tailor-made solution.

Contact our sponsorships and exhibition team at: siena-registrations2024@aimgroup.eu

Summary of Opportunities

| ITEM | PRICE € (Euro excl. VAT) |
|---|-----------------------------|
| CONGRESS APP SPONSOR PACKAGE | € 9.000 |
| PUSH NOTIFICATIONS | € 1.000/push |
| PRINTED POCKET PROGRAMME OUTSIDE BACK COVER | € 5.000 |
| LANYARDS | € 5.000 |
| BRANDED DIRECTIONAL SIGNAGE | € 4.000 |
| WIFI CONNECTION | € 4.000 |
| CONGRESS BAGS | € 4.000 |
| PARTICIPANT BAG INSERT | € 1.500 |
| EXHIBITION OPPORTUNITIES | € 500/ sqm |

Participant Experience Sponsorship

The Congress mobile app is available to every registered participant. The Congress mobile app is the primary digital communication portal and is used before and during the Congress. It displays the programme and allows participants to select and navigate the sessions. Be the first name that Summit participants see when they use the **WPC2024** Congress mobile app. This indispensable tool is guaranteed to be checked several times a day during the congress as it allows participants to access full and up-to-date information about the event. Your logo, along with congress branding, will be on participant smartphones, providing thousands of opportunities for engagement throughout the event.

| PUSH NOTIFICATIONS € 1.000/push | PUSH NOTIFICATIONS News messages can also be sent as push notifications. When users have the mobile app installed or their browser open, they will receive a notification on their phone or computer. The price is relater to 1push notification. Maximum 3 notifications per company. |
|--|---|
| CONGRESS APP SPONSOR PACKAGE € 9.000 | SPONSOR TILE ON SELECTION SCREEN AND LANDING PAGE Dedicated tile to the selection screen and/or the landing page of the event, linking to a page on your website, or to a page in the app. Product demos Share informative content about your products and services to educate and convince potential buyers. Your Investment Includes: Your are recognized as 'Exclusive Sponsor' of this activity Your company's name will be prominently featured on the structure and banners of the Area Our trained staff will proudly wear sponsor-branded clothing, ensuring a cohesive and highly visible branding presence throughout the event. |

To boost your company's brand exposure

PRINTED POCKET PROGRAMME

Outside Back Cover

€ 5.000



PRINTED POCKET PROGRAMME

The pocket programme is a useful pocket-sized guide including tracks to follow particular areas of interest throughout the programme. It includes a meeting overview, general congress information and the highlights of the scientific programme. The pocket programme is distributed to all delegates with their registration materials. All participants receive a comprehensive Congress Handbook with their participant bag

LANYARDS Production included

€ 5.000



A HIGHLY VISIBLE OPPORTUNITY TO PROMOTE YOUR BRAND!

Every attendee receives a lanyard with his/her badge. Since badges must be worn at all times while in the convention centre, the lanyards offer a wide visibility to the sponsoring company. Material: Recycled Polyethylene Terephthalate (PET) Quantity: 700 pieces

Sponsor will be listed as "Sustainable Event Partner"

The company logo is printed on the lanyard along with the WPC2024 Congress logo.

Sponsorship on exclusive basis (Only one company)

To boost your company's brand exposure

| DIR | EC1 | ΓΙΟΙ | IAN | |
|-----|-----|------|-----|---|
| SIG | NP | OST | INC | 3 |

€ 4.000



There will be directional Congress signage around the venue and the opportunity to support this service and have the company logo on all Congress directional signs.

Digital screens and banners will be available. Sponsorship on exclusive basis (Only one company)

WI-FI

€ 4.000



Being connected is a constant need in today's world. With this sponsorship option you will be putting your brand front and centre at the WPC2024 congress. Your logo will be visible every time participants connect their mobile device to the venue Wi-Fi, ensuring constant visibility with delegates.

- Your logo featured on the welcome screen of participants' mobile devices each time they connect to the venue Wi-Fi
- Brand the Wi-Fi log-in/landing page and literally place your company image or logo in each participant's hand
- A daily push notification to all participants via the Congress mobile app

To boost your company's brand exposure

| CONGRESS BAGS € 4.000 | Give your organization maximum exposure by including your logo on the participant bags handed out for the duration of the congress. As you are encouraged to provide a sustainable and reusable option, this branding opportunity will last well beyond the WPC2024. | | |
|---------------------------|--|--|--|
| | Sustainable Event Partner Recognition: Your organization will be recognized as the «Sustainable Event Partner» in all related marketing materials and collaterals. This designation highlights your commitment to eco-friendly practices. | | |
| | Your logo on the participant bag 100-word sponsor profile with link to your website on the Congress website Your logo in the Congress Handbook | | |
| | Please note Bags will be procured and branded by the Congress Organiser on sponsor's behalf. | | |
| PARTICIPANT BAG INSERT | Place a branded document, item of collateral, company literature or branded gift in each participant bag Congress Organiser will pack these into the participant bag | | |
| € 1.500 | Documents can be handed out in the 3.000 congress bags given to the attendees. 1 insert in the bags - exhibiting company 1.500 € 1 insert in the bags - not exhibiting company 2.000 € | | |

Exhibition Opportunities

As an integral part of the Congress, the exhibition of WPC2024 will be held at the congress venue.

This will be a great opportunity for exhibitors to display their new concepts, products and technologies. All coffee and refreshment breaks, lunches are held in the exhibition hall, giving exhibitors ample opportunities to connect with the attendees.

A good flow of delegates is guaranteed thanks to catering stations (for coffee breaks and lunches) being spread throughout the exhibition floor. Booth allocation is organized on a first-come, first-served basis.

BOOK YOUR BOOTH AS SOON AS POSSIBLE TO GET THE LOCATION YOU PREFER.

| RATES AND SIZES OF EXHIBITION SPACES (minimum stand size: 4 m²) | | Space Only |
|---|--------------|------------|
| | Price per m² | € 500 |

Your participation as a partner or exhibitor includes the following benefits:

- Listed as a partner or as an exhibitor including your company's logo and web link on the official website of the Congress.
- Listed as a partner or as an exhibitor including your company's logo and company profile in printed materials.
- Visibility on roll up banners dedicated to partners.
- ? Expression of thanks at the Opening and Closing Ceremonies.
- Logos on slides during breaks in the lecture rooms. ?

General Conditions

- **1 Application Deadline:** Companies interested in sponsoring the Congress must submit their sponsorship applications no later than September 16, 2024. They should also specify the type of sponsorship they are interested in.
- 2 Committee Approval: All sponsorship requests will be reviewed and subject to approval by the Committees of the WPC2024
- **3** Acceptance Notification: The Organising Partner of the Congress will notify the companies about the acceptance or rejection of their sponsorship applications in writing. This notification will occur within two weeks from the date of the request.
- **4 Contract and Invoice:** Upon receiving acceptance, the organizer will provide the company with a contract to be signed. After the contract is signed, the organizer will issue an invoice for the sponsorship.
- **Payment Deadline:** Companies are required to make the payment according to the terms specified in the invoice. It's important to meet the payment deadline as failure to do so will result in the release of the reserved space, which will then be assigned to the next company on the sponsorship list. This process outlines the steps and deadlines for companies to secure sponsorship for the Congress. It's crucial for companies to adhere to the specified timelines and requirements to participate as sponsors in the event.

Cancellation Policy

All cancellations must be made in writing to the Organizing Secretariat AIM Group International.

Cancellation charges will apply as follows:

Up to 1 August, 2024 => 50% of contracted price

Up to 15 September, 2024 => 80% of contracted price

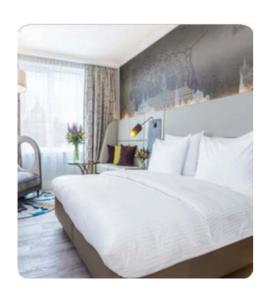
Between 16 September and the event date => 100% of contracted price



Where to stay in Siena

5* HOTEL GRAND HOTEL CONTINENTAL, 5*:

very central location, inside the ZTL (restricted traffic zone, not accessible without a permit), a few steps from Piazza del Campo. Equipped with a lounge bar, restaurant, wine bar, and meeting rooms. Average rate during that period for a double room with breakfast included is around €930/night.



4* HOTEL

HOTEL NH SIENA, 4*: central location, but just outside the ZTL (therefore accessible by car) and located in front of the main stop for intercity buses (e.g., buses from Florence stop here). There are several paid parking lots next to the hotel (some of these are free at night). We could try to obtain discounted rates in these parking lots, as we recently did for another conference. Equipped with an internal restaurant and meeting rooms. Average rate during that period for a classic double room with breakfast is around €200/ night.

HOTEL ATHENA, 4*: central location (near the Duomo area), but just outside the ZTL. Equipped with parking and a panoramic terrace where dinners and aperitifs are served. There is an internal restaurant and a meeting room. Average rate during that period for a classic double room with breakfast is around €250/night.

4* OUTSIDE THE CENTER

HOTEL GARDEN, 4*: outside the city center (requires taxi/car/public transport to reach Santa Maria della Scala). Equipped with parking and a garden with an outdoor pool (probably, however, the pool will be closed during that period). Equipped with an internal restaurant and meeting rooms. Average rate during that period for a classic double room with breakfast is around €190/night

HOTEL FOUR POINTS 4*: outside the center, in a suburban area, near the hospital. Equipped with parking, internal restaurant, and meeting room (as well as an outdoor pool, not usable during that season). Average rate during that period for a classic double room with breakfast is around €190/night.

4* OUTSIDE THE CITY, IN THE COUNTRYSIDE

HOTEL PRECISE 4*: about 12 km from the center of Siena, in the direction of the Crete Senesi (southeast). Recently opened hotel with modern design, but in a typical Tuscan rural setting. Equipped with a restaurant, meeting room, as well as a SPA and heated pool (usable even in autumn and winter). Own (or rental) car is needed to reach the city and the conference as there is no public transport service compatible with the conference schedule. Average rate during that period for a classic double room with breakfast is around €140/night.

Where to stay in Siena

3* HOTELS

HOTEL MINERVA, 3: central location but just outside the ZTL (accessible by car) and near a well-served bus stop. Easily reachable from the station (about 15 minutes on foot), from the intercity bus stop, and from the conference venue. Equipped with a paid secure parking lot, bar, and breakfast room (but NO restaurant), meeting room, and panoramic garden. Average rate during that period for a classic double room with breakfast is around €140/night.

HOTEL CHIUSARELLI, 3*: in front of the Basilica of San Domenico and near the NH; central location, but just outside the ZTL (therefore accessible by car) and located near the main stop for intercity buses (e.g., buses from Florence stop here). They have a small free parking lot and a paid garage (there are also several paid parking lots near the hotel). Equipped with a restaurant and terrace. Average rate during that period for a classic double room with breakfast is around €190/night.

3* OUTSIDE THE CENTER

BEST WESTERN HOTEL S. MARCO, 3*: outside the city center (requires taxi/car/public transport to reach Santa Maria della Scala). Equipped with parking and a bar (NO restaurant, but it is close to a restaurant) and meeting room. Average rate during that period for a classic double room with breakfast is around €110/night.

HOTEL LA COLONNA, 3*: outside the city center (requires taxi/car/public transport to reach Santa Maria della Scala). Equipped with parking, meeting room, and pool. Note that the rooms on the road side face a busy road (the rooms on the back face the garden and countryside). Average rate during that period for a double room with breakfast is around €110/night.



Travel to Siena

The city of Siena is easily accessible by all means of transport: perhaps because of this, it attracts tourists from all over the world. In particular, travelling by train offers a convenient way to reach the city centre and represents an excellent compromise between practicality and value for money.

Alternatively, you can reach Siena either by car or by bus, relying on the numerous arterial roads that lead here.

→ How to get to Siena by plane

There is no airport in Siena, so if you are travelling by plane you will have to land at a nearby airport: the airport of **Florence-Peretola** is by far the closest one, situated 55 km from the centre of Siena. Further away you can find the airport of **Pisa**, which is about 160km away and the airport of **Bologna**.

If you are flying from another country, the nearest airport for international flights will be **Rome**. Most airlines offer low-cost flights to all these airports.

To get to **Siena from Palermo**, you will need to take a flight to Pisa or Florence. Numerous buses leave from both airports for Siena. From Rome airport, numerous bus transfers are offered to take you to your destination.

→ How to get to Siena by train

Getting to Siena by train is a very popular and sustainable choice. Siena's railway station is about a 20-minute walk from the city centre.

From Florence: there are plenty of regional trains that take less than two hours to reach Siena at a maximum cost of 10 euros, which is why this solution can be perfect for a trip out of town.

From Rome: regional, Intercity and Frecce trains provide a wide choice to build your journey. To get to Siena, there are two possibilities: the first involves passing through Florence and, once at the station of Santa Maria Novella, taking the regional train to Siena; the second allows a stopover in Chiusi/Chianciano, without necessarily passing through Florence.

From Milan: numerous trains depart from the capital of Lombardy to Siena, with a journey time of less than five hours. The fastest solution is a combination of Frecciarossa and regional trains: by changing in Florence, you can conveniently reach the city centre.

Terms and Conditions

Completion of the Booking Form by the Sponsor/Exhibitor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form, the Congress Organiser will send the Sponsor a contract with addenda and invoice.

CONTRACTING

The contract with addenda outlining all sponsorship/exhibition/advertising rights and responsibilities must be signed and returned by the Sponsor, along with proof of payment for the full amount owed, to the Congress Organiser to confirm the booking.

TERMS OF PAYMENT

Payment is due within 15 days of receipt of the invoice. Should payment not be received within 15 days, 60th ISOCARP World Planning Congress will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 15 September 2024 will be subject to immediate settlement.

CANCELLATION/MODIFICATION POLICY

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to the Congress Organiser.

The 60th ISOCARP World Planning Congress shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 30 August 2024 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 31st August and 14 September 2024 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 15 September 2024









Reservation Form

| Invoice address | | |
|---|---|---------------------------|
| Country | Postal/ZIP Code | |
| Phone | Email | |
| VAT Number | | |
| Contact person | | |
| Name | | |
| First Name | | |
| Partnership in the 60th In the Please make a choice of the exhibition | SOCARP World Planning Congres Exhibition booth | , |
| | nd number | milinum 4 m (naked space) |
| 2 nd Choice of Sta | nd number | |
| ITEM | PRICE € (Euro exc | I. VAT) |
| CONGRESS APP SPONSOR PACKAGE | € 9.000 | |
| PUSH NOTIFICATIONS | € 1.000/push | |
| PRINTED POCKET PROGRAMME OUTSIDE BACK COVER | € 5.000 | |
| LANYARDS | € 5.000 | |
| BRANDED DIRECTIONAL SIGNAGE | € 4.000 | |
| WIFI CONNECTION | € 4.000 | |
| CONGRESS BAGS | € 4.000 | |
| PARTICIPANT BAG INSERT | € 1.500 | |
| EXHIBITION OPPORTUNITIES | € 500/ sqm | |
| Undersigned hereby requests the above mer of services and items of the chosen package fact that the above "options" will be allocated | e (see information brochure pages 20 to 24 | |
| Date: | Name: | |
| Signature: | | |

Please return this completed reservation form to



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