



URISA CARIBBEAN CHAPTER

SPONSORSHIP PROPOSAL

For the Urban and Regional Information
Systems (URISA) Caribbean Chapter
Regional GIS Workshop

February 12-14, 2014

201(

An ICA endorsed event

Sponsorship Proposal for the URISA Caribbean Regional GIS Workshop,

Title of Event:	Urban and Regional Information Systems (URISA) Caribbean Regional GIS Workshop On Open Source Technologies and Web Mapping
Geographical Scope:	Caribbean Region
Cooperating Agency/Supporting Organization:	URISA Caribbean Chapter, URISA International International Cartographic Association (ICA) Ministry of Public Housing, Environment, Spatial Development and Infrastructure (Sint Maarten)
Duration of the Event:	February 12-14, 2014
Venue of the Event:	Sonesta Maho Beach Resort, Sint Maarten
Event Coordinator:	Valrie Grant c/o GeoTechVision Enterprises Ltd. 237 Old Hope Road, Kingston 6, Jamaica 876-970-5686 / 592-227-0433
Cost of Event:	US\$ 33,000.00

SUMMARY

This proposal promotes an event aimed at building capacity of Geographic Information Systems (GIS) professionals in the Caribbean and addressing key issues affecting the development of the GIS industry in the region. The proposal also outlines the long lasting benefits of sponsoring this activity which will extend well beyond the close of the event.

The event is being organized by the Urban and Regional Information Systems Association (URISA) Caribbean Chapter and is endorsed by, URISA International, USA and the International Cartographic Association (ICA). The workshop is being hosted with the support of the Government of St. Maarten where the event will be held.

BACKGROUND

The Urban and Regional Information Systems Association (URISA) is an organization of professionals using Geographic Information Systems (GIS) and other information technologies to solve challenges in state/provincial, regional and local government agencies and departments. URISA promotes the effective and ethical use of spatial information and information technologies for the understanding and management of urban and regional systems. URISA has more than two dozen chapters, one of which is in the Caribbean.

The Caribbean URISA Chapter, founded in August 2007, is a non-profit organization that brings together geospatial professionals in the public and private sectors and academia from across the region to share real experiences in implementing Geoinformatics/GIS technology in organizations, to present their work, get constructive criticism, and discuss concepts and ideas of how Geographical Information Systems (GIS) can make meaningful contribution to development and growth of national economies and the Caribbean. The chapter has to date initiated a number of initiatives across the region namely the development of a Metadata profile for the Caribbean; a Caribbean Health Atlas; hosting of metadata workshops; preparation of a quarterly newsletter; supporting GIS Day and other events in the region and more recently, the staging of the first regional High Level Meeting on Geospatial Information Management.

OBJECTIVES

Among the objectives of the chapter are; providing a wealth of professional services for its members, and assisting in the development of innovative professionals prepared for the future of GIS. Consistent with these objectives, the chapter will be staging a regional GIS workshop on open source technology and web mapping. The Caribbean Regional GIS Workshop is a URISA and ICA endorsed event to be held on the 12th through 14th of February 2014 at the Sonesta Maho Beach Resort Venue in Sint Maarten. The event aims to:

1. Provide Informative application-driven workshops and sessions geared towards increasing the knowledge of GIS professionals and related disciplines in the area of effective internet mapping technologies and helping GIS managers realize the business benefits of GIS.
2. Function as the medium that continues to facilitate the growth/ development regional GIS network of professionals.
3. Provide a forum to explore, debate and address key issues affecting the growth and development of the regional geospatial industry (such as the creation of a regional geodetic reference frame).

a. ACTIVITIES

The workshop will provide a stimulating professional geospatial environment with a rich technical package. There will be 4 major events, namely:

1. Workshop Opening Ceremony
2. High Level SDI Forum and Vendors Meeting – Second Staging
3. URISA Workshop
4. International Cartographic Association (ICA) Workshop

(See Appendix 1 for Workshop Agenda)

The following is a background to each activity listed 6

1. WORKSHOP OPENING CEREMONY - On Wednesday, February 12, the opening ceremony will feature the contribution of ministerial representatives of the Sint Maarten government. The opening ceremony signals the importance of the event to the government of St. Maarten as it embarks on the implementation of Enterprise GIS within government and also uses this forum to encourage private sector to use the technology to complement existing business processes. The Opening ceremony will also be a time when selected regional participants and workshop organizers will deliver greets and charge all to take remain focused in advancing geospatial related matters on behalf of the region.

2. HIGH LEVEL SDI FORUM – SECOND STAGING – On February 13, URISA Caribbean will host the second high level meeting on Geospatial Information Management following up on the first one held in November 14, 2012 in conjunction with the Land Information Council of Jamaica, at the 6th URISA Caribbean GIS Conference, Montego Bay Jamaica. This forum will continue the discussion and evaluate the progress and resolutions made towards the establishment of the Regional Spatial Data Infrastructure (RSDI) as well as develop action plans for key SDI issues affecting the region. Further details on the development of a Caribbean RSDI can be found in Appendix 6.

(See Appendix 2 for Agenda of Second Staging of High Level Meeting)

3. URISA WORKSHOP – Thursday, February 13, will also feature a workshop entitled GIS Return on Investment which will provide attendees with a session dedicated to assisting IT Directors

and Managers, GIS Managers, decision makers and operational personnel to determine the return on investment for GIS which aids in securing support and funding for a project/program. It will allow attendees to develop the metrics for comparing the costs associated with the implementation, operation and maintenance verses identifying and quantifying the benefits and to practice hands on exercises of these metric methods.

4. INTERNATIONAL CARTOGRAPHIC ASSOCIATION (ICA) WORKSHOP – On Friday, February 14, ICA will host a 1 day hands-on educational session on Modern Cartography through the application of “web mapping”, “open source” and “service-oriented mapping” technologies.

Both workshops will be conducted by representatives of URISA and ICA organizations who are experts in their field. **(See Appendix 3 for details on the workshops and Presenter Profiles).**

TARGET AUDIENCE

The activities outlined above will target key decision makers in the industry particularly, senior personnel of international and regional bodies with responsibility for the management of geospatial data and information; senior government officials; GIS Managers and Heads of GIS Departments; GIS, analysts, technicians and professionals in related fields; private sector companies; experts on geospatial related issues in academia; and members of the donor community. The target number of attendees is 150.

BENEFITS OF SPONSORING THE EVENT

The global GIS market is expected to grow at 9.2% from 2011-2015 to reach 10.6 billion and the use of the technology has been growing exponentially in the region. Sponsoring the URISA Caribbean Regional GIS **Workshop** presents an opportunity for key stakeholders within and outside of the industry to highlight their commitment and support to this dynamic and progressive sector. It offers your organization:

- marketing opportunities and regional exposure to promote your products and services throughout the duration of the event;
- connections to approximately 150 influential and engaged GIS professionals and key decision-makers from the region
- opportunities to broaden your customer base for your specific product or service

With the targeted attendees coming from a wide cross section of sectors and industries the sponsors have the outstanding opportunity to network and build relationships with those in the education, environment, energy, and utilities sectors.

Packages have been developed to maximize exposure and activities for all sponsors and can also be customized to suit your required benefits and budget. All packages include:

- promotional and branding opportunities;
- corporate networking; and
- marketing opportunities

SPONSORSHIP PACKAGES

Package	Corporate Networking & Client Entertaining	Publicity and Promotion	Special Opportunities
Principal Sponsor (\$5000)	Two complimentary registrations including all catering, all conference sessions and social functions	<p>Printed materials</p> <ul style="list-style-type: none"> Organization's logo in the Registration Brochure Organization's logo in the workshop programme, alongside a 70 word organizational profile Organization's logo on workshop signage/ banners displayed at the venue <p>Website and social media</p> <ul style="list-style-type: none"> Organization's logo in the sponsor scroll on the home page of the URISA Caribbean Chapter Workshop page Organizations' logo on the sponsors page of the URISA Caribbean Chapter website, alongside a 70 word organizational profile Logos displayed will be linked directly to your website <p>Marketing/Advertising (sponsor supplied) Handouts and brochures placed in all participant tote bags</p>	<ul style="list-style-type: none"> Speaking opportunity at the Opening Ceremony Organization's logo prominently displayed on participant tote bag
Major Sponsor (\$3000)	One complimentary registration including all catering, all conference sessions and social functions	<p>Printed materials</p> <ul style="list-style-type: none"> Organization's logo in the Registration Brochure Organization's logo in the workshop programme, alongside a 70 word 	Organization's logo prominently displayed on participant tote bag

Package	Corporate Networking & Client Entertaining	Publicity and Promotion	Special Opportunities
		<p>organizational profile</p> <ul style="list-style-type: none"> Organization's logo on workshop signage/ banners displayed at the venue <p>Website and social media</p> <ul style="list-style-type: none"> Organization's logo in the sponsor scroll on the home page of the URISA Caribbean Chapter Workshop page Organization's logo on the sponsors page of the URISA Caribbean Chapter website, alongside a 70 word organizational profile Logos displayed will be linked directly to your website <p>Marketing/Advertising (sponsor supplied) Handouts and brochures placed in all participant tote bags</p>	
<p>Supporting Sponsor (\$1500)</p>	<p>One complimentary ticket to the Cocktail Reception and Social Event</p>	<p>Printed materials</p> <ul style="list-style-type: none"> Organization's logo in the Registration Brochure Organization's logo on workshop signage/ banners displayed at the venue <p>Website and social media</p> <ul style="list-style-type: none"> Organization's logo on the sponsors page of the URISA Caribbean Chapter website, <p>Marketing/Advertising</p>	<p>Organization's logo prominently displayed on participant tote bag</p>

Package	Corporate Networking & Client Entertaining	Publicity and Promotion	Special Opportunities
		(sponsor supplied) Handouts and brochures placed in all participant tote bags	
Participating Sponsor (\$500)	One complimentary ticket to the Social Event	Printed materials <ul style="list-style-type: none"> Organization's logo in the Registration Brochure Website and social media <ul style="list-style-type: none"> Organization's logo on the sponsors page of the URISA Caribbean Chapter website, Marketing/Advertising (sponsor supplied) Handouts and brochures placed in all participant tote bags	

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Packages

Participant Sponsor (Contribution dependent on number of persons and airfare)

As participant sponsor, your organization will sponsor the cost of one or more participants attending the conference. This will include registration, accommodation and airfare for that participant. We will advertise a limited number of Participation Grant and ask participants to apply. The Sponsor will be a part to the selection process. The sponsor may request some means of feedback from that participant like a report on conference proceedings etc.

Lanyard Sponsor (\$500.00)

As Lanyard Sponsor, your organization's logo will appear on the delegate lanyard alongside the conference name and logo, as well as the logo of a Principal Sponsor.

Tote Bag Sponsor (\$2000.00)

Tote Bag Sponsor allows your organization's logo to be displayed on the environmentally friendly participant tote bags, alongside the conference information and the logo of a Principal Sponsor.

Social Event Sponsor (\$6000.00)

Participating as the Social Event Sponsor, your organization's logo will be displayed on signs located at all social events – Cocktail reception and Closing Social Event

Name Badge Sponsor (\$500)

As Name Badge Sponsor, your organization's logo will be displayed alongside the conference logo on all delegate's name badges.

Refreshment Sponsor (\$500.00)

Workshop attendees appreciate the morning coffee breaks and afternoon dessert breaks during the workshops. Sponsors will be acknowledged via signage and logos will be included in the on-site program recognizing your contribution.

Tote Bag Insert

With this package the sponsor can consider branding a USB or pen for insertion into each participant's tote bag.

Advertising Opportunities

- **Media Sponsorships** – Media outlets are welcome to sponsor with media opportunities for the Workshop.
- **Final Program** — The Final Workshop Program is referred to frequently — even after the event is over. A full-page black and white ad costs \$1,000; the half-page rate is \$500. The final program will be printed in two spot colors and ads will be printed in the darkest of those two colors and not necessarily black. Insertion orders and artwork due: **January 22, 2014.**

CONTACTS

For further information about this Proposal please contact the following:

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WORKSHOP COMMITTEE

Committee Chair: Valrie Grant

Program Committee Members:

Jamaica:

Cecille Blake
Nadine Brown
Simone Lloyd
Lydia Evans
Zoe Walker

Sint Maarten:

Louis Brown
Tatiana Arrindell
Donald Webster

Trinidad and Tobago:

Fidel Omar-Ali

APPENDICES

APPENDIX 1

Workshop Agenda

Wednesday: Opening Ceremony and Cocktail Reception

7:00-7:30 pm – Cocktail Reception

7:30 – 9:30pm – Opening Ceremony

Thursday

9:00 am -12:00pm – High Level Meeting

12:00 pm - 1:00 pm – Lunch

1:00 pm - 5:00pm – URISA Workshop

Friday

9:00 am – 12:00 pm – ICA Workshop Session 1

12:00 pm- 1:00 pm – Lunch

1:00 pm-5:00 pm – ICA Workshop Session 2

5:00pm – 5:30 pm - Closing Ceremony and Debriefing Session

After - Social Event

APPENDIX 2

High Level Meeting Agenda

8:30 a.m.	REGISTRATION
	<i>OPENING CEREMONY</i>
9:00 a.m.	Chairperson's Welcome
9:05 a.m.	Opening Remarks
9:10 am	Ministerial Addresses
9:30 a.m.	Closing Remarks
9:35 a.m.	Introduction of Participants and Presenters
	<i>WORKING SESSION</i>
9:40	Presentations
	<ul style="list-style-type: none">- Update on Resolutions and Recommendations from 1st High Level Meeting- Focus Areas for Preparation of Action Plans
10:00 a.m – 11:00 a.m.	Breakout Session – Groups required to create action plans for focus areas
11:05 a.m.	Group Reports
11:30 a.m.	Next Steps and Closing remarks

APPENDIX 3

Workshop Details and Presenter Profiles

International Cartographic Association



Association Cartographique Internationale

Président – President

Georg Gartner

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Secrétaire Général et Trésorier – Secretary-General and Treasurer

László Zentai

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Vice-présidents – Vice Presidents

Derek Clarke Afrique du Sud – South Africa

Menno-Jan Kraak Pays-Bas – Netherlands

Sukendra Martha Indonésie – Indonesia

Paulo Menezes Brésil – Brazil

Anne Ruas France – France

Timothy Trainor États-Unis – United States of America

Liu Yaolin Chine – China

Président-sortant – Past President

William Cartwright Australie – Australia

Website: <http://www.ICACI.org>

Budapest, 15 March 2013

Dear Organizers

Thank you for your letter seeking ICA endorsement of the URISA Caribbean Chapter's Regional Workshop on Open Source Technologies and Web Mapping which will be held in St. Maarten, 6-8 November 2013. We appreciate that the intention of the event is to build capacity among regional GIS professionals, specifically in the use of these new and emerging technologies.

This Workshop can continue the intensive work undertaken by GIScientists and researchers of the Caribbean area providing a good opportunity to establish an interdisciplinary environment, where cartography and GIScience is one of the key scientific area.

Considering the above the International Cartographic Association is very pleased to be able to endorse the URISA Caribbean Chapter's Regional Workshop on Open Source Technologies and Web Mapping.

Good luck with the event!

Yours sincerely

Dr László Zentai
ICA Secretary General & Treasurer
(on behalf of the ICA Executive Committee)



Workshops on “Modern Cartography”

"Web Mapping Technologies", "Open Source Technologies" and "Service-Oriented Mapping"

Main Areas

1. Acquiring and exchanging geospatial information via the Internet
2. Modelling geospatial information and cartographic models
3. Disseminating (geoinformation and) maps
4. Standardized communication (from IT to mapmakers)

Modules

The modules are prepared for a hands-on course, which will allow to “grasp” and exercise the contents. The used technical framework bases on a modification of OSGeo live-DVD with a broad selection of geospatial Open Source tools.

The planned time consumption per module is about 3 hours.

<i>Modules</i>	<i>Content</i>	<i>Structure</i>
HTML Basics (from scratch)	<ul style="list-style-type: none"> - HTML - CSS - simple Javascript - the principle of Content Management Systems 	<ul style="list-style-type: none"> - Introduction to theory, development and components of the WWW (slides, ~30min.) - Learning the code (hands-on) - Exercises (Text, Table, Graphics, CSS, Javascript)
Client-based Webmapping	<ul style="list-style-type: none"> - Client-based Maps in the Internet - Clickable Maps - Mouse-Over and simple interaction - Introduction to SVG - Maps in SVG 	<ul style="list-style-type: none"> - Introduction to theory, practicability and map examples on the web (slides, ~30min.) - Exercises (Clickable map, Mouse-Over Map, HTML Frames) - Learning the SVG code (hands-on) - Exercises to SVG (???)
Server-side Webmapping I	<ul style="list-style-type: none"> - Introduction to Server-side Mapping - Components of a Webmapping CMS - Understanding a “mapfile” - Cartographic symbols in mapserver 	<ul style="list-style-type: none"> - Introduction to theory of server side mapping and examples on the WWW (slides, ~30-45min.) - Learning the Map-File (hands-on) - Exercises (Embedding data, simple styles, projection)
Spatial Data Services I	<ul style="list-style-type: none"> - Understanding Service Oriented Architectures for mapping - Running a service - Introduction to the getCapabilities operation - Introduction to WMS - Introduction to WFS 	<ul style="list-style-type: none"> - Introduction to theory and the understanding of SOA (slides, ~30-45min.) - Learning the framework GeoServer (hands-on) - Exercises (establishing and using WMS- and WFS-services)
Spatial Data Infrastructures (SDI)	<ul style="list-style-type: none"> - Introduction to SDI - Components of SDI - Requirements of SDI - Understanding and using SDI in Open Source GIS 	<ul style="list-style-type: none"> - Introduction to theory and the understanding of SDI (slides, ~30-45min.) - Learning the framework GeoNetwork (“Metadata Services” - CSW) (hands-on) - an SDI geoportal (hands-on) - Exercises (establishing and using WMS- and WFS-services in Open Source GIS QGIS and gvSIG)



<i>Modules</i>	<i>Content</i>	<i>Structure</i>
Geospatial Databases (GeoDB)	<ul style="list-style-type: none"> - Introduction to geospatial databases - spatialMySQL, PostgreSQL and PostGIS, Spatialite, - Introduction to SQL - Administration of geoDB - Importing and exchanging geoinformation - Access with spatial data services 	<ul style="list-style-type: none"> - Introduction to theory and the understanding of geospatial databases (slides, ~30-45min.) - Exercising SQL - Learning Open Source DBs (hands-on) - Exercises (using GeoDB in Open Source GIS)



2013 URISA Certified Workshop

GIS Return on Investment

Determining the Return on Investment (ROI) for GIS can assist in securing support and funding for the project/program. Developing the metrics for comparing the costs associated with the implementation, operation and maintenance verses identifying and quantifying the benefits can be a daunting task. This workshop will present a method to accomplish this goal.

Lectures/Facilitated Discussion

- Types of Benefit Cost Studies
- What are we measuring?
- Costs
- Benefits
- Categorizing the results

Hands-on Exercises

- Identifying and documenting costs
- Identifying and measuring benefits
- Putting it together

Intended Audience: IT Directors/Managers, GIS Managers, decision makers and operational personnel responsible for quantifying return on investment.

PRESENTER PROFILES

George Gartner – Presenter – ICA Workshop Modern Cartography

Georg Gartner is a Full Professor for Cartography at the Vienna University of Technology. He holds graduate qualifications in Geography and Cartography from the University of Vienna and received his Ph.D. and his Habilitation from the Vienna University of Technology. He was awarded a Fulbright grant to the University of Nebraska at Omaha in 1997 and a research visiting fellowship to the Royal Melbourne Institute of Technology in 2000, to South China Normal University in 2006 and to the University of Nottingham in 2009. He is Dean for Academic Affairs for Geodesy and Geo-information at Vienna University of Technology. He is responsible organizer of the International Symposia on Location Based Services & TeleCartography and Editor of the Book Series “Lecture Notes on Geo-information and Cartography” by Springer and Editor of the Journal on LBS by Taylor & Francis. He serves as President of the International Cartographic Association.

Greg Babinski – Presenter URISA Workshop GIS Return on Investment

Greg Babinski is currently the Finance & Marketing Manager at the King County GIS Center in Seattle. He holds both a bachelor's and masters degree in Geography from Wayne State University in Detroit, Michigan and has worked as the finance and marketing manager for the King County GIS Center in Washington State for the past 15 years. The King County GIS Center is set up as an internal service fund within the county. He is responsible for spearheading the study to conduct an analysis of the long-term cost benefit of an enterprise GIS in King County from 1992 until 2010. It revealed that during that 18-year period, King County accrued net benefits of between \$776 million and \$1.7 billion, with costs totaling \$200 million. Greg is also a long-time associate of the Urban and Regional Information Systems Association (URISA), where he has served in various national leadership positions, including secretary; treasurer; and, most recently, president. Babinski recently announced the GIS Management Institute (GMI), a new initiative by URISA which will develop resources and services that focus on promoting the advancement of professional best practices and standards for the management of GIS operations.

Valrie Grant – Co-presenter URISA Workshop GIS Return on Investment

Valrie Grant is the founder and Managing Director of GeoTechVision Enterprises Ltd. She earned a Bachelor's Degree in Geology from the University of West Indies and a Master of Science Degree in GIS and Environment from The Manchester Metropolitan University. She have also had significant supplementary training in GIS, disaster management and environment which have all contributed to her expertise in Geospatial Technology solutions implementation.

Valrie has over 13 years' experience as a geospatial analyst, government employee and Spatial Technologies consultant for a wide range of public and private organizations in the Caribbean. Valrie has worked in several territories across the region including Barbados, Bahamas, Belize, Grenada, Guyana, Jamaica, Trinidad, St. Maarten, St. Lucia St. Vincent & The Grenadines, Suriname and USVI.

She is the president of the Caribbean URISA Chapter. She serves on the GIS Management Institute (GMI) Committee and also volunteers on several other Committees and maintains several certifications, affiliations and memberships including URISA, GSDI, Land Information Council of Jamaica (LICJ), Jamaica Geological Society and Jamaica GIS Society (JAMGISS).