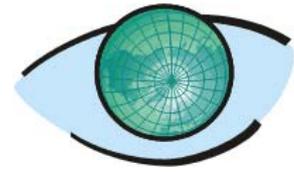




## 6th conference of the Croatian Cartographic Society “Cartography and Geoinformation”



## 2nd NSDI & INSPIRE Day



# CALL FOR COLLABORATION

## Introduction

The 6<sup>th</sup> conference of the Croatian Cartographic Society, “**Cartography and Geoinformation**” and the 2<sup>nd</sup> **Croatian NSDI and INSPIRE Day** are going to be held in Opatija from November 25 to 27, 2010 under auspices of the Committee of the National Spatial Data Infrastructure of the Government of the Republic of Croatia and the Croatian Academy of Engineering and organised by the Croatian Cartographic Society and the State Geodetic Administration.

Considering last year’s success in Varaždin, the two conferences are being organised in conjunction again. The established and publicly known scientific conference of the Croatian Cartographic Society which has been held five times (in 2004, 2005, 2006, 2007 and 2009) was joined by a new event, the **Croatian NSDI and INSPIRE Day**. The synergy of two conferences provided unique insight into spatial information, their collecting, analysing, production of spatial bases – maps and their distribution from a completely new perspective of spatial data infrastructure which is soon going to make radical changes in the understanding of character, importance and ways of using spatial information.

In the last 10 years, Croatian cartography has blossomed as a consequence of mega projects such as production of a new official topographic map at the scale 1:25 000 valuable almost 300 million kuna, or the production of the official orthophoto map at the scale 1:5000 valuable more than 50 million kuna. These projects demonstrate the need and willingness of state and economy subjects for investing into accurate, reliable and updated spatial bases, which made it necessary to concentrate and put together knowledge required for defining models, standards and production processes, i.e. develop economy subjects who executed those operations. The trend is being continued in Croatia and the rest of the region, which makes it very probable for Croatia to continue developing and seizing new markets.

Based on concepts of global spatial data infrastructure, the European Spatial Data Infrastructure (ESDI) determined by the INSPIRE directive of EU, the Republic of Croatia defined the Croatian Spatial Data Infrastructure (NSDI) by the Law About State Survey and Real Estate Cadastre. Namely, ESDI and NSDI are a frame for establishing a system for transferring and using spatial data which should increase the extent of their use and enable the establishment of a geo-enabled society, which is going to base its rapid development primarily on an efficient and unlimited use of spatial data.

During the last three years, the Government of the Republic of Croatia recommended the importance of NSDI and its inclusion into ESDI, i.e. the implementation of the INSPIRE directive and was the first country in the region to make practical steps to build NSDI and establish NSDI bodies. It is the basic precondition for building NSDI in Croatia and thus meeting conditions for rapid development of geoinformatics and related branches of economy, i.e. all economical activities employing spatial data.

The aforementioned information indicates the obvious interest of economy subjects in Croatia concerned with spatial information to actively participate in building the Croatian National Spatial Data Infrastructure and present themselves to conference participants through promotional activities.

### About the conference

**The 2<sup>nd</sup> Croatian NSDI and INSPIRE Day and the 6<sup>th</sup> Conference of the Croatian Cartographic Society, “Cartography and Geoinformation”** are going to gather about 300 professionals from fields of cartography, geodesy, geoinformatics, physical planning, state and local administrations, public systems, scientific and educational institutions and non-government organisations.

Following people are going to be present: President of NSDI Committee, State Secretary in the Ministry of Environmental Protection, Physical Planning and Construction Mr. Davor Mrduljaš and NSDI Committee members, such as State Secretaries Mr. Zoran Šikić (Ministry of Culture), Mr. Tomislav Mihotić (Ministry of the Sea, Transport and Infrastructure) and Mr. Mate Raboteg (Ministry of Defence of the Republic of Croatia).

The event has an international character and is going to gather professionals from about 10 countries. There are going to be about 50 presentations, with about 10 of them held by foreign professionals. In addition to professionals who are going present their achievements and knowledge, the conference is also going to gather directors of geodetic administration from regional countries (Slovenia, Bosnia and Herzegovina, Serbia, Monte Negro, Kosovo, Macedonia and Albania), European Commission representatives from the EU Joint Research Centre and the Norwegian Cartographic and Cadastral Administration (Statens kartverk).

In order to gather not only an impressive team of lecturers and officials, but also all professionals working in the field of spatial data in Croatia, the Organising Committee distributed the call for papers to more than 3000 addresses and additionally 350 special invitations with conference information to competent authorities and professionals in counties and cities and their institutes in Croatia.

In sum, all parties interested in spatial data in Croatia and abroad are going to gather in Opatija from November 25 to 27, 2010, and we can conclude it is going to be a high-quality conference.

## Promotional concept

The fundamental conference goal is to promote knowledge about cartography and spatial data infrastructure, thus the Croatian Cartographic Society and the State Geodetic Administration are preparing a series of promotional activities in order to attract the public to the event in Opatija.

In addition to standard promotional activities for such conferences (promotional bags, proceedings with the program and abstracts, pencils, flyers and notepads), participants are going to receive a special folder with a CD containing all presentations from the conference, sheets of topographic map are going to be distributed. The conference has already been announced in the periodical "Cartography and Geoinformation", which is also going to feature a representation of the conference.

In addition, press conferences and public announcements are going to be organised in order to provide respectable media coverage.

Along the mentioned activities, we would also like to offer you to participate in organising the conference with promotion of your companies through several forms of sponsorships:

**General sponsor** is going to pay 4000 € (or more) and is going to be offered:

- Two whole pages for promotion in the conference proceedings,
- Publishing the logo on the sponsor page in the conference proceedings,
- Representation of their logo on the presentation screen before and after sessions,
- Representation of the logo on sponsor „penguins“ (2) which are going to be put at the entrance to the conference hall,
- Publishing the logo in the Vizura bulletin of the State Geodetic Administration (3.500 copies) and the Cartography and Geoinformation journal (500 copies) in official conference reviews,
- Publishing a promotional message on the internal side of the Cartography and Geoinformation cover (in two issues),
- Representation of the logo or a promotional message on the presentation screen in the lunch space during lunch breaks (a total of 2),
- Representation of the logo on the presentation screen in the coffee break space during coffee break,
- A sponsor booth and sponsor „penguins“, boards or posters (4) in the space for breaks,
- Paid fees for five participants in the conference.

**Global sponsor** is going to pay 2600 € (or more) and is going to be offered:

- One whole page for a promotional message in the conference proceedings,
- Publishing their logo on the sponsor page in the conference proceedings,
- Representation of their logo on the presentation screen before and after sessions,
- Representation of their logo on sponsor „penguins“ (2) which are going to be put at the entrance to the conference hall,

- Publishing the logo in the Vizura bulletin of the State Geodetic Administration (3.500 copies) and the Cartography and Geoinformation journal (500 copies) in official conference reviews,
- Publishing a promotional message on the internal side of the Cartography and Geoinformation cover (in one issue),
- Representation of the logo on the presentation screen in the coffee break space during coffee break,
- A sponsor booth and sponsor „penguins“, boards or posters (2) in the space for breaks,
- Paid fees for three participants in the conference.

**Regional sponsor** is going to pay 1300 € (or more) and is going to be offered:

- Half a page for a promotional message in the conference proceedings,
- Publishing the logo on the sponsor page in the conference proceedings,
- Representation of the logo on the presentation screen before and after sessions,
- Representation of the logo on sponsor „penguins“ (2) which are going to be put at the entrance to the conference hall,
- Publishing the logo in the Vizura bulletin of the State Geodetic Administration (3.500 copies) and the Cartography and Geoinformation journal (500 copies) in official conference reviews,
- Publishing a promotional message on the internal side of the Cartography and Geoinformation cover (in one issue),
- Representation of the logo on the presentation screen in the coffee break space during coffee break,
- A sponsor booth and sponsor „penguins“, board or poster (1) in the space for breaks,
- Paid fees for two participants in the conference.

**National sponsor** is going to pay 650 € (or more) and is going to be offered:

- One fourth of a page for a promotional message in the conference proceedings,
- Publishing their logo on the sponsor page in the conference proceedings,
- Representation of the logo on the presentation screen before and after sessions,
- Representation of the logo on sponsor „penguins“ (2) which are going to be put at the entrance to the conference hall,
- Publishing the logo in the Cartography and Geoinformation journal (500 copies) in official conference representations,
- Paid fee for one participant in the conference.

Considering it is currently a period of economic crisis and business difficulties, we are asking, even if you are not able to sponsor the conferences, to donate any amount up to 650 € in order to help organise and contribute to the event success. Donor names are going to be emphasised at the conference and in publications of the State Geodetic Administration and the Croatian Cartographic Society.

Join us in organising the **2<sup>nd</sup> Croatian NSDI and INSPIRE Day and the 6<sup>th</sup> Conference of the Croatian Cartographic Society** in Opatija.

These are contact data for members of the Organising Committee in charge of sponsor collaboration:

Robert Paj, cell phone: 098/274 403, e-mail: robert.paj@zzf.hr  
Ivan Landek, cell phone: 098/ 382 620, e-mail: ivan.landek@dgu.hr

or in written form to

Croatian Cartographic Society  
President, Prof. Dr. Nada Vučetić  
Kačićeva 26  
10000 Zagreb  
Croatia

Conference notice is attached to this call, and you can find all other news at <http://www.kartografija.hr>

We look forward to collaborating and meeting you in Opatija.

Yours faithfully,

President of the Organising Committee:

Prof. Dr. Miljenko Lapaine