



Statement of Work (SoW)

2015 IEEE International Conference on Plasma Sciences (ICOPS)

This Statement of Work (SoW) is made this 31st day of August 2012 as a service to be provided within the terms of the Master Services Agreement executed between IEEE Meeting & Conference Management (MCM) and IEEE NPSS PSAC ExCom for the 2015 IEEE International Conference on Plasma Sciences (hereinafter referred to as "2015 ICOPS") (collectively known as the "Parties") and sets forth the relationship and obligations relating to 2015 ICOPS and MCM.

It is agreed, MCM is in the business of providing professional event management services to IEEE events and 2015 ICOPS desires to engage MCM as its preferred event management company for the IEEE International Conference on Plasma Sciences (ICOPS) in accordance with the terms and conditions hereinafter set forth.

Both parties desire to set forth their agreement in writing, and the following represents that they have full power to enter into this agreement as authorized representatives of the Parties:

IEEE 2015 ICOPS Authorized Representative

Lutfi Oksuz
Suleyman Demirel University
Fen Edebiyat Fakultesi
Fizik Bolumu
Isparta, Turkey
Phone: +90 533 655 248
Email: lutfioksuz@sdu.edu.tr

IEEE MCM Authorized Representative

Sherry Russ Sills, CMP
Director, IEEE Meeting & Conference
Management
445 Hoes Lane
Piscataway, NJ 08854
USA
Phone: +1 732 562 3980
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IEEE OU: IEEE Nuclear Plasma Sciences Society

Meeting Dates/Location: May 2015
Antalya, Turkey

Est. # of Attendees: 600

IEEE Conference Record#: 19632

INITIAL TERM

The term of this SoW is from date of signing until 31 August 2015. Except as herein provided, the terms of the original Master Service Agreement remain the same and shall direct the fees and services agreed upon.

Statement of Work (SoW)

This SoW represents that the 2015 ICOPS organizing committee has requested services from MCM for the 2015 ICOPS conference and has selected 'Option 1 – Full Event Management Flat Fee ICOPS Stand Alone' as outlined within the original MSA as follows:

1. Option 1 – Full Event Management Flat Fee ICOPS Stand Alone
Flat Fee – US\$27,500.00

Inclusions (Appendix A – Service Offerings Defined)

- Location and venue(s) search, selection, negotiations, and contracting
- Assistance with IEEE compliance requirements
- Timeline management
- Pre-event management (planning & logistics)
- Vendor management
- Exhibit management
- Financial management
- Onsite management (exclusive of Travel & Living expenses (T&L))
- Invoice reconciliation and Post conference reporting

Pricing Structure

The pricing for service has been pre-determined as agreed upon within the MSA, however, the 2015 ICOPS organizing committee desires to add an additional offering within the term of the SoW to include the coverage of travel costs for the conference chair to attend the IEEE NPSS 2012 ICOPS conference. The organizing committee has requested MCM add an additional US\$3,000.00 to the flat fee structure to cover this expense.

2015 ICOPS agrees, should the travel expense for the conference chair exceed US\$3,000.00, 2015 ICOPS will provide for additional reimbursement to MCM for the exceeded amount to make MCM financially whole. The 2015 ICOPS will only be billed for the actualized expenses realized by the Chair.

Service	Comments	Unit Price (USD)	Unit
Option 1 Full Event Management (1 lead planner)	Flat Fee Structure Per MSA Option 1	\$27,500.00	Flat Fee
	Conference Chair Travel	\$3,000.00	T&L expenses
	(1) Onsite Lead Planner (MCM staff)	Inclusive	Exclusive of T&L expenses
	Purchase Orders/Wire Transfers	\$20.00	Per PO/WT
	Discounted Credit Card Fees	3%	Average
	(1) Onsite Registration Personnel (MCM staff)	\$650	Per day/exclusive of



Meeting & Conference Management Proposal

Additional Expenses	Shipping materials to the conference	\$TBD	T&L expenses
			Direct Cost
Above pricing reflects exclusive NPSS PSAC negotiated rates encompassing the details of the overall Master Service Agreement in place for all PSAC conferences through 2016.			

STATEMENT OF WORK (SOW)

2015 ICOPS is authorized to execute a SoW under the PSAC MSA; however, the SoW will require an authorized conference officer and an officer of the PSAC Executive Committee to be a signatory to the SoW.

Personnel Assigned to the Program

It is the opinion of MCM that the majority of the service requirements detailed in our proposal can be fully executed by the lead conference planner. Our pricing includes all costs associated with providing one dedicated staff member for the duration of the pre-planning phase. Any travel and living expenses for the lead planner for any pre-conference site visits as well as during the conference itself will be at the sole expense of the conference and will be a direct pass through cost.

One dedicated registration specialist will be assigned as the lead registrar for the conference which is inclusive of the registration pricing offering. The number of registration personnel required onsite will be determined jointly between MCM and the conference organizing committee based on actualized attendance. Each registration personnel required onsite will be at the rate structure as provided in the pricing offer. It is assumed that any travel and living expenses for the registration personnel will be at the sole expense of the conference and will be a direct pass through cost.

SUPPLIER PARTNERS

In addition to core services listed within this SoW, we recognize the importance of providing a turnkey solution for our clients. For that reason we have carefully crafted relationships with select firms that specialize in areas that often relate directly to the events we manage. These vendors deal with their specialty on a regular basis and have made the investments necessary to maintain state-of-the-art service levels. Naturally we maintain complete responsibility for the quality of their services and they are fully managed by our team. With respect to the scope of work, we will rely upon vendors in the following key areas of specialty after sourcing and review by the organizing committee:

- Audio/Visual services
- Graphic designer and print services
- Promotional items
- Exhibit Services
- Destination management for tours, transportation, & other misc.

CHANGE IN SERVICES

During the course of MCM's performance of services as outlined in the SoW, 2015 ICOPS may request changes to services. MCM shall incorporate any such changes, provided that the parties execute an addendum, signed by both parties, setting forth the amended services.

AMENDMENT

This SoW may be amended on by a written amendment signed by both parties.

COMMISSION, PAYMENTS AND GRATUITIES

MCM will not receive commission, payments, gratuities or other considerations from any vendor with whom it contracts to implement the terms of this SoW.

NON-BINDING EFFECT

In accordance with IEEE Bylaws Section I-107.2, both parties are integral parts of IEEE and not separate organizations. Accordingly, both parties are subject to the internal governance structures of IEEE and ultimately the IEEE Board of Directors. As a result, this agreement shall not be contractually binding but shall reflect the internal understandings of both parties as to the conference.

FORCE MAJEURE

If events beyond the reasonable control of the Parties, including but not limited to, acts of God (flood, earthquake, tornado, fire, etc.), war, strikes, threats or acts of terrorism or similar acts, disease, U.S. Department of State, World Health Organization, CDC or other governmental or international agency travel advisory, civil disorder, non-availability of food, beverages, or other supplies or curtailment of transportation either in the Conference City or in the countries/states or origin of the attendees, deters the attendees from arriving for the first scheduled day of the event, making it inadvisable, impracticable, illegal, or impossible to perform as originally contracted under this SA, the affected party may terminate this SoW.

**Meeting & Conference
Management Proposal**

SIGNATURE

This SoW is binding on the parties, their successors, and transferees and constitutes the entire SoW between them, superseding any and all previous agreements, oral or written with respect to the subject matter hereof. No modification or waiver of any term or amendment to this MSA shall be effective unless signed in writing by both parties.

The undersigned represent that they are authorized to sign and enter into this SoW. If either party uses a scanned or facsimile transmittal, that copy shall be deemed to be an original.

IEEE NPSS PSAC Authorized Representative

Signature

Date

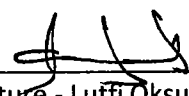
Brendan Godfrey
2012 Chair, NPSS PSAC

IEEE MCM Authorized Representative

Signature

Date

Sherry Russ Sills, CMP
Director, IEEE Meeting & Conference Management

IEEE 2015 ICOPS Conference Chair

Signature - Lutfi Oksuz

Date

Appendix A – Service Offerings Defined
Attachment: MSA between PSAC ExCom and MCM

APPENDIX A
Service Offerings Defined**Option 1 - Full Event Management Flat Fee ICOPS Stand Alone****Flat Fee – US\$27,500.00****Inclusions Defined****1. Location and venue(s) search, selection, negotiations, and contracting**

Site Selection	Prepare RFP, gather hotel/venue bids and review subsequent proposals; ensure appropriate space, allocations, and rates. Will identify conference objectives, gather historical data, consider attendee interests and expectations, and build appropriate request for proposal document for distribution to locations under considerations. Will conduct site surveys to ensure quality and functionality of properties and leverage across potential properties to secure best rates and preferential services. Prepare a bid summary of target venues. Based upon responses, will prepare an executive summary of venues for organizer review and selection of the property.
Contract Negotiation	Negotiate hotel/venue contract(s). Will prioritize negotiation points based on the specific needs of the group and its attendees, ask all the questions group needs answered, and bring back favorable contract terms, rates and concessions. Will ensure IEEE required contract terms are included for risk management and will manage the IEEE Procurement submission process on the event's behalf. Negotiate any required amendments needed to existing contracts.

2. Timeline and Pre Event Management (Planning & Logistics)

Develop & Manage Planning Timeline	Will create an event timeline specifying key input, roles/responsibilities, and review and approval dates necessary to produce the event. Initialize consultation and introduction with committee to develop an agreed upon joint timeline incorporating key milestones based on conference needs. Review timeline frequently and send reminders as necessary to facilitate deliverables.
Organizing Committee Liaison	Consult on program planning. MCM recognizes that communication with the committee, its support vendors, and staff throughout the entire conference planning stage is vital to the success of the

conference. MCM will work with volunteer leaders and designees to plan all aspects of the event serving as the direct liaison with all vendors and venues, sales and management staff to communicate the needs of the group. Will participate in all scheduled conference committee meetings and calls.

Conference Venue
Planning &
Management

Plan and manage conference venue space needs, design and arrange meeting room setups, select menus for functions and approve banquet orders, coordinate all production and audio/visual equipment needs according to the conference budget. Will provide a fully documented staging guide detailing every aspect of the event for conference committee approval. All arrangements will be confirmed, in writing. This documentation will drive reviews during the pre-conference meeting and will serve to guide confirmation guidelines.

Mtg. Room Assignments and Design: Ensure appropriate room assignments based on the specific technical and social program needs of the event.

Menu Selection: Select menus appropriate to the environment, activity, and theme of each meal. Will carefully address meal preferences and special dietary requests. In review of banquet event orders, will carefully review the staffing and timing of each meal function to ensure swift, unobtrusive service.

Audio/Visual: Coordinate and communicate equipment needs. Will work with selected vendor for equipment specifications for projection, lighting, staging, and sound equipment.

Signage: Order all necessary signage – contract vendor, design, oversee production, printing and placement of signage including but not limited to breakout meetings, technical sessions, directional, social events, offsite events, registration and banners.

Hotel Room Block Management:

IEEE MCM will proactively monitor room block to ensure that attrition clauses imposed by hotels are managed accordingly.

VIP Handling: Work with General Chair or designee on providing instructions for VIPs, complimentary room assignments, special event coordination, VIP seating, etc.

**On-Site Event
Management**

Planners will work with venue and all vendors to ensure that event is executed seamlessly: Will initiate and lead meetings with vendor and venue staffs, prior to the conference to confirm and review all final decisions and logistics. During the conference will serve as the direct liaison with all vendor and venue, management and operations staffs to ensure the needs of the conference are met. Will monitor daily expenses against expectations, review all invoices and advise on any variations, monitor guest room block, food & beverage consumption, track all shipping arrangements, monitor all event space, coordinate signage placement, field all requests and any potential issues that arise.

**Post Event
Reporting**

Write an executive summary of the event results for historical tracking. Upon conclusion of the conference, will work with volunteers to document key features of the conference including successes and lessons learned, compose a summary report of meeting for committee review, conduct post-conference meetings with conference committee, venue and vendors, and prepare a final financial report summarizing all budgets, actual costs, outstanding expenses, and budget variances. Will provide copies of all contracts and necessary documents to IEEE for compliance and retention.

3. Financial Management**Financial
management and
review**

Will work directly with Treasurer and Chair in conference budget development and guidance, preparation of all credit applications and tax exemption forms (if applicable), monitor expenditures, and maintain auditable financial records: Will prepare monthly financial updates, manage all credit applications, tax forms, review invoices and submit payments upon committee approval. Coordinate conference closing process.

4. Exhibit Management**Exhibit
Management**

Create a viable forum for exhibitors to market their products or services to a highly targeted audience while providing a revenue stream for the conference. Poster sessions are a vital part of the technical program and fall under this realm. Assist committee in budget development for exhibition. Contract and manage exhibition services vendor. Develop and distribute prospectus and sales kit. Solicit exhibitors based on prospects generated by organizing committee. Invoice, track, collect, and report exhibit revenue. Design exhibit floor through assignment, signage, and placement of food and beverage functions to drive attendee traffic. Oversee installation and dismantling of exhibition, hire security, and provide information to exhibitors' through-follow-up on future exhibit opportunities. Determine number of posters based on technical program and partner with vendor on proper space allocation.