Discover the Eastern Edge of the Western World

OCEANS 2014 MTS/IEEE

St. John’s, Newfoundland and Labrador, Canada
Team Introductions

- **Darrell O’Neill** — Province of Newfoundland and Labrador
  - MTS member, Chair Local Organizing Committee

- **Vicki Button** — City of St. John’s
  - MTS member

- **Gerard Dunphy** — Nalcor
  - IEEE member, Treasurer Oceans 2014 Local Organizing Committee

- **Cathy Hogan** — Oceans Advance
  - MTS member

- **Bonnie O’Rourke** — ACOA (Federal Govt. Agency)

- **Randy Gillespie** — Marine Institute/Memorial University
  - MTS member, Chair Technical Program Committee

- **Sherry Power** — Marine Institute/Memorial University
  - Chair Exhibits Committee

- **Dwight Howse** — Marine Institute/Memorial University
  - MTS member, IEEE member, OES member, Oceans 2014 Conference Chair
Proposal

• Host OCEANS 2014 in St. John’s, NL
  – St. John’s Convention Centre
  – Mile One Centre
  – Accommodations at Delta/Sheraton/other Local Hotels
Considerations

✓ Facilities to Accommodate Conference
✓ Local Support for Conference
✓ Attractiveness of Location
✓ St. John’s Conference Track Record
St. John’s Convention Centre

- 16,000 sq. ft. banquet hall
- Banquet for 1,500
- Reception for 2,180
Conference Facilities

• 14 Meeting Rooms in Delta
  – Capacity 32-560

• Ballroom in Delta
  – Capacity 1180

• 2 Meeting Rooms in Convention Center
  – Capacity 80 each

• Banquet Hall in Convention Center
  – Capacity 1000

• Catering for both facilities through Delta Hotel
Mile One Centre

- 33,000 sq.ft.
- 220 (10’x10’) booths
Accommodations

- Delta, 403
- Sheraton, 301
- Quality Inn, 160
- Marriott, 87
- Murray Prem., 50
- Total in St. John’s, ~2200 (605 on hold)
Hotels:
1. Sheraton Hotel Newfoundland (115 Cavendish Sq)
2. Delta St. John’s Hotel (120 New Gower St)
3. Murray Premises (5 Beck’s Cove)
4. Courtyard by Marriott (131 Duckworth St)
5. Quality Hotel- Harbourview (2 Hill O’Chips)
6. Homotel on Signal Hill (10 St. Joseph’s Lane)

Main Venues:
2. Delta St. John’s Hotel (120 New Gower St)
7. Mile One Centre (50 New Gower St)
8. St. John’s Convention Centre (101 New Gower St)
9. St. John’s Visitor Information Centre (348 Water St)
10. The Rooms - Art gallery, Museum (9 Bonaventure Ave)
Conference Drivers

- Ocean Technology Infrastructure
- Government Support
- Community Organization
Ocean Technology Infrastructure

• St. John’s - “City of Ocean Excellence”
• WHY???
Academic Infrastructure

- Memorial University
  - Largest University in Atlantic Canada
  - Focus on Oceans
  - Marine Institute (est. 1964)
    - CSAR/CMS/OSSC/CASD
    - School of Ocean Technology
    - Ocean Innovation Conference
    - Journal of Ocean Technology
    - SmartBay
  - Ocean Science Centre
  - C-CORE
  - Significant Expertise/R&D in Ocean Tech.
    - Canada Research Chair – Ocean Tech.
Industry Ocean Focus

- Primary Industries
  - Offshore Oil & Gas
  - Fishery/Aquaculture
  - Marine Transportation

- Over 50 Local Ocean Technology Companies
  - World Leading Technology Development
    - Electronic Charting
    - Marine Simulation
    - Voyage Data Recorders
Government Laboratoies/Institutions

• Institute for Ocean Technology
  – Federal Government (National Research Council) Laboratory
  – Testing Tanks
  – Recognized Expertise
  – Industry Incubator

• Northwest Atlantic Fisheries Centre
Government Priority

• City of St. John’s – “City of Ocean Excellence”
• Provincial
  – INTRD
  – Ocean Tech. Strategy
  – R&D Corporation
• Federal
  – Institute for Ocean Technology
  – Fisheries & Oceans
  – Atlantic Canada Opportunities Agency
  – Foreign Affairs & International Trade
Community Organization

- Local IEEE Section
  - 18th year for NECEC
  - 2009 CCECE
- IEEE/OES*
- MTS*
- OceansAdvance
- NOIA
- NATI

* Established 2010
City of St. John’s

- “Oldest Port City in North America”
  - Rich history
  - Self-Reliant People

- “City of Ocean Excellence”
  - Ocean Technology Expertise
  - Offshore Oil & Gas Industry

- “Best Foreign Port in Canada”
  - Warm, Friendly, Lively People
  - Laughter, Songs, Stories
  - Among top ten “friendliest cultures”
Conference Track Record

• 85 Conferences/year in St. John’s
• Typical Responses
  – # Delegates 10% higher than normal
  – Friendly atmosphere/people
### Recent 1000+ Conferences

<table>
<thead>
<tr>
<th>Conference</th>
<th>Year</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOIA Conference</td>
<td>2010</td>
<td>1000</td>
</tr>
<tr>
<td>Canadian Academy of Recording Arts &amp; Sciences</td>
<td>2010</td>
<td>1200</td>
</tr>
<tr>
<td>Municipalities, NL</td>
<td>2010</td>
<td>1400</td>
</tr>
<tr>
<td>Electro-Federation Canada</td>
<td>2009</td>
<td>1350</td>
</tr>
<tr>
<td>Canadian Institute – Public Health Inspectors</td>
<td>2008</td>
<td>1700</td>
</tr>
<tr>
<td>Canadian Library Association</td>
<td>2007</td>
<td>1000</td>
</tr>
<tr>
<td><strong>Canadian Meteorological and Oceanographic Society</strong></td>
<td>2007</td>
<td>1200</td>
</tr>
<tr>
<td>(Parallel sessions, exhibits, gala dinner, luncheons)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canadian Federation of Nurses</td>
<td>2007</td>
<td>2200</td>
</tr>
<tr>
<td>Canadian Dental Association</td>
<td>2006</td>
<td>1600</td>
</tr>
<tr>
<td>Federation of Canadian Municipalities</td>
<td>2005</td>
<td>2915</td>
</tr>
</tbody>
</table>
## Sample Ocean Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Atlantic Fish and Workboat Show</td>
<td>2010</td>
</tr>
<tr>
<td>Atlantic Fisheries Technology Conference</td>
<td>2010</td>
</tr>
<tr>
<td>Arctic Shipping North America</td>
<td>2009</td>
</tr>
<tr>
<td>Canadian Institute of Marine Engineering</td>
<td>2009</td>
</tr>
<tr>
<td>American Society of Limnology and Oceanography</td>
<td>2008</td>
</tr>
<tr>
<td>Canadian Marine Hydromechanics and Structures</td>
<td>2007</td>
</tr>
<tr>
<td>MATE International ROV Competition</td>
<td>2007</td>
</tr>
<tr>
<td><strong>Ocean Innovation</strong> (alternate years in St. John’s)</td>
<td>2006</td>
</tr>
<tr>
<td>– Marketing for Oceans &amp; then integrate with Oceans 2014</td>
<td></td>
</tr>
<tr>
<td>Congress on the Biology of Fish</td>
<td>2006</td>
</tr>
<tr>
<td>Marine Biotechnology</td>
<td>2005</td>
</tr>
</tbody>
</table>
Exhibitor Concerns

• Booth Transportation
  – PF Collins
  – Dedicated trade show personnel
  – Familiar with cross-border issues

• Maximize Traffic Through Exhibit Area
  – Hold entertaining events in exhibit area
  – Hold luncheon in exhibit area
  – Hold breaks in exhibit area
  – Hold networking events in exhibit area
Status

- Facilities on hold for September, 2014
- Key Organizing Positions Filled
- Support from Government
- Customs Broker – PF Collins
- Marketing Activities
  - Destination St. John’s/Provincial Tourism
  - Conferences: Oceans, Ocean Business, Oceanology, Workboat Show, Ocean Tech. Expo, Ocean Innovation
Host With Confidence

• Local Organizers Familiar With Oceans Conference
  – Consistent participation at Oceans since 1992
  – Atlantic Canada govt. supports Oceans $150k p.a.

• Local Organizing Team To Shadow Future Oceans Conferences

• St. John’s Conference Track Record
Things to Do & See

- Active Community
- Companion Program
  - McCarthy’s Party
## Proposed Budget

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td>577,500</td>
</tr>
<tr>
<td>Exhibits</td>
<td>300,000</td>
</tr>
<tr>
<td>Other (Federal, Provincial, Municipal, Corporate)</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$1,027,500</strong></td>
</tr>
<tr>
<td><strong>EXPENSE</strong></td>
<td></td>
</tr>
<tr>
<td>Mgmt/Admin/Registration/Committee</td>
<td>285,000</td>
</tr>
<tr>
<td>Local Arrangements</td>
<td>178,000</td>
</tr>
<tr>
<td>Promotion</td>
<td>95,000</td>
</tr>
<tr>
<td>Exhibits/Vendors</td>
<td>115,000</td>
</tr>
<tr>
<td>Social Functions</td>
<td>93,450</td>
</tr>
<tr>
<td>Other</td>
<td>60,000</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>$826,450</strong></td>
</tr>
<tr>
<td><strong>SURPLUS</strong></td>
<td><strong>$201,050</strong></td>
</tr>
</tbody>
</table>
Potential Patrons

- Government of Canada
- Government of Newfoundland and Labrador
- City of St. John’s
- Memorial University
- Husky Energy
- ExxonMobil
- Suncor
- Chevron
Summary

✓ Unique Maritime Destination
✓ Hospitable Culture
✓ Excellent Facilities
✓ Can-do Attitude
Let’s Make it Happen!

See you in St. John’s September, 2014