

# **VLDB ANNUAL CONFERENCE Principles, Policies and Guidelines**

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September 1984; October 1988; October 1991; July 1995; August 1997; July 1998; October 1998; August 1999

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## **1. NAME OF CONFERENCE**

The official title of the Conference is "Nth International Conference on Very Large Data Bases", and may be abbreviated to "Nth VLDB Conference". In the following guidelines it shall be referred to as the Conference or the VLDB Conference.

The governing board for the Conference is the VLDB Endowment, Inc. which is subsequently referred to as the Endowment.

## **2. VLDB LOGO**

The VLDB Logo should be used whenever appropriate and possible. The Logo can be modified slightly to add a touch of local flavor of the host country, but it should be done tastefully. Any significant departure from the Logo should be cleared with the Endowment first before its appearance in print.

In addition to the logo, the following text is to appear: "VLDB Endowment, Inc. is a not-for-profit organization, incorporated in the US. for the purpose of promoting and exchanging scholarly work in databases and related disciplines among all the peoples of the world. VLDB is an affiliate of IFIP."

The VLDB URL: [www.vldb.org](http://www.vldb.org) should appear on all publicity material and documents.

## **3. CONFERENCE LANGUAGE**

The language for the conference is English. When required and deemed necessary by the Conference Executive Committee, simultaneous translation to a host country language can be made, but the cost for this must be included in the budget.

## **4. CONFERENCE DATE & LOCATION SELECTION**

The conference date should fall into the time range of September 15, give or take one month. Overriding circumstances may cause the selection of a different date as determined by the Endowment.

The conference should make all reasonable efforts to avoid major religious holidays over this period. Two particular Jewish celebrations - Rosh Hashanah and Yom Kippur - occur at varying times in September and should be taken into account when deciding on the conference dates.

The trustee responsible for Conference is responsible for advising the organizing chair of unsuitable dates.

The paper submission and processing window should fall into the range of March to May.

Conference organizers may choose the actual date and window within these ranges with due regard for the interrelationship between the two. They make take their own needs into account, and should also coordinate the exact date with the organizers of other well-established major conferences in the same or related topical areas in order to avoid potential conflicts (see appendix I).

## **5. SUBMISSION AND APPROVAL PROCESS FOR CONFERENCE PROPOSALS**

### **5.1 Policy**

The VLDB Conference is the only truly international, annual event in the database area. The Conference site should rotate among all continents and countries of the world. However, it has been the practice to host the Conference in odd-numbered years in Europe or adjacent countries and to strike a balance between continents during the other years. Also, countries should be selected on the basis of the organizers' ability to hold a successful conference of the quality traditional to VLDB, and a commitment that no restrictions are imposed by the host country on participation at the Conference.

### **5.2 Procedure**

The VLDB Endowment has the responsibility of encouraging and fostering proposals and making decisions on all proposals. A proposal of a VLDB Conference can be made by any person or a group of persons and shall be made in writing to the President of the Endowment.

The decision for awarding the Conference is made at the Endowment meeting 3 (three) years before the conference year. As a rule, the Endowment meets in conjunction with the Conference. Copies of the final proposals should be submitted to the President, or as directed by the President, no later than three months before that Endowment meeting.

Proposers are strongly advised to submit preliminary proposals to the Endowment meeting four years before the proposed conference year. During the ensuing year the Endowment will work with the proposers and give them proper guidance to prepare the final proposal for the next meeting.

The Endowment is free to deviate from these rules in exceptional cases such as unexpected political instabilities or particularly long lead times.

## **6. PROPOSAL CONTENTS**

A proposal should contain:

- (1) Location of Conference
- (2) Key Conference officials according to section 8 (including background, affiliation, title, address, and telephone, telex and computer network address)
- (3) Preliminary budget according to form(see appendix III).
- (4) Sponsors and Supporters (committed or potential)
- (5) Tentative Conference date
- (6) Acknowledgment of receipt and statement of acceptance of the VLDB Conference Guidelines
- (7) Conference plan and milestones
- (8) Experience of key conference officials in organizing conferences

- (9) Projected number of attendees by region
- (10) Projected costs for participants
- (11) Location description
- (12) Anticipated problem areas and possible solutions (e.g., travel restrictions, economic conditions, etc.)

Proposers are encouraged to consult with the Endowment trustees of their geographical region, the Endowment Executive Committee, or the appropriate officials of the Endowment during the preparation.

## 7. CONFERENCE OFFICERS

The committees and the key officials should reflect the international nature of the Conference and its high standards, and draw broadly from multiple regions of the world. The following are representative organizations for the committees which have been successfully deployed in past conferences. Members can be added or deleted as needed.

From 2002, a Workshop Chair is to be included in the conference organization team (in close cooperation with the Endowment). One or more workshops are to be held according to this pattern, with separate budget, registration and publication, but with the logistics shared with the main conference organization (registration, accommodation etc.).

### *A. Conference Technical Committee*

The following members are suggested:

- General Conference Chairperson  
It is recommended that the same individuals are not appointed multiple times in this role.
- Program Committee Regional Chairpersons (Proceedings Co-Editors)  
It is strongly recommended that the same individuals are not appointed multiple times in this role. Appendix IV lists all the PC Co-Chairs for previous conferences.
- Panel Chairperson
- Tutorial Chairperson
- Industrial Chairperson
- Exhibition Chairperson

### *B. Program Committee*

The Program Committee (PC) is normally partitioned into two or three regional subcommittees, each consisting of a number of PC members and headed by the Program Committee Regional Chairperson. The co-chairpersons are entrusted with the close liaison among the subcommittees, and report to the General Conference Chairperson.

Program committee members should be selected approximately in proportion to the expected number of papers from each geographical area. The number of members in this committee should be such that a PC member is not expected to be responsible to referee more than 10 papers. It is recommended that PC members should not be nominated for this role in any two consecutive years. However, some departures from this guideline may be unavoidable.

### ***C. Conference Organization Committee***

The Conference Organization Committee comprises the representatives for all functions which are critical or necessary to the successful operation of the Conference. The Committee is under the supervision of the General Conference Chairperson. The following members are suggested:

- General Conference Chairperson
- VLDB Endowment Representative
- Organization Committee Chairperson
- Geographical Area Chairpersons
- Local Arrangements
- Treasurer
- Publicity Chairperson (more than one if needed)

## **8. RESPONSIBILITIES OF THE CONFERENCE OFFICIALS**

### ***General Conference Chairperson***

The chairperson has overall responsibility for all conference matters. As such, the chairperson reports directly to the Endowment through its President or designate on the planning, progress, operation and final results of the Conference. In particular, the chairperson is responsible for planning and control of the overall budget and of the organizational milestones. Appendix II show a sample of the VLDB Conference Plan and Checkpoints.

As a trend, grants assume an important and overgrowing role in conference budgets, presently covering on the average about one third. Because grants seem critical to the financial viability of a conference, major attention should be devoted to acquiring sponsorships. This person is responsible for maintaining contacts with local sponsoring organizations, soliciting grants, and keeping continuous track of the flow and disbursement of grants.

To dispense these duties, the chairperson is expected to stay in close communication with all other conference officials.

Additionally, this person is responsible for the appointment of the conference technical committee and the coordination of the entire technical program. The conference technical committee establishes the overall structure of the conference program, e.g., the number and balance of research papers sessions, application/experience sessions, tutorials, panels, keynote speakers and other invited talks.

If the General Conference Chairperson feels that it is appropriate, the program coordination duties can be allocated to a specially created position - the Technical Program Coordination Chairperson.

### ***Program Committee Regional Chairpersons***

Responsibilities include:

- naming of PC members and obtaining their pledges to perform their required duties,
- soliciting and processing papers,
- supervision of review and selection process,

- coordinating the activities of the regional PC subcommittees,
- setting up the final program in consultation with the General Conference Chairperson and other appropriate chairpersons,
- supervising the conduct of the program during the conference,
- appointing sub-committee from PC to select VLDB 10 Year Paper Award,
- editing the Proceedings

### ***Endowment Representative***

The Endowment Representative acts as a bridge between the Conference and the Endowment at the operation level. In this capacity, the Representative will in particular

- advise the Conference officials on all conference matters,
- work with the General Conference Chairperson to set up all necessary procedures, in particular those that allow to resolve money management satisfactorily,
- see to it that the bookkeeping procedure satisfies U.S. laws,
- assume additional responsibility as agreed with the General Conference Chairperson.

The Endowment Representative should usually be a person knowledgeable in organizing a VLDB Conference and in the Endowment's operations. The Representative should work closely with the General Conference Chairperson to be familiar with the Conference's operation, and the advice provided should be strongly heeded.

### ***Geographical Area Chairpersons***

These persons are responsible for close communication between potential participants and supporters within a given geographical area. The Area Chairpersons report directly to the General Conference Chairperson. The areas typically identified are The Americas / Pacific / Europe / Africa / Near East. Combination or further differentiation may take place whenever advisable. Responsibilities include:

- publicity in that geographical area,
- get sponsors and supporters from the area,
- help prepare budget and control procedures as needed,
- appoint geographical region or country coordinators to support the aforementioned responsibilities.

### ***Organization Committee Chairperson***

This person is responsible for all matters relating to the smooth running of the Conference, and reports directly to the General Conference Chairperson. Responsibilities include:

- all local arrangements in the conference host country,
- overall coordination of publicity and technical support (e.g., letterhead, printing of call-for-papers, advertising),
- social program,
- registration,
- day-to-day operation of the conference.

***Treasurer***

Treasurers are responsible for managing all money matters, and report to the General Conference Chairperson. The Organizing Committee Chairperson may be one of them. The Endowment reserves the right to appoint a treasurer outside the host country when necessary (e.g., in case of restrictions in currency conversion).

The treasurers are collectively responsible for the receipt and disbursement of conference funds. Each treasurer must keep records and procedures to satisfy participant country and U.S. Internal Revenue laws to maintain the Endowment's not-for-profit organization status. Treasurers must do final conference accounting in accordance with the format of appendix III and in agreement with the VLDB Endowment Treasurer.

***Publicity Chairperson***

This person is responsible for all conference publicity matters, and wherever necessary coordinates the activities with those of the Geographical Area Chairpersons and the Organization Committee Chairperson.

**9. ENDOWMENT ADVISORY OFFICIALS**

The Endowment provides the services of certain officials to the Conference organizers.

***Conference liaison.***

This official performs as an institutional memory in all conference matters and is the primary Endowment contact for the Endowment Representative.

***Publication liaison.***

This official follows all aspects of the Endowment's publication affairs and should be contacted on behalf of contacts with Morgan Kaufmann or the Proceedings of the Conference.

***Public relations and publicity liaison.***

This official maintains contacts to ACM, IEEE, and other computer societies, is responsible for the promotional material of the Endowment, and provides the liaison to address lists and mailing services.

**10. LIABILITIES**

Conference officials should be aware that they may become individually liable in case of violation of copyright laws, claims of plagiarism, claims of slander, errors-and-omissions, trip-and-fall accidents, selection of unsafe carriers, to name the major risks. The officials are strongly advised to minimize their risks by taking an aggressive problem-prevention policy. This includes shifting the burden to authors by requiring them to sign copyright statements and transfer agreements; to participants by signing disclaimers on registration; by employing external organizations for providing all services not directly connected to running the conference, such as hotel reservation agencies or travel agencies, have these organizations assume responsibility for all corresponding risks, and place a corresponding disclaimer in the conference announcements; by having the organization providing and running the conference venue assume the risks connected with the conference locale.

The following disclaimer should be included in all conference publications: "The Organizing Committee of a VLDB conference is not liable for any loss or damage arising from the activities of this particular conference as exercised by its agents: conference organizers,

carriers, proceedings, publications and programme committee. Neither can the VLDB Endowment Inc, nor its Board of Trustees, be held liable.”

Officials must make sure that liability insurance is available to them to cover the remaining risks, and in particular to persons who are authorized to issue conference funds. This insurance should be purchased unless it can be provided by the local computer society.

## **11. LEGAL DESIGNATION OF AUTHORITY TO THE GENERAL CONFERENCE CHAIRPERSON**

Upon approval of a conference proposal, the President of the Endowment shall write a letter to the General Conference Chairperson to provide him with the right to act on behalf of the Conference, including commitment of funds in organizing the Conference. Under no circumstances, however, will the Endowment be liable beyond the maximum sum as designated in sections 17 and 19.

## **12. SPONSORS AND SUPPORTERS**

"Sponsor" designation should be reserved to those who contribute significantly, financially or otherwise. Not-for-profit sponsors may share profits if agreed beforehand.

"Supporter" designation can be assigned to all organizations supporting the Conference in a lesser role, financial or otherwise.

The term "In Cooperation with" is to be used when a professional organization agrees to let the Conference use its name/logo but accepts no financial involvement, e.g., ACM. From 1999 onwards, it will be necessary to apply every year for IEEE "in cooperation" status.

The European Consortium for Informatics & Mathematics, ERCIM, has "in cooperation" status. ERCIM offer 2kECU per conference in exchange for their logo on publicity material, on the conference website, and the placement of their brochures at the conference. In return, ERCIM publicize the conference via their website and newsletter.

No political or other organizations that practice discrimination based on religion, race or creed can be sponsors or supporters. Governmental agencies are not deemed to belong to this category.

## **13. PROMOTION OF VLDB ACTIVITIES**

The Conference organizers are strongly encouraged to promote the various activities of the Endowment on announcing or during the Conference. For example, a form for subscribing to the Conference proceedings could be attached to the call-for-participation, advertisements or call-for-papers for the VLDB Journal could be included in confirmations of registration. Conference organizers may also elect to cooperate with the Journal editors by considering the best conference papers for publication in the Journal. Subscriptions to the VLDB Journal for conference attendees may also be facilitated.

A table, an advertising board and audio-visual equipment (if possible) should be made available at every VLDB conference to promote the following year's conference. Any reasonable cost for this activity will be met by the current conference.

Every VLDB conference must provide facilities - at no cost to the Endowment Board - for publicity of VLDB material (VLDB Journal, VLDB Proceedings etc.).

Information supplied by conference attendees will be used by the conference organization for the purposes of conference registration and administration. In addition, under control of the VLDB Endowment Board, the information may be made available for purposes beneficial to the community such as informing attendees of relevant related publications, events or items of interest to the community.

A mailing list of past conference attendees is available on the web. Any access for any use requires the President's approval.

## **14. CONFERENCE BUDGET**

A preliminary budget must be submitted with the preliminary proposal to the Endowment. A complete budget in accordance with the format of appendix III must be part of the formal proposal. If necessary, additional information should be provided as part of the final budget.

As a matter of policy, the Endowment will only approve a budget if it contains provisions for insurance, whether by purchasing insurance or using the coverage of the local computer society.

If the Endowment imposes budget changes or conditions on the proposal, a revised budget must be drawn up and submitted to the VLDB Executive Committee within six months after the acceptance of the proposal.

Updated budgets must be submitted to the Endowment for approval annually, or whenever there are substantial changes in the budget. It is the responsibility of the General Conference Chairperson and the President of the Endowment (or their designates) to resolve any differences.

Endowment meetings at a conference are to be organized by the Conference Organizers but invoiced to (and paid by) the Endowment. The cost of refreshments shall appear as both an outgoing and an income. The cost of the room shall be met by the current conference.

## **15. CONFERENCE PROCEEDINGS**

Proceedings will be published for each conference. Copyright of the proceedings must be assigned to the VLDB Endowment. Each author or co-author must sign an agreement to assign the copyright to the Endowment when his or her paper is accepted before it will be published in the proceedings.

The format, front matter and copyright notice of the Proceedings should follow guidelines stated in the VLDB Proceedings Management Guide.

The Endowment draws significant income from after-conference sale of proceedings, and will commission printing for Morgan Kaufmann in North America of 1000 copies of later sales.\* The conference should print locally what it requires: enough to be distributed to the Conference attendees and extra on-site purchases. Any surplus may be shipped (at the expense of the conference) to Morgan Kaufmann. The conference will be reimbursed by VLDB Endowment Board at the price per copy of (\*) above. Conference officials must secure the masters of the Proceedings immediately after they have been printed and forward the masters to Morgan Kaufmann Publ., Inc.

Printing of the Conference proceedings occupies a significant portion of the Conference budget. The proceedings costs for the participants are to be included in the registration fee.

## 16. AWARDS

The annual VLDB 10 Year Paper Award is an award to be given at the VLDB conference to the co-authors of the paper from the VLDB conference ten years earlier deemed to have turned out to be the “most influential paper in the VLDB Proceedings 10 years ago”. The PC Chair should decide how best to implement this award. It is not mandatory to give an award if there is no suitable paper. Selection of the award paper should take into account the impact of the paper on subsequent database research and/or practice, as measured by such factors as whether or not the paper started a new line of research, how heavily cited the paper is, and other appropriate criteria.

The VLDB Outstanding Paper of the Current Year Award is a paper nominated by the PC members. A sub-committee of the PC considers the nominated papers, and recommend their choice to the PC via email. Only one paper may be given this award per year. It is similarly not mandatory to give an award if there is no suitable paper.

## 17. REGISTRATION

### *A. Registration Fee*

The level of registration fee is part of the formal proposal and as such subject to confirmation by the Endowment. The size of the fee should be such that the broadest possible participation at the Conference is attained.

As a general policy, no preferential treatment shall be given to members of particular organizations or institutions, Endowment trustees, conference officials, or speakers. Reduced fees are permitted for early and student registrations. In planning the registration fee the organizers may consult with the VLDB Executive Committee.

Conference organizers should be flexible with the registration of “industrial” speakers, e.g., they may consider waiving the registration fee if the speaker only attends on the day of their presentation.

### *B. Registration Cancellation Policy*

When an individual wants to cancel his/her registration after it has been made, the decision on how to handle this matter will be made by the Conference Executive Committee (i.e. full refund, partial refund, no refund, etc.). Every effort should be made to limit the penalty to a small handling fee.

## 18. ENDOWMENT FINANCIAL OBLIGATION

Conferences are expected to operate on a non-loss basis. To aid in addressing cash-flow problems during the start-up phase of the Conference, the Endowment will provide the following loans. The conference organizers are expected to raise at least an equal amount from other sources, preferably in the form of grants so as to keep the registration fee as low as possible.

- (1) An advance loan of US\$12,500 to the General Conference Chairperson or designate for operating expenses,
- (2) A further loan of up to US\$10,000 may be released by the VLDB Executive Committee subject to the following conditions:

¥ a request for these funds and a revised budget has been submitted by the General Conference Chairperson,

¥ an equal amount of loan or grants above that in the approved budget has been brought in from other sources,

¥ the loan has been formally approved by the VLDB Executive Committee.

(3) A reserve loan of US\$ 2,500 to be available for the VLDB Executive Committee's use for emergency troubleshooting (primarily travel) in conjunction with the Conference.

The amounts stated above can be revised by the Endowment as circumstances change.

Loan money is to be repaid in USD to avoid currency fluctuation problems.

## 19. CONFERENCE ACCOUNT

One or more accounts can be opened for managing the money of the Conference. All accounts should be in the name of the Conference and not individual names. A savings account (or interest-bearing checking account) when available should be used in addition to a checking account to earn additional income when funds are not disbursed immediately and when the amount is sufficiently large.

Strong care should be taken in order to ensure central control of money flows and expenses. Conference organizers should make sure that central authority for budget and financial control including proper reporting has been established.

## 20. DISTRIBUTION OF CONFERENCE FUNDS

### *A. General*

General income from conference registration, loans, and other sources should be used as follows (in order of priority):

1. operating expenses,
2. repayment of Endowment and obligated loans,
3. repayment of forgivable loans,
4. payment of tentative commitments (e.g., Conference official expenses or travel),
5. surplus distribution.

Loan money is to be repaid to the Endowment within 1 month of the conference. With approval from the Treasurer, this may be delayed until 31 December of the year of the conference. If the conference is in profit, then:

- The conference must repay the loan by 31 December of the year of the conference, otherwise it becomes liable for interest of 2% over the deposited interest rate in USD. The VLDB Endowment liability is limited to an absolute maximum of 25K USD.
- The conference can deduct from the loan repayment, the cost of printing a the surplus-to-requirements proceedings provided Morgan Kaufmann acknowledges that the proceedings were received undamaged.

If the Conference runs into deficit, liabilities within a priority will have to be negotiated between the various parties before distribution as above. However, it is recommended that the deficit will be shared among the parties at a priority according to the amount of their

commitment. The maximum liability that can be absorbed by the VLDB Endowment is limited to the total amount of its advances and loans to the Conference. A liability agreement must accompany the budget.

### ***B. Surplus Distribution***

All surpluses after repaying expenses, advances, and loans, will be shared in principle at 50% each between the Endowment and the host country sponsors, but may be negotiated. The host country share is to be reserved for the support of persons from the host country to promote and attend future VLDB Conferences. The decision as to how this fund will be applied will be based mainly on the recommendation of the key conference organizers of that conference with the Endowment's consent.

## **21. CONFERENCE PROGRAM**

The Endowment will recommend to appropriate conference committees topical issues to be considered in panels, tutorials, invited talks etc. (not scientific papers), one year before the conference happens.

### ***A. Technical Program***

The technical program structure and format is determined by the Program Committee under the guidance of the General Conference Chairperson. The final program should be set with the concurrence of the Conference Executive Committee in a final program meeting. Highest consideration must be paid to maintain a quality technical program.

Further information is given in the Guidelines and Recommendations for the VLDB Program Committees.

### **i. Papers:**

The Call for Papers specifies the types of papers and the appropriate criteria for acceptance, including length, for all conference paper tracks.

Except for invited papers, each paper must be refereed normally by at least three (3) program committee members. Papers should be selected primarily on the basis of quality, although a balance of different topics should be taken into consideration as well.

Acceptance quotas are set by the region based on the number of submitted papers and historical acceptance rates. There are hard quotas for a limited number of “unconditionally accepted” papers, and a soft quota for “may be accepted” papers.

Acceptance of papers submitted by program committee members is allowed. PC members should submit their own or co-authored papers to their own region for review. The regional PC chair ranks these papers separately from others papers, and at the regional PC meeting, presents a ranked list of their scores without identifying the papers or their authors. The PC decides where to place the cutoff threshold, without discussing individual papers. It is expected that the cutoff threshold will take into account the number and quality of non-PC papers.

The PC should invite contributions particularly from those sectors, like industry, which don't usually submit papers. The PC may accept presentations, but not papers, if appropriate. At all times, the PC should treat all types of papers fairly, and the PC Chair should decide if the paper is to be considered by one of more PCs.

Papers should not be judged severely on English style and form. Papers should not be rejected purely because the English form is not good, unless understanding the papers is severely

impaired. When possible, persons should be assigned to improve this kind of papers to whatever extent possible.

Submissions should be accompanied by a disclosure of prior publication or submission for publication elsewhere, or intent to do so. In general, papers that are published in another conference or in a journal are not acceptable. However, if a paper is published only in a local conference or journal, it can still be accepted, provided the circulation of that publication is very limited.

Invited papers should be used very sparingly and in consultation with the General Conference Chairman. They are accepted without going through the normal refereeing process. However, to assure the technical quality of an invited paper, at least one program committee member should read it and suggest modifications if needed. Invited speakers should be informed that this will be done and that they are expected to cooperate. When an invited paper is low in quality, it is the Program Committee Chairperson's responsibility to assure that the quality be improved or the paper will not be accepted. This should occur rarely as extreme care should be used in inviting papers.

## **ii. Panels:**

A fair number of sessions should be reserved for panels. The panel chairpersons will solicit proposals for session topics from the community-at-large. They will submit to the Conference chairpersons those of whose quality they satisfied themselves. When setting up the final program the program committee will select among the proposals. The panel chairpersons are then entrusted with organizing the panel sessions and ensuring their high quality.

## **iii. Special events:**

To encourage more innovative and forward-looking perspectives at Conferences, organizers should consider the following ideas:

- An award for the most novel and/or innovative paper
- A special track or special reviewing process to encourage high-quality innovative papers.
- A special panel session on "future vision".

## **B. Tutorials**

The Conference Executive Committee may decide to hold tutorials as part of the conference program. General tutorials cover broad areas and are primarily intended for practitioners. Technical tutorials address more focussed research areas. Usually the general tutorials will be scheduled before or after the Conference and technical tutorials during the Conference.

When a decision is made to have a tutorial, the tutorial program must meet the high standard of the VLDB Conference. Therefore, the Program Committee will be put in charge of the contents of the tutorial program.

The Committee may elect to charge a separate fee for general tutorials. The tutorial budget must be part of the overall budget, but should be planned to be either profit-making or as a strong drawcard to get more attendees.

Tutorial speakers should be paid a flat fee. How the speaker then utilizes the payment is their own business. The exact amount will be decided by the local organizers and will depend on:

- Whether the speaker is located within the same continent as the conference, or not.
- Local accommodation and living costs,
- The length of the tutorial.

### ***C. Social Program***

As a tradition of the VLDB Conferences, a strong social program is encouraged. In past conferences, host countries have taken the opportunity to hold social and cultural events in conjunction with the technical program to show the host country culture to Conference visitors. They have become highlights of the conference complementing the technical program.

This program is a discretionary program to be decided by the Conference Executive Committee. Strong consideration should be paid to the feelings and the traditions of the host country.

The program, however, should be run in such a way that much of the expenses should be covered by contributions from the host country organizations, private or public. However, the Conference banquet and reception alone, when moderately done, can be included in the registration fee. Optional events at an additional charge may be offered to the conference attendees. In no case should the social events cause the Conference to go into deficit when general income is used for this purpose.

### ***D. Exhibits***

Where warranted the Conference arrangements may include an exhibit of commercial products as well as research prototypes. Exhibits should be solicited, judged and organized by the Organization Committee. Financial arrangements should be kept entirely separate from the other conference finances.

## **22. SITE AND LOCALE ARRANGEMENT**

Conference meeting site and locale details that have not already been determined as part of the approved proposal should be resolved by the Conference Executive Committee members of the host country. Consideration should be given to places where free or nominal-charge conference facilities are available, and that are convenient for national and international access.

## **23. CONFERENCE REPORT**

### ***A. Preliminary Report***

A preliminary report should be issued and verbally presented to the Endowment during its meeting at the Conference. In this report, the Conference Committee should give a synopsis of the attendance, program quality, organization, financial and other status of the Conference, and explain significant variations with respect to the plans and expectations. A preliminary written financial report must be provided.

### ***B. Report***

The General Conference Chairperson or his designate must submit a written report to the Endowment within three (3) months after the Conference has been held. It should cover the previously mentioned categories and report on all experiences and recommendations useful for organizers of future conferences.

### ***C. Final Financial Report and Records***

A final Financial Report with all the incomes and expenses must be submitted to the Endowment as soon as all matters have been cleared but no later than 28 February in the year

following the Conference except for unusual circumstances. This schedule must scrupulously be followed in order for the Endowment to be able to manage its financial affairs. The report must follow the outline of the budget form in appendix III. The report must be certified by the Treasurer(s).

The Endowment Treasurer will provide further guidelines on the final financial report.

The name and address(es) of the person(s) in charge of the host country surplus to be used for future VLDB related activities of the host country should be identified, as well as the amount of funds.

## **24. TRAVEL**

### ***A. Obligation***

To attract attendees, travel costs to the Conference site should be as low as possible. Organizers should work with travel agencies and airlines to obtain low cost travel to the Conference site.

Under no circumstance will travel be a direct commitment between the Conference and the individual attendees. All travel commitments are to be understood between the travel agencies and the individuals.

### ***B. Conference Attendee Travel Subsidy***

To guarantee the true international character of the VLDB Conference, it is advisable that travel support funds be obtained. Conference registration income cannot be used for this purpose. Contributions from other organizations and surplus from the tutorial program can be allocated for this purpose. The algorithm to allocate these funds is the decision of the Conference Executive Committee. Priority should generally be based on the individuals' contributions to the Conference.

Except for such funds, Endowment trustees, conference officers, invited and other speakers are responsible for their own travel expenses.

### ***C. Program Committee travel and communication***

Participation of PC members in the paper selection process and communication between the PC chairpersons are critical to the quality of the Conference program. Limited funds may be provided as part of the budget in order to partially offset travel and communication expenses by PC members for these purposes. These PC members must demonstrate that no other sources are available to them.

## **25. ASSOCIATED CONFERENCES AND WORKSHOPS**

### ***Workshops***

The Endowment will organize VLDB sponsored workshops to happen 1 to 1.5 days before the VLDB Conference. This is based on a similar model to SIGKDD/ICDE.

### ***Satellite Conferences***

- A satellite event is one which is held at the same geographical location as VLDB and as an adjunct event.

- A satellite event has its own organization with independent legal and financial responsibilities.
- A satellite event agrees that VLDB is the primary event, and that the satellite event is a smaller adjunct to the larger conference.
- The amount of shared PC work or organization is dependent on the decision of the local organizing committee each year.

### ***“In Cooperation with” Conferences***

“In cooperation with” conferences may be held at a different time and in a different location to the VLDB conference.

Each case shall be decided individually by the VLDB Executive on the basis of the following requirements:

1. The organizational and budgetary rules must conform to those of the VLDB conference.
  2. Financial obligations should be entered into only if:
    - the financial situation of the Endowment allows this
    - the conference budget appears to be sound
    - the Endowment has the personnel capacity to check out and monitor the budget
  3. The following criteria should be applied:
    - (a) Quality and reputation
    - (b) Multi-country
    - (c) Promotion of database system orientation in general
    - (d) Promotion of database system orientation where it is lacking
- Criteria 3(b) & (c) are mandatory whereas only one of criteria (a) or (d) need to be met.
  - The “in cooperation with” conference should make a link to the VLDB web home page from their own conference webpage, and vice versa.
  - The “in cooperation with” conference may request the VLDB mailing list.
  - The EDBT series of conferences have a permanent “in cooperation with” status with VLDB.

## APPENDIX I

### MISCELLANEOUS HINTS FOR RUNNING A CONFERENCE

#### *A Remark:*

*Organizing a VLDB conference is a demanding task, and anyone underestimating this task will find himself in exasperation, frequently causing irritation and unhappiness to many people as well. Organizers should carefully consider this point before acceptance of responsibility. On the other hand, it is also a very rewarding professional and social experience to see a conference run successfully and its audience satisfied. This usually pays off all the hard work and anxiety during the course of developing and holding the conference.*

#### *A Golden Rule:*

*Be sure to communicate with the Endowment Executive Committee and with the officers of earlier Conferences and derive the benefits of unwritten experiences, do's and don'ts, contacts, sources of funds, etc., from past VLDBs.*

#### **Communication**

Communication is one of the biggest problems in running a VLDB conference. Communication in itself can make or break the conference. It is critical. DO NOT underestimate the problem this can cause! Be sure to get this part straightened out early and have a good procedure to follow and a good understanding among the officers of the Conference and the members of the various committees. Much irritation can result from the mishandling of this problem. Always maintain an up-to-date list of conference leaders, addresses, telephones, telex, and computer network addresses.

#### **Choice of Conference Date**

Remember that you have only a limited time range of September 15  $\pm$  one month to choose the conference date from, and only a window from March to May for paper submission and processing. These dates have been chosen as a matter of coordination with other major database conferences. To minimize overlaps with regard to conference and/or submission dates, inquire early enough about the scheduled dates of major competing database conferences such as ACM SIGMOD, IEEE Data Engineering, ACM PODS, and EDBT. Also check for dates of the IFIP World Congresses, since the VLDB Endowment is an IFIP affiliate. Check with the respective organizations and societies. Also, once the date of your conference has been settled upon, be sure to communicate it to the aforementioned organizations. Collisions should be avoided because they cut into the submission of papers and participation.

#### **Sponsorships, Support, and Cooperation**

To gain maximal visibility to, and participation from, potential authors and attendees, the primary focus should be placed on professional society cooperation, such as ACM, IEEE, IFIP, and the various national computer societies in and around the host country. Furthermore, to broaden impact, cooperation should be actively sought from other influential societies, especially those that are closely related to applications and management of information and knowledge.

Three forms of cooperation are possible;

- Sponsors contribute significantly, financially or otherwise. Generally, sponsors are not-for-profit organizations. Not-for-profit sponsors may share profits if agreed beforehand. As a rule, the VLDB Endowment permits a maximum of 50% share to be offered in total

- to sponsors.
- Supporters support the conference in a lesser role, financial or otherwise.
  - The term "in cooperation with" is to be used when a professional organization agrees to let the conference use its name but accepts no financial responsibility or liability.

Least critical is the "in cooperation with" association, because this maximizes the likelihood and speed of gaining approval. This kind of arrangement may still provide access to mailing lists and publications, sometimes even preferential advertising rates.

As indicated later on, cash-flow problems may be eased by entering into co-sponsorships. As it turns out, in the US, co-sponsorship with local societies (primarily ACM and IEEE) is not straightforward, mainly because they have their own conditions for accepting co-sponsorship. For example, filling in the application forms is tedious and time-consuming. Also, the societies often want to use their services for organizing the registration and for printing the proceedings even though commercial quotes usually are less expensive. In the past, the most difficult issue turned out to be the insurance requirements of ACM. The negotiations may drag on for months. At the minimum, one has to agree to have property and personnel liability insurance.

Experience has shown that it may be easiest to co-sponsor with just a single organization, usually a local computer society, because their insurance can then easily extend to the conference, and they may still be offered a 50% share of the surplus. However, make clear from the beginning that you reserve the right not to use their services if they are not cost-competitive.

As a trend, grants assume an important and ever-growing role in conference budgets, presently covering, on the average, about one third. Because grants seem critical to the financial viability of a conference, major attention should be devoted to acquiring additional sponsorships. Conference organizers are strongly advised to nominate a Sponsorship Correspondent, who is responsible for maintaining contacts with local sponsoring organizations, soliciting grants, and keeping continuous track of the flow and disbursement of grants.

### **Professional Organizers**

Past Conferences have tried both to work on an all-volunteer basis and with professional organizers.

Professional organizers can be of considerable help, but even then considerable work is left to the (volunteer) organizers. On the other hand, hiring professional organizers is expensive. For full service, they charge about \$40-45 (in 1990 figures) per attendee. The cost has to be added to the registration fees. Unfortunately, experiences in getting volunteer help has also been mixed. While people who volunteered were initially very helpful and enthusiastic, they soon were overwhelmed by the complexity and amount of work involved.

A suitable compromise looks as follows. Perform initial functions by volunteers. Once the more routine tasks, such as registration, coordination with the hotel, predominate — as they do during the latter portion of preparations — turn these over to a professional organization. Otherwise, there is too much to be learned in negotiating with hotels, airlines, printers, mailing houses — a process that is painful and very time-consuming. Volunteer help is difficult there because of all the other pressures they have. This compromise should raise costs by only \$15-20 (1990 figures).

Conference organizers should spell out in detail what will be expected from the professional organization to avoid misunderstandings. For example, the active involvement of the organizing committee in handling the scientific program and details of the mailing may not be properly reflected in the price setting.

## Publicity

Publicity is of critical importance to the success of the conference. It is essential that publicity materials reach people on time.

One publicity channel is mailing. There are at least two mailings: the Call for Papers and the Advance Program. There is one crucial point where timing is tight: the production and mailing of the Advance Program (AP). Typically, the program chair makes the final decisions on the content of the program about 4 months before the Conference. By the time all the material for the AP reaches the typesetter and is ready for print, 2-3 weeks are lost. Another 3-4 weeks may be needed for printing and mailing. Thus, if everything is on schedule, the AP should reach people about 2.5 to 3 months before the conference. That leaves no margins for errors.

Therefore, one may decide on a third mailing action of sending out a Call for Attendance, which includes information about travel, registration to the conference, and accommodation information. It should be targeted for mailing 4-5 months before the conference, i.e., before the program committees have met, and hence should reach people about 4 months before the conference. It is desirable to have the General Tutorials information included. Accordingly, General Tutorials should be decided at least 5 months before the conference.

The Final Program with up-to-date on session schedules and chairpersons and on panelists will usually be made available only as part of the registration kit, but may be the subject of a further more selective mailing.

Besides mailing, try to advertise in journals with high visibility, e.g., IEEE Computer, IEEE TKDE, CACM and Information Systems, also perhaps in the SIG publications in the various nations, e.g., ACM SIGMOD REcord, IEEE Data Engineering, Database (ACM SIFBDP) in the US. Advertising in journals is expensive: a full-page ad costs about \$3,500. It is possible to squeeze enough information as well as a conference registration form into a half-page. Having ACM or IEEE Computer Society as sponsors or in cooperation can significantly reduce the ad costs. The SIGMOD Record will include a full page ad for free. All journals require 2-3 months before they can put an ad in.

Send out information periodically to the major professional journals and trade magazines, for inclusion in their Call for Papers and Calendar of Events sections, as well as for news features. Examples are: CACM, Database (ACM SIGBDP), IEEE Computer, IEEE Spectrum, Database Engineering, Electronic News, ComputerWorld, Datamation, OR/MS Today (TIMS), IFIP Newsletter, as well as the journals of the various national computer societies (e.g., Informatik-Spektrum in Germany, Computer Journal in the UK).

Other proven ways to advertise is to make publicity materials available at other conferences, to provide organizations that keep track of conferences and travels with up-to-date information about the conference, and to publish a VLDB'xx News Bulletin at regular intervals.

You may draw on the Endowment's corporate experience by closely cooperating with its Public Relations and Publicity Liaison. This official maintains contacts to ACM, IEEE, and other computer societies, is responsible for the promotional material of the Endowment, and provides the liaison to address lists and mailing services.

## Mail

Even though mail is important, it must be carefully examined because it is one of the big expense items.

In the US, one should obtain a Non-Profit permit to allow one to mail at low rates. Obtaining a new non-profit mailing permit is a non-trivial problem. Getting a new permit requires proof

of non-profit status. Awaiting approval would be a long and unpredictable process. To use this permit, mail must be sorted in a certain manner. Therefore, it is recommended to stay with the current arrangement in which actual mailing is done via permit from one station by Aames Mailing Service in Los Angeles. Note that Aames requires prepayment in order to become active.

Another headache is obtaining mailing lists. They may be obtained from various sources, but are of varying qualities, with overlaps; their clean-up requires large efforts. For North America, the VLDB mailing list is maintained by Scotally Enterprises in Los Angeles.

In other countries, as in Europe, Non-Profit permits do not exist, but other special rates may be used. At present (January 1991) mailing arrangements for Europe are being negotiated (contact the Executive Committee).

Another important channel is direct mailing through the regional coordinators who often may also be in a position to have their institutions cover the mailing costs. Note that the regional coordinators have not always been effective in the past and that considerable pressure must sometimes be exerted on them.

Advertisements are somewhat of a substitute for mailing. Be sure to include the address, phone, fax, and email numbers of key organizers in advertisements so interested parties that were not on the mailing list can turn to them. The key organizers should, therefore, keep a fair number of calls for attendance or advance programs on reserve.

Among the several mailings, such as call for papers, call for attendance, advanced program, mailing costs are much higher for the latter two because of their multi-page contents. They should, therefore, be used more discriminately.

Again, for all these issues, draw on the experience of the Endowment's Public Relations and Publicity Liaison.

### **Budgetary and Financial Matters**

It is most useful, besides using the required forms, to look at the expense details of previous Conferences for planning purposes, and to talk to the respective organizers. It may be particularly helpful to use the fixed and variable cost method. Fixed costs are those that do not depend on the number of attendees, such as printing of publicity materials, mailing, rental of audio-visual equipment, etc. Variable costs are per attendee, such as proceedings, banquet costs, coffee breaks, and reception. For planning purposes, the registration fee may be calculated as follows: divide the fixed cost by the number of people for break-even, and add the variable cost per person.

Choosing the break-even point (in number of attendees) is a problem of risk versus fee. Local conditions should be taken into account, e.g., if the host country has a well-developed database community, the break-even point could be set higher than in other cases. Experience shows that the break-even point should be set accordingly and somewhere between 300 and 400.

Analyses of past attendance provide a number of clues. For example, VLDB usually attracts a kernel of about 300 people (this may vary depending on the current political climate and other factors such as ease of access). The success of the conference thus depends on generating sufficient interest over and above this kernel. For example, it has been observed that about 40% of the attendees come from the direct surroundings of the conference site, and another 40% from the same continent. This clearly shows where the emphasis in publicity should be placed. For planning purposes, attach a reply card to the Call for Papers to get an indication of the number of participants.

To keep a running estimate during the registration period, it has been observed that early

registration results in about 40% of the attendees, that one month later 50% had registered, and a week before the Conference 80-90%. There is still a sizeable number to register at the conference.

One of the bigger headaches is cash flow. The loan that the VLDB Endowment provides is definitely not sufficient to cover costs until registration receipts start coming in. A matching sum should be obtained from the local co-sponsors, such as the local computer societies (for surplus sharing see above). Another contingent source of funds that helps cash flow is to approach industry supporters early. Indeed, this seems to be of critical importance.

Here is a list of miscellaneous money matters:

- Be sure to communicate to the main conference officers early in the development of the conference, the budgetary and subsidy do's and don'ts. What will be covered for program and organization committee meetings must be communicated; there is usually a budget entry to support travel to such meetings.
- Special attention should be paid to the handling of money matters when a host country has restrictions in moving money in and out of that country. In cases where there are restrictions, it is imperative that money should remain in a country (US is very appropriate) where no restriction exists, and organizers keep only what is needed to run the conference in the host country.
- Request postponement of especially large expense payments, to help alleviate cash flow problems. The bill for printing proceedings is particularly large and is most appropriate for this.
- Be sure to allocate funds for miscellaneous items such as gifts or dinners for volunteers. Usually these sums are small. However, if the conference is run with mostly volunteers, who are non-technical professionals, this fund can be sizable and should be budgeted accordingly.
- During conference time, many persons will register. This will happen in spite of the pre-registration. Some of the registrations will come in the form of cash, credit cards, or checks. The procedure is to handle the money during this time — particularly the morning when the conference opens — is very crucial to get things running smoothly. Plan this procedure carefully with the on-site registration staff, and assign responsibilities very explicitly.

### **Registration Fees**

Special reduced registration fees should be granted only under very special circumstances, and are usually limited to student discounts. Sponsoring local societies will usually insist that their members be offered the lowest full-service registration fee available from the conference. Since VLDB makes it a policy not to offer any discounts other than the ones mentioned above, such a request usually can easily be granted. Going beyond this arrangement must be planned carefully so the reduced income does not cause any problems and jeopardize the financial soundness of the conference, and should at any rate be cleared with the VLDB Executive Committee. One arrangement practiced in the past towards a sponsor has been to count its financial support as an advance purchase of a corresponding number of registrations. This guarantees the Conference a number of additional attendees.

A fair policy when a person cancels after registration seems to be as follows: When a cancellation is made before the conference opens, deduct the cost of the proceedings plus postage plus a certain amount of handling fee, and return the rest. If cancellation is made at conference time, deduct all costs including social program before any refund. If the conference runs to deficit, no refund should be made when cancellation is made after the deadline for advance registration. Be sure to send a copy of the proceedings to the person who cancels, or who does not attend the conference, when fund is kept. Note that no refund should be made until the conference has been held, and financial matters become clear.

### **Conference Banquet**

Including the cost of the banquet in the registration fee drives the fee up, even for those who would prefer to do without it. Charging for it separately may help and even make the conference affordable to some. On the other hand, participants may not get reimbursed for it by their institutions, or may not be able to deduct it from taxes if charged separately. So the banquet, which is considered a major event and a means for communication at the conference, may draw a smaller participation than otherwise. Both ways have been tried in the past, with no clear indication, one way or the other.

Cultural events may be combined with the banquet. Such an arrangement may attract organizations to sponsor part of the banquet.

### **Conference Site Arrangements**

The conference has been held in the past in convention centres, hotels, and on university campuses. Holding a conference in a hotel has many advantages when the hotel is a suitable site, and when it makes concessions.

Indeed, it is a normal practice that hotels will make concessions to a conference when they are chosen as the conference hotels. Hotels have a great deal of flexibility in making these concessions, many of which are major. For example, a hotel may allow only a very nominal charge to provide conference equipment, give free meeting rooms to the committees, etc. In addition, hotels will give free rooms for every fixed number of rooms booked at a substantially reduced conference rate. This number is again flexible. They may also provide a room free of charge without depending on the number of rooms booked.

There is no hard and fast rule for what can be achieved in this respect. Be prepared to BARGAIN hard and talk to more than one hotel as long as that hotel is suitable for holding the conference. Be prepared to hold some social events in the hotel (like conference banquet and reception, for example). That may make them agree to your terms. The Organization Committee Chairperson must feel comfortable in doing this bargaining. He can get someone to help him, if he is not so confident. Be sure to know some statistics of past VLDB conferences — like number of attendees, and where and when they have been held. Hotels want to get assurance that things will happen as said to them. Past history is a good indication.

Be sure to get the hotel to agree to follow a certain procedure. Get written replies from their offers, even at a preliminary stage. Sometimes during the course of negotiation, hotels have personnel change. But they would still honour previous offers if substantiated.

The possibility of obtaining state or community sponsorship for convention centres or economical rental rates for university facilities should not be underestimated, and may lead to reduced costs for the conference site which may compensate for higher hotel outlays. Such alternatives should seriously be explored.

### **Technical Program**

VLDB conferences are scientific conferences striving for the highest possible quality. The General Conference Chairperson and the Program Chairpersons, as well as the Program Committees, shoulder a heavy responsibility to achieve these aims. To aid them, a separate Guidelines and Recommendations for the VLDB Program Committees have been issued. Be sure to consult them well in advance. For tutorials, see also the VLDB Annual Conference Principles, Policies, and Guide-lines, main section.

A few items require early careful planning by the General Conference Chairperson and the Program Chairpersons. Usually very little time (only several weeks) is allocated to the Program Committees to process the submitted papers. This occurs because the schedule may be constrained by various events, and organizers cannot close the Call for Papers too early as

it may then create conflict with other major conferences. It is therefore of utmost importance that a detailed plan to carry out this process is worked out.

Further, the heavy load to the Program Committee members is not expected by some of them. The PC members may accept the invitation and commit themselves too lightly. Program Chairpersons, when contacting potential members, should explain the requirements to them before they accept. Program Chairpersons should always keep in mind that they should not just go for "names", unless those persons commit seriously, and they should try to locate young researchers who are establishing themselves and are eager to work, and not only people they know well directly.

In planning for the conference site, early decisions may have to be taken whether to run two or three sessions in parallel, and also to decide when to run the General and Technical Tutorials. This, in turn, determines the number of papers to be accepted. Still, during a three-day conference, the total number of sessions available provides enough slack to accommodate a varying number of papers. At most, three sessions should be planned in parallel, including the panels and tutorials.

### **Committee Meetings**

While many of the things can be done by correspondence or via a computer net, it will always require face-to-face meetings to get some issues settled, and get a thorough understanding. Organizers should keep in mind that committee meetings, at least with the key members present, are needed and should be planned at certain times that would allow critical issues to be discussed and resolved. During the course of organizing the conference, more than one planning meeting is likely needed (not counting Program Committee meetings or final Program meetings). Consult the suggested schedule of events in Appendix II.

### **Proceedings Distribution**

Except for on-site purchase, no distribution (by mail) should be done until after the conference. It is confusing and causes more headache. Let the Endowment handle this part. It is one of its responsibilities.

### **Travel**

#### *Travel Grants*

Travel grants to attendees should be given only after the individual has attended the conference. This should occur even when the money for travel support is there to be disbursed. Commitments, however, should be made as early as possible to encourage people to participate.

Distribution of travel grants must be carefully done according to the constraints of the donating organizations. The Area Chairpersons should have a strong say about the distribution of the funds they have obtained.

#### *Free Travel from Airlines*

Airlines sometimes provide conference free travel to the conference site when they can expect some business from the conference. This is very useful when an organizer must go to the conference site to meet or see the conference facility. If you do not know how to take advantage of this, enlist the help of the travel agency whom you have identified as the travel organizer. This work is particularly fruitful when the host country's airline is approached and it is promised to be the conference carrier.

This is in addition to free seats that airlines often provide when enough seats are booked as a group. Group travel, in the loose sense, can be organized with the aid of the travel agencies.

What one can get from this depends on the negotiation skill of the conference organizers, the airlines and the travel agencies.

### *Emergency Travel Support*

Traditionally, the organizers of a VLDB conference have obtained travel support funds to provide assistance to conference participants, especially authors, who are unable to get sufficient travel funds from their institutions or other sources. This seems to become harder every year. Therefore, start your efforts early. Rely on Area Chairman and national representatives (name some for that purpose).

### *Travel agencies*

Travel commitments are exclusively between travel agent and the individual participant. If the Conference organizers solicit the aid of travel agencies and, as a consequence, include their names in the various calls for participation, a waiver of responsibility should explicitly be stated.

## APPENDIX II

### SAMPLE OF VLDB CONFERENCE PLAN AND CHECKPOINTS

Numbers at the beginning of a line are suggested number of monthys prior to (-) or after (+) the Conference. Numbers are approximations only and may vary according to local conditions.

- 51 First Conference proposal sent to the Endowment.
- 48 First Conference proposal presented to the Endowment.
- 39 Final Conference proposal sent to the Endowment including preliminary budget, Conference officers and committees, date and site.  
Confirmation by the Endowment.
- 36 Presentation of the Final Conference proposal to the Endowment.
- 28 Status report sent to the Endowment including a more refined and updated budget and sponsorship status.
- 26 Status report presented to the Endowment.
- 24 Select hotels, contract with professional organizer if needed.
- 23 Conference topics, first draft of Call-for-Papers.  
Start assembling PC members
- 18 Program Committee complete.  
Call-for-Papers, final draft.  
Approach professional organizations for cooperation.  
Planning for exhibits.
- 17 First printing, Call-for-Papers
- 15 Call-for-Papers shipping to SIGMOD and other database conferences.  
Revised budget.  
Approach sponsors and supporters for written commitments.  
All committees in place.  
Planning for General Tutorials.  
Tentative social activity plan.  
Prepare to get mailing list.  
Print letterhead stationary.
- 13 Complete sponsorships, supports and cooperations.  
Call-for-Papers shipping to prior VLDB Conference.  
Release Call-for-Papers to Journals for advertising.  
General Tutorials in place.  
Mailing list in place.

- 12 Status report to the Endowment including an updated budget, sponsorship status, complete list of committees and state of preparations.  
Distribute Call-for-Papers at prior VLDB.  
Distribute Call-for-Papers to individuals using mailing list.
- 10 Featured speakers set.  
Travel fund support solicited.  
Program Committee plan in place (including refereeing, Proceedings printing, shipping, typing mats, editing, etc.).  
Status and budget review.
- 7 Local arrangement plan in place for registration, conference room, and equipment.  
Social activity plan in place.
- 7/-6 Deadline for paper submission (Program Committee).  
Papers to referees and Program Committee.
- 5 Refereeing process complete.  
Prepare Advance Program.  
Advance Program to printer.
- 4 Program Committee meetings complete, scientific program finalized.  
Notices of acceptance sent.  
Author's kits to authors.  
Advanced Program including travel information sent to Journals for advertising.  
Advance Program to Coordinators.  
Prepare for mailing Advance Programs.  
Prepare final program for printing.  
Conference Executive Committee to finalize program Status and Budget.
- 3.5 Notices of rejection sent.  
Mail advance programs.  
Registration plan implemented (prepare packages for registration).
- 3 Camera ready papers received.  
Proceedings to printer.  
Review Conference site arrangements and reserve meeting and speakers' rooms.  
Final lecture hall assignments.
- 2.5 Mail final program.  
Pre-registration deadline.
- 2 Proceedings printed.
- 1 Local registration facility and details set.  
Audio and visual equipment arranged and Conference site detailed check.  
Paint signs for Conference.  
Last minute program changes.
- 0.5 Check hotel bucking status.  
Prepare kits for non-preregistered people.  
Prepare kits for pre-registered people containing last minute update information.  
Check pre-registration list and kit mailing.  
Prepare badges.  
Arrange Conference reception and banquet.
- 0.2 Final status review and last minute touch-up.

- Conference.
  - Preliminary report to Endowment including registration and financial status.
- +1 Return of loans to Endowment.
- +3 Written final report on success and experiences to VLDB Executive Committee.
- +4 Financial report with all records submitted to Endowment treasurer.  
Surplus distribution.
- +12 Final report to Board of Trustees.

## APPENDIX IV

### List of VLDB Program Committee Co-Chairs

27. VLDB 2001: Roma, Italy  
PC Co-Chairs: Stefano Ceri, Peter Apers, Richard Snodgrass
26. VLDB 2000: Cairo, Egypt  
PC Co-Chairs: Michael Brodie, Ramez Elmasri, Gunter Schlageter, Kyu-Young Whang
25. VLDB 1999: Edinburgh, Scotland, September 6-9, 1999  
PC Co-Chairs: Malcolm Atkinson, Patrick Valduriez, Stan Zdonik, Maria Orlowska
24. VLDB 1998: New York City, USA, August 24-27, 1998  
PC Co-Chairs: Jennifer Widom, Oded Shmueli
23. VLDB 1997: Athens, Greece, August 25-29, 1997  
PC Co-Chairs: Matthias Jarke, Michael J. Carey, Klaus R. Dittrich, Frederick H. Lochovsky
22. VLDB 1996: Bombay, India, September 3-6, 1996  
PC Co-Chairs: Nandlal L Sarda, C Mohan, Alejandro P Buchmann
21. VLDB 1995: Zurich, Switzerland, September 11-15, 1995,  
PC Co-Chairs: Umeshwar Dayal, Peter M. D. Gray, Shojiro Nishio
20. VLDB 1994: Santiago de Chile, Chile, September 12-15, 1994,  
PC Co-Chairs: Jorge B. Bocca, Matthias Jarke, Carlo Zaniolo
19. VLDB 1993: Dublin, Ireland, August 24-27, 1993  
PC Co-Chairs: David A Bell, Rakesh Agrawal
18. VLDB 1992: Vancouver, British Columbia, Canada, August 23-27, 1992  
PC Co-Chairs: Stavros Christodoulakis, Erich Neuhold, Yahiko Kambayashi, Alberto Mendelzon
17. VLDB 1991: Barcelona, Catalonia, Spain, September 3-6, 1991  
PC Co-Chairs: Guy M. Lohman, Amilcar Sernadas
16. VLDB 1990: Brisbane, Queensland, Australia, August 13-16, 1990  
PC Co-Chairs: Dennis McLeod, Ron Sacks-Davis, Hans-Jörg Schek
15. VLDB 1989: Amsterdam, The Netherlands, August 22-25, 1989  
PC Co-Chairs: Peter M. G. Apers, Gio Wiederhold
14. VLDB 1988: Los Angeles, California, USA, August 29 - September 1, 1988  
PC Co-Chairs: François Bancilhon, David J. DeWitt
13. VLDB 1987: Brighton, England, September 1-4, 1987  
PC Co-Chairs: Giampio Bracchi, Peter M. Stocker, William Kent
12. VLDB 1986: Kyoto, Japan, August 25-28, 1986  
PC Co-Chairs: Wesley W. Chu, Georges Gardarin, Setsuo Ohsuga
11. VLDB 1985: Stockholm, Sweden, August 21-23, 1985  
PC Co-Chairs: Janis Bubenko, Alain Pirotte, Yannis Vassiliou
10. VLDB 1984: Singapore, August 27-31, 1984  
PC Co-Chairs: Umeshwar Dayal, Gunter Schlageter, Lim Huat Seng
9. VLDB 1983: Florence, Italy, October 31 - November 2, 1983  
PC Co-Chairs: Mario Schkolnick, Costantino Thanos, Peter Lockemann
8. VLDB 1982: Mexico City, Mexico, September 8-10, 1982  
PC Co-Chairs: Dennis McLeod, Yolanda Fernandez Villasenor
7. VLDB 1981: Cannes, France, September 9-11, 1981  
PC Co-Chairs: Carlo Zaniolo, Claude Delobel
6. VLDB 1980: Montreal, Canada, October 1-3, 1980  
PC Co-Chairs:

5. VLDB 1979: Rio de Janeiro, Brazil, October 3-5, 1979  
PC Co-Chairs:
4. VLDB 1978: West Berlin, Germany, September 13-15, 1978  
PC Co-Chairs: Janis Bubenko, S Bing Yao
3. VLDB 1977: Tokyo, Japan, October 6-8, 1977  
PC Chair: Alan Merten
2. VLDB 1976: Brussels, Belgium, September 8-10, 1976  
PC Co-Chairs: Peter Lockemann, V.Y. Lum
1. VLDB 1975: Framingham, Massachusetts, September 22-24, 1975  
PC Chair: Peter Chen