



**The International Symposium on Electronic Art
Guidelines for Host Candidates**



TABLE OF CONTENTS

1. Introduction	3
2. Background of the Symposia	3
3. Mission of ISEA International	3
4. Bidding to Host a Symposium	4
4.1 Proposals	4
4.2 Expression of Interest Requirements	4
4.3 Bid Requirements	4
4.4 Selection of the Host	6
5. Fee and Legal Agreement	6
5.1 Symposium Fee	6
5.2 Bond	7
6. General Provisions	7
6.1 Host Organisation	7
6.2 Structure and Content	7
6.3 Location of the Event	8
6.4 Timing of the Event	8
6.5 Language of the Event	8
6.6 Concurrent Events and Co-Hosting	8
6.7 Cultural Diversity	8
7. Naming and Branding	8
7.1 Name	8
7.2 Use of ISEA Logo	9
7.3 Use of Headquarters Name and Logo	9
7.4 Sponsor and Subsidising Organisation Logos	9
8. Documentation and Publicity of Event	10
8.1 Website and Conference Management System	10
8.2 Publicity	10
8.3 Archives	10
8.4 Proceedings and Catalogues	11
8.5 Contributor Copyright	12

9. Role of ISEA International at Symposium	12
9.1 Board Member's Role	12
9.2 Welcoming Remarks	12
9.3 Hotel Accommodations	12
9.4 ISEA International Events	12
9.5 Meeting Room	12
9.6 ISEA International Board and Advisory Committee Involvement	12
9.7 ISEA Affiliates	13
10. Insurances	13
11. Elements of the Symposium	13
11.1 Opening Event	13
11.2 Academic Conference	13
11.3 ISEA International Annual General Meeting	14
11.4 Art Exhibitions and Screenings	15
11.5 Performances	15
11.6 Additional Public Events	15
11.7 Additional Events	16
11.8 Handover Event	16
12. Organising Committee	16
13. Committees and Juries	17
13.1 International Programme Committee (IPC)	17
13.2 Art Exhibition, Performance and Screening Jury	18
14. Income	19
14.1 Sponsorship and Subsidies	19
14.2 Income from Sales	19
14.3 Symposium Registration Fees	19
14.4 Workshop and Tutorial Fees	20
14.5 Additional Sources of Income	20
15. Reporting	20
15.1 Progress Reports	20
15.2 Final Reports and Archives	20
Appendix A Suggestions on Running Workshops and Tutorials	23
Appendix B Suggestions on Structuring Institutional Presentations	24
Appendix C Suggestions in Preparing and Publishing a Symposium Proceedings	25

1. INTRODUCTION

These Guidelines are the general rule for structuring an International Symposium on Electronic Art. They supplement the ISEA Symposium Agreement, which in turn references these Guidelines. In the event of conflict between the two, the ISEA Symposium Agreement will be the presiding document. The ISEA International Foundation board is aware that host organisations may wish to have some flexibility in the structure and may propose variations in advance with the Board. However, the contractual obligations stated in the ISEA Symposium Agreement are displayed in *italics* and must be strictly adhered to.

2. BACKGROUND OF THE SYMPOSIA

The series of symposia known as the International Symposium on Electronic Art was initiated in 1988 to create and maintain an International network of organisations and individuals active in the field of the electronic arts. The Symposia have been held as both biennial and annual events. As of 2008, they are held annually.

The aims of ISEA International and of the ISEA Symposia are:

- a. Promotion of communication between organisations and individuals active in the field of the electronic and experimental arts.
 - b. Creation of a structured approach towards the problems and potentials of the electronic and emergent arts.
 - c. Promotion of interdisciplinary and cross-cultural communication / cooperation between the arts and the fields of technology, science, education, and industry.
 - d. Research, presentation and exhibition of work related to ISEA International's mission.
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3. MISSION OF ISEA INTERNATIONAL

ISEA International is a non-profit organisation fostering interdisciplinary academic discourse and exchange among culturally diverse organisations and individuals working with art, science and emerging technologies. The ISEA International Foundation board oversees the selection of Host Organisations for the annual International Symposium on Electronic Art, (ISEA) a gathering of the international art, science and technology community. ISEA Headquarters ('HQ') is the operational base of ISEA International and is located at the University for the Creative Arts, United Kingdom. ISEA International is committed to diversity and supports proposals from both developed and developing countries. ISEA International acknowledges that the circumstances of the Host Organisation may vary considerably and these circumstances will be taken into account.

The main functions of ISEA International are to:

- a. Coordinate the continued occurrence of the symposia.
- b. Actively promote the Symposium, and acknowledge the Host Organisation as the Producer of the event in all communication related to the Symposium.
- c. Through its Board and advisory committees, provide advice, guidance, and consultation.

- d. Assist in the promotion of the Call for Papers and Participation, registration announcements and promotion of Preliminary and Final Programmes (print and electronic form).
 - e. Work with the Host Organisation in the selection of the members of the International Programme Committee (IPC). (See 13.1)
 - f. Supply a database of potential delegates, contacts and addresses to the Host Organisation.
 - g. Hold a General Meeting during the Symposium. (See 11.2)
 - h. Maintain a physical and online archive of Symposium materials for future reference. (See 8.3, 15.2)
 - i. Maintain communication with ISEA Community throughout the year via electronic means.
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4. BIDDING TO HOST A SYMPOSIUM

4.1 PROPOSALS

Expressions of Interest and final Bids to host an ISEA Symposium are to be submitted to ISEA International Headquarters according to the schedule in the Call for Proposals, as published on the ISEA International website (isea-web.org). Both the Expression of Interest and the Final Bid have to be in accordance with the Guidelines for Host Candidates. Any serious deviation from the Guidelines should be discussed with the ISEA International board in advance of submission. Prospective Host Organisations will be invited to give a public presentation of their Expression of Interest at the ISEA Symposium held 3 years in advance of the year of the prospective bid. The deadline for final bids is set by the ISEA International board and will be communicated to all prospective hosts.

4.2 EXPRESSION OF INTEREST REQUIREMENTS

Please read the entire Guidelines before submitting an Expression of Interest.

An Expression of Interest should follow the same format as the bid but does not need to be as detailed. In the Bid Requirements (see 4.3) the items indicated by an asterisk are required to be included in the Expression of Interest (not necessarily as elaborate). The other items listed in 4.3 are optional. After the board has approved the Expression of Interest, it will be developed into a draft bid that will be presented to ISEA International at the symposium three years prior to the bid symposium year. The bid will also be presented in condensed form to the symposium participants during the Annual General Meeting.

4.3 BID REQUIREMENTS

Please read the entire Guidelines before submitting a bid.

The bid should contain the following categories in the order listed below. Please DO NOT change the topic headings (bold). Items with a * are required for an Expression of Interest as well as the full bid. Items with no * are not required for an Expression of Interest.

A. Title Page

***Bid to Host The International Symposium on Electronic Art, ISEA(*year*)**

- *1. Proposed Location(s), Country
- *2. Proposed Approximate Symposium Dates
- *3. Proposed by: (list all major organisers)
- *4. Main contact person and email

B. Theme and subthemes

- *1. Main Theme(s) with rationale
2. List of subthemes with concept statements for each

C. Structure of the Symposium

- *1. List all planned symposium elements and activities. See section 11. ELEMENTS OF THE SYMPOSIUM of the Guidelines. Discuss the innovative, unique, or unusual aspects of the proposed symposium that you would like to highlight.
2. Include proposed schedule or timeline of when the various elements of the symposium would take place.

D. Dates for Submissions, Programmes, and Publication of Proceedings

- *1. Include a schedule with proposed dates for the following items:
Call for Participation dates for each category, double-blind review of submissions by the International Program Committee, notification of acceptance/rejection, editing of the papers for publication, design and formatting of the proceedings, distribution of the preliminary and then the final programme, and publication of the ISEA Symposium Proceedings.
2. Other important deadlines and dates

E. Hybrid Events / Mobility and Disruptions

1. Provide an outline of how you plan on approaching hybrid events in terms of reaching a wider international audience.
2. This needs to include a backup plan that considers local and global disruptions to mobility and travel (pandemics, climate) that directly impact in-person participation in the symposium.

F. Host Location(s)

- *1. Description of the host city/cities and why ISEA should be hosted there (maximum 1 page)
- *2. List and description of proposed venues and resources for the academic conference, public events (such as art exhibitions, concerts, performances, etc. that can be attended by interested people, not just symposium delegates) and general events (events such as performances and exhibits free of charge in public spaces).

G. Participating Institutions

- *1. Provide information on the participating institutions that will be organising the ISEA Symposium.
2. Include information that demonstrates the capacity for developing and organising a symposium of this caliber.
3. Include information that demonstrates the capacity to work with local constituencies.
4. If the symposium is held in conjunction with another event, clarify the relationship between the ISEA symposium and the co-hosted event.

H. Organisational Structure

- *1. List of committee and staff members along with roles and responsibilities.
- *2. Short biographies of key members of the organising committee.
- *3. List of substitute committee and staff members for the most essential positions in the event of illness or departure.
4. Intentions regarding the composition of the International Program Committee and Juries.

I. Financial Plan

For the Expression of Interest, a general budget should be submitted whereas a detailed budget is required for a full bid.

- *1. Estimated expenses, specified for the major components of the symposium
2. Expected sources of income, specifying each source (including registration fees)
3. Strategies for fund raising

J. Marketing and promotional plan

1. Methods to be used to reach local and international audiences both preceding the symposium as well as during the event.

K. Letters of Support

1. Key organisations and individuals who are likely to be affiliated with the event
2. Major potential subsidisers and sponsors

L. Other supporting Materials

1. Any other material you feel is relevant

4.4 SELECTION OF THE HOST

After the Expression of Interest is received by the ISEA Headquarters, the ISEA International board will review the materials and contact the potential host to discuss clarifications, suggestions for improvements, etc. Revisions may be made to the Expression of Interest provided they are completed prior to the due date. The ISEA International board will then evaluate the Expression of Interests and select a maximum of three potential hosts to move forward into the bidding process. A draft bid is then to be developed.

The draft bid will be discussed with the ISEA International board at the symposium three years prior to the bid year and the board will evaluate it and ask for clarification and make suggestions for improvement.

Final bids will be carefully reviewed by both the ISEA Board and the ISEA International Advisory Committee (IIAC) for adherence to the requirements set forth in section 4.3. The final selection will be made by the ISEA International Board and will be based on feasibility, submission quality, the proposed location and its conformance with ISEA Symposium Guidelines and goals. The successful bidder will be notified in writing and an announcement will be made on the ISEA website.

5. FEE AND LEGAL AGREEMENT

5.1 SYMPOSIUM FEE

The fee payable to ISEA International for hosting a Symposium is €20,000 (Twenty Thousand Euros), comprised of €15,000 (Fifteen Thousand Euros) non-refundable fee and €5,000 (Five Thousand Euros) refundable bond. VAT and/or tax is not applicable. On confirmation to the Host Organisation of a successful bid, an ISEA Symposium Agreement shall be issued and signed within 6 (six) months. Signed Agreements are to be sent to the ISEA Headquarters. The ISEA International board shall issue an invoice for the €20,000 Symposium Fee, which is collectible on acceptance of the Symposium Organiser's bid and shall be paid within 60 days after reception of the invoice. If it is impossible to meet the 60 day deadline, an extension may be applied for in writing with a full explanation and a specified date that the invoice will be paid (not to exceed 180 days from the receipt of the invoice). Payment should be in the form of bank transfer or bank draft sent to the ISEA International Treasurer.

5.2 BOND

The €5,000 bond will be reimbursed after the symposium, once ISEA's Board acknowledges that the host has met its contractual obligations. These obligations include, but are not limited to:

- a. *Realise the Symposium in regular consultation with the ISEA International Board*
- b. *Proper use of the ISEA logo and branding (See 7)*
- c. *Staging of the Annual General Meeting at an agreed time & place (See 11.2)*
- d. *Creation and active operation of the International Programme Committee (IPC) to conduct double-blind peer review of the submissions. (See 13.1)*
- e. *Publication of Proceedings (See 8.4)*
- f. *A final report of the symposium is submitted to ISEA HQ (see 15.2)*
- g. *Submission to the ISEA HQ of archival materials (see 15.2)*
- h. *Has abided by all required deadlines.*

Partial refund of the €5,000 bond may be paid for partial compliance at the sole discretion of the ISEA Board. The host will be provided with a warning and given an opportunity to rectify the situation prior to this occurring.

6. GENERAL PROVISIONS

6.1 HOST ORGANISATION

The Host Organisation is the principal producer of the event. In this capacity, the Host Organisation shall:

- a. *Be in charge of creating the necessary organising and review committees to enable the successful production of the Symposium and the double blind review process for papers.*
- b. *Develop the Symposium in collaboration with its local constituencies.*
- c. *Produce the Symposium in regular consultation with the ISEA Headquarters and ISEA International Board including the publicity and registration fee schedule.*
- d. *Be responsible for the Symposium's performance according to these Guidelines and to the goals of ISEA International.*

6.2 STRUCTURE AND CONTENT

The Symposium is, by its very nature, thoroughly interdisciplinary and comprises an academic conference, art exhibitions, performances, public events, and related activities.

The content of the Symposium programme is based on the results of an International Call for Papers and Participation, selected by an independent International Programme Committee (IPC) that consists of internationally renowned experts in the field (See 13.1). The IPC performs a double-blind review of paper, panel and roundtable submissions. The Host Organisation is encouraged to include several invited speakers, artists, performers, exhibitors, etc. in the programme in addition to those selected through the IPC selection process.

ISEA International also encourages the Host Organisation to incorporate aspects of local culture, history and traditions (as they pertain to arts and technology) to make every Symposium a unique and rewarding socio-cultural experience.

6.3 LOCATION OF THE EVENT

Organisations or persons from any part of the world may make a submission to host one of the ISEA symposia. The event, however, must also be open to delegates from any country.

6.4 TIMING OF THE EVENT

The symposium should be scheduled as to avoid conflicting with other major electronic art events, common start or end of the academic year, and major holidays. A Generic Symposium Schedule will be sent to the host prior to the Plan of Action due date to assist in planning major milestones.

6.5 LANGUAGE OF THE EVENT

The official language of the event will be English and, where applicable and feasible, also in the host organisation's native language. In the case of dual language presentations, translations are mandatory. All public communications about the event will be in English and where applicable and feasible, also in the host organisation's native language.

6.6 CONCURRENT EVENTS AND CO-HOSTING

When ISEA is held in conjunction with other events, both events must be integrated as much as possible. All promotional media, publications, proceedings, announcements, and conference schedules shall reference the allied events mentioned above. Arts and technology events organised by the Host Organisation during the period of 30 days prior to, and after the posted dates of ISEA are deemed to be part of the Symposium and must adhere to the present Guidelines.

The Host Organisation may publicise and participate in events offered by regional organisations that are taking place at approximately the same period, but ensure that publicity of and participation in these events do not dilute the branding, integrity or quality of the ISEA symposium itself.

The Host Organisation must discuss the specific details of these regional events with ISEA International at the planning stage to discuss the logistics of concurrent events and co-hosting.

To avoid conflicts of interest, the directorship of the ISEA Host Organisation shall not hold official positions on the team of the co-hosted event.

6.7 CULTURAL DIVERSITY

The Host Organisation is highly encouraged to adopt mechanisms and strategies that ensure a culturally and geographically diverse submission and assessment process.

7. NAMING AND BRANDING

7.1 NAME

The name of the Symposium is "International Symposium on Electronic Art", preceded by the number (for example '10th'). Abbreviated, the Symposium is called ISEA (no periods or spaces), followed by the year of the Symposium (for example "ISEA2025"). On all Symposium announcements, the symposium must be announced in this way: "ISEA[year], [Number] International Symposium on Electronic Art". For example: "ISEA2000, 10th International Symposium on Electronic Art". This official name can be followed by a translation in the language of the host country. When the Symposium is hosted in conjunction with another event, the name for the combined event(s) shall be "ISEA[year]/name of other event."

7.2 USE OF ISEA LOGO

Host organisations will be provided with an ISEA symposium logo as the primary branding tool of the symposium. This is to ensure consistency of the brand from one symposium to the next.

The Host Organisation may include the host city within the logo with *final design approved by the Board*. The ISEA symposium logo may be represented in any color necessary, provided that it is readily visible.

The ISEA International logo should be prominently displayed on all physical and digital literature related to the symposium. It shall occur to the left or above accompanying logos, and at a larger scale for visibility. If the ISEA International logo changes, the Host Organization will be provided with the new logo and will be required to use it instead. The Logo's use includes but is not limited to the Call for Papers and Participation, the Preliminary Programme, the Final Programme, pamphlets, web sites, social media pages, proceedings, posters, and mailings. The ISEA International logo may be represented in any color necessary to the artwork, provided that it is readily visible.



7.3 USE OF HEADQUARTER'S NAME AND LOGO

As a partner of ISEA International through its hosting of the Headquarters (HQ), *the University for the Creative Arts shall be acknowledged wherever credits are included (for instance, the symposium website and printed materials) by the following wording: "ISEA International Headquarters is supported by the University for the Creative Arts (UK)." The University for the Creative Arts logo shall be included alongside other symposium supporter logos.*



7.4 SPONSOR AND SUBSIDISING ORGANISATION LOGOS

The name of the subsidising party may be mentioned in all printed materials related to the symposium, although sponsors naming or branding the event(s) is not permitted. As the sole intermediary with financial partners and sponsors, the Host Organisation reserves the right to decide the order, size and placement of partner logos and acknowledgments on all Symposium-related documents. *This excludes the ISEA International logo.* (See 7.2). Permission from the ISEA International board is required in cases where a sponsor's name, logo, or literature is to be prominently displayed.

8. DOCUMENTATION AND PUBLICITY OF EVENT

8.1 WEBSITE AND CONFERENCE MANAGEMENT SYSTEM

The Host Organisation is responsible for setting up and maintaining a website which should contain all the information delegates need for the event. It is essential that the Host Organisation provide all essential information on the website and keep it up to date. The website must be easy to navigate and retrieve information.

ISEA International will provide web hosting and access to common web Content Management Systems (CMS) such as Word Press, Drupal and Joomla. The website for the symposium will be hosted on the ISEA International server and the URL will be <http://isea2021.isea-international.org/>.

The Host Organization should work closely with ISEA International prior to any technical planning to ensure the host website is integrated into ISEA International system.

8.2 PUBLICITY

The Symposium Organiser shall provide drafts of all promotional materials including flyers, press materials as well as the draft website for approval to the ISEA International board. Drafts of electronic and print publicity must be sent to the ISEA Headquarters to be forwarded to the board members. Once approved, all final versions of digital materials must be sent to Headquarters to be forwarded to the ISEA community via electronic communication means and posted on the ISEA International website, ISEA Twitter and Facebook pages. The Headquarters should be the first to know information about the symposium so it can pass it on to the community.

Publicity typically includes but is not limited to:

- a. Flyers to distribute at related events
- b. Digital announcements sent to the ISEA forum and all other relevant channels, including:
 1. Call for Papers and Participation, including deadlines
 2. Deadline for early registration
 3. Dates of the symposium
 4. News about the event
 5. Changes
 6. Preliminary Programme
- c. Print-based Preliminary Programme
- d. Final Programme
- e. Other communications to the public related to the event

Following paper, panel and poster acceptance by the International Programme Committee (IPC) and Artwork/Performance acceptance by the Art Jury, *the Host Organisation produces, publishes and disseminates the Preliminary Programme to the general public*. The Preliminary Programme can be posted on the symposium website and/or printed and mailed. Since this is the main announcement for registration, it is recommended this information is available to the public *at least six months in advance of the event* in order for the potential participants to make the necessary arrangements.

8.3 ARCHIVES

ISEA International maintains both a hardcopy and an online archive. The term “archives” refers to all audiovisual and printed material as a result of the Symposium. These include, but are not limited to, digital copies of all accepted submissions, the symposium website, symposium proceedings, catalogue, posters, promotional material, and audio-visual documentation of the event. The Host Organisation provides the ISEA Headquarters with these materials (originals or copies) in hardcopy and/or digital

form for the ISEA archives. Of major publications, like catalogues and proceedings, at least 6 hard copies need to be delivered to ISEA HQ. *The Host Organisation must ensure that copyright is granted for all materials supplied to be used in the online archive (See 8.5).*

1. The Host Organisation will provide ISEA International Headquarters with 4 bound hard copies of the symposium Proceedings and catalogues (if applicable) as well as any other printed publications free of charge for archival and promotional purposes.
2. The Host Organization shall provide digital files (.pdf, .doc(x), .jpg, .tif, .mov) of all the papers and other content in the Proceedings and Catalog.
3. If the documents were produced as digital-only versions, the Host Organisation will provide a PDF or Microsoft Word version of each document in lieu of the printed copies.

8.4 PROCEEDINGS AND CATALOGUES

The Host Organisation agrees to prepare a Symposium Proceedings to be distributed at the Symposium. See Appendix C. The papers printed within must be selected from the double-blind reviewed ISEA symposium submissions selected by the IPC.

Proceedings

- A. The contents of the Proceedings will be the vetted, double-blind peer-reviewed text and images of complete papers and also may contain full text or abstracts and visual documentation of panels, workshops, roundtables, institutional presentations, artworks, performances, public events or other events occurring during the ISEA symposium.
- B. The double-blind peer review process is the task of the International Programme Committee (IPC) (See 13.1).
- C. The Host Organisation shall secure copyright permissions from the authors prior to publication. (See 8.5)
- D. ISEA International may provide an ISSN number which could be used to ensure that the proceedings are recognised as part of the ISEA Symposium Proceedings series.
- E. The name of the Proceedings shall be: **Proceedings of the International Symposium on Electronic: ISEA20??, City, Country**
- F. The Proceedings should be in English and where applicable and feasible in the language of the country of the Host Organisation.
- G. The Proceedings will be printed and bound as a book and/or published digitally for print-on-demand usage or online scholarly access. A link should be posted to the proceedings on the ISEA Host and ISEA International websites.
- H. The proceedings will be structured and edited according to ISEA International's Proceedings Editorial Standards. ISEA International will provide these standards to the Host Organisation.
- I. Time-based materials such as videos and music may be published in digital form online and linked to the Proceedings.

Catalogue

1. The Host Organisation may also publish a catalogue, in print or digital format, of the artworks in the exhibition, performances, concerts or other creative events.
2. This catalogue should be available to delegates during the symposium.
3. A link on how to obtain the catalogue should be posted on the ISEA International and Host Organisation websites.
4. Documentation of the exhibitions, artworks and performances should be added to the symposium website after the event.

8.5 CONTRIBUTOR COPYRIGHT

The artists and presenters will retain copyright of all materials but must sign a copyright release agreement permitting their material to be included in ISEA's printed, online, archival and promotional materials. If the events at the symposium are to be videotaped, the presenters and key people being videotaped must sign a copyright release agreement. Copies of the copyright release agreement shall be provided to ISEA Headquarters. The ISEA Headquarters will provide the host with copyright release agreements to be used. Modifications to this form must be agreed upon by both ISEA International and Host Organisation.

9. ROLE OF ISEA INTERNATIONAL AT SYMPOSIUM

9.1 BOARD MEMBERS' ROLES

The Host Organisation is encouraged to provide the ISEA board members a role during the symposium and its preparations. Board members in the past have chaired panels, and sessions, served on the International Programme Committee (IPC), been a member of the Art Exhibition, Concert, Performance and Animation/Video juries, introduced speakers, et al.

9.2 WELCOMING REMARKS

Representatives of ISEA International and ISEA HQ will give welcoming remarks at the symposium's opening.

9.3 HOTEL ACCOMMODATIONS

The Host Organisation shall provide accommodation for the Board members (5) and ISEA HQ Director for the duration of the Symposium plus at least 2 nights preceding the Symposium.

9.4 ISEA INTERNATIONAL EVENTS

ISEA International reserves the right to organise events directly related to ISEA's objectives, including but not limited to a General Meeting (See 11.2).

9.5 MEETING ROOM

The Host Organisation shall provide a meeting room at the conference venue at agreed times for the ISEA Board to hold meetings with bidders and other parties. The room must be provided with an Internet connection and a data projector.

9.6 ISEA BOARD & ADVISORY COMMITTEE INVOLVEMENT

Members of the ISEA International Board and ISEA International Advisory Committee (IIAC) may submit content to the juried and non-juried components of the symposium and shall be treated as equals in regards to the review and acceptance or rejection of the materials. The work shall be double-blindly

judged based on its merits and the ISEA Host Organization shall feel no obligation to accept any works from these members due to their status in the foundation.

9.7 ISEA AFFILIATES

The Host Organisation shall provide up to 5 free registrations for representatives of ISEA Affiliates. Number shall be determined with ISEA International Board prior to issue.

10. INSURANCES

The Host Organisation must have the necessary insurances in place. The Symposium Organiser shall underwrite ISEA International and ISEA International Foundation Board into all insurance policies related to the Symposium, thus holding them harmless against claims arising from the Symposium and its allied events.

There are four kinds of insurance that Symposium hosts should procure:

1. Property Insurance: For items directly owned by the Host Organisation for theft, fire, flood, vandalism etc. Plus insurances for artworks while in transit and during the exhibitions (if insurance is unable to be supplied, this must be clearly stipulated to the artists).
2. Professional Liability 1: For actions by staff regarding errors and malpractice.
3. Professional Liability 2: For actions by directors and officers regarding policies, administration, and matters arising from Professional Liability 1.
4. Public Liability commensurate with the standards and required liability coverage of the host country.

The amount of coverage should be determined by the hosts with their insurance provider. ISEA International may request copies of the relevant policies.

11. ELEMENTS OF THE SYMPOSIUM

There is a standard ISEA symposium structure that an ISEA host should follow but this structure is somewhat flexible, allowing the host to propose and coordinate variations.

11.1 OPENING EVENT / INFORMAL GET TOGETHER

The Host Organisation shall organize an either an Opening Event or an informal get together of the delegates prior to the start of the Academic Conference, or both. This/these event(s) could be an art exhibition reception, a performance, a dinner, a gathering with refreshments, or another type of event that allows delegates to meet and network.

11.2 ACADEMIC CONFERENCE

- a. Keynote Presentations
Invited presentations from internationally renowned experts in the field.
- b. Papers and Panels Sessions
These are selected from a Call for Papers and Participation by the International Programme Committee (IPC) using a double-blind review process. The Call for Papers and Participation should be distributed on a worldwide scale. Timing of the Call and final announcements should be made with ample time to ensure that selected speakers can secure funding for their attendance.

c. Artistic Project Presentations

These could consist of the following:

1. Presentations providing background on works, which may or may not be part of the ISEA exhibition and performances. These presentations may be invited after the appropriate juries have made their selection.
2. Presentations on works that are not technically possible to exhibit/perform at the ISEA venues. These presentations are to be selected from the open Call for Papers and Participation or from recommendations from the jury.
3. Presentations of works in progress that would benefit from feedback, or request collaborative partners, etc.

d. Workshops and Tutorials

Workshops consist of hands-on training covering new technologies, software and information. Tutorials offer introductions to the diverse fields within electronic art and can be aimed at newcomers to the field. Tutorials can also be master classes targeting a specific audience. These also typically precede the actual symposium (For suggestions regarding workshops and tutorials see Appendix A).

e. Institutional Presentations

Short presentations by institutions involved in the electronic arts. Institutional presentations are intended to be general overviews of an organisation or institution. The Institutional Presentations are not juried, just checked for relevance. (For suggestions regarding institutional presentations see Appendix B).

f. ISEA Forums

In the past there have been forums related to various topics in conjunction with the symposium. Previous ISEA symposia have included an Education Forum and a Latin American Forum. Other topics are welcome. Proposals for forums should be submitted to the host for review and approval. The host is not obligated to accept or fund any forum events or their participants but may do so at their discretion.

g. Other formats that expand on the themes are encouraged:

1. Round tables
2. Poster sessions
3. Postgraduate forum
4. Remote or networked sessions
5. Break-out sessions
6. Birds-of-a-Feather meetings
7. Meetings of Affiliate Organisations
8. Informal sessions

11.3 ISEA INTERNATIONAL ANNUAL GENERAL MEETING

The Host Organisation should ensure that the Symposium programme includes the ISEA International Annual General Meeting (AGM).

a. Announcement

The AGM will be announced by a flyer (provided by ISEA Headquarters) in the registration materials provided to delegates of the Symposium. The time and location of the meeting shall be clearly publicised.

b. Scheduling

The AGM should be scheduled for 2 hours at a 'prime time and place' during the Symposium, while there are no parallel sessions. To ensure this, the Host Organisation must consult with the ISEA International board before setting the time and place. Experience suggests that the meeting should occur at roughly the midpoint of the Symposium so as to avoid travel conflicts for attendees and ensure maximum attendance. *If the AGM occurs near lunch time ISEA International may provide food and drink to the attendees.* Selection of the meeting room and clean-up services should account for this.

c. Contents

The ISEA General Meeting includes an update on current ISEA International and ISEA Headquarters activities as well as presentations by representatives of the next ISEA symposia and bidding ISEA Host Organisations. Also, the AGM provides the opportunity for attendants to give feedback on the current symposium to the organisers, so the main responsible organiser of the current symposium must take part in the AGM.

11.4 ART EXHIBITIONS AND SCREENINGS

The Host Organisation should organize public and private art events during the ISEA symposium. Submissions for artworks, concerts, performances, and events should be requested in the Call for Papers and Participation.

The art events should consist of:

- a. Juried Exhibition/s of electronic new media and emerging art works including installations, 2D and 3D works, interactive works, animation, video, audio works and other media that can be exhibited in galleries, museums, public spaces or other appropriate venues for the exhibition of artworks or performance. Juried works should be selected from the results of the Call for Papers and Participation.

In addition, other types of events such as the following can be organized:

- b. Curated exhibition – artworks may be selected from non-juried artworks.
- c. Screenings - a public showcase of computer animations, videos and films to be shown in a theater-type setting.

11.5 PERFORMANCES

ISEA embraces all forms of art including music, theater, dance, and performance art. An effort should be made to include members of these communities who are working with electronic technologies or doing cross-disciplinary research or creative works. The Host Organisation is encouraged to request submissions for performances in the Call for Papers and Participation.

The ISEA symposium often includes:

- a. Concerts – a variety of approaches to musical performance using technology.
- b. Dance – Electronically mediated performance using the body
- c. Theater – Dramatic arts involving electronic technologies
- d. Performance art and mixed media public events

11.6 ADDITIONAL PUBLIC EVENTS

The Host Organization may organize other events in association with the ISEA symposium. All Public Events should be open to conference delegates and the general public. The public may be charged an admission fee (except for the General Events). The host may request submissions for public events (which attract a wider audience, both with and without artistic interest) in the Call for Papers and Participation and also consider whether invited or juried speakers or performers might be in a position to take part in a public event and invite them to do so.

Common public events:

- a. Public lectures aimed at a non-expert audience or a non-ISEA audience.
- b. General Events are held in the open air or in public spaces and are free of charge. They draw attention to the ISEA event from the local community. Therefore it should be somewhat spectacular, or at least attract the attention of the press. Such events provide outreach from ISEA to the local community. Examples are: performances in the street, projections on public buildings, etc.
- c. Cultural events including local or indigenous peoples or traditional customs and rituals.

11.7 ADDITIONAL EVENTS

The Symposium Host may also organize a symposium dinner/banquet/luncheon, tours, residencies, and other special events or opportunities outside the scope of the academic conference or public events.

11.8 HANDOVER EVENT

It is recommended that a ‘handover’ event is organised at the end of the Symposium where the Host Organisation can be acknowledged and a formal handover can be made to the Host Organisation of the following Symposium.

12. ORGANISING COMMITTEE

It is essential for the smooth running of the Symposium that experienced and sufficient numbers of staff members are in place. The Symposium is typically coordinated by an Executive Director(s) in cooperation with an Organising Committee, IPC and jury members. The Symposium Host shall provide ISEA International with an organisational structure listing the Organising Committee and its members' contact information. Additionally the host shall list secondary contacts that may be used if members are not available or leave the Organising Committee.

Recommended staff include:

- a. Executive Director
Overall direction and vision of the Symposium. This person is the official interlocutor for ISEA International. If he or she is replaced in the course of the symposium preparations, the new person will have to read and agree to the Guidelines for Host Candidates.
- b. Producer
Works closely with the Executive Director on logistical issues of organising the Symposium.
- c. Finance/Administrator
Manages the budgets, accounts, insurances and financial reporting.

- d. Sponsorship/Fundraiser
Manages grant applications, sponsor liaison and reporting.
 - e. Conference Manager
Oversees the processing of incoming proposals, including the contact with the IPC and Art Jury, the realisation of preliminary and final program and the management and the conference venue, technical staff, hospitality, etc.
 - f. Creative Director
Oversees the art exhibitions, residencies, and performances, including the processing of art proposals and the contacts with the International Art Jury.
 - g. Technical Manager
Oversees liaison with artists regarding technical presentation requirements during conference, exhibitions, concerts, etc. and is responsible for venue liaison, freight, installation and de-installation.
 - h. Website Manager
Oversees the development or setup of the web-based submission system and symposium website. Responsible for integrating social media and other online communications and promotions as needed.
 - i. Volunteers (students and community members)
To assist with conference, exhibitions and other events.
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13. COMMITTEES AND JURIES

The International Programme Committee (IPC) and Exhibition, Performance and Screening Jury's role is to select content for the symposium. Other committees may be formed as needed.

13.1 INTERNATIONAL PROGRAMME COMMITTEE (IPC)

The role of the IPC is to jury content submitted to be part of the academic conference, including the Workshop and Tutorial proposals. The IPC should be comprised of a balanced selection of experts in the field. A double-blind review process should be used for papers, where author names and affiliations are not part of submitted manuscripts, and the authors are not aware of the reviewers' identity.

Recommended Structure of the IPC:

- a. The expertise of the IPC members should cover a wide range of topics within the electronic arts. Some members may be specifically suited to the disciplinary themes and sub-topics of the symposium.
- b. The Host Organisation shall compile a list of IPC candidates in consultation with the ISEA International board. The ISEA International board will propose approximately half of the IPC members. The Host Organisation shall invite IPC members and will advise ISEA International Headquarters of the finalized IPC membership.
- c. The selection of IPC members should also take into account: gender, cultural, economic and geographical diversity.

- d. It is helpful to have a number of IPC members located in the geographic vicinity so that they can meet face to face-to-make final decisions regarding the programme.
- e. It is recommended to include ISEA International board members and members of the ISEA International Advisory Committee on the IPC.
- f. A procedure should be established to review submissions from non-native English speakers, and to work with authors in advance to provide clear abstracts or final papers for jurying.
- g. IPC members shall be permitted to submit work in the category for which they are selecting proposals. However, they will not be eligible to vote on or speak for their own submissions.
- h. *The names and affiliations of the IPC members will be published in the symposium website, Call for Papers and Participation, the Proceedings and other relevant symposium publications.*

Operation of the IPC:

- a. *IPC members should be asked to provide information regarding their expertise. This will aid the Host Organization in allocating papers and proposals to the appropriate reviewer.*
- b. *The Host Organisation sends each paper or proposal anonymously ('double-blind') to at least two members of the IPC, according to their expertise. The proposal must be made anonymous by deleting the name, affiliation and cv or bio within the submission. In the event of a tie an additional reviewer may be invited to assess the proposal.*
- c. *A draft preliminary selection of academic content is proposed to the entire IPC. The IPC must have the chance to comment before the official selection of academic content is published in the Preliminary Programme.*
- d. A Conference Management System shall be used to receive submissions and assist in the review procedure. (See: 8.1)

13.2 ART EXHIBITION, CONCERT, PERFORMANCE, SCREENING AND GENERAL EVENTS JURIES

The role of the juries is to select content submitted to be part of the ISEA symposium. The juries should be comprised of a balanced selection of experts in the field.

Recommendations in regards to the juries:

- a. Renowned experts should be convened for the selection of the works for the juried exhibitions, concerts, performances, and screenings. This could consist of onsite local experts and/or online participants.
 - b. ISEA International board members and members of the ISEA International Advisory Committee may serve on the jury.
 - c. Jury members shall be permitted to submit work in the category for which they are selecting proposals. However, they will not be eligible to vote on or speak for their own submissions.
 - d. *The names and affiliations of the jury members may be published in the symposium website, Call for Papers and Participation, the Proceedings and other relevant symposium publications.*
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14. INCOME

The Host Organisation is the producer of the event. In this capacity, the host is required to do its utmost to gather the necessary means to organise the Symposium. The host is solely responsible for all expenses incurred in relationship to the symposium.

14.1 SPONSORSHIP AND SUBSIDIES

The host may solicit public and private funding from organisations, institutions, commercial and private sponsors and partners in accordance to the criteria set forth below.

- a. Identity of Sponsor and Reputation
The sponsor must be a responsible and reputable organisation whose name and identity would enhance the event. The sponsorship should enhance the public image of ISEA and its reputation and standing. There should not be any risk to ISEA's reputation arising from the sponsor's identity or the identity of its affiliates.
- b. No Conflict of Interest
There should not be any conflict of interest, nor and perceived conflict of interest between the ISEA Host Organisation, ISEA International and the sponsor.
- c. Benefit
The type of sponsorship should benefit the ISEA symposium. The benefit may involve monies, in kind services, loan of equipment, use of facilities, etc.
- d. Obligations
The specific obligations that the ISEA symposium host will have as a result of the sponsorship will need to be assessed by the host for each sponsor. IFF will have no obligation to the sponsor.
- e. Favouritism and Competition
The host must not favour specific industry donors to the exclusion of its competitors. The host should make a reasonable effort to offer the opportunity to sponsor the event fairly without favouritism.
- f. Legal sanctions
The potential sponsor must not have legal or professional sanctions against it, or be in the midst of a controversial litigation.

14.2 INCOME FROM SALES

The Host Organisation also has the right to the income from the sales of catalogues, advertising, derivative products, and registration fees.

14.3 SYMPOSIUM REGISTRATION FEES

The registration fees should be established in consultation with the ISEA International board, and should be set commensurate with previous symposia. Following is the recommended registration fee structure:

Free registration:

- a. Organising Committee
- b. ISEA International board members and ISEA HQ Director
- c. Current past and future ISEA hosts
- d. Two ACM SIGGRAPH Representatives
- e. Volunteers

Reduced registration fees:

- a. Students
- b. Individuals deemed appropriate by the host (i.e. independent artists)
- c. Selected organisations (e.g. sponsors, co-operating associations, etc.)
- d. Economically disadvantaged delegates

Full registration fees:

- a. Institutional presenters pay the normal registration fees
- b. Non-presenting delegates

Exception:

If the financial situation of the Host Organisation, artists may pay a minimal registration fee in order to cover part of the costs of organising the event.

14.4 WORKSHOP AND TUTORIAL FEES

Separate fees can be charged for participation in workshops and tutorials. (see Appendix A)

14.5 ADDITIONAL SOURCES OF INCOME

The following suggestions may be used to raise additional revenue for the ISEA symposium. Please consider these options.

- a. Commercial booths or installations of relevant products or technology
- b. Public ticketed events
- c. Crowd sourcing
- d. Book fairs
- e. Corporate/product presentations
- f. Original ideas are welcome but please discuss them with ISEA International.

15. REPORTING

It is the responsibility of the Host Organisation to keep HQ updated on the development and results of the symposium.

15.1 PROGRESS REPORTS

The Symposium Organiser shall supply written and/or verbal progress reports (at a schedule to be agreed) to the Board.

15.2 FINAL REPORTS AND ARCHIVES

The Symposium Organiser shall provide a Symposium Report to the ISEA Headquarters within 60 days upon completion of the Symposium. The Final Report shall be for the records of the ISEA International and for future Symposium hosts to assist in organisation. Where any material may be confidential and not for distribution, please mark as 'confidential'. Once all required materials are received by the Headquarters, the €5000 bond will be returned to the Host Organisation.

The Final Report should contain the following:**a. Academic and Artistic Report**

1. Overview of the academic programme
2. Overview of the artistic programme including a list of exhibitions and performances

b. Financial summary

1. Overview of income and sponsorship strategy

2. Spreadsheet with: Income (sponsorship and grants; total income from registrations; merchandise sales; other income)
 3. Spreadsheet with: Expenditures
- c. Marketing strategy**
Overview of how the symposium was promoted and information was disseminated
- d. Statistics and Demographic Data**
1. Number of registrations including full, student, early, and complimentary
 2. Admission numbers at exhibitions
 3. Number of presenters, artists, performers, panelists, etc.
 4. Number of local, national and International delegates
 5. Number of academics, students, artists, general public
 6. Number of submissions in each category and number of acceptances
 7. Number of paper presentations
 8. Number of panels, roundtables, and other academic sessions
 9. Number of artists and performers in each venue
 10. Number of edited proceedings and catalogues produced, sold, distributed or downloaded before, during or shortly after the symposium.
- e. Tourism Impact**
1. Number of hotels booked and occupation
 2. Any additional events and trips to local places of interest
- f. Contact Information**
Electronic version of the contact database of registrants. The delegates of the symposium will be added to the ISEA online forum.
- g. Survey Results**
Questions and results of a survey of delegates taken after the symposium. These questions shall be submitted to the ISEA International board for approval prior to issue.
- h. General comments**
Other comments and recommendations for improving future symposia
- i. Archives**
All materials needed for the archives:
1. Copies of all signed Copyright Release Agreement forms for all copyrighted materials (including papers, artworks, photos, videos, sound recordings, etc.)
 2. Abstracts of all presentations in text format
 3. All final papers in PDF or .doc format
 4. Digital images and/or video of all artworks and performances in the exhibitions with captions (names, both of subject and of photographer, title, year, medium, duration, location, etc.)
 5. Sound recordings of audio-based works with captions (if available), including information regarding performer(s), title, date, venue.
 6. Photographs of the exhibition environments with captions
 7. Digital video of the works in all screenings and public projections with captions
 8. Digital images of any pictures associated with presentations with captions (if available)
 9. Preliminary and Final Programme

10. Digital photographs or video recordings of events, presentations, facilities, etc. with captions
11. Copies of printed publicity material: posters, flyers, animated intros, and other promotional materials
12. Links to online promotional materials
13. Print or electronic copy of Press Book with press releases, press clippings
14. Three copies of the full Proceedings (digital and/or hard copy) and all accompanying AV materials
15. Three copies of the Art catalogue if applicable (digital and/or hard copy) and all accompanying AV materials

APPENDIX A Suggestions on Running Workshops and Tutorials

1. Call for workshop & tutorial proposals in the Call for Papers & Participation. Consider whether invited or juried speakers or performers might be give a workshops or tutorial and invite them to do so.
2. Seek subjects that might attract a substantial number of participants, like practical workshops for musicians and teachers or tutorials on new techniques in CGI, introductions to new tools, etc.
3. Vary the duration of the sessions - half day, full day, two-day - depending on the subject. For example: a tutorial on a subject for half a day for a larger audience and an accompanying workshop on the same subject for a smaller group for one-and-a-half days.
4. You can ask for a reasonable participant fee. You should pay the instructor a reasonable fee, but workshops can still be profitable. Participants, including speakers and performers, may come the extra day(s) to participate in a workshop. It may be easier for symposium participants to get their trip funded when they do this extra bit to improve their expertise.
5. Solicit local participants that do not necessarily attend other ISEA events.

APPENDIX B Suggestions on Structuring Institutional Presentations

Call for institutional presentations in the Call for Papers & Participation. The following rules apply and should be made clear in the Call:

1. Institutional presentation proposals are not juried. They are evaluated on their relevance to the field of electronic or emergent art.
2. Each speaker is limited to a 10 minutes presentation.
3. Each speaker has to pay the full participants fee.
4. This is attractive for relevant organisations (educational institutes, festivals, conferences, associations, publishers, etc.) because they are guaranteed to get exposure in the ISEA event and its audience.
5. It makes it easier for the representatives of the institute to get their trip (and fee) funded.
6. It is in line with ISEA's aim to connect existing organisations.
7. Past experience shows it to be a successful part of the symposium. It is popular with the audience, expands their view toward institutions and corporations.

APPENDIX C Suggestions in Preparing and Publishing a Symposium Proceedings

The following suggestions will help ensure that the Proceedings are available to the delegates at the time of the symposium in digital or printed format.

1. Generally, it is the production schedule of the full papers that determine the ability to publish the Proceedings by the symposium. To ensure the delivery of full papers in time to design and publish the proceedings, you can do one of two things:
 - A. Ask for full papers (short papers and long papers) in lieu of abstracts in the Call for Participation
 - B. Plan your submission deadline far enough in advance to allow for double-blind reviews of abstracts, acceptance and notification, adequate time for the accepted author to develop the paper and then enough time to design and publish the proceedings before the symposium.
2. The contents of a Proceedings (the order and inclusion of some elements vary):
 - a. Title page with graphics: **Proceedings of the International Symposium on Electronic Art: ISEA20??, City, Country**
 - b. Colofon: Publishing credits, copyright, ISSN number, publisher info
 - c. Symposium host committee, IPC, art jury
 - d. Sponsors and supporting institutions
 - e. Introduction
 - f. Table of contents
 - g. Keynotes
 - h. Full Papers
 - i. Abstracts of panels, roundtables, poster presentations and other events.
 - j. Abstracts of artist's talks
 - k. Other documentation of the symposium such as exhibitions, performances, etc.
 - l. Short biographies of authors