ECA Conference 2025
Event White Book
Responsibilities and Financial Arrangements

This flagship event will set the grounds of an tradition, bringing together national cluster associations, cluster members, policymakers, and industry stakeholders to reflect on achievements, strengthen collaboration, and shape the future of Europe's cluster ecosystem.

The first edition of the ECA Conference will also be a special occasion to celebrate **ECA's 5th birthday**, creating both a professional milestone and a celebratory moment for the community.

Responsibilities and Requirements

EUROPEAN CLUSTERS ALLIANCE

Category	Host Responsibilities	ECA Responsibilities
Venue	- Identify venue with plenary room (100–150 pax) and extra room for parallel sessions.	- Approve venue alignment with the proposed agenda and requirements.
	- Ensure accessible spaces and flexible seating arrangements, based on the proposed agenda of the event.	
	- Cover all venue costs, including room rental, furniture, and seating arrangements.	- No financial contribution to venue costs.
Technical Needs	- Cover multimedia equipment, screens, microphones, and high-speed internet.	- Define technical specifications and supervise setup.
	- Arrange AV technicians for setup and support.	
	- Cost Explanation: Host covers AV equipment and personnel expenses.	- No financial contributions to technical setup.
F&B	- Organise 2 coffee breaks, 1 business lunch, and 1 networking dinner.	- Provide branding guidelines for catering areas.
	- Cover catering costs, including menus aligned with dietary inclusivity and sustainability practices.	
	- Cost Explanation: Host fully covers F&B costs, including venue setup for breaks.	

Responsibilities and Requirements

Category	Host Responsibilities	ECA Responsibilities
Programme	- Propose agenda and thematic visits; handle local logistics.	- Approve agenda and visit proposals.
	- Arrange thematic visits to local innovation hubs or flagship projects, including transportation if needed.	- Lead in developing the overall programme structure.
	- Cover all local thematic visit costs.	- No financial contribution to thematic visits.
	- Cost Explanation: Host funds local logistics for thematic visits.	
Marketing & Branding	- Promote the event locally through stakeholder networks.	- Develop and manage the event webpage, invitations, and marketing campaigns.
	- Cover costs for on-site branding materials such as signage and banners.	- Provide badges and lanyards for participants.
	- Secure sponsorships to support event sustainability.	- Suggest templates and guidance for sponsorship outreach.
	- Cost Explanation: Host handles local promotion and materials expenses.	
Registration	- Set up on-site registration desk and staff.	- Manage online registration system and database.
	- Cover costs for onsite registration setup and on-site staffing.	- No financial contribution to on-site registration.
	- Cost Explanation: Host funds all on-site registration logistics.	

Responsibilities and Requirements

Category	Host Responsibilities	ECA Responsibilities
Accommodation & Travel	- Negotiate competitive rates for participants within walking distance of the venue.	- Cover travel and accommodation costs for ECA staff.
	- Provide a list of recommended hotels but not cover participant accommodation costs.	
	- Cost Explanation: Host negotiates rates but does not fund accommodation.	
On-Site Support	- Cover on-site team costs to handle event operations, including AV, registration, and F&B coordination.	- Assign ECA staff for on-site oversight and coordination.
	- Prepare contingency plans for potential challenges.	
	- Cost Explanation: Host funds all operational staffing and contingency planning.	
Sustainability	- Integrate eco-friendly practices, such as no plastic and locally sourced catering.	- Offer guidance and examples of sustainable practices.
	- Cover costs associated with sustainability initiatives.	
	- Cost Explanation: Host fully funds sustainability-related initiatives.	

Category	Host Responsibilities	ECA Responsibilities
Budget Submission	- Submit a draft budget outlining costs for venue, catering, technical needs, and logistics.	- Review and approve the draft budget.
	- Cost Explanation: Host ensures the budget reflects financial sustainability.	
Registration Fees	- Provide input on fee structure.	- Collect registration fees through the event page.
	- Use remaining funds post-event to cover host expenses.	- Cover event page, marketing, and branded materials.
	- Cost Explanation: Remaining funds after ECA's expenses will be allocated to the host.	
Sponsorships	- Secure sponsorships to offset costs.	- Provide sponsorship templates and guidance.
	- Cost Explanation: Host leads sponsorship efforts to support the event.	

Milestone	Description
Now (Call Launch)	Call for Expression of Interest opens. Start preparing your proposal.
28 January 2025	Deadline for submission of proposals.
February 2025	ECA evaluates proposals and shortlists hosts.
1 March 2025	Final announcement of the selected host.
December 2025	Host the ECA Conference and celebrate the 5th anniversary of ECA.

1. Fee Collection:

   1. Registration fees will be collected by ECA through its event page and booking system.

2. Fee Usage:

   1. **ECA's Use**:

      1. Development and maintenance of the event page and booking system.

      2. Marketing and administration efforts, including online registration and branded materials (e.g., badges, lanyards).

   2. **Host's Use**:

      1. Any remaining funds, after covering ECA's expenses, will be allocated to the host to support their event engagement.

3. Budget Requirements:

   1. Hosts are encouraged to provide a draft budget in their proposal, outlining estimated costs for the event and demonstrating its sustainability

1. Event Ownership:
   1. The rights to the event belong exclusively to ECA.
   2. The conference is an official ECA-branded event, and all branding and marketing materials must adhere to ECA's guidelines.
2. Host Obligations:
   1. Hosts should ensure that all local marketing and promotional materials comply with ECA's branding guidelines.
   2. ECA's name and logo must be prominently featured on all event materials.
3. Paperless Approach:
   1. Both ECA and the host should aim for a paperless event, promoting digital alternatives for marketing and materials.

ECA Conference 2025

We are looking forward of jointly creating a memorable event in 2025 and set the standards for the future editions!