



**Georg Simmel**  
Center for Metropolitan Studies



**in:polis**  
urbanism®

**REGISTRATION FORM**  
**2<sup>nd</sup> International Place Branding Conference**

**Branding Cities: The search for place identity**

20<sup>th</sup>-22<sup>nd</sup> January, 2011  
Cámara de Comercio de Bogotá  
Chapinero Venue  
Bogotá, Colombia



You could register online for the conference at: <http://tiny.cc/placebrandingconference>

If you would like to register via email or fax, please acknowledge that your registration can only be accepted if this registration form (points 1-4) is completed.

Please send by email or fax to: **INPOLIS UCE GmbH**  
Dunckerstraße 90 A | Phone: +49 (0)30 40 50 59 0  
10437 Berlin | Fax: +49 (0)30 40 50 59 29  
Germany | Email: conference@inpolis.de

**1 Data of Participant**

MR  MS

Title .....

Name, Surname .....

Company/Institution .....

Position .....

Address .....

Postal Code / City .....

Country .....

Phone .....

Fax .....

Email .....



# Registration form

## 2 Conference Fees - Please check the appropriate box and add the total amount.

Conference Fees	OECD country *		Non OECD country **	
<b>Full conference registration   20th-22nd January</b>				
Academic / Government rate	<input type="checkbox"/>	350 €	<input type="checkbox"/>	300 €
Corporate rate	<input type="checkbox"/>	500 €	<input type="checkbox"/>	500 €
Student rate ***	<input type="checkbox"/>	250 €	<input type="checkbox"/>	200 €
<b>One-Day registration for   January</b>				
	<input type="checkbox"/>	20th	<input type="checkbox"/>	21st
	<input type="checkbox"/>		<input type="checkbox"/>	22nd
Academic /Government rate	<input type="checkbox"/>	200 €	<input type="checkbox"/>	150 €
Corporate rate	<input type="checkbox"/>	250 €	<input type="checkbox"/>	200 €
Student rate ***	<input type="checkbox"/>	150 €	<input type="checkbox"/>	100 €
<b>Opening Dinner</b>   Thursday, 20th January	<input type="checkbox"/> included			
<b>Friday Dinner</b>   Friday, 21st January	<input type="checkbox"/> 35 €			
<b>Technical Tours</b>   Sunday, 23rd January	<input type="checkbox"/> 40 €			
<b>TOTAL AMOUNT:</b>	.....€			

**Notes:**

\* OECD countries are: Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Spain, Sweden, Switzerland, Turkey, United Kingdom, and United States.

\*\* Non OECD countries are all of the *not* aforementioned countries.

\*\*\* There is a limited amount of places for students.

**Included Services:**

- The full conference fees include: lunches, coffee breaks, the official opening dinner, the conference folder and proceedings.
- The one day conference fees include: lunch, coffee break, the conference folder and proceedings.

# Registration form

## 3 Payment Details

I will pay the total amount by:  PayPal (Credit Card possible)  Bank Transfer

Please continue to the respective box:

### Payment by PayPal

You will receive an email by PayPal from **service@paypal.de** with subject: **"INPOLIS UCE GmbH would like to be paid through PayPal"**.

Please follow the included link, which will lead you through the whole transaction.  
**The email may have been sent to your junk emails!**

### Payment by Bank Transfer

Please transfer the total sum to the following German bank account:

National Transfers:	<b>INPOLIS UCE GmbH</b> <b>Bank: Deutsche Bank</b> <b>Account No.: 7270002 03</b> <b>Bank code: 100 700 24</b>
International transfers:	<b>IBAN: DE91 100 700 240 7270002 03</b> <b>BIC (SWIFT): DEUT DE DBBER</b>
Reference:	<b>RE: Place Branding Conference 2011</b>

**After the receipt of the payment, a final confirmation email will be sent and, accordingly, your registration will be valid.**

## 4 Additional Instructions

- **Confirmation of receipt:** Valid registrations will be confirmed by email no later than 5 days after receipt of your registration form. An invoice will be sent appropriate to your bookings.
- **Final Confirmation:** After the receipt of the payment, a final confirmation email will be sent and, accordingly, your registration will be valid.
- **Cancellation:** INPOLIS UCE GmbH reserves the right to cancel the conference if the minimum number of participants is not reached. In this case paid sums will be reimbursed in total.
- **Modification of registry:** Please note that all bookings are registered under the name and surname. Therefore, in case of registry modifications, please refer to the registration name.
- **Refund policy:** No refund possible after payment.

By submitting this registration form, you are agreeing that you have read and accept the additional instructions.

Date, Signature .....

# Registration form

## 5 Special Accommodation Offer

The Hoteles Dann kindly offer the following rates for all conference attendants:



Hotels	Category	Accommodation prices				
<b>Hotel Casa Dann Carlton</b> Calle 94 N° 19-71 PBX: 57(1) 338777 Bogotá  Tel: (57-1) 6338800, Toll Free: 018000 – 912873, email: reservas@casadann.com.co web: <a href="http://www.casadann.com.co">www.casadann.com.co</a>	*****	Currency	Single	Double	Carlton	Imperial
		COP	286,000.00	306,000.00	376,000.00	456,000.00
		Euro <sup>(1)</sup>	117.96	126.21	155.08	188.08
		Breakfast included Reservation deadline: 20th December, 2010				
<b>Hotel Dann del Norte</b> Avenida 15 No 112 – 09 Bogotá  Tel.: (571) -6374377/ Toll Free: 018000-912225 email: reservas@dannorte.com.co web: <a href="http://www.dannorte.com.co">www.dannorte.com.co</a>	****	Currency	Single	Double	Triple	
		COP	208,000.00	263,000.00	318,000.00	
		Euro <sup>(1)</sup>	85.79	108.47	131.16	
		Breakfast included Reservation deadline: 20th December, 2010				
<b>Hotel Dann 19</b> Av 19 No. 5 – 72 Bogotá  Tel: 2 84 01 00/2 82 50 36 Toll Free: 018000 – 915036 email: reservas@hoteldannav19.com web: <a href="http://www.hoteldannav19.com">www.hoteldannav19.com</a>	***	Currency	Single	Double	Suite Single	Suite Double
		COP	101,000.00	126,000.00	156,000.00	197,000.00
		Euro <sup>(1)</sup>	41.65	51.97	64.34	81.25
		Breakfast included Reservation deadline: 20th December, 2010				
<b>Code Word (Reservation): Tarifa Place Branding</b>						

<sup>(1)</sup> The equivalent in Euros was calculated with the following exchange rate: 1€=2424.46 COP (17.07.2010). Thus, the prices in Euros are only representative. Payment shall be done in COP.