



ITALIAN TRADE AGENCY

Los Angeles Office

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CIG: N/A

Annex 1

TECHNICAL DESCRIPTION

LEASING OF DISPLAY STRUCTURE, FURNITURES, GRAPHICS AND OTHER RELATED SERVICES ITALIAN PAVILION AT GDC 2024, 20-22 MARCH – SAN FRANCISCO (CA)

1. GENERAL INFORMATION

The Italian Trade Agency is organizing an official participation to GDC and will occupy an exhibit space of **600 square feet (20X30 sq.ft): Island no. P1647**.

This document contains technical information for the setting-up and the furniture of the Italian Pavilion at GDC 2024.

2. PROJECT LAYOUT AND GUIDELINES

*It should be noted that the internal distribution and total size of the booth **could be modified**, and the Appointed Contractor must comply with all changes which may occur up to the opening of the Exhibition, but only on the specific instructions of ITA-Italian Trade Agency.*

Pictures, catalogues, etc. must be attached to the bid documentation in order to identify the proposed materials which will be used for the construction of the Italian Pavilion (structures, panels, flooring, furnishings, lights, cubes, shelves, etc.).

With reference to the notes on the graphic layout, the "Executive Project" shall be carried out as follows:

2.1 Flooring

All area surfaces must be covered with rubber mat (to hide electrical cables) and light grey carpet finish.

As a protection of the floor, a plastic film of adequate thickness must be laid out and it will be removed only at the completion of the set-up, including the arrangement of exhibits in each location.

2.2 Structures

Please refer to the rendering and to the exhibitor manual GDC 2024.

For ITA AREA: It must be realised with aluminium/wood type aluminium frame system with printed fabric (the graphics applied over the entire surface) including doors with key lock.

2.3 Graphics

The graphics will be as follows:

- G1) "ITALIA" logo
- G2) wall Graphic panel (*ITA storage*) together with additional selected logo
- G3) "ITA Italian Trade Agency" and other logos (*front panel information counter*)
- G4) *MADE IN ITALY. GOV, MAECI, ITA, IIDEA, and additional companies logo*

THE GRAPHIC PROJECT AND LOGOS WILL BE PROVIDED TO THE APPOINTED CONTRACTOR

In order to verify that the printed artwork complies with the colours and display ordered by ITA, the Appointed Contractor must present proof of it to ITA for verification before its installation and in reasonable time frame for the possible corrections and final approval.

(Note that the final graphic files shall be sent to the Appointed Contractor)

2.4 Electrical and lighting system

The lighting system must contain the following:

For ITA Meeting stations:

- Each workstation should have at their disposal at least n.1 electricity outlets
- LED spot lights (power not less than 100 W) clamped on partition wall (see project)
- n. 4 electricity outlets in storage
- n. 2 electricity outlets for the information desk

For ITA Welcome Area:

- LED spot lights (power not less than 100 W) clamped on partition wall (see project)
- n. 2 electricity outlets for lounge area
- n. 4 electricity outlets in storage
- n.2 electricity outlets welcome desk
- 2 TV 60" on the tower (storage)

2.5 Furniture (the furnishings in the drawings are by way of example)

All furnishings and accessories should be of good quality and in good shape. These should be the basic characteristics of the furnishings:

For ITA Welcome Area:

- n. 1 lit-up Information desk 1 lit-up desk - length 6'X7' - with ITA/ITALIA logo and lockable cabinet underneath with inner shelves.
- n. 2 60" monitor - with USB slot for play video to be placed hanging behind the reception desk on storage wall (with video looping capability);
- n. 1 sofa (2 seats)
- n. 1 Corbusier lounge armchair
- n. 1 coffee table

For ITA Meeting stations:

N° 4 workstations.

Each individual station should have the following basic furniture (see project):

- 1 round table, top MDF
- 1 wastebasket grey colour
- 4 chairs blue colour
- 1 electrical socket

For ITA Welcome Area :

DESK POINT

- 1 information desk (78.75 inches), MDF white colour with backlit front panel
- 2 stools white colour
- 1 plant/decoration
- 2 waste baskets grey colour

OPEN LOUNGE

- 1 sofa (2 seats) white/ivory
- 1 chair white/ivory
- 1 cocktail table beige/ivory
- 3 plants 3-4 feet height

STORAGE

- 1 rectangular table MDF white colour
- 2 chairs white colour
- 2 rack shelves H 180 / 200 cm
- 1 Notebook with WINDOWS 10 or newer and OFFICE
- 1 Printer/copy A4
- 4 clothes hangers
- 2 waste baskets grey colour



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- 1 coffee machine type LAVAZZA (including electrical connection), with 1000 pods espresso coffee and relative supplies (coffee cups, sugar, stirs, napkins, ecc...)
- 1 water dispenser + 5 water bottles (5 gallons)

2.6 WiFi

Provision of internet via WIFI router (minimum two routers) for at least n° 30 connections.

SPECIAL CONDITIONS

The Appointed Contractor must:

- prepare at its own care and expenses every document requested by Organizer, for the execution of the setting up, the certificates of fire safety, electric system scheme for lighting and motive power, etc;
- guarantee the cleaning of the Italian Pavilion and furnishings during the entire duration of the show;
- ensure maintenance with specialised staff during the entire Exhibitions period.

IMPORTANT: Please refer to the GDC exhibitor manual for move-in / move-out policy and all the other guidelines provided