



ITALIAN TRADE AGENCY

Sydney Office

Annex 2

TECHNICAL INFORMATION ITALIAN PAVILION AT FINE FOOD AUSTRALIA ICC Sydney, 6th – 9th September 2021

1. Introduction

This document contains technical information for the design and construction of the Italian Pavilion at [Fine Food Australia 2021](#). We require an EXECUTIVE PROJECT complete in all its parts: flooring, structure, walls, artworks printing & graphics services, installation & dismantle, furnishings, electrical & plumbing connections, equipment hiring.

It is requested to produce an original design, however consistent with the concepts and architectural structures based on these outlines. Please also refer to images included in *Annex 6 - Images of past participations* at Fine Food Australia (2017, 2018 and 2019).

The Italian Trade Agency (ITA) will not recognize any fee/reimbursement for the creation of the design and documentation necessary to support the project.

2. Contractor's Obligations

- The Appointed Contractor will produce all documentation and rendering, including graphics and logos and visual representations, supported by samples of the materials and furnishing. The final layout is subject to approval by ITA.
- The Appointed Contractor will produce all documentation required by the Organizers pertaining to the execution of work (fireproof material certificates, electrical installation).
- The executive project and all materials utilized must be compliant with State laws and guidelines, Rules & Regulations of Fine Food Australia, ICC Sydney and local Council, particularly with regard to fire prevention and safety, and Covid-19 regulations.
- The preliminary layout must be adjusted if any of such regulations require such changes.
- The Appointed Contractor will request the Organisers permission to proceed with the execution of the works according to the terms set out in the contract with ITA.

3. General Information

The Italian Pavilion (for its location please refer to *Annex 4 - General Exhibition Floor Plan*) occupies a total area of **225 sqm** spread across two isles (HM-HN; HN-HP). One isle has an area of 126 sqm and the other isle has an area of 99 sqm and it includes also a pillar of 1.5 mt diameter.

ITA exhibition area has to be organised in **14 individual stands of approx. 11 - 12 sqm** each plus a **Showroom**. The Showroom is intended as an open space designed to host a number of **13 individual displays** for Italian food products. In addition, within the Showroom it will be also located a welcome desk for ITA (pls note: at the end of this document, you will find a few images of the Showroom area designed for the Italian Pavilion at Foodex in Japan. The image is only intended as an example for a better understanding of the format adopted for Fine Food Australia 2021).

On your project, please consider that a portion of the individual stands and the Showroom will be eroded by common storages accessible by multiple doors. For a better understanding of how ITA intends to subdivide the total area refer to *Annex 5 - Italian Pavilion floor plan*.

ITA has also included some images (just as samples) for a better understanding of what is needed considering the different food products categories that will be showcased within the Italian Pavilion.

ITA reserves the right to apply changes to the floor plan in a range of +/- 20%. In the event that such changes may occur, the contractor will make the adjustments at no additional cost.

4. Pavilion and Stands Construction

- The Pavilion should be made with high quality modular type systems (with the exclusion of octanorm or upgraded types of octanorm) able to represent “Made in Italy” (without any stereotypes), with a modern twist yet simple and elegant.
- Use of suitable colours and lighting, allowing maximum visibility of the products.
- The materials used must be of good quality, with luminous and light-coloured laminated finishing, maximizing the visibility of the structure and its functionality.
- The furnishings, display elements and artworks will have to contribute to the high standards of the project and must be delivered in perfect conditions, reflecting good taste and design in the colours and materials chosen, preferably in white colour. The size of the furniture and displays should be proportionate to the available space.
- The structure should be functional for both exhibitors and visitors.
- Due to this year format [14 individual stands and an open space area] ITA is looking for less intrusive portioning options in order to create an exhibition area that is easy to visit yet maintaining a sense of privacy, especially between the individual stands.

5. Project Layout and Guidelines

A) FLOOR

We require raised floor, of good quality and attractive finish, washable and anti-slip. As a protection, a plastic film of adequate thickness must be laid out and removed only at the completion of the setup and before the opening of the Show.

B) EXHIBIT AREA

It is an essential requirement that:

- No wiring will be visible in the whole exhibiting area within the Italian Pavilion;

- ITA and its co-exhibitors' logos, stands numbers and other graphics (ITA will supply them to the Appointed Contractor) will be clearly visible and properly illuminated, with positioning to be discussed at the first meeting with ITA team;

- Refer also to the attached *Italian Pavilion Floor Plan* to view how the two isles are portioned. The 14 individual stands should be distributed across the two isles and have a size of about **11-12 sqm** each including a part of the stand eroded by a common storage that will run alongside of about 1.2-1.4 mt depth. The 99 sqm isle includes a pillar of a 1.5 mt diameter that can be incorporated within the storage walls or dressed with a wall with the intent to make it less visible.

Here below a detailed list of basic requirements and features for the Italian Pavilion:

Electrical & Plumbing

- 15A, 20A and 3 Phase Power Supply as required to run all the equipment and lights (including switchboards)
- 10A power points at each of the 14 individual stands
- 15A power points at stand HP51 to run a display fridge
- 15A power point near ITA desk for personal devices and TV screen
- Cold/Hot Water & Drain Connections (for sinks, glassware washer, hand wash basins)

Storage Equipment

- 1 x Freestanding glassware washer, 2 baskets, 15A, 230V (2.2kw)
 - Dimensions approx. W480 x D530 x H850 mm
- 1 x Grade Stainless Steel Single Bowl Sink w/bench
 - Dimensions approx. W1200 x D600 x H900 mm
- 1 x Grade Stainless Steel Double Bowl Sink w/bench
 - Dimensions approx. W1700 x D600 x H900 mm
- 2 x Portable hand wash basins
 - Dimensions approx. W350 x D450 x H900 mm to connect to a standard 10A, 240V power point, see example:



- 2 x LG garbage bins
- 1 x Water dispenser with disposable cups + 2 x water bottle (5 gallons)
- 2 x Wall-mounted coat hangers (for each individual stand; inside storage)
- 4 x Wall-mounted coat hangers (for ITA, inside the nearest storage)

Equipment (stand HP51)

- 1 x Curved Glass Deli Display
 - Dimensions approx. W1500 x D1100 x H1400 mm

Example:



Flooring

225 sqm no-slip, no-permeable and washable raised floor

Signage and Digital Printing

14 x signage and digital printing for individual stands

13 x signage and digital printing for displays

All signage including the Showroom area (companies' logo, names and stand numbers) to be properly illuminated and visible

High resolution graphics on background walls and/or partitioning walls

Furniture – Individual Stands

14 x café tables (white)

56 x chairs (white)

14 x small cabinets with lockable door

- Dimensions approx. W1000 X D 500 X H 900 mm

14 x counter display cabinet w/LED lighting & lockable doors (white frame; to be used as front desks) with two adjustable shelves. See example below.

- Dimensions approx. W1000 x D 600 x 900 mm



14 x zig zag brochure stands

14 x paper bins

2 x Wall Shelf Floating White

6 x small fridges for wine

- Dimensions approx. W 430 x D 480 x H 825 mm

Furniture - Showroom

1 x ITA Reception Counter approx. 2.5m wide. It can be either on a Curved, L-Shape, or Linear Shape.

4 x Stools (white)

1 x paper bins

4 x decorative real plants with pot

1 x 55" LCD Screen with USB slot and video looping capability (Wall mounted and located within the showroom HN56, ideally behind ITA desk)

1 x free-standing brochure rack

13 x Linear Shelving Units w/glass shelves & white metal framing (see image provided)

- Dimensions approx. W1500 x D1100 x H1400 mm, see example:



Other Services to be included

- Access to the loading dock to be organised directly with the show organisers
- Freight delivery / return
- Forklift - Unload and load stand contents
- Structures Installation and dismantle
- Onsite Storage

Rigging

- Stand wash lighting and allowance to rig over the two isles to be included
- Purchase of air space in the space between the two isles (Optional; to be quoted separately)

PLEASE NOTE

- Companies interested to send an EOI for the Italian Pavilion are welcome to submit a project accordingly to their experience with Fine Food Australia or similar events, but the floor subdivision can't be changed.
- Do not use flammable materials. This includes plastic flowers/plants, polystyrene etc.
- **Storage:** The format adopted in previous editions included a common storage area, about 1.2 – 1.4mt depth, located at the centre and alongside each of the two isles of the Pavilion, with access doors from each stand. Such format is not mandatory: contractors are welcome to propose projects with different options, while assuring a functional storage area for the equipment and products stock.
- **Extra requests:**
 - 1 x 3-phase power point 25A
 - 1 x power points 20A
 - 2 x power points 15A
- Some changes and adjustment may be required after the tender is assigned, in terms of electrical, water, lighting, graphics or stand layout: we request to consider (totally or partially) that the extra cost for such adjustments would be compensated with works or equipment initially requested and no longer needed.
- Any extra requests by the Exhibitors will be at their own expense and will be paid directly to the Appointed Contractor at the price listed on the Exhibitor Manual. ITA co-exhibitors are not allowed to request any individual structural modification to their booths. The Appointed Contractor will liaise only with ITA team on written instructions.
- ITA will provide a final list with the position of any extra equipment in the booths. It is the Contractor's responsibility to take care of their installation. A list of possible extra requests, in terms of equipment to be allocate in the booths, will be discussed during the first meeting with the Appointed Contractor.

C) GRAPHICS

The graphics has to embody the entire Italian Pavilion, representing the national identity and allowing it to be easily identified from a distance.

The overall artwork for the Pavilion will be provided by the Appointed Contractor. ITA will provide specific and Institutional digital images for the individual stands and showroom. The Appointed Contractor will be responsible for enlarging and printing to the stand fitting, presenting proof to ITA in a reasonable time frame for possible corrections and approval. Printing and installation will be the Contractor's responsibility.

Graphics for ITA's stand

- ITA and Italian Ministry for Foreign Affairs and International Cooperation
- The Extraordinary Italian Taste logo
- 3 Layouts of the Italian Pavilion Map, listing Italian Exhibitors and their stands number
- 1 large graphic/image on one of the walls of ITA stand (to be provided)

Graphics for Exhibitors' stands

- ITA and Italian Ministry logo
- Company name + logo + booth number, in clear view and in proportion to the area
- Customisation of the walls, based on the graphic provided by the co-exhibiting company

Hanging Banners

2 x double-side hanging banners (cm 150 x h.300 cm) with "ITALIA" logo on alternated sides.

D) ELECTRICAL INSTALLATION AND LIGHTING

- The Contractor has to prepare, based on the General Floorplan and the Exhibitor's requests, the Italian Pavilion's plan indicating the required power for each stand.
- The Contractor will supply and install the electrical layout at his own expense, with all the outlets and switchboards placed in the right locations of the Pavilion for the equipment and appliances to properly function, including secondary switchboards, sockets, cables and any other required to complete the installation.
- Cable and other connections must be hidden to make them invisible and non-obtrusive to visitors and exhibiting Companies.
- The Executive Project must take into account the need for a good average lighting and, if necessary, integrate with spotlights, to ensure the best presentation of products on display. Options must be provided for modern, functional and efficient lighting.
- All sockets must have power 24 hours/day and be fed independently.
- It is the Contractor's responsibility, at his own expense, to request the Organizers to provide the necessary power supply according to the Executive Project.
- The electrical installation must be produced in compliance to Australian Regulations and Requirements of the Exhibition venue.

E) WATER CONNECTION

- The Contractor must indicate the position of the water and waste connection points on the Pavilion's plan.

- It is the Contractor's responsibility to send the plan to the Organisers, requesting and covering the costs for water/waste connections and complete installation of the pipes from the water points to the sinks, and ensure they are fully functioning.
- In case of additional requests for sinks or water/waste points, the Contractors must take care of their installation. The payment for the additional equipment will be made by the Exhibitors directly to the Contractor, at the price listed on the Exhibitor Manual.

6. Additional Required Services

- **The Contractor must reply to emails within 24 hours** during the phases of the project development.
- **Cleaning.** The Appointed Contractor is responsible for the cleaning, to be undertaken prior to the delivery of the Pavilion and the Show opening. This includes the cleaning of floor, walls, furniture, shelves, front glass-desks, emptying of paper bins. At the Show's opening, the Pavilion must be clean and tidy. Cleaning must be also undertaken for the duration of the Show and after dismantling the Pavilion. Exception to this requirement are samples not yet collected, whose removal is at the expense of the exhibiting companies.
- **Maintenance** of the Pavilion is responsibility of the Contractor during the Show.
- **A designated member of the Contractor's team (reachable at a mobile number)** must be available during the construction of the stand and for the duration of the Show, to assure maintenance, assistance and correct service.
- **The Constructor is responsible for the disposal of any waste materials** resulting from his work. Any guidelines by the Show Organisers must be observed.
- **Additional requests:** 1 decorative real green plant to be located in ITA's stand; an adequate number of fire extinguishers; any additional elements and small variations requested by ITA to make the Pavilion attractive and functional.
- **Miscellaneous:** all technical requests from the Exhibitors should be duly acknowledged; the Contractor should provide them, upon request, with hooks, double-sided tape, etc to display photos, posters or frames.
- **Any safety and technical queries** are to be directed to the Exhibition Organisers. Health and Safety regulations may be found in the Exhibition Manual available online on the Organiser's website. It is the responsibility of the Contractor to consult the Manual.

ITALIAN PAVILION AT FOOD EX 2021, JAPAN

[SHOWROOM AREA]

