



ITALIAN TRADE AGENCY

Los Angeles Office

CIG: A0231B4907

TECHNICAL DESCRIPTION (Annex 1)

**LEASING OF DISPLAY STRUCTURES - FURNITURE AND OTHER RELATED SERVICES**  
**ITALIAN PAVILION AT CES, 9-12 JANUARY 2024 – LAS VEGAS (NV)**  
**VENETIAN EXPO (FORMERLY SANDS), LEVEL 1- HALL G (EUREKA PARK)**

**1. GENERAL INFORMATION**

The Italian Trade Agency is organizing an official participation to CES, to be held, at Venetian Expo, (formerly Sands), Level 1, Hall G (Eureka Park), and will occupy an exhibit space of 6000 sq.ft. in total, with 54 work stations for 50 startups and 4 regions:

- **Island no. 62201: 4500 sq. ft.**
- **Island no. 62000: 1500 sq. ft.**

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

**2. PROJECT LAYOUT AND GUIDELINES**

*It should be noted that the planimetric distribution of the stations 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.*

*Please consider an extra 5% of the entire furniture.*

Pictures, catalogs, 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, (ITA Area Start-up, including ITA-Italian Trade Agency office and storage, must be covered with rubber mat (to hide electrical cables) and dark gray carpet finish, and white carpet for corridors (see project).

As 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**

*The organization of the event foresees the setting up of a reception Area/Storage Arena for the ITA and 50 modules hosting our startup companies with temporary small high tables, chairs and vertical backlit signages, according to the layout of the event space.*

*Please refer to the attached rendering Annex 3 Project - Space Layout.*

### **For ITA AREA (storage/office/Arena):**

Wall height 11'6" realized with BEMATRIX type aluminum frame system with printed fabric (the graphics applied over the entire surface) including a door with a key lock.

### **2.3 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 Start-up stations** - N° 50 start-up workstation

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

- 1 high standing white round tables (example: highboy table style). Maximum size of the tables is 27 inches; preferred size is between 20" and 25"
- 2 highchairs/stools white with possible chrome stands.
- white multiplug
- wastebasket gray color
- electrical socket

#### **For ITA Regions stations** - N° 4 region workstations

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

- 1 white round table with possible chrome base, diameter between 38" and 42"
  - 4 chairs each with possible chrome stands
  - white multiplug
  - wastebasket gray color
  - electrical socket
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**For each of the 54 stations:**

Production of one vertical 4-face vertical totem printing included (provided by ITA) semi-transparent fire-proof fabric material light box, dimensions 19" x10" x H 7'. The totem shall be provided with 1 cabinet, 2 doors, at the base H 2'3".

Please refer to the Annex 3 Project (pag.15) as visual examples of vertical signages produced for previous similar events.

**For ITA Area:**

**INFORMATION DESK:**

- 1 information desk (L 10' ), MDF white color with backlit front panel with ITALIA logo
- 3 stools white color
- 2 waste baskets gray color
- 1 Notebook with WINDOWS 10/11 and OFFICE
- 1 Color printer/copy A4 laserjet +adequate paper supply
- 2 flower arrangements
- 3 11" tablet with tall stand

**REST OF THE AREA**

- White rectangular meeting table with 8 chairs
- 4 rectangular flower vases 7' length, 20"-25"height with plants arrangements, total max height, including vase is 40"
- 3 floor plants between 50"-60" tall
- 12 Lounge sofa
- 6 lounge square tables
- 1 information desk (L 8' ), MDF white color with ITALIA logo
- 5 red movable letters (I T A L I A) H 3', D 1', see annex 3.

**STORAGE AND OFFICE**

- 1 round table with 4 chairs, diameter between 38" and 42"
- 10 rack shelves H 7' approximately.
- 2 counter MDF white color with lockable doors
- 1 Notebook with WINDOWS 10/11 and OFFICE
- 1 Small Color printer/copy A4 laserjet +adequate paper supply with scanner
- 4 clothes hangers
- 4 waste baskets gray color





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- 1 Fridge 120 Lt
- 2 coffee machine type LAVAZZA (including electrical connection), with n° 2000 pods espresso coffee and relative supplies (coffee cups, sugar, stirs, napkins, ecc...)
- 1 water dispenser + 5 water bottles (5 gallons)
- No. 15 Flats of water (24 bottles each)
- 2 clothes hangers
- 2 waste baskets gray color

#### **ARENA**

- Platform parq color gray oak finish (*see project draw*) H 10 cm (0,32 ft)
- 1 TV LCD 80" USB for play video AVI, MKV or MPG with stand
- 1 Notebook with WINDOWS 10/11 and OFFICE (connected to tv)
- 5 single sofas white color
- 1 low coffee table
- 5 wireless microphones + mixer + 2 sets of speakers (1 to be installed on the ground and 1 to be installed at 6 feet or above ground, with location to be decided)
- 1 podium
- 21 Pouf in various colors (green, white, red)
- 3 Flower plants arrangements

**Provide n.1 technical staff for the use of the TVs and sound system for the duration of the event.**

#### **2.4 Graphics**

##### **ITA Area**

The graphics will be as follows:

- **PANEL 1 (16'7" x H 11'6"):** "ITALIA" logo with Italian flag stripes and an Italy map backlit shape (see pictures in annex 3 for reference) and institutional logos
- **PANEL 2 (16' x H 11'6"):** Graphic to be provided by ITA
- **PANEL 3 (16'7" x H 11'6"):** Graphic to be provided by ITA
- **PANEL 4 (16' x H 11'6"):** Graphic to be provided by ITA
- **Columns:** Graphic to be provided by ITA
- **Information Desk:** "ITALIA" logo and other institutional logos (front panel information counter)

##### **For ITA Startup stations**



- The totem with digital printed double sided graphic supporting the backlit of the vertical signage must be able to host a graphic project (containing companies logos, text and other content, to be provided by ITA).

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

**THE GRAPHIC PROJECT, BOTH FOR ITA AREA AND FOR ITA STARTUP STATION WILL BE PROVIDED TO THE APPOINTED CONTRACTOR**

**In order to verify that the printed artwork complies with the colors 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:

##### **Start-up area**

- Each vertical signage must be backlit

##### **ITA Area:**

- n. 33 LED spot lights (power not less than 100 W) clamped on the partition wall (see project)
- n. 4 electricity outlets in storage.
- n. 2 electricity outlets for the office.
- n. 2 electricity outlets for the information desk.
- n.1 electricity outlet for the meeting table.

##### **ITA Arena:**

- n. 2 electricity outlets
- electricity for LCD TV, mixer audio, Notebook etc

## 2.6 WiFi

Provision of internet connection via WIFI router (minimum two routers) to support at least n° 150 connections, to allow each company and ITA to access the internet from ITA Area and Arena.

## 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 specialized staff during the entire Exhibitions period - be able to supply an additional 5% of the panels and/or furniture, in case of possible further requests.

**IMPORTANT: Please refer to the exhibitor manual for move-in/move-out policy. This point is crucial since our area is next to the main truck lane/main freight aisle.**

Please note that the drayage for the structures is included in the bid

