



ITALIAN TRADE AGENCY

Chicago office

TECHNICAL DESCRIPTION

ITALIAN TRADE AGENCY @ COVERINGS 2020
New Orleans Convention Center - New Orleans, Louisiana
April 20th - 23rd, 2020
Italian Pavilion – Stone Machinery & Equipment Exhibitors
Booth 9155 (900 Square Feet)

General Information

The Italian Trade Agency (Chicago Office), hereafter referred to as (ITA), will organize the official Italian participation for **Italian Exhibitors of Stone Machinery and Equipment (in booth 9155)** at the upcoming **COVERINGS 2020** trade show, scheduled to take place at the New Orleans Convention Center (New Orleans, Louisiana), on April 20th - 23rd, 2020.

The ITA is the Italian government agency entrusted with the promotion of trade, business opportunities, and industrial co-operation between Italian and foreign companies. It supports the internationalization of Italian firms and their consolidation in foreign markets. Visit <https://www.ice.it/en/>.

Confindustria Marmomacchine is the *Italian Association of Natural Stone Processing Machinery Manufacturers*. Visit www.assomarmomacchine.com/en/

Proposal submissions should include: a detailed proposal and 3D colored design, including front and side elevations, color scheme to be utilized (color of panels, header signs, doors, carpeting, etc.) and all dimensions for the design and construction of the following exhibit areas:

1. ITALIAN PAVILION - STONE MACHINERY AND EQUIPMENT EXHIBITORS:

The Italian Pavilion for Exhibitors of Stone Machinery and Equipment, to be located at Booth number 9155, will occupy a total area of 900 square feet. The booth scheme for this area should follow the island layout (as per floor plan below) made up of 7 (seven) booths measuring approximately 129 square feet (12 square meters) each:

- **6 (six)** Italian Stone Processing Companies
- **1 (one)** Italian Trade Agency (ITA) / Confindustria Marmomacchine

COVERINGS 2020
Italian Pavilion for Stone Machinery and Equipment Exhibitors
Booth 9155 (a-g)

	Company Name	Booth Number	Area Square Feet	Area Square Meters
1	Omar Crane Srl	9155 (a)	129	12
2	Achilli Srl	9155 (b)	129	12
3	Ocem Srl	9155 (c)	129	12
4	Marmoelettromeccanica Srl	9155 (d)	129	12
5	Nuova Mondial Srl	9155 (e)	129	12
6	Borat & Wire Srl	9155 (f)	129	12
7	Italian Trade Agency	9155 (g)	126	12

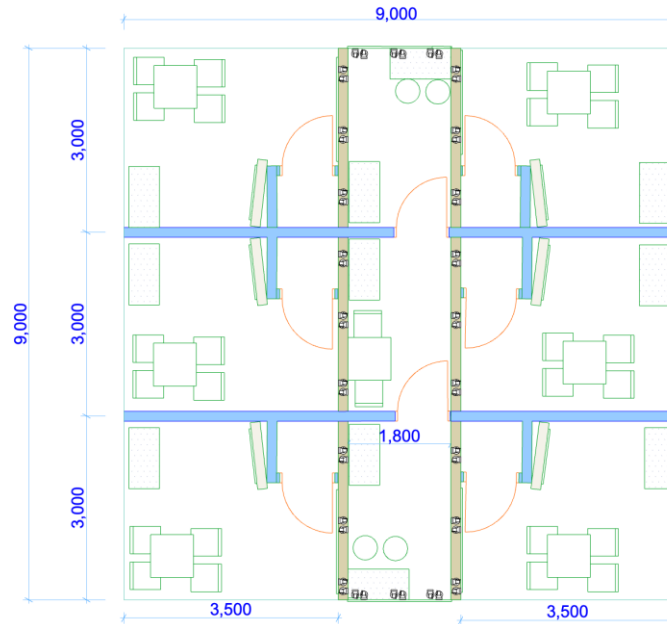
***NO companies will be bringing in machinery**

Partial Floor Plan
Booth 9155 (a-g)

ITA Location (red arrow below)



COVERINGS 2020
ITA Italian Pavilion
Booth 9155 (a-g)
(Also see attached plan)





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2. Cost of Lease

The cost of the lease for the Italian pavilion at COVERINGS 2020 **(inclusive of all applicable taxes, fees and drayage charges)** shall not exceed **\$56,000.00 (fifty six thousand dollars and zero cents)**.

3. Concept design and Quality Standards of Booths

The spaces should project a concept design that is modern, functional and attractive in style, i.e. reflective of an image of high Italian technology. The color scheme should be simple and harmonious, with a few basic matching shades.

These elements must be incorporated in accordance with the COVERINGS 2020 Rules and Regulations of the show (see attached document: *Coverings 2020 Rules and Regulations*).

We are attaching with this RFP a Design of the ITA Pavilion (see ITA Pavilion Design)

4. Furnishings, Display Fixtures, and Accessories

IMPORTANT NOTE: It is required that the type of all materials must be detailed and specified in the proposal (ex. wood, fabric, plastics, etc., including description and technical specifications, ex. Wood type, thickness, etc.).

The area shall be provided with the following furnishings, display fixtures and accessories.

a. Structure

All panels must be solid minimum 8 feet high and fireproofed, according to the applicable safety and fire specifications of the City of New Orleans and of the State of Louisiana. Any exposed walls or columns next to, or near, the booths must be taken into consideration in order to ensure that they do not interfere with the design of the booths. Standard octanorm structures are strongly discouraged.

b. Doors

All doors utilized in the construction of the Italian pavilion must complement, in a similar fashion, the paneling being utilized and **must include locks and keys**.



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c. Flooring (carpeting)

The carpeting shall be of premium quality with a 1 inch carpet padding (color to be determined will complement the color of the paneling used). Carpeting shall have a protective covering to be removed when all set up work for the pavilion has been completed.

5. Exhibitor Booths

The overall pavilion and booth design should incorporate graphic elements as indicated in the sample structure layouts provided, integrating the indicated logos where applicable.

a. Company Booths: 6 Italian Exhibitors:

Each of the **6 (six) Italian exhibitors** cited above will be provided the following package of furnishings and accessories in their booths to create 1 (one) "module" (a structure consisting of a lit header sign (see "Graphic" paragraph) per company.

- 1 (one) exhibit header with spotlights and name and logo of each company provided by this Office (see "graphics" paragraph)
- 1 (one) information/reception counter split level with **locking** cabinet and shelving white
- 1 (one) closet (1 sq.mt.) with locking door
- 1 (one) high stool - white
- 4 (four) angled shelves - white
- 1 (one) lower **locking** cabinet - white
- 1 (one) round table - white
- 4 (four) matching chairs – white
- 1 (one) brochure holder (slim)
- 1 (one) paper wastebasket - white
- 1 (one) standard 120V electrical outlet for exhibitor use (computer, etc.)
- 1 (one) power strip
- 4 (four) spotlights minimum
- 1 (one) waste paper basket
- Wifi connection for the 900 square foot area and 7 exhibitors



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b. The 1 (one) **Italian Trade Agency (ITA) / Confindustria Marmomacchine booth** within the pavilion will serve as an information and welcome area for visitors, and will include a lounge area. The booth scheme will expose the booth to both the north and south aisles with headers and welcome areas at each end (see attached “ITA Pavilion design”)

Information / Welcome Areas Two (2) **Information / Welcome areas** will be located at each end of the ITA space, to include a total of:

- 2 (two) exhibit headers with spotlights, and name and logos provided by this Office (see “graphics” paragraph)
- 2 (two) information/reception counters, **narrow**, split level with **locking** cabinet and shelving white
- 2 (two) high stools - white
- 2 (two) lower **locking** cabinets – white
- 8 (eight) angled shelves – white: 4 (four) shelves in each Welcome area
- 2 (two) standard 120V electrical outlets for badge reader, computer, printer, phone chargers
- 2 (two) power strips
- 12 (twelve) spotlights total: 2 (two) for each header, 4 (four) in each Welcome area
- 2 (two) waste paper baskets
- 2 (two) brochure holders (slim)
- 2 (two) 42” screen with stand and USB connection to read file AVI, MPG2/4
- 2 (two) side wall on each side of each Welcome areas, approximately 3-4 feet wide, for placement of screen and graphics
- Wifi connection

Lounge Area

- 1 (one) narrow locking cabinets – white, for coffee machine placement (to be supplied by ITA)
- 2 (two) sofas – small and narrow – white
- 2 (two) side tables – white
- 2 (two) standard 120V electrical outlets for coffee machine, phone chargers
- 2 (two) power strips
- 2 (two) paper wastebaskets – white
- 4 (four) spot lights to light lounge area
- 2 (two) side partial walls (approximately 2.5 – 3 feet each, on opposite sides of lounge, for privacy) – no doors



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6. Graphics

Proposals should incorporate the graphic elements as indicated in the sample structure layouts provided, integrating the indicated logos where applicable. **Forex panels preferred.**

ITA will supply the artwork for:

- Graphics for the *ITA / Confindustria Marmomacchine* information booth
- Logos and names of the *Italian Trade Agency (ITA), Confindustria Marmomacchine, Farnesina, Machines Italia* and *Italia* logo
- Map of Italian pavilion booth 9155 with logos of the participating companies
- Posters/graphics (6) for Lounge area

Italian Pavilion Graphics

a) Graphics for the 6 (six) companies:

- Italian company logos: Logos and names of all participating 6 companies
- "Italia" logos on walls

For company logos, panel approx.. 2.95 feet x 2.95 feet light box with LED'S and opal polycarbonate (on back wall) preferred.

b) Graphics for 1 (one) ITA booth (Information Points and Lounge):

- "ITA" / "Confindustria Marmomacchine" name and logos
- 2 (two) Custom exhibitor headers for each end, with ITA and Association name and logos
- Logos on front of reception counters and side walls of booths
- Italia, Farnesina and Machines Italia logos in booth
- Panel map of Italian exhibitors in booth 9155
- 6 additional posters, to be placed in Lounge area

c) ITALIA logos on back walls: backlit LED's preferred.

7. Electrical and lighting system

Appointed contractor must provide for the necessary **spotlights** needed for the entire area of 900 sq. ft., including:

a. **Company booths:**

- 4 (four) spotlights for each company: 2 on back wall and 2 on side wall (129 sq. ft. space each). Please specify total lumen (or equivalent value) provided per each area.



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b. ITA Booth:

- 4 (four) spotlights for headers: 2 (two) per header
- 8 (eight) spotlights in Welcome areas: 4 (four) per each area
- 4 (four) spotlights in Lounge area

Appointed contractor must provide for **the electric power supply and outlets** needed for the entire area of 900 sq. ft., for outlets, spotlights and lighting, including the following:

- 1 (one) standard 120V electric outlet with power strips **for each company** to supply computers, badge readers, and phone chargers in each company booth
- 4 (four) standard 120V electric outlets with power strips **for ITA booth** to supply computer, badge reader, coffee machine, to be located in the 2 Welcome areas and 1 Lounge

8. Material Handling Charges

Appointed contractor will be responsible for all material handling charges connected with the transportation of the structure to and from the trade show floor.

All aforementioned furniture and accessories must be of “HIGH QUALITY” modern and in excellent condition (no faded, scratched, or other defects/imperfections will be deemed acceptable).

The appointed contractor must create the structural and architectural parts, complete with furnishing and graphics as detailed above. The contractor shall provide, aside from transportation and set-up of all structures listed in the project, the maintenance of the same during the trade show period with its own qualified personnel, the packing, loading and unloading of the materials, and the breakdown at the end of the show.

The contractor must request authorization from the exhibition organizer before proceeding to carry out work.

9. Obligations of the Appointed Contractor

For the above listed exhibit, the appointed contractor shall:

- Provide for the Italian Trade Agency's needs to secure its posters, photos, etc. With tape, string, Velcro adhesive, etc.
- **Daily clean and vacuum of the whole exhibit area (900 sq. ft.),** including the ITA reception area, office, meeting room, and storage is required for the duration of the show and, if necessary, supply each exhibitor with cleaning materials to use during the show.
- Provide maintenance by own technical staff during the entire period of trade show
- Respect the technical specifications contained in this document and be responsible for all the setup of the pavilions.



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- Provide assistance to Italian Trade Agency’s staff during the set-up of the booth.
- Prepare at its own care and expenses every document requested by Trade Show Organizer, for the execution of the setting up, the certificates of fire safety, electric system for lighting and motive power, etc.
- Provide to the ITA (Chicago Office) the leased structure and furnishings in a good state of maintenance, suitable for the use indicated in the project and in conformity with the laws of the State of Louisiana and City of New Orleans. In this regard, all materials must be in accordance with what is required and of good quality. The inflammable materials must conform to the anti-fire regulations in force in New Orleans, Louisiana and the City of New Orleans.
- After the return of the equipment, provide for the reinstatement of the premises where the exhibition will take place according to the terms requested.

The Italian Trade Agency reserves the right to ask for the removal, at the expenses of the Company Lessor, of all those materials, which are not in accordance with requirements. The construction must be completed with the necessary electrical installations, in conformity with local regulations.

Any additional items, furniture, display fixtures not listed in this project and requested by individual Italian exhibitors will be paid directly by the requesting exhibitors and not by the ITA.

I have received all the material pertaining to this bid for the Italian Trade Agency exhibit at the above specified trade event.

_____ of _____
(Print your name) (Company name)

_____ (signature) _____ (date)