



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

Name: **Thessaloniki International Book Fair 2025**

Date: **May 8 - 11, 2025**

Location: **Helexpo**

Introduction

ICE – the Agency for the Promotion Abroad and Internationalization of Italian Companies – is organizing the "Italy Pavilion" at the THESSALONIKI INTERNATIONAL BOOK FAIR 2025, which will take place in Thessaloniki from May 8 to May 11, 2025, at Helexpo, where Italy will be the guest of honor.

For this event, a complete setup is required on a rental basis, including flooring, structures, walls, graphics, installations, exhibition elements, furnishings, etc.

To execute the setup and furnishing, a project has been prepared, which, together with these technical specifications, provides all the necessary data for formulating an offer.

The organization of the project area may be subject to changes; therefore, the awarded company is required to implement any modifications that may occur until the opening of the event, as instructed by ITA - Agency and the project director, without incurring additional costs for ITA Agency.

The awarded company will be responsible for drafting the executive drawings of the setup and submitting them to the project director. These drawings must then be presented, at the company's own expense, to the respective trade fair authority for approval before the installation work begins.

The awarded company must carry out maintenance with its specialized personnel, both during the event's opening period and during the installation and dismantling phases. It must also provide assistance to exhibitors and the director for contract execution or support.

The awarded company will be responsible for ensuring that the materials, installed systems, and stand construction comply with the safety and fire regulations of the host country and/or region, as well as with the regulations of the trade fair venue and the event's organizing company.

Additionally, the awarded company will be responsible for the production, completeness, and timely delivery of certificates and documentation required by the trade fair.

Furthermore, the awarded company will be responsible for:

- Structural stability calculations and, if necessary, the related certification of compliance;
- Certificates of compliance for electrical equipment as required by the legislation of the host country, as well as by the trade fair regulations and the event organizer;
- Transportation, assembly, disassembly, and disposal of waste materials and resulting equipment;
- Technical assistance and stand installation with English-speaking personnel;
- Implementation of the final project to be submitted.



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DESCRIPTION OF EQUIPMENT

The area for the preparation of the Italian Pavilion has an area of 250 square meters.

All furniture and accessories must be of high quality and in excellent condition. Technical data sheets and brochures of the proposed models must be provided.

A project has been developed for the realization of the Italy Pavilion, which, together with these Technical Specifications, provides all the necessary data for the preparation of the offer.

The division and total square meters are provisional; therefore, the project may undergo modifications. The awarded company is required to implement any necessary changes until the event's opening, as instructed by ITA Agency and the project director, without incurring additional costs for the Agency.

General equipment of the equipment

A - Flooring (see attachment)

A.01	Parquet Flooring	
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A platform, with a total H 4 cm, designed to conceal all electrical and water piping etc. It consists of a supporting structure and parquet boards with an antique bleached oak finish, 8 mm thick. The entire flooring will be finished along the edges with suitable L-shaped metal profiles in a matte white finish. The platform must be perfectly leveled and stable.

During installation, the surfaces must be protected with plastic sheeting of appropriate thickness, which should only be removed upon completion of the assembly work.

A.02	Presentation Area Platform	
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White parquet platform with an antique bleached oak finish, measuring 580 cm x 175 cm x h 20 cm.

During installation, the surfaces must be protected with plastic sheeting of appropriate thickness, which should only be removed upon completion of the assembly work.

B – Structures (see attachment)

B.01	Walls H 400 cm	
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Self-supporting wall with a white finish, H 400 cm and 10 cm thick, featuring a single MDF sub-structure composed of vertical and horizontal supports, fully finished with graphic panels.

B.02	Wire wall door (office, storage, server room)	n.3
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N.3 Honeycomb doors wire wall, 80 cm x 210 cm, with a white finish, to be installed on MDF walls (B.01), including handle and satin aluminum hinges.

B.03	Walls H 250 cm	
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Self-supporting wall with a white finish, H 250 cm and 10 cm thick, featuring a single MDF sub-structure composed of vertical and horizontal supports.

B.04	Exhibition area walls H 250 cm	
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Self-supporting wall with a white finish on the long sides and a matte blue finish (C.100 M.50 Y.0 K.10) on the short edges, H 250 cm and 10 cm thick, featuring a single MDF substructure composed of vertical and horizontal supports.

B.05	Wooden slats H 250 cm	
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Wooden slats with a matte blue finish (C.100 M.50 Y.0 K.10), measuring 10 cm x 5 cm x H 250 cm.

B.06	Workstation wall	
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Self-supporting wall with a white finish on the long sides and a matte blue finish (C.100 M.50 Y.0 K.10) on the short edges, 250 cm high and 20 cm thick, featuring a single MDF substructure composed of vertical and horizontal supports.

B.07	Planter walls	
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Self-supporting wall with a white finish, 110 cm high and 20 cm thick, featuring a single MDF sub-structure composed of vertical and horizontal supports.

C – Scenographic and decorative elements (see attachment)

C.01	Central Volume Graphics	
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Full-color print on adhesive vinyl.

C.02	ITA Desk Graphics	
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Full-color print on adhesive vinyl (300 cm x 110 cm)



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C.03	Exhibition Area Graphics	
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Full-color print on adhesive vinyl.

C.04	Workstation Area Graphics	
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a. Full-color print on adhesive vinyl for each workstation (100 cm x 50 cm)

b. Full-color print on adhesive vinyl (100 cm x 250 cm)

c. Full-color print on adhesive vinyl (245 cm x 250 cm)

C.05	Bookshop Graphics	
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a. Full-color print on adhesive vinyl (245 cm x 50 cm)

b. Full-color print on adhesive vinyl for desk (300 cm x 110 cm)

D – Lighting and Electrical System

D.01	LED Spotlights on Walls at H 400 cm	
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100W LED spotlights, warm light, white body, to be positioned at H 400 cm, in the quantities and positions specified in the project. (see attachment)

D.02	LED Spotlights on Walls at H 250 cm	
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30W LED arm-mounted spotlights, warm light, white body, to be positioned at H 250 cm on the walls, in the quantities and positions specified in the project. (see attachment)

D.03	LED Spotlights on Workstation at H 250 cm	
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30W LED arm-mounted spotlights, warm light, white body, to be positioned at H 250 cm on individual workstations, in the quantities and positions specified in the project (12 units). (see attachment)

D.04	LED strip	
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18W high-brightness LED strips for backlighting the ITA desk and all shelves included in the project.

D.05	220V Power Outlets	
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The awarded company must install the complete electrical system, including distribution, in compliance with regulations.

- **n.1** multi-outlet 220V – ITA desk area



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- **n.3** multi-outlets 220V – Lounge area (near the book signing table, armchairs, and high coffee table for the coffee machine)
- **n.3** multi-outlets 220V – Office
- **n.3** multi-outlets 220V – Storage
- **n.4** multi-outlets 220V – Server room
- **n.2** multi-outlets 220V – Presentation area
- **n.2** multi-outlets 220V – Bookshop (for POS and cash register connections)
- **n.1** multi-outlet 220V – Each individual Workstation (total 12 multi-outlets)
- **n.2** multi-outlets 220V – Workstation area

E - Technologies

E.01	LEDWALL e AUDIO	
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n.1 LEDWALL (3x2 m) in 16:9 format (4 m high wall), for video in AVI, MPG2, MPG4, MKV, and JPG image formats, with:

n.2 Laptop for presentation (n.1 in the presentation platform area, n.1 in the server room).

n.1 presentation remote control.

n.2 speakers with audio mixer.

n.6 wireless microphones.

E.02	Laptop	n.1
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n.1 15" laptop, Windows 10 operating system, OFFICE (Word, Excel, PowerPoint and Windows Media Player), and ADOBE READER software, connected to a color A4 printer/scanner. (area office)

E.03	Multifunction Laser Printer	n. 1
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n.1 Wi-Fi multifunction laser printer (A4 color) with scanning and photocopying functions, 5 reams of A4 paper, and spare toner cartridges.

E.04	TV (AREA ITA)	n. 1
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n.1 TV 60" TV with USB input for AVI, MPG2, MKV, etc. (Mounted on the wall behind the ITA desk).

F – Furniture and Accessories

F.01	Armchairs	n. 13
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n.13 White leather armchairs.

F.02	Desk	
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n.1 Desk with white matte melamine wood structure and front graphic with backlight (LED illuminated). The desk will include internal shelves and lockable doors (300 cm x 50 cm x H 110 cm). (ITA desk area)

n.1 Desk with white matte melamine wood structure and front graphic printed on vinyl. The desk will include internal shelves and lockable doors (300 cm x 80 cm x H 110 cm). (Bookshop).

F.03	Stools	n. 5
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n.5 White seating stools.

F.04	Plants	
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n.16/20 Green plants, H 40/50 cm, inside the low wall (B.07).

n.10 Ground plants.

F.05	Tables and Chairs	
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n.1 White matte melamine wood table, 120 cm x 80 cm x H 75 cm, with **n.2** white chairs (loung area).

n.1 White matte melamine wood table, 160 cm x 80 cm x H 75 cm, with **n.6** white chairs (meeting room).

n.1 White matte melamine wood table, 70 cm x 70 cm x H 75 cm, with **n.4** white chairs (cloak-room).

F.06	Low table	n. 3
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n.3 Low tables (near sofa) for the presentation area.

F.07	Cabinets with Doors (Area ITA)	n. 4
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White matte melamine wood cabinets with internal shelves and lockable doors (100 cm x 40 cm x H 100 cm), n.2 for office, n.2 for storage.



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F.08	Shelves for the Book Signing Area	n.6
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n.6 Black MDF shelves with brackets (100 cm x 30 cm x 0.2 cm thickness) to be placed on the wall behind the book signing table.

F.09	High Coffee Table (Lounge Area)	
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n.1 White melamine high table with internal shelves and lockable doors (100 cm x 30 cm x H 110 cm) for the lounge area.

n.1 NESPRESSO or LAVAZZA coffee machine with cups, spoons, sugar, and 1500 coffee capsules.

F.10	Storage Furniture	
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n.2 Shelves with shelves (100 cm x 35 cm x H 180 cm).

n.1 120L refrigerator.

n.6 Wall-mounted coat racks.

n.4 Rolls of cleaning paper.

F.011	Waste Bins	
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n.18 White waste bins.

n. 120 Waste bags.

F.12	Seating Cubes for the Presentation Area	N°36
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n.36 Leather seating cubes in white (n.18) and blue (C.100 M.50 Y.0 K.10) (n.18)

F.13	Workstations (see attachment)	n.6 Structures with n.12 workstations
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For each individual workstation:

n.3 Black MDF shelves with lip (100 cm x 30 cm x 2 cm thickness), mounted on wall B.06. All equipped with LED strips.

n.1 White matte melamine wood table (100 cm x 150 cm x 2 cm thickness).

n.1 White matte melamine wood cabinet with internal shelves and lockable doors (100 cm x 50 cm x H 75 cm).



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F.14	Bookshop Area	
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n.2 White melamine wood tables (150 cm x 80 cm).

n.1 Bookshelf with visible shelves at the top and internal shelves with lockable doors at the bottom (245 cm x 40 cm x H 200 cm). (see attachment)

F.15	WiFi Router	
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n.1 Ethernet connection 10 mbps

n.1 WiFi router with at least 50 connections, including an internet line.

F.16	Accessible on presentation area platform	
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n.1 mobile ramp for disabilities H 20 cm (presentation area platform).

DOCUMENTATION PROVIDED TO THE SUCCESSFUL TENDERER

During the execution phase, the most updated graphics will be provided (ITA AREA graphics, company logos, posters, etc.). The graphics included in the project table renderings are purely indicative, as they are still being finalized both in terms of content and positioning.

ITA
Italian Trade Agency