



ITALIAN TRADE AGENCY

Los Angeles Office

Prot. N 0016445/24 - CIG: N/A

Annex 1

TECHNICAL DESCRIPTION

LEASING OF DISPLAY STRUCTURE, FURNITURES, GRAPHICS AND OTHER RELATED SERVICES ITALIAN PAVILION AT SXSW 2024, 10-13 MARCH – AUSTIN (TX)

1. GENERAL INFORMATION

The Italian Trade Agency is organizing an official participation to SXSW and will occupy an exhibit space of **800 square feet (20X40 sq.ft): Island no. 1523.**

This document contains technical information for the setting-up and the furniture of the Italian Pavilion at SXSW 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 red 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 attached rendering and to the exhibitor manual (<https://www.sxsw.com/wp-content/uploads/2023/07/SXSW-Creative-Industries-Expo-2024-Exhibitor-Guide.pdf>).

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

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2.3 Graphics

The graphics will be as follows:

- G1) "ITALIA" logo
- G2) wall Graphic panel (*ITA storage*)
- G3) "ITA Italian Trade Agency" and other logos (*front panel information counter*)

THE GRAPHIC PROJECT 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 workstations

- Each workstation should have at their disposal at least n.1 electricity outlets

For ITA Arena:

- 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 Arena / Open lounge:

- n. 2 electricity outlets
- n. 1 TV 80", mixer audio, n. 2 speakers, n. 2 wireless microphone, Notebook with Microsoft PowerPoint, Acrobat Reader etc, and electrical connection.

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 workstations

N° 11 workstations.

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

- 1 round table of 25"-28", top MDF
- 1 wastebasket grey colour
- 2 chairs white colour
- 1 electrical socket

For ITA Arena :

DESK POINT

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

ARENA / OPEN LOUNGE

- 8 single puffs green/red/white colour
- 1 podium
- 1 80" LCD TV

STORAGE

- 1 square table MDF white colour
- 2 chairs white colour
- 2 rack shelves H 180 / 200 cm
- 1 counter MDF white colour with lockable doors
- 1 Notebook with WINDOWS 10 or newer and OFFICE
- 1 Printer/copy A4
- 4 clothes hangers
- 4 waste baskets grey colour
- 1 coffee machine type LAVAZZA (including electrical connection), with n° 500 pods espresso coffee and relative supplies (coffee cups, sugar, stirs, napkins, ecc...)
- 1 water dispenser + 5 water bottles (5 gallons)

Note: Provide 1 staff technician onsite for the audio system, for the duration of the event.

2.6 WiFi

Provision of internet via WIFI router (minimum two routers) for at least n° 20 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 exhibitor manual for move-in / move-out policy and all the other guidelines provided (<https://www.sxsw.com/wp-content/uploads/2023/07/SXSW-Creative-Industries-Expo-2024-Exhibitor-Guide.pdf>).