



ITALIAN TRADE AGENCY

Los Angeles Office

CIG: 9463746242

TECHNICAL DESCRIPTION

**LEASING OF DISPLAY STRUCTURE, FURNITURES, GRAPHICS AND OTHER RELATED SERVICES
ITALIAN PAVILION AT CES 2023, 5-8 JANUARY – 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 4900 sq.ft. in total:

· **Island no. 62801: 4900 sq. ft.**

This document contains technical information for the setting-up and the furniture of the Italian Pavilion at CES 2023.

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 / storage A and B, Open lounge and ITA Arena), must be covered with rubber mat (to hide electrical cables) and light gray carpet finish.

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Certificate N. 38152/19/S
ISO 9001 / UNI EN ISO 9001:2015



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 when designing the modules hosting our start-up companies and the reception area /storage Arena

For ITA AREA (storage/office/Arena/open lounge): Wall height 350 cm realized with BEMATRIX type aluminum frame system with printed fabric (the graphics applied over the entire surface) including doors with key lock.

2.3 Graphics

- *The graphics will be as follows:*
- *G1) "ITALIA" logo*
- *G2) Graphic panel (ITA Area walls and columns)*
- *G3) White panel cm W 120 x H 40 (3.93 x 1,31 ft of back panel Start-up workstation) Company Logo's + Number Booth's and Company name*
- *G4) "ITA Italian Trade Agency" and other logos (front panel information counter)*
- *4 Panel graphic backlight (PANEL 01 and PANEL 03) 200 cm x H 350 cm (2 for wall rear information desk and 2 for wall ARENA)*
- *Panel graphic rear information desk, rear ARENA, and side walls.*

THE GRAPHIC PROJECT 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:

For ITA Star-up stations

- Each Start-up should have at their disposal at least n.1 electricity outlets
- N.2 arm spot light Led for each Start-up

For ITA Area:

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

For ITA Arena:

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

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 Star-up stations

- N° 32 start-up workstation.
- Each individual start-up station should have the following basic furniture (see project):
 - 1 panel MDF white color cm W 150 x H 250 (W 4,92 x 8,20 ft)
- 1 rectangular high table, top MDF white color
- 1 low lockable cupboard
- 1 wastebasket gray color
- 1 company logo's + number position + company name vinyl print
- 2 stools white color
- 1 electrical socket

For ITA Area (total furniture for Island no. 62801) :

DESK POINT

- 1 information desk (L 300 cm), MDF white color with backlit front panel
- 5 stools white color
- 2 waste baskets gray color
- 1 TV LCD 80" with USB for play video AVI, MKV or MPG (rear information desk)
- 1 Notebook with WINDOWS 10 and OFFICE
- 1 Color printer/copy A4 [laserjet +adequate paper supply](#)
- 2 flower arrangements

OPEN LOUNGE

- 2 Low Wall , white color cm W 100 x 15 cm x 100 (4,92 x 0,98 x H 3,28 ft) with plants inside (see project)
- 5 single sofas white color
- 2 low coffee table



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STORAGE (A and B)

- 1 rectangular table MDF white color
- 2 chairs white color
- 5 rack shelves H 180 / 200 cm
- 4 counter MDF white color with lockable doors
- 1 Notebook with WINDOWS 10 and OFFICE
- 1 Printer/copy A4 laserjet +adequate paper supply
- 4 clothes hangers
- 4 waste baskets gray color
- 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)

OFFICE

- 2 counter MDF white color with lockable doors
- 1 meeting table
- 10 office chairs
- 2 clothes hangers
- 1 waste baskets gray color

ARENA

- Platform parq color gray oak finish (*see project draw*) H 10 cm (0,32 ft)
- 1 TV LCD 90" or 100" with USB for play video AVI, MKV or MPG
- 1 Notebook with WINDOWS 10 and OFFICE (connected to plasma)
- 4 single sofas white color
- 1 low coffee table
- 8 plants H 130/150cm
- 4 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
- 20 Pouf in various colors (green, white, red)

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

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.





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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 excluded from the bid

