

**Bicsi**<sup>®</sup>  
ENDORSED EVENT

# EUROPEAN CONFERENCE & EXHIBITION

Rome,  
14<sup>th</sup> May 2024

Organized by:

**Cabling  
& Wireless**

***Exhibitor and Sponsor Prospectus***

# DON'T MISS THE OPPORTUNITY TO ADD THE EUROPEAN BICSI CONFERENCE 2024 TO YOUR MARKETING MIX!



BICSI is a professional association supporting the advancement of the information and communications technology (ICT) community. ICT covers the spectrum of voice, data, electronic safety & security, project management and audio & video technologies. It encompasses the design, integration and installation of pathways, spaces, optical fiber and copper-based distribution systems, wireless-based systems and infrastructure that supports the transportation of information and associated signaling between and among communications and information gathering devices. BICSI provides information, education and knowledge assessment for individuals and companies in the ICT industry. BICSI serves nearly 26,000 ICT professionals, including designers, installers and technicians. These individuals provide the fundamental infrastructure for telecommunications, audio/video, life safety and automation systems. Through courses, conferences, publications and professional registration programs, BICSI staff and volunteers assist ICT professionals in delivering critical products and services, and offer opportunities for continual improvement and enhanced professional stature.

[www.bicsi.org](http://www.bicsi.org)



## **BICSI World Headquarters**

8610 Hidden River Parkway  
Tampa, FL 33637, USA

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BICSI provides its internationally renowned conferences throughout the world, with global and regional events organized in five continents. Participating as an exhibitor to a BICSI Conference means getting in direct touch with the marketplace and put one's products and services in the hands of the most qualified designers, consultants, installers and engineers; a unique chance to meet highly committed professionals and technicians of the ICT industry.



**Cabling & Wireless** magazine was established in 2010 and is targeted at end users and professional operators in the world of network infrastructures involving the entire value chain with timely and accurate information along with in-depth analysis and discussions always in strict compliance with industry standards and best practices and independent from individual brands.

With this scenario, very clear in mind, the challenge we set out to face was very simply that of answering the demand for information with an easy and immediate usability tool like a bimonthly magazine, but with a focus strongly on quality and 'density' of content.

And here we are in 2020 when **Cabling & Wireless** magazine, after a decade of life, enters its new decade with a new digital look, becoming a new information tool in line with the times, completely rethought in all its parts to provide readers contents immediately usable, with the conviction that these innovations would have met as always, indeed ... even more, your consent, our new **DIGITAL BLOG**.

[www.cabling-wireless.com](http://www.cabling-wireless.com)



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# A LOOK AT THE PAST EVENTS

## ... Italy is once again hosting the European BICSI Conference 2024!!

*A prestigious acknowledgment of the success of previous editions.*

The past editions of the BICSI European Conference in Italy have all been characterized by cultural presentations of the highest level managed by high degree person in the international technical panorama and by an extraordinary influx of selected audiences who followed both the plenary sessions and with great interest the innovative sessions "live demos" organized by some of the major players in this sector and which crowded the exhibition space in search of information and news.

**Therefore, there are all the elements to be able to affirm that this European 2024 edition will also be up to the most successful BICSI Conferences organized internationally.**

## THE VENUE OF CONFERENCE

Located just outside the lively center of Rome, the NH Roma Villa Carpegna hotel guarantees a perfect balance between the dynamism of the city and the tranquility of an area surrounded by greenery. Located near the Vatican City and St. Peter's Basilica, this Roman hotel offers direct connections to other neighborhoods such as Trastevere and other monuments. The metro station can be reached on foot in 15 minutes, allowing easy access to all the city's tourist attractions.

The conference facilities at the NH Villa Carpegna hotel are fully equipped; the outdoor areas are perfect for banquets and events. The hotel has 12 rooms for meetings, events and conferences.

Anyone wishing to book a room at this hotel can do so directly from the site:

[www.nh-hotels.com/it/hotel/nh-roma-villa-carpegna](http://www.nh-hotels.com/it/hotel/nh-roma-villa-carpegna)



**NH Roma Villa Carpegna**  
**Via Pio IV, 6**  
**00165 Roma**

## WHY BEING AN EXHIBITOR AT THE BICSI CONFERENCE

A major difference between a BICSI Conference and other events in this industry is represented by the **very high quality of the speakers** coming from all around the world, in combination with the high average level of **professional knowledge of the delegates**, that only a BICSI Conference is able to attract. The highly valuable specific culture supplied with the Technical Presentations, selected by a dedicated panel of experts and the presence of a Conference **entrance fee (Euro 150,00) for delegates** are key elements to let in only attentive people that are really motivated to update and enhance their knowledge in a fast-pace evolving industry, in order to guarantee a selected attendance to the Conference and Exhibition. Additionally, a price-giving method based on the level of actual visits to the exhibitors' booths, will guarantee the operators that most visitors will effectively spend their time at the stands and learn about the characteristics and the novelties of their offering.

## LIVE DEMO PARALLEL SESSIONS

A special feature is represented by **three 45 min. simultaneous parallel sessions**, that will be organized and managed independently. During this slot of time, sponsor can perform live demonstrations of products and services, show videos, deliver featured presentations and host other technical, informational and commercial promotion activities. This time slot is located in the heart of the morning, to exploit the peak of attention and presence of delegates.

## WHO ATTENDS BICSI CONFERENCES?

BICSI conference delegates represent several aspects of the ICT and telecom industries. With such a diverse group and the buying power behind them, choosing to exhibit at a BICSI conference is a smart investment.

### A typical BICSI audience includes:

- Registered Communication Distribution Designers (RCDD®)
- Architects and Consultants
- Broadband Service Providers
- Cabling Installers and Technicians
- Civil Engineers
- Communications Managers
  - Corporate and Government
- Communications Resellers and VARs
- Construction Managers (CMs)
- Data Center Designers and Engineers
- Electronic Safety and Security Professionals
- End Users
- Facility Owners and Managers
- General Contractors
- ITS Contractors
- ITS Design Consultants
- Management Professionals
- Marketers
- Military Personnel
- Network Designers and Administrators
- Outside Plant (OSP) Engineers
- Project Managers – Government, Military, Civilian and Corporate
- Quality Controllers
- Sales Engineers and Professionals
- Wireless/Digital Professionals

# DIVERSIFIED OPPORTUNITIES OF PARTICIPATION

A broad choice of participation options are available, enabling companies to take full advantage of the opportunities offered by the BICSI Conference (*all prices listed in Euro, VAT excluded*).

## EXHIBITOR Single Booth

- Standard Single Booth (2,0 m x 3,0 m)

Full service stand includes: back and side walls, company name signboard, electrical connections, table with two chairs.

- 5 complimentary Conference Registrations for Exhibitor representatives
- 20 complimentary Delegate Registration for Exhibitor Customers , [EXCLUSIVELY](#) to end users, system integrators, installers, designers and specialist consultants

**Euro 5.000**

## SHARED PARTICIPATION

In the case of participation of more companies within a single booth (e.g. in case of participation of a distributor and one or more distributed brands), a single stand signboard will be available and the Conference Program will only report the profile of the company owning the participation. Double booth signboards can bear a second company name or brand.

Additional company or brand profiles can be optionally included in the Conference Program at the price of:

**Euro 500 for Company**

## EXHIBITOR Double Booth

- Double Booth (2,0 m x 6,0 m)

Full service stand includes: back and side walls, company name signboard, electrical connections, table with four chairs.

- 8 complimentary Conference Registrations for Exhibitor representatives
- 30 complimentary Delegate Registration for Exhibitor Customers , [EXCLUSIVELY](#) to end users, system integrators, installers, designers and specialist consultants

**Euro 7.200**

## COMPLIMENTARY REGISTRATIONS

Exhibitors and sponsors, may require additional complimentary registrations to be offered [EXCLUSIVELY](#) to end users, system integrators, installers, designers and specialist consultants and under [NO CIRCUMSTANCES](#) will representatives of manufacturing or distribution companies be allowed free entry who are not exhibitors or sponsors of the Conference.

- 20 complimentary Delegate Registrations

**Euro 200**

## LIVE DEMO

Special feature event exclusively reserved to three companies, first come first served.

It includes:

- Fully equipped, dedicated hall (projector and microphone), 70 seats
- Presentation and description of the event in the official Conference Program and on the dedicated website
- Featured events titles on all information panels in the Conference Area

**Euro 3.500**

# DIVERSIFIED OPPORTUNITIES OF PARTICIPATION

## SPONSORSHIP OPPORTUNITIES

### SILVER CONFERENCE SPONSOR

- Company name and logo in the Conference Program as Official Sponsor
- Acknowledgments on the cyclical slideshow projected at beginning and end of each session and during breaks
- Full A4 ad page in the Conference Program
- Company literature in the conference backpacks
- Dedicated Official Sponsor signage, featuring company logo and name in Conference Areas
- 30 complimentary Delegate Registration for Exhibitor Customers , EXCLUSIVELY to end users, system integrators, installers, designers and specialist consultants
- Company Banner on the BICSI European Conference and Exhibition 2024 - Cabling&Wireless website

**Booth price + € 1.000**

### BACKPACK CONFERENCE SPONSORSHIP

Sponsorship of official backpack BICSI 2024 European Conference with the SPONSOR Company logo printed on the backpack, together with the BICSI logo. Each participant will receive, upon registration, the backpack of the Conference.

**Euro 5.000**

### GOLD CONFERENCE SPONSOR



**Exclusive!! Only one company can obtain the status of Gold Sponsor**

- Company name and logo inside and on the cover of the Conference Program
- Acknowledgments on the cyclical slideshow projected at beginning and end of each session and during breaks
- Full A4 ad page in the Conference Program
- Company literature in the conference backpacks
- Dedicated signage as Gold Sponsor, featuring company logo and name in all Conference Areas and at the venue entrance
- 30 complimentary Delegate Registration for Exhibitor Customers , EXCLUSIVELY to end users, system integrators, installers, designers and specialist consultants
- Company Banner on the BICSI European Conference and Exhibition 2024 – Cabling&Wireless website
- 2 Advertorial pre-conference on the Cabling & Wireless dedicated website
- Absolute priority in the choice of Exhibition Booth position

**Booth price + € 2.500**

# STANDARD EXHIBITOR AND SPONSOR APPLICATION

BICSI Endorsed event – European Conference and Exhibition-  
14<sup>th</sup> May 2024  
NH Roma Villa Carpegna - Rome

## EXHIBIT SPACE OPTIONS

- Standard Booth € 5.000
- Live Demo Featured Event € 3.500
- Double Booth € 7.200
- \_\_\_ Shared booth participations € 500 / for Company  
*Additional company profile included in the Conference Program*
- Conference backpack sponsorship € 5.000

## SPONSORSHIP ITEMS

- Exclusive Gold Sponsor  Booth price + € 2.500
- Silver Sponsor  Booth price + € 1.000
- \_\_\_ Complim. 20x Registration Packs € 200

Total Amount Due € \_\_\_\_\_ + VAT

## INVOICING DETAILS *(Please type or print clearly)*

Full Company Name		Order Date
Address		
City	State/Province	ZIP/Postal Code
Country	Website	
VAT Number	Unique code	
Contact Name <i>(to receive all exhibitor mailing)</i>		
Title		
Phone Number	Cell.	Fax
E-mail		

### We agree unconditionally to the following terms:

1. All Standard Exhibitor and Sponsorship application must be accompanied by full payment
2. Booth assignment will be made on a first-come, first-served basis
3. We understand, agree to and will abide by the terms and conditions outlined in the **Exhibition rules**
4. In particular we have read, understood and accepted the conditions relating to the cancellation of the participation

I authorize the treatment of data

Authorized signature

Date

Please, email this form to: [r.sortino@spring-italy.it](mailto:r.sortino@spring-italy.it)

# EXHIBITION RULES

## ELIGIBLE EXHIBITS

All exhibits must be related to the information technology systems (ITS) industry. C&W/BICSI has the sole right to determine the eligibility of any company, product or service for inclusion in the exhibition.

### EXHIBITOR MOVE-IN

**A.** Exhibitors' access to the Exhibit Hall will be identified on the conference website and through direct communication's to the exhibitor contact.

**B.** Exhibitors must have the installation of their display and exhibit area complete by the designated deadline for the conference.

**C.** Exhibiting companies not utilizing their space by the mandatory time of completion may forfeit the use of that assigned space.

**D.** C&W reserves the right to use the space without further obligation (i.e., refund, loss of business or disparagement or liability).

**E.** The contractor will handle and provide storage space for exhibitors' shipping containers during the conference. All empty containers, upon erection of the display, shall be labeled as such and properly identified with the exhibiting company name and booth number for removal from the exhibit floor by the contractor and to facilitate delivery at the end of the exhibition. The conference hotel does not provide a storage service for empties.

### EXHIBIT SPACE OPERATIONS, ACTIVITIES AND USAGE

**A.** Exhibits must be designed and operated in a manner that respects the rights of other exhibitors, attendees and visitors.

**B.** No activities will be permitted in any exhibit space that are contrary to the law or the rules and regulations of C&W/BICSI or the exhibit facility, or that will disturb exhibitors in the immediate area.

**C.** Exhibitors are allowed access to their booths only during regularly scheduled exhibit hours, one hour prior to exhibits opening, and during exhibitor move-in and move-out.

**D.** Meetings are not permitted in the Exhibit Hall during non-exhibit hours.

**E.** All displays, equipment, booth furnishings, demonstrations, door prize entries, activities, entertainment and marketing/promotional activities, including surveys of any nature conducted by the exhibitor or a contracted survey firm, must be confined to the contracted exhibit space.

**F.** Products or services of companies in the information technology systems industry not exhibiting may not be displayed or advertised in the Exhibit Hall or elsewhere in the conference hotel.

**G.** Small token gifts such as pens, pencils, luggage tags, pocket calendars, buttons, hats and pins may be distributed. Distribution of noisemakers is prohibited.

**H.** Distribution of printed matter, souvenirs or any other form of advertising is prohibited in the conference hotel.

**I.** Preparation of food is forbidden in the Exhibit Hall.

**J.** No animals, reptiles, birds, fish or insects may be used as part of any exhibit.

### SOUND LEVEL RESTRICTIONS

A strict maximum sound level will be maintained in the Exhibit Hall. Demonstrations found to have objectionable sound levels will be shut down at the sole discretion of C&W Conference Management. Any cost connected with this forced compliance will be at the exhibitor's expense. No public address announcements are permitted.

### EXHIBITOR MOVE-OUT

**A.** Exhibitor move-out will be identified on the Conference website and through direct communication's to the exhibitor contact.

**B.** The packing of merchandise and dismantling of exhibits/ displays shall not start until the Exhibit Hall officially closes. Empty crates and cartons will not be delivered until this time.

Early removal of exhibits/ displays or equipment prior to the exhibition closing is strictly prohibited. Exhibitors will not be permitted to remove any of their exhibition equipment or display materials from the facility between the opening and closing of the exhibition without special written permission from C&W.

### PAYMENT

All 2024 BICSI Endorsed Event exhibitor and sponsorship applications must be accompanied by full payment. The payment will be made on the following Bank account:

**IBAN:** IT 78 Q 03069 20502 100000008189

**BIC:** BCITITMM

**Entitled to:** SPRING S.r.l.

### CANCELLATION AND DOWNSIZING OF EXHIBIT SPACE

Upon notification of cancellation, C&W has the right to resell the space vacated. Cancellation or downsizing of exhibit space must be received in writing 60 days prior to the day of the exhibition. The date upon which the notice of cancellation is received will act as the official cancellation date.

Cancellations prior to 60 days of the day of the exhibition will forfeit 50 that time will forfeit 100 percent of the booth fee. Booth fees are not transferable.

### ATTENDANCE AND PARTICIPATION

C&W makes no warrants or commitments regarding the number or demographics of attendees for the 2024 BICSI Endorsed Event – Conference&Exhibition - Italy , nor any warrants regarding attendees' participation or attendance in the exhibitions.

### EXHIBIT HALL FLOOR PLAN

The dimensions and locations of exhibit booths, exits and other structures are believed to be accurate, but only warranted to be approximate. Furthermore, C&W Conference Management reserves the right to make such modifications, to whatever extent C&W deems appropriate, to the official floor plans as may be necessary to meet the needs of the exhibitors and the exhibit program.

### SUBLETTING OF SPACE

Exhibitors may not assign, sublet, or apportion the whole, or any part of, their selected exhibit space. Exhibitors may not display or advertise goods or services other than those that they manufacture and/or regularly distribute. Use of exhibit space is restricted to the organization whose name appears on the exhibitor application.

