



ITU TELECOM WORLD 2018

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CONCEPT & BENEFITS OF A NATIONAL PAVILION

As the leading UN Agency for ICT issues, ITU is proud to feature National Pavilions from around the world at its ITU Telecom World events. A National Pavilion offers a range of valuable benefits and opportunities including:

- HIGHLIGHT** growth, investment and partnership opportunities in your country or region
- PROMOTE** your country as a great place to do business
- SHOWCASE** your brightest tech SMEs and most exciting ICT innovations & projects
- LEARN** from best practices and international experts to expand national ICT development
- GAIN** insight and understanding on the transformation of the ICT industry
- MAKE** important contacts and meet potential partners in networking activities
- BENEFIT** from targeted support to develop networks and build capacity for your key ecosystem stakeholders
- ANNOUNCE** partnerships, sign agreements and launch products and services on our international platform
- APPLY** for the ITU Telecom Awards Programme recognizing the most innovative ICT solutions
- RALLY SUPPORT** for ICT-related challenges and initiatives driving socio-economic development

National Pavilion Packages include **networking, visibility, media** and **public relations opportunities** as value-added benefits to further help your country meet key ICT objectives. Access passes enable participation in a series of interactive Forum sessions and networking functions.



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APPROVAL TO ORGANIZE A NATIONAL PAVILION

Invitations from ITU Secretary-General will be sent in early 2018 to your Ministry and Regulatory Body, to encourage your country's participation in ITU Telecom World 2018, including participation in the form of a National Pavilion on the showfloor. The procedures for organizing a Pavilion vary according to each country. Some Ministries issue a Call for Bids or instruct the Regulatory Body or main Operator to organize the Pavilion, other Pavilions are organized by the Ministry itself e.g. by the Department of Telecommunications.

If you have already been endorsed by the Ministry to contact ITU, let us know and we can start to discuss space options.

Ministries

If you represent a Ministry, contact your Administration directly.

Private Entities / Associations

If you have not been endorsed by the Ministry to contact ITU, send background information about your company/association to ITU along with a brief description of any Pavilions you have organized in the past – ITU will then put you in contact with the relevant person in the Ministry, if applicable.



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INTERNAL PROCEDURES

- Decide on the focus and main objectives of the Pavilion – e.g. meeting, networking, hospitality space for your delegation, showcase area, theatre/seating area for presentations and SME pitching sessions – or a hybrid of these.
- Work out the amount of space (m²) required for this. Rental fee per m² is available upon request ([contact us](#) for guidance if needed).
- Decide whether a pre-built furnished pavilion (ie a convenient and cost-effective ‘turnkey solution’ with size options of either 50m², 100m² or 150m², and for LDCs our 18m² and 36m² options), or raw space rental option if a more customized build is preferred through the standbuilder of your choice.
Learn more about the various National Pavilion options [here](#).
A discussion with a dedicated ITU Telecom World account manager is most welcome.
- Obtain budget approval.
- Alternatively, consider contacting global ICT players in your region for financial support, even if they’re not participating within your Pavilion, or key organizations such as the World Bank. In the past, many countries have been able to join ITU Telecom events with their National Pavilion through such support.



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CONTRACTING SPACE

A Contract (available upon request) must be submitted to ITU in order to secure a location on the floor plan – the steps below should be followed:

- Contact ITU to discuss your objectives and space requirements (size and location).
- ITU will send you a proposal aligned to meet your objectives.
- Upon your acceptance of the proposal, ITU will send you a Contract. Read the General Regulations attached to the Contract and complete the Contract, date, and have signed by your authorized signatory.
- Submit the completed Contract to ITU [by email](#) and also send an original signed copy by post, according to the contact details provided on page 1 of the Contract.
- ITU will issue you with a formal Letter of Acceptance, confirm your stand number and location, and provide some useful next steps.
- ITU Finance Department will then follow up on invoicing according to the payment schedule on page 1 of your Contract, for immediate payment in order to assign associated benefits and for overall smooth preparations.
- Make payment to ITU to the following account in CHF (Swiss Francs)

Banque Cantonale de Genève (BCGE)

CP 2251 – 1211 Geneva 2

Switzerland

Account No. : L 1151.31.42

Beneficiary name : UNION INTERNATIONALE DES

TELECOMMUNICATIONS - UIT - TELECOM

IBAN : CH76 0078 8000 L115 1314 2

Swift code : BCGECHGGXXX

Clearing no. : 788



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MOBILIZE YOUR ICT INDUSTRY!

Pavilion Organizers are responsible for offering/selling and allocating space within the Pavilion – here are some ideas you may wish to consider:

- Make sure your target audience understands fully what's in it for them, and how much does it cost (if any). To this end, consider customizing our [Mobilize your ICT Industry](#) PowerPoint template to engage your key ICT players and tech SMEs.
- Or share our [Event Overview](#) in your promotional mailings.
- **Leverage through multiple channels** eg on your website, social media channels, advertisements in local radio/TV stations and newspapers, meetings with key stakeholders.
- Enlist the help of your **Department of Trade & Industry** or similar.

[Contact us](#) for assistance with the mapping of your nation's SME ecosystem



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ENGAGE AN AUDIENCE!

Here are some effective ways to spread the word on your participation in ITU Telecom World 2018, engage an audience online and drive traffic to your National Pavilion:

- Maximize your participation by submitting **your profile for our website and event app** – to drive footfall we recommend a profile which describes what attendees can see, do, and discuss on your pavilion, something which attracts their attention beyond the profile of your organization. Include a 'Request a Meeting' option too so that you can be best prepared.
- **Promote on our Event website!** We are creating added value for our Pavilion Organizers in the form of a dedicated pavilion webpage per country. It allows Pavilion Organizers to promote their presence, pavilion and national technology platform in the run up to ITU Telecom World 2018 as well as during the Event. The opportunity is free of charge and the pages will be cross-promoted throughout the website, offering great visibility on:
 - Aspects of ICT in your country
 - Key ICT projects
 - National Pavilion plans at ITU Telecom World 2018
 - Investment opportunities.
- Do make good use of the **Marketing Toolkit** (click [here](#)), containing a number of elements to engage an audience eg the event logo, banners, ads and more.
- **Invite your guests** – we provide you with Exhibition Passes allowing access to the Exhibition Halls for the duration of the event at no fee, and are therefore ideal for inviting both existing and potential clients to your National Pavilion. Your early outreach is recommended to enable your invitees to organize their travel arrangements etc.
- **Contact our PR Consultant** for a number of ways to engage the media.
- **Submit a Guest blog:** for the ITU Telecom blogsite - this should be on any topic related to your participation, 300 - 500 words, remaining respectful of ITU's neutrality and with an author bio and photo. We will then publish on our website and promote across our social media channels.



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- Each individual company exhibiting within a National Pavilion (ie the ‘Pavilion Member’) must be registered (ie separate to access pass registration) through a form available in March 2018. This will be sent to the Pavilion Organizer as soon all contractual arrangements have been finalized. Pavilion Members will then be entitled to their individual visibility on the official Event website and Event app.
- For Pavilions with many Pavilion Members you may wish to assign individual stand numbers by adding a 2-digit extension to the stand number allocated by ITU to the Pavilion eg 1234.**01**, 1234.**02**, 1234.**03** etc.
- Appoint a Stand Contractor of your choice (see Construction & Layout of your Pavilion Space on page 9) if contracting raw space for a customized solution. Alternatively, if contracting a turnkey (pre-built all-inclusive solution), the turnkey contractor will be working with you directly regarding branding requirements, layout, positioning of furniture etc.
- Order goods/services required for your participation via the Online Technical Manual available three months prior to the opening of the Event.
- Arrange staffing for your stand.
- Register for Event Passes – a bundle of access passes is included in the National Pavilion Package, registration opens in June 2018, and a 10% discount applies on additional until 5 September 2018, upgrades also possible. Note that ITU-invited guests from your delegation who confirm their attendance will receive *separate* guidelines regarding their passes.
- Book accommodation and submit visa applications – information will be available on our [website](#) in June 2018 and your prompt follow up is recommended for best hotel options and timely issuance of visas.



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CONSTRUCTION & LAYOUT OF YOUR PAVILION SPACE

This applies to Pavilion Organizers who have contracted raw floor space only from ITU, on which to construct a Pavilion. Services are not included in the Contract. Pavilion Organizers are therefore responsible for the following:

Design:

- Design, construction, furnishing, decoration and dismantling of the overall Pavilion as well as that of each Pavilion Member. You are free to appoint a Stand Contractor of your choice - [contact us](#) for a non-official list, alternatively the official event contractor will be contracted by ITU in June 2018 should you prefer to engage them (advantages being submission of stand plans for approval, and the deposit against damages, are not required).
- We recommend requesting design quotes from a minimum of three reputable stand builders to broaden your scope of options on which to base your final selection.
- Include the following in your request for a quote:
 - floor plan
 - [venue construction regulations](#)
 - [ITU Design & Construction regulations](#)
 - your construction budget
 - your list of requirements – consider the following:
 - Demo area indicating number of showcase pods for your independent telcos, young innovators/SMEs/start-ups/ICT hubs etc.
 - Reception
 - Meeting room
 - Lounge / hospitality area
 - Seminar/workshop area
 - Kitchen
 - Storage (lockable)
 - Furniture and accessories
 - Audiovisual equipment
 - Branding requirements
 - Carpet colour (with/without raised platform)
 - Walls (indicate on which sides of your space)



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- Note that utility services such as power, cleaning and water can be ordered via the Online Technical Manual available three months prior to the opening of the Event.
- Carpeting any aisles between individual Pavilion Members' stands within the perimeter of the contracted space

Interior Layout

- Allocating space to each Pavilion Member within the perimeter of contracted space
- Assigning an individual stand number to each Pavilion Member

WORLD 2018 ONLINE TECHNICAL MANUAL

The Online Technical Manual will be available three months prior to the opening of the Event and includes useful contact details, key dates and deadlines, all regulations, freight information and order forms for furniture, electrical equipment, plants, catering etc.



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**LOOKING FORWARD TO
WELCOMING YOUR NATIONAL
PAVILION IN DURBAN!**



For any further assistance, contact participate.telecom@itu.int or +41 (0) 22 730 6161