

# Connecting tomorrow

## 5G, broadband and beyond

October 5-7, 2021

Luxembourg

### Call for exhibitors

With the present call for exhibitors, the SMC is looking forward to welcoming interesting showcases at this year's event, both physically in Luxembourg and on the digital event platform.

### Exhibition possibilities

You can apply for an exhibition area in one of the following groups:

#### “big show”

You want to showcase a practical application, telco related hardware, then this is your format. Depending on your needs, you can choose between several booth sizes: 6 m<sup>2</sup> (3x2m), 12 m<sup>2</sup> (3x4m), 18 m<sup>2</sup> (3x6m) or 24 m<sup>2</sup> (4x6m). Your stand may not exceed 4 meters in height.

You will need to arrange at your cost the stand and the equipment that you would like to display. We expect you to have 2-3 people present at the stand and be available to online inquiries via the online event platform.

This format is particularly addressed to commercial entities that are eager to share a hands-on experience of 5G, BB or other communication technologies and appliances.

Costs of electricity and connectivity are depending on your needs – detailed information will be provided to you upon your expression of interest.

#### “small but fine”

You want to show your project, your research (outcomes), then this is your platform.

You are requested to be have a physical presence at the conference during the three days.

We expect you to be present near to your stand during dedicated timeslots. Visitors (physical or virtual) will be able to make an appointment in advance within the available time slots.

Most of the equipment needed (e.g. chairs, desk, etc.) for your stand will be made available to you.

Costs: 400€ for the duration of the conference.

#### “Outdoor”

You think of a booth that is better displayed outside? A demonstration displayed on 4 wheels (or even a truck)?

We can host such outdoor exhibitions as well, depending on the space limitations of LuxExpo the Box.

You may also apply for one of the two options above: “big show” or “small but fine”

Costs of electricity and connectivity are depending on your needs – detailed information will be provided to you upon your expression of interest.

For every exhibitor a virtual booth on the event online platform is provided. This virtual booth may be administered from a remote site.

## Expression of interest

The expression of interest should contain the following minimum information:

- Desired stand size:
  - “small but fine”: approximately 4 m<sup>2</sup>
  - “big show”: 6 / 12 / 18 / 24 m<sup>2</sup>
  - “Outdoor”
- For all stands “big show” and “Outdoor”:
  - Short abstract of the workshop setting and workshop program as suggested. The workshop content should have a clear link to the conference title and program
  - Links to further documentation (previous booths, description of technical equipment to be installed,...)

## Selection criteria:

- Relevance of the showcase in regards to the conference
- Relevance of the project in regards to the conference
- Relevance of the exhibitor in regards to the themes covered by the conference
- Concept of the booth in regards to the conference

## For all interested exhibitors:

- The team of *Concept Factory* is charged with the coordination of the exhibition area of the conference. You are therefore required to liaise directly with them for the practical details. [power required, cables for internet,...]
- Let us know in advance about your needs in regards to technical details e.g. internet connectivity, so that sufficient bandwidth in BB, WiFi, 4G or 5G can be prepared by the telco operators or by the venue (LuxExpo).
  - Do you plan to set up your own network for the conference?
- Setup fees of the booths are to be covered by the exhibitors.
- A technical sheet on exact timings, setup deadlines, connections and detailed costs for the “big show” and “Outdoor” exhibition is under elaboration and will be provided upon the expression of interest.
- The selection of your stand will be communicated latest on August 2<sup>nd</sup> 2021.

Interested stakeholders are invited to submit their expression of interest by **July 15th 2021, 23:59:59 CEST** via e-mail to:

[connecting-tomorrow@conceptfactory.lu](mailto:connecting-tomorrow@conceptfactory.lu)

Please also use this mail address for any questions that might arise.