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**CONFERENZA  
ESRI ITALIA  
2019**

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 **April 10 – 11**  
Rome, Ergife Palace Hotel

## > Numbers of a big event\*

2000

people involved

200

speakers

100

presentations

35

thematic sessions

15

international and national sponsors

6

media partners



national press and RAI television coverage



CONFERENZA  
ESRI ITALIA  
2018



THE SCIENCE OF WHERE  
ENVISIONING WHERE NEXT

#conesri2019

# Why attend

## ➤ A unique **Event**

A two-day event entirely dedicated to spatial analysis, geolocation and geospatial solutions.

## ➤ A look **into the Future**

The Conference will provide an excellent opportunity to discover new technology trends: AI (Artificial Intelligence), Machine Learning, BIM (Building Information Modeling), Big Data, Analytics and IoT (Internet of Things).

## ➤ A World **of Relationships**

An ideal meeting place for managers and experts in the geospatial sector where to take a deeper look into The Science of Where and its advantages.

## ➤ Be a **Leader**

Esri Italia Conference offers an excellent opportunity for case study, project or success story presentations in front of a specialized and select audience.

## ➤ Telling stories with maps: **THE GEOOBSERVATORY**

The Geobobservatory is a multimedia and interactive installation that allows you to immerse yourself in a virtual exhibition of maps. Find out how to participate:  
[www.esriitalia.it/geobobservatory](http://www.esriitalia.it/geobobservatory)



# The Science of Where Envisioning Where Next Programme

The conference will begin with a plenary session, followed by tens of technical workshops, special events tailored to specific market segments, parallel sessions, learning initiatives and project presentations. During the Conference, it will be possible to learn how The Science of Where is inspiring, supporting and imagining digital transformation in strategic economic areas and territorial planning, enabling new forms of collaboration and future opportunities.

This year, Call for Paper will cover the following topics:

- ENVIRONMENTAL SUSTAINABILITY
- INTEGRATION OF PROCESSES FOR SMART CITIES
- NEW MOBILITY MODELS
- CULTURAL TOURISM
- URBAN REGENERATION
- NATIONAL GEODATA FOR DIGITAL TRANSFORMATION
- UNDERGROUND INFRASTRUCTURES AND NETWORKS IN LOCAL AUTHORITIES
- EMERGENCY AND RISK MANAGEMENT INNOVATION
- SMART WATER & SMART ENERGY
- NEW DEVELOPMENTS IN DIGITAL AGRICULTURE





## Why be a Sponsor

Exhibiting at the Conference allows you to:

- Participate in the most solid, prestigious and most visited event in Italy on GIS in the company of highly skilled and prestigious companies and organisations.
- Acquire visibility within the entire business community in the sector and position your brand at a prestigious and sought after event. Meet a high number of potential customers who are already focused on GIS applications and their use.
- Strengthen relations with media partners already present and active during the Conference.



## Opportunities for Companies

The Conference offers many opportunities to take optimum advantage of participation in the event. Equipped exhibition areas allow direct contact with the hundreds of people involved. Presentations and workshops allow you to demonstrate your commercial products and solutions.



## The offer

We have prepared a vast and modular offer in order to allow companies to “build” their presence during this event, adapting it to the specific offer and their reference target, which will certainly be present at the event.



# 2019 ESRI ITALIA CONFERENCE SPONSOR PACKAGES

	BRAND	SILVER	GOLD	PLATINUM
Silver Stand		●		
Gold Stand			●	
Platinum Stand				●
Roll-up in Expo Area	●			
Company Logo Visibility	●	●	●	
Company Logo High Visibility				●
Advertising Page in the Conference Program				●
"Max" Company Description			●	●
"Standard" Company Description	●	●		
Company Brochure in the Conference Kit				●
Workshop				●
Meeting Room Reservation (1h)			●	●
Post-Event			●	●
Pre-Conference Digital Kit			●	●
Pre-Conference Gala Dinner (2 Passes)			●	●
<b>STANDARD PACKAGE TOTAL</b>	€ 2.000	€ 4.000	€ 7.000	€ 10.000
<b>EPN PACKAGE TOTAL</b>	€ 1.500	€ 2.500	€ 4.000	€ 6.000

## OPTIONAL ITEMS PURCHASABLE SEPARATELY

	STANDARD	EPN
Company Brochure in the Conference Kit	€ 700	€ 500
Workshop	€ 1.500	€ 1.000

### **Silver Stand**

Pre-Set Up Exhibit Space – Floor Area 2m x 1m.  
Furnishings as the rendered Images

### **Gold Stand**

Pre-Set Up Exhibit Space – Floor Area 3m x 1m.  
Furnishings as the rendered Images

### **Platinum Stand**

Pre-Set up Exhibit Space – Floor Area 4m x 3m.  
Furnishings as the rendered Images

### **Roll-up in Expo Area**

Advertising Roll-Up in size 85 cm x 200 cm.  
Graphic design and printing onus is on the Sponsors

### **Company Logo visibility**

Company Logo visibility in the Conference Program, visual communication, dedicated emails and on the Conference website

### **Company Logo high visibility**

Primary positioning of large Company Logo in the Conference Program, visual communication, dedicated emails and on the Conference website

### **Advertising Page in the Conference Program**

Advertising page in the Conference Program (Graphic Design's onus is on the Sponsor and must be sent to the Organizing Secretariat at the latest on 11 March 2019)

### **"Max" Company description**

A max 500-word Company description and link to its website, posted on the website

[www.esritalia.it](http://www.esritalia.it) and published in the Conference booklet

### **"Standard" Company Description**

A max 300-word Company description and link to its website, posted on the website [www.esritalia.it](http://www.esritalia.it) and published in the Conference booklet.

### **Company Brochure in the Conference Kit**

Inclusion of Company Brochure or Gadgets in the Conference Kit (subject to prior approval from Esri Italia and to be sent at the latest on 20 April 2019)

### **Workshop**

30-minute Workshop (considering the chosen subject, the Conference Secretariat reserves the right to include the Workshop in the Tech Workshop or Business Speech Program)

### **1h Meeting Room Reservation**

Meeting Room use is subject to booking request and prior approval from Esri Italia

### **Post-Event**

Publishing of Conference speeches and proposals; posting photos and videos on Esri Italia website ([www.esritalia.it](http://www.esritalia.it)) and through Social Media

### **Pre-Conference Digital Kit**

Pre-Conference Digital Kit, banners, personal invitations, e-mail template to promote event attendance

### **Pre-Conference Gala Dinner**

Two Entry Passes at the Dinner on the Eve of the Conference



# Esri Italia Conference 2019 Advertising Contract

EXHIBITOR INFORMATION (Please write in block letters)

Company .....

Street Address .....

Zip Code ..... City ..... State/Province .....

Phone Number ..... Fax Number ..... Vat No .....

E-mail Address .....

Contact Person .....

Phone Number ..... Mobile Phone ..... Fax Number .....

E-mail Address .....

## SPONSORSHIP INFORMATION

<b>PACKAGE</b>	<b>STANDARD</b>	<b>EPN</b>	<b>ADDITIONAL ITEMS</b>
BRAND	<input type="checkbox"/>	<input type="checkbox"/>	.....
SILVER	<input type="checkbox"/>	<input type="checkbox"/>	.....
GOLD	<input type="checkbox"/>	<input type="checkbox"/>	.....
PLATINUM	<input type="checkbox"/>	<input type="checkbox"/>	.....

**TOTAL AMOUNT DUE**

€ ..... + VAT

THE INVOICE SHALL BE ADDRESSED TO:

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THE INVOICE SHALL BE SENT TO:

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Any Technical/Logistical Requirements:

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## AUTHORIZATION

Please confirm your full knowledge and acceptance of the Contract (including the "Terms and Conditions" section) and send out this Form stamped and signed by the Company's Legal Representative, via email at [conferenza@esritalia.it](mailto:conferenza@esritalia.it) or via fax 06.40696333. The original Copy must reach us within 4 february 2019 (with annex of the Bank Transfer receipt) at the following address: Esri Italia S.p.A. Via Casilina,98 – 00182 Roma. You authorize Esri Italia to issue the Invoice payable before the Event in accordance with 4, 4.1 and 4.2 points of the Exhibition General Regulations.

**STAMP, SIGNATURE**

## **1. 1. BOOKING PROCEDURES FOR EXHIBITION SPACE**

1.1 Exhibitors must send the Exhibition space booking form to Esri Italia Organizing Secretariat within 4 February 2019. The Exhibitors must provide their Logo and their Company Description according to the Sponsorship Package.

1.2 Esri Italia reserves the right to accept this application for participation, at its sole discretion. The acceptance by Esri Italia may be either implicit or explicit: the issuance of invoice and/or the balance collection represent tacit acceptance of the request.

1.3 Esri Italia reserves the right to modify the location, the dates of opening and closing, the opening hours of the Conference as well as the assignment of the Exhibition spaces. The Exhibitors shall not be entitled to any compensation claim.

## **2. AGREEMENT APPLICATION AND RIGHTS OF WITHDRAWAL**

2.1 The application for participation implies acceptance of the General Regulations and any other additional rule that the organizer may introduce at any time in the interest of the Conference, even those issued after the signature. The Application form must be sent, duly completed and signed, to Esri Italia S.p.A. – Via Casilina, 98 – 00182 Roma – together with the required deposit.

2.2 Esri Italia, at its sole discretion, may reject the Exhibition space booking form within 30 days of receiving it; in this case, deposits paid will be refunded. Esri Italia shall not be held liable for the claim of any damages and costs incurred with this denial. By signing these Regulations, the Exhibitor makes a binding commitment to adhere strictly to all the rules contained in it. Esri Italia reserves the right to act legally in order to ensure the observance of the Regulations, when necessary.

## **3. LIABILITY AND INSURANCE**

3.1 At all times Exhibitors will be liable for software programs, databases, and publicity material, that they, their staff and contractors own and use during the Conference.

3.2 Esri Italia shall not be held liable for any loss or damage, caused by the Exhibitors, to display or publicity materials that they own, rent or lease.

3.3 By signing these Regulations, Exhibitors agree to release Esri Italia from any liability, action or claim for damages resulting from the improper use of the Exhibit space by them, their staff and contractors, including damages to persons, equipment and materials.

3.4 Exhibitors must have an insurance policy that covers the following risks: RCT/RCO, fire, theft on a first-loss basis (maximum coverage requirements are: € 2.500.000,00 for RCT/RCO; € 50.000,00 for fire; € 5.000,00 for theft on a first-loss basis).

## **4. PARTICIPATION METHOD**

4.1. When booking the exhibition space the Exhibitor must send the application, duly filled in, together with the copy of payment of the total amount due (plus VAT), as well as a copy of the stipulated insurance policy. Incomplete applications which arrive will not be taken into consideration and under no circumstances will give the right to book the exhibition space. Down payments made will be refunded to the Exhibitors at their own expense.

4.2. The payment must be carried out prior to the start of the event.

4.3. Any withdrawal by the Exhibitors from participation in the Conference will not give the right to reimbursement of the down payments made.

Pursuant to a for the purposes of Art. 1385 of the Italian Civil Code, in the event that withdrawal is carried out in writing to Esri Italia less than 20 days from the start of the Conference, the Exhibitor is bound to pay the entire fee resulting from the application, independently of participation in the event.

4.4. Pursuant to and for the purposes of Art. 1456 of the Italian Civil Code, failure to pay the amounts established in the agreed upon terms implies legal resolution of the agreements stemming from the participation application and its acceptance and the Exhibitor will be considered to have withdrawn from the event with all the consequences set forth in the previous articles.

4.5. Exhibitors who, although having duly fulfilled the contractual obligations, are not present when the stands are delivered, will be considered to have withdrawn with the consequences pursuant to Art. 4.

## **5. SCHEDULE**

5.1. The Conference schedule, outfitting and taking down of the exhibition space are those indicated at Esri Italia website in the 2018 Esri Italia Conference section and are to be considered final.

## **6. GUESTS AND MULTIPLE EXHIBITIONS IN THE SAME SPACE**

6.1. The exhibitors may not in any way whatsoever assign, for a fee, share or divide all or part of the exhibition space assigned without written consent from Esri Italia.

## **7. USE OF THE EXHIBITION SPACE**

7.1. The Exhibitors must guarantee the presence of a person in charge appointed by them in the stand a half hour prior to the start of the Conference until closing time. They must also comply with the following regulations:

- limit noisy activity within the exhibition area, as well as operation or use of materials which, in the unquestionable opinion of Esri Italia, interfere with other Exhibitors or with other activities.
  - carry out all the activities they intend to conduct solely within the exhibition space assigned to the participant. Distribution of promotional or advertising materials outside their own stands is strictly prohibited.
  - prices for items on display may not be displayed, nor may any promotional initiatives be advertised without the approval of Esri Italia.
  - use is permitted in the stand, even for private use, of audio/visual devices, musical and multimedia devices, as long as the exhibitor takes care of payment of the relative fees required by the Italian authors' and publishers' association and delivers a copy of the payment receipt to the Organising Committee prior to the start of the Conference.
  - all items distributed to participants as giveaways or promotional material must be approved by Esri Italia. Esri Italia reserves the right to prohibit the distribution of all items not approved in advance.
  - exhibitors may not hold raffles, drawings and/or other similar activities.
- Each exhibitor may display only the services or goods identified on the Exhibitors registration form. Display or promotion of products or services which Esri Italia deems to be in conflict with its own promoted products or services is not permitted.

7.2 Failure by the Exhibitor to comply with even one of the provisions in this article will result in immediate removal of the Exhibitor from the Conference in its entirety or part of it at the discretion of Esri Italia. The exhibitor will be liable for all correlated expenses.

## 8. MINORS

8.1. Participation of minors in the Conference must be communicated in advance and authorised by Esri Italia.

## 9. SAFETY AND FIRE PREVENTION REGULATION

9.1. The Exhibitors admitted for participation in the Conference undertake to comply with observing the relative fulfilments for prevention and protection against occupational risks and fire risks. They are therefore bound to keep a foam or powder fire extinguisher, depending on the products displayed and/or advertised, in the exhibition space for the entire duration of the Conference in perfect working order. In the absence of this device Esri Italia reserves the right not to permit use of the booked space, in any case retaining the amount deposited by the participant.

9.2. The Exhibitor undertakes to keep Esri Italia indemnified from any liability for any injuries which his personnel and co-workers of any type may fall victim from these items used in the leased space, as well as from any claim that may be advanced by the relevant Authorities.

9.3. Using combustible or explosive materials and harmful substances in the exhibition area is prohibited. All packing materials used by the Exhibitor must be removed from the exhibition area prior to the start of the Conference and stored in the specific area indicated by Esri Italia.

## 10. CARE OF THE FACILITIES

10.1. The Exhibitor is bound to guarantee that no material is glued, nailed or in any case placed on the surface of the hotel structure as well as preventing any behavior which may mark, deface or damage the structure of the facilities, its content, equipment or furnishings. Should any damage occur the Exhibitor will be bound to fully compensate directly to the owner of the facilities and exonerating Esri Italia of any and all liability and economic burden.

10.2. The stand return terms indicated are final. Any delay implies a failure to fulfil by the Exhibitor and the charging of a penalty equal to the cost of the entire day. The exhibition space must be redelivered in perfect condition and free of any things and persons within the established deadline. Once this deadline has expired the Organising Committee will not be liable in any way for anything left in the stand and will arrange for disassembly of the same, charging the costs to the Exhibitor and retaining the materials as a guarantee for the expenses sustained and any other amounts due.

## 11. IDENTIFICATION BADGES

11.1. The exhibitors may pick up their identification badges at the registration desk on April 10<sup>th</sup>, 2019.

## 12. FORCE MAJEURE

12.1. In the event of force majeure or for reasons beyond the control of Esri Italia, the Conference date may be subject to variations or the Conference may even be cancelled. In the event of the latter, Esri Italia, after fulfilling obligations toward third parties and once the sustained organisation expenses have been paid, will reimburse the Exhibitors the remaining amount, in any case in proportion to the limits of what the Exhibitor had deposited on that date. Esri Italia will in any case have the right to be reimbursed for the expenses sustained for realisation of systems and/or installations carried

out at the specific request of Exhibitors. For no reason whatsoever will Esri Italia be liable for damages which include, but are not limited to, emerging damages, failure to earn, damages to public image, lost opportunities and similar, which may not be claimed for any reason whatsoever.

## 13. CLAIMS AND SOLE JURISDICTION

13.1. Any claims must be received in writing by Esri Italia by and no later than eight days from the end of the Conference on penalty of inadmissibility. For anything not set forth and specified in these regulations, see the prevailing Italian regulation.

13.2. For any controversy relative to the application, interpretation and extinction of this agreement, the Court of Rome has sole and binding jurisdiction.

date .....

stamp and signature of the contracting party

.....

Qualification .....

The Contracting party states to have read and comprehended these "General Regulations" and to have approved them in their entirety pursuant to articles 1341 and 1342 of the Italian Civil Code and to expressly approve the following: 1) Exhibition space booking method; 2) Application of the regulation and right to withdrawal; 3) Responsibilities and insurance; 4) Participation method; 5) Schedule; 6) Guests and multiple exhibitions in the same space; 7) Use of the exhibition space 8) Minors; 9) Safety regulations; 10) Care of the facilities; 11) Identification badges; 12) Force Majeure; 13) Claims and Sole Jurisdiction

date .....

stamp and signature of the contracting party

.....

Qualification .....

1<sup>st</sup> copy Esri Italia – 2<sup>nd</sup> copy Exhibitor

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**esri Italia**

*THE SCIENCE OF WHERE*

For Conference Information  
[www.esriitalia.it](http://www.esriitalia.it)

Organizing Secretariat  
+39.06 40 696 850  
[conferenza@esriitalia.it](mailto:conferenza@esriitalia.it)