2020
EXHIBITOR PROSPECTUS
Winter - Tampa, FL  ●  Fall - Las Vegas, NV

Bicsi
Join BICSI in connecting the global information and communications technology (ICT) community with the tools and services needed to advance this evolving industry. As a conference exhibitor and sponsor, you’ll have access to a multitude of ICT leaders and decision-makers from around the world—all looking for partners to help expand their influence in the industry.

**The ICT Mix**

Information and Communications Technology covers a broad spectrum.

- Commercial Transportation of Information & Data
- Data Center Design
- Design, Integration & Installation of Telecommunications Distributions
- Electronic Safety & Security
- Fiber- and Copper-Based Distribution Systems & Infrastructure
- Outside Plant Cabling
- Project Management
- Voice/Data/Audio/Video
- Wireless Networks

“BICSI events allow Cambridge Sound Management to interact with a knowledgeable and engaged audience that is always looking for new products, technologies and services that they can provide to their end-user clients. Plus, the events are always well-organized, well-attended and fun—BICSI knows how to create a lively atmosphere on the exhibit floor.”

—Mark Hughes, Cambridge Sound Management
2020 BICSI Conferences & Exhibitions

Winter Conference & Exhibition
February 9-13 | Exhibits: February 10-12
Tampa, Florida, USA
Tampa Convention Center

Fall Conference & Exhibition
September 27-October 1 | Exhibits: September 28-30
Las Vegas, Nevada, USA
Mandalay Bay Hotel & Convention Center

Sample Show Hours for Winter and Fall*

Exhibitor Move-in:
Sunday: 8 a.m.-6 p.m.
Monday: 8 a.m.-1 p.m.

Exhibit Hall Open:
Monday: 4:30-7:30 p.m.
Tuesday: 2-7:30 p.m.
Wednesday: 7:30 a.m.-1 p.m.

Exhibitor Move-out:
Wednesday: 1-9 p.m.
Thursday: 8-10 a.m.

*Sample show hours only. Refer to the specific conference website at bicsi.org/winter or bicsi.org/fall to confirm.

Booth Selection
Conference Sponsors Receive Priority Booth Selection!

Booth Selection Order for Paid Exhibitors:
1. “Level” Sponsors who pay on site at Winter Conference
2. “Level” Sponsors who pay by Early Bird Deadline
3. Premier Exhibitors who pay on site at Winter Conference
4. Premier Exhibitors who pay by Early Bird Deadline
5. Standard Exhibitors who pay on site at Winter Conference
6. Standard Exhibitors who pay by Early Bird Deadline
7. Regular (first-come, first-served, after lottery)

Important: The current show must be paid in full PLUS the minimum deposit required for any future show(s) must be paid in full to select booth space in that show’s lottery.

See pages 7-9 for Sponsorship Levels. For lottery details, visit the specific conference website at bicsi.org/winter or bicsi.org/fall.

Contact cnalls@bicsi.org.
Primary Company Operation
Respondents could choose only one response.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction/Installation</td>
<td>36%</td>
</tr>
<tr>
<td>Design/Engineering Services</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Government/Military</td>
<td>9%</td>
</tr>
<tr>
<td>Consulting</td>
<td>7%</td>
</tr>
<tr>
<td>Education/Training Provider</td>
<td>5%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>5%</td>
</tr>
</tbody>
</table>

Primary Job Function
Respondents could choose only one response.

- 23% Project Manager
- 22% Designer
- 16% (Professional) Engineer
- 16% Other
- 10% Consultant
- 7% Network/Systems Integrator
- 6% Foreman/Supervisor

Call Sales at +1 813.769.1842.
Design/Installation/Management Products
Respondents could choose multiple responses.

- 26% Lighting
- 31% Building Automation
- 35% All of the Above
  - 30% Controls
- 36% Alarm
- 43% Internet Access
- 49% Paging
- 53% Electronic Safety & Security
  - 55% Outside Plant
- 55% Audio/Video
- 67% Wireless
- 74% Voice & Data
- 10% Other

Value of Upcoming ICT Projects
Respondents could choose only one response.

- 1% Less than $100,000
- 6% $100,000-$249,999
- 9% $250,000-$499,999
- 11% $500,000-$999,999
- 29% $1-4.99 million
- 11% $5-9.99 million
- 7% $10-20 million
- 22% Greater than $20 million
- 4% Not applicable (retired or student)

Source: On-site surveys taken at 2018 BICSI Conferences (Winter and Fall).
### Where Do Our Conference Attendees Live?

<table>
<thead>
<tr>
<th>Region</th>
<th>2018 Winter</th>
<th>2018 Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian Region</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>U.S. North-Central Region</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>U.S. Northeast Region</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>U.S. South-Central Region</td>
<td>12%</td>
<td>34%</td>
</tr>
<tr>
<td>U.S. Southeast Region</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>U.S. Western Region</td>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>Global Region</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Attendee Demographics

Reach individuals from every corner of the globe and every sector of the ICT industry, from high-level executives and owners to installers and technicians in the field.

- Architects and Consultants
- Audiovisual (AV) Professionals
- Authorities Having Jurisdiction (AHJs)
- BICSI Credential Holders
- 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 (ESS) Professionals
- End Users
- Facility Owners and Managers
- General Contractors
- ICT Contractors
- ICT Design Consultants
- Management Professionals
- Marketers
- Military Personnel
- Network Designers and Administrators
- Outside Plant (OSP) Engineers
- Professional Engineers
- Project Managers (Government, Military, Civilian and Corporate)
- Quality Controllers
- Sales Engineers and Professionals
- Wireless/Digital Professionals

Call Sales at +1 813.769.1842.
### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$30,000</td>
<td>$22,500</td>
<td>$12,000</td>
<td>$8,750</td>
</tr>
<tr>
<td></td>
<td>Winter OR Fall</td>
<td>Winter OR Fall</td>
<td>Winter OR Fall</td>
<td>Winter OR Fall</td>
</tr>
<tr>
<td>Both:</td>
<td>$55,000</td>
<td>$42,500</td>
<td>$24,000</td>
<td>$17,500</td>
</tr>
<tr>
<td>Save $5,000</td>
<td></td>
<td>Save $2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Offer</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Booth Space*</td>
<td>10' x 20'</td>
<td>10' x 20'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
</tr>
<tr>
<td>Logo on Conference E-blasts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Official Sponsor of:</td>
<td>Food &amp; Beverage in Exhibit Hall AND Conference Pens</td>
<td>Attendee Breaks</td>
<td>Food &amp; Beverage in Credential Holders Lounge</td>
<td>Conference Door Prizes</td>
</tr>
<tr>
<td>Custom Sponsor Banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Backlit Panel</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Bag Insert</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>GOBO</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Hall Banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Floor Stickers</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Conference Registrations</td>
<td>2 Full</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Electronic Exhibit Hall Visitor Invite</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program Ad</td>
<td>2 Full-page</td>
<td>Full-page</td>
<td>Half-page</td>
<td>Half-page</td>
</tr>
<tr>
<td>Priority Booth Selection**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee Mailing Labels</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo in On-site Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Link from Conference Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo on Conference Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo at Exhibit Hall Entry</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo on Conference Slide Loops</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Upgrade available upon request. **Sponsors must be paid in full for Priority Booth Selection.

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BICSI is an industry organization of people with your success as their goal. Whether your idea of success is promoting your company or product, identifying new technology for implementation in your network or being an industry contributor, BICSI is your venue. They bring together the relevant people, partners and information for America IlsinTech at every event.

—Brad Everette, America IlsinTech

Contact cnalls@bicsi.org.
Choose Your Sponsorship Level:
Diamond, Platinum, Silver or Bronze

Available exclusively to exhibitors. Prices listed in U.S. dollars. Sponsorship details and pricing are subject to change.

DIAMOND SPONSOR

- **Exclusive**: Only one Diamond Sponsor per conference
- Complimentary 10’x20’ booth space (upgrade available upon request)
- **Exclusive Diamond and Platinum Marketing!** Company’s logo to be included on all main conference e-blasts sent to more than 50,000 people on BICSI’s email distribution list
- Official sponsor of food and beverage in the Exhibit Hall
  - Company logo imprinted on cocktail napkins
  - Signage placed at food stations
- Official sponsor of the conference pens, featuring company logo
- Two standard backlit panels, featuring company description or ad, placed in a prominent area of the conference venue
- One GOBO, placed in a prominent area of the conference venue
- One insert to be included in attendee and visitor bags

<table>
<thead>
<tr>
<th>EXHIBIT AT</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>$30,000</td>
</tr>
<tr>
<td>Fall</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both Winter &amp; Fall 2020 shows</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

- Diamond Sponsor banner, featuring company logo and Exhibit Hall booth number
- Two full-conference registrations
- Electronic Exhibit Hall visitor invite personalized with your booth number for unlimited use
- Two full-page advertisements in the BICSI Conference & Exhibition Program
- Customized sponsor banner displayed in the conference venue
- Plus more (see page 9)

PLATINUM LEVEL

- Complimentary 10’x20’ booth space (upgrade available upon request)
- **Exclusive Diamond and Platinum Marketing!** Company’s logo to be included on all main conference e-blasts sent to more than 50,000 people on BICSI’s email distribution list
- Official sponsor(s) of the attendee breaks
  - Signage placed in the break area
- One standard backlit panel, featuring company description or ad, placed in a prominent area of the conference venue
- One insert to be included in attendee and visitor bags
- Platinum Sponsor banner, featuring company logo and Exhibit Hall booth number

<table>
<thead>
<tr>
<th>EXHIBIT AT</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>$22,500</td>
</tr>
<tr>
<td>Fall</td>
<td>$22,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both Winter &amp; Fall 2020 shows</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

- Electronic Exhibit Hall visitor invite personalized with your booth number for unlimited use
- One full-page advertisement in the BICSI Conference & Exhibition Program
- Plus more (see page 9)

Call Sales at +1 813.769.1842.
Choose Your Sponsorship Level:

- **Diamond, Platinum, Silver or Bronze**

**Diamond Sponsor**

- Complimentary 10’x10’ booth space (upgrade available upon request)
- Official sponsor(s) of the Credential Holders Lounge food and beverage
- One insert to be included in attendee and visitor bags
- Silver Sponsor banner, featuring company logo and Exhibit Hall booth number

**Silver Level**

- Complimentary 10’x10’ booth space (upgrade available upon request)
- Official sponsor(s) of the Credential Holders Lounge food and beverage
- One insert to be included in attendee and visitor bags
- Silver Sponsor banner, featuring company logo and Exhibit Hall booth number
- One half-page advertisement in the BICSI Conference & Exhibition Program
- Plus more (see below)

**Bronze Level**

- Complimentary 10’x10’ booth space (upgrade available upon request)
- Official sponsor(s) of the conference door prizes
- Four 2’x2’ or two 3’x 3’ Bronze recognition floor stickers at entrance of booth
- One half-page advertisement in the BICSI Conference & Exhibition Program
- Plus more (see below)

<table>
<thead>
<tr>
<th>EXHIBIT AT</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>$12,000</td>
</tr>
<tr>
<td>Fall</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

**EXHIBIT AT TOTAL COST**

- Winter $12,000
- Fall $12,000

**Diamond, Platinum, Silver and Bronze Sponsors Receive:**

- Priority booth selection!*
  - Lottery Selection Order:
    1. Diamond Sponsor
    2. Sponsors who register on site at 2019 Winter Conference
    3. Early Bird Sponsors (signed up by October 10, 2019)
    4. After lottery, first-come, first-served basis
- Attendee mailing labels for one-time use, not including email addresses
- Corporate name and logo listed on conference sponsor page in the BICSI Conference & Exhibition Program
- Corporate website linked from the 2020 conference website
- Corporate logo on BICSI website
- Corporate logo on Exhibit Hall entryway
- Logo on the slide loop projected at each General Session (prior to the start of the session, during session breaks and at the close of the session)

*Sponsors must be paid in full for priority booth selection.

See Sponsorship/Ad Insertion Application on pages 15-16. Visit bicsi.org/marketing or contact cnalls@bicsi.org for details.
Exclusive Sponsorships

**Charge & Connect Lounge**  
**Winter or Fall:** $15,000  
Connect with attendees while they charge their mobile device and check their emails. Attendees will need to type your company name as the password to enter the computer program! The Charge & Connect Lounge is in a high-traffic area, which means extra company exposure and visibility.

**BICSI Theater**  
**Winter or Fall:** $12,000  
Sponsor the BICSI Theater, home of the What’s New, What’s It Do? (WNWID) exhibitor presentations. With your logo all over the inside and outside of the theater, it’s like having a second exhibitor booth—only much larger!

**Attendee Totes & Visitor Bags**  
**Winter or Fall:** $12,000  
Show your support of BICSI and help attendees and visitors stay organized with these quality tote bags.

**NEW! Water Bottle**  
**Winter or Fall:** $9,000  
Your logo will get wrapped around the exclusive conference water bottles available during the entire event.

**Lanyards**  
**Winter or Fall:** $6,500  
Every attendee receives a lanyard with your logo on it, increasing your exposure outside the Exhibit Hall too.

**Attendee & Visitor Badges**  
**Winter or Fall:** $6,000  
Display your company logo on the back of each badge worn by every attendee and Exhibit Hall visitor.

**Conference Program**  
**Winter or Fall:** $5,000  
Be the exclusive sponsor of the on-site BICSI Conference & Exhibition Program, provided to all attendees. Receive a full-page ad on the back cover, along with your logo printed in the front of the book.

**Cups in the Exhibit Hall**  
**Winter or Fall:** $5,000  
Put your logo in attendees’ hands during receptions in the Exhibit Hall.

**Aisle Banner Dangler/All Aisles**  
**Winter or Fall:** All aisles – $5,000; Your aisle only – $1,500  
Sponsor one aisle or all the aisles in the Exhibit Hall with your double-sided logo dangling below the numbered aisle banner.

Complete the Conference Sponsorship/Ad Insertion Application on pages 15-16.

“The BICSI show provides strong marketing value by offering multiple ways to connect with our target audience through presentation sessions, live product demonstrations and advertising opportunities. We also appreciate the effort BICSI puts into ensuring the presentation sessions are on target with current technology trends.”

—Lisa Schwartz, AEM
On-site Branding & Advertising

Rotating Three-Sided Backlit Panel
Winter or Fall: $4,000
Your company ad comes to life on this rotating backlit panel in a high-traffic area outside the Exhibit Hall.

Floor Stickers (10) 2’x 2’ or (5) 3’x 3’
Winter or Fall: $3,500
Lead BICSI attendees to the Exhibit Hall every step of the way! Stickers are available in many areas outside the Exhibit Hall.

GOBO
Winter or Fall: $3,000
“Light it up” with your logo brightly shining in a prominent area of the wall or floor outside the Exhibit Hall.

Standard Backlit Panel
Winter or Fall: $2,250
Your company description or ad on this 38”x 90” backlit panel in a prominent area outside the Exhibit Hall.

Attendee Bag Insert
Winter or Fall: $1,500
Place your company’s invitation, press release or flyer in each attendee’s conference bag. Save more by pairing your attendee bag insert with an ad in the on-site conference program. See details to the right.

Conference Program Ad
Increase your Exhibit Hall exposure with a 4-color ad in the conference program.

Ad Sizes (w x h):
- Full-page cover II, III or IV: Size is 6”x 9” (add 1/4” bleed) = $2,750
- Full-page: Size is 6”x 9” (add 1/4” bleed) = $2,000
- Half-page horizontal: Size is 5”x 4” (no bleed) = $1,000
- Half-page vertical: Size is 2.5”x 8” (no bleed) = $1,000

Program Ad & Bag Insert Package
Maximize your savings and your conference presence when you purchase both a 4-color program ad and attendee bag insert.
- Insert & full-page ad: $2,500
- Insert & half-page ad: $1,750

Complete the Conference Sponsorship/Ad Insertion Application on pages 15-16.

As a first-time exhibitor at BICSI, we were blown away by the support we received from the BICSI team. The welcome from the attendees, coupled with the sense of community we felt, is why we’ll be making BICSI a part of our annual plans.

—Michael Crisci, Atlona
## Custom Opportunities

Email cnalls@bicsi.org or call +1 813.769.1842 for pricing and details.

<table>
<thead>
<tr>
<th>Conference Mobile App Sponsorship and Push Notification Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor BICSI's conference mobile web app and be seen on attendees’ hand-held devices as they walk the conference and Exhibit Hall, and/or send push notifications of your customized message.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Escalator Cling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep attendees moving in the right direction with your company’s message on areas such as the escalator dividers or side panels.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hotel Key Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remind attendees who you are as they return to their hotel room with your company logo and message on their key card.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lobby Booth Giveaway Promo Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entice attendees to visit your booth by announcing your company’s giveaway before they enter the Exhibit Hall.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stair Riser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step up your advertising at the conference with this three-dimensional visual of your company’s message.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wall Cling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorate the conference center with your company message to reinforce your presence.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Window/Glass Cling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remind attendees that you’re at the conference with a “view” of your message.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing Labels (Standard/Premier)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Winter or Fall:</strong> Standard – $500; Premier – $250</td>
</tr>
<tr>
<td>Promote and market your products and services to BICSI conference attendees before or after the conference.</td>
</tr>
</tbody>
</table>

Complete the Conference Sponsorship/Ad Insertion Application on pages 15-16.

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The BICSI show is a great opportunity to listen to our audience and learn more about their needs. The show is extremely well-managed and we have been able to build new business every time we go!

—Mark Ross, MonoSystems
Winter

**New Product Pavilion**

**Winter:** $1,000 full kiosk/$700 half kiosk

Give attendees a sneak peek by showcasing your new products and services at the entrance of the Exhibit Hall. Your booth number on a big screen will send attendees directly to you on the show floor. And attendees will have the opportunity to vote your product “Best in Show.”

**What’s New, What’s It Do?**

*(See description in Fall section below.)*

**Winter:** $750

Save $250 by adding New Product Pavilion (NPP)!

- $1,500 full-NPP kiosk & WNWID
- $1,200 half-NPP kiosk & WNWID

**BICSI Cabling Skills Challenge***

During this Winter Conference tradition, BICSI Installers and Technicians compete to perform industry tasks to win the title of BICSI Installer of the Year and $5,000. Exhibitors can build their brand identity by sponsoring events, prizes and/or donating products to use during the competition. Find out more on page 14.

*Email cnalls@bicsi.org or call +1 813.769.1842 for pricing and details.

Fall

**What’s New, What’s It Do?**

**Fall:** $500

Introduce and/or demonstrate a fresh and innovative product during a brief presentation in the BICSI Theater inside the Exhibit Hall. Following your presentation, all WNWID audience members will receive a “passport” to be stamped at your booth—a terrific opportunity to follow up after your presentation!

Visit bicsi.org/marketing to view 2020 BICSI Conference & Exhibition Rules and Regulations.
2020 BICSI Cabling Skills Challenge

Sponsor this exciting tradition!

Why Get Involved?

1. Contestants and attendees learn who you are when they use your products.

2. Significant promotion before, during & after the conference.

3. Receive a discount on Speed Challenge sponsorships.


Part of the 2020 BICSI Winter Conference & Exhibition
Conference: February 9-13  |  Competition: February 10-12
Tampa Convention Center
Tampa, Florida, USA

bicsi.org/skillschallenge

Brand Awareness Around the World

Global Region events take place worldwide and offer a unique local perspective of technology updates and ICT industry trends.

BICSI is constantly seeking exhibitors, sponsors and speakers to add to the knowledge-building factor present at all BICSI events. These opportunities are a cost-effective and productive means to bring your ICT organization to the forefront of the industry, and build solid, lasting relationships.

If you or your company would like to participate in an upcoming global conference—as a speaker, exhibitor, delegate or even an Exhibit Hall visitor—please send us an email at global@bicsi.org.

bicsi.org/global
SPONSORSHIP/AD INSERTION

Please review the 2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract at bicsi.org/marketing.

CONTACT INFORMATION (please type or print clearly)

Exhibitor/Full company name (as you would like it to appear)  Order date

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State/Province</th>
<th>Zip/Postal code</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Company phone number</td>
<td>Company toll-free number</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PRIMARY BOOTH CONTACT (to receive all exhibitor mailings)

Title  Authorized Signature

<table>
<thead>
<tr>
<th>Work number</th>
<th>Mobile number</th>
<th>Email</th>
<th>Fax</th>
</tr>
</thead>
</table>

SECONDARY CONTACT

<table>
<thead>
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<th>Work number</th>
<th>Mobile number</th>
<th>Email</th>
<th>Fax</th>
</tr>
</thead>
</table>

If requesting a bigger booth size than what you receive with your sponsorship level, please use the appropriate pricing found on the exhibitor applications on pages 17-20 for each additional 10’x10’ when entering below.

### WINTER

#### SPONSORSHIP LEVEL

- Diamond
- Silver
- Platinum
- Bronze

#### Sponsorship level cost:

$______________________

#### ADDITIONAL 10X10’s

- Quantity: __________
- $/10X10 $______________________
- Layout: (i.e. 20x30) __________
- Total $______________________

#### Other Sponsorships (pages 10-13)

| Item one: | $______________________ |
| + Item one cost: | $______________________ |
| Item two: | $______________________ |
| + Item two cost: | $______________________ |
| Item three: | $______________________ |
| + Item three cost: | $______________________ |

#### PROGRAM AD(s)

- Ad size: __________
- Quantity: __________
- $/Ad $______________________
- = TOTAL $______________________

### FALL

#### SPONSORSHIP LEVEL

- Diamond
- Silver
- Platinum
- Bronze

#### Sponsorship level cost:

$______________________

#### ADDITIONAL 10X10’s

- Quantity: __________
- $/10X10 $______________________
- Layout: (i.e. 20x30) __________
- Total $______________________

#### Other Sponsorships (pages 10-13)

| Item one: | $______________________ |
| + Item one cost: | $______________________ |
| Item two: | $______________________ |
| + Item two cost: | $______________________ |
| Item three: | $______________________ |
| + Item three cost: | $______________________ |

#### PROGRAM AD(s)

- Ad size: __________
- Quantity: __________
- $/Ad $______________________
- = TOTAL $______________________
WE AGREE UNCONDITIONALLY TO THE FOLLOWING TERMS:

1. If signing up on site at the 2019 Winter Conference or by March 1, 2019, a 25% non-refundable deposit for each show is required. Remaining balances are due: Winter, by October 10, 2019; Fall, by May 22, 2020. If signing up after March 1, 2019, a 100% payment is due for Winter; 50% non-refundable deposit for Fall; Remaining balances are due on dates listed above or full payment is due if the dates listed above have passed. 2. Booth assignments will be made using a lottery system for all applications received and paid in full by the Early Bird deadline. After the deadline, assignments 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 2020 BICSI Conference & Exhibition Rules and Regulations AND the Exhibitor Contract found at bicsi.org/marketing. 4. The relationship between BICSI and the sponsoring organizations/corporations of an event or an event-related item does not represent exclusive agreements between BICSI and the specific organizations/corporations, nor does it suggest that BICSI endorses the programs, products or services of the organizations/corporations. Sponsor agrees that this sponsorship contract cannot be cancelled at any time. Important Note: Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat “sponsored in part by name of company.” Right to Refuse Sponsor: BICSI shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with BICSI or those who desire to assume control of an event through sponsorship. Material Production: BICSI will be responsible for the production of materials (unless otherwise specified) and will invoice the sponsoring organization/corporation directly. If the sponsoring organization/corporation is able to obtain a better product, then BICSI reserves the right to approve the product and subsequent design of the product. BICSI reserves the right to charge a sponsorship fee should the sponsoring organization/corporation decide to produce the materials. Quantities may change depending on attendance figures. Exhibiting companies agree to maintain such insurance that will fully protect BICSI from any and all claims of any nature whatsoever, including claims under the Worker's Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation, or dismantling of the exhibitor's display. Exhibiting companies are required to add on to their existing insurance portal-to-portal rider at a nominal cost, protecting them against the loss damage to their materials by fire, theft, accident or other related loss.

LOGO SUBMISSION: Logos must be received upon confirmation of sponsorship. Please email cnalls@bicsi.org. Logos must be provided as an EPS or JPEG.

I, the undersigned, as authorized agent of the above-named company, agree to adhere to the specified terms and conditions of this contract/application and to the full 2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract located at bicsi.org/marketing. I understand I am responsible for ensuring that all other company representatives do the same. I acknowledge that BICSI reserves the right to accept or reject this application.

Authorized signature ______________ Title ______________ Date ______________

FOR BICSI USE ONLY

IMPORTANT: The current show MUST be paid in full PLUS the minimum deposit required for any future show(s) MUST be paid in full to select booth space in that show’s lottery.

CONTACT BICSI

Mail or fax this form to: BICSI, Attn: Courtney Nalls, 8610 Hidden River Parkway, Tampa, Florida 33637-1000 USA
Fax: +1 813.971.0286; Phone: 800.242.7405 (USA & Canada toll-free) or +1 813.769.1842; Email: cnalls@bicsi.org; Web: bicsi.org

PAYMENT SECTION Please submit front and back of this form for processing.

Please make all checks payable to BICSI in U.S. dollars, drawn from a U.S. bank. (Call BICSI's Accounting Department for instructions on wiring funds.) For your protection, BICSI does not accept emailed credit card numbers. If paying by credit card, please mail or fax your payment information instead.

+ Winter $ __________ + Fall $ __________ = Total $ __________

☐ Check or Money Order  ☐ Visa  ☐ MasterCard
☐ American Express  ☐ Discover

Cardholder name (as it appears on the credit card) ______________________________________
Cardholder signature ____________________________________________________________

Credit card number ______________ Expiration date ______________ CVV ______________ Billing zip code (required) ______________

©BICSI. January 2019. All rights reserved. BICSI is a registered trademark of BICSI, Inc.

16 | Call Sales at +1 813.769.1842.
PREMIER EXHIBITOR APPLICATION
Contract for BOTH 2020 Conferences (Winter and Fall) at one time.

Please review the 2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract at bicsi.org/marketing.

EXHIBIT SPACE OPTIONS
Please indicate your desired booth size for each conference. Total booth price: Rate/Net Square Foot; 10’x10’ increments.

ON-SITE RATES: Received by March 1, 2019.

<table>
<thead>
<tr>
<th>No. of 10’x10’s</th>
<th>Booth Configuration (e.g.: 20’x30’)</th>
<th>Booth Sharing ($500): Company Name</th>
<th>Total Booth Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 20</td>
<td>$55.00/per ft²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 20</td>
<td>$55.00/per ft²</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EARLY BIRD RATES: Received after March 1, 2019 and by October 10, 2019.

<table>
<thead>
<tr>
<th>No. of 10’x10’s</th>
<th>Booth Configuration (e.g.: 20’x30’)</th>
<th>Booth Sharing ($500): Company Name</th>
<th>Total Booth Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 20</td>
<td>$60.25/per ft²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 20</td>
<td>$60.25/per ft²</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

REGULAR RATES: Received after October 10, 2019.

<table>
<thead>
<tr>
<th>No. of 10’x10’s</th>
<th>Booth Configuration (e.g.: 20’x30’)</th>
<th>Booth Sharing ($500): Company Name</th>
<th>Total Booth Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 20</td>
<td>$64.50/per ft²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 20</td>
<td>$64.50/per ft²</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add the 2020 BICSI Middle East & Africa Conference & Exhibition to your exhibitor mix at a special discounted rate! Call the BICSI Middle East & Africa office at +1 971 (0) 4 309 7070 for pricing.

Please contact the BICSI Sales Department for the number of Exhibitor Representatives and Exhibit Hall passes allotted for each booth size, and the word count for exhibitor descriptions in the conference program. Email: cnalls@bicsi.org; Tel: +1 813.769.1842 or 800.242.7405 (USA & Canada toll-free).
CONTACT INFORMATION (please type or print clearly)

Full company name (as you would like it to appear)  Order date

Address  City  State/Province

Zip/Postal code  Country  Website

Company phone number  Company toll-free number

PRIMARY BOOTH CONTACT (to receive all exhibitor mailings)

Title  Authorized Signature

Work number  Mobile number

Email  Fax

SECONDARY CONTACT

Title

Work number  Mobile number

Email  Fax

WE AGREE UNCONDITIONALLY TO THE FOLLOWING TERMS:

1. If signing up on site at the 2019 Winter Conference or by March 1, 2019, a 25% non-refundable deposit for each show is required. Remaining balances are due: Winter, by October 10, 2019; Fall, by May 22, 2020. If signing up after March 1, 2019, a 100% payment is due for Winter; 50% non-refundable deposit for Fall; Remaining balances are due on dates listed above or full payment is due if the dates listed above have passed. 2. Booth assignments will be made using a lottery system for all applications received and paid in full by the Early Bird deadline. After the deadline, assignments 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 2020 BICSI Conference & Exhibition Rules and Regulations AND the Exhibitor Contract found in the 2020 BICSI Exhibitor Prospectus.

Exhibiting companies agree to maintain such insurance that will fully protect BICSI from any and all claims of any nature whatsoever, including claims under the Worker’s Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation, or dismantling of the exhibitor’s display. Exhibiting companies are required to add on to their existing insurance portal-to-portal rider at a nominal cost, protecting them against the loss damage to their materials by fire, theft, accident or other related loss.

Authorized signature  Title  Date

BICSI CARES CONTRIBUTION

Would you like to make a tax deductible corporate donation to the BICSI Cares charity being supported at the conference(s)? If so, please check for which conference(s) and include your donation amount. Charity details will be posted to the conference website once a charity has been selected.

☐ Winter Donation $  ☐ Fall Donation $  ☐ Please contact me with more information.

Authorized signature  Date

PAYMENT SECTION  Please submit front and back of this form for processing.

Please make all checks payable to BICSI in U.S. dollars, drawn from a U.S. bank. (Call BICSI’s Accounting Department for instructions on wiring funds.) For your protection, BICSI does not accept emailed credit card numbers. If paying by credit card, please mail or fax your payment information instead.

☐ Check or Money Order  ☐ Visa  ☐ MasterCard

☐ American Express  ☐ Discover

Internal use only

Cardholder name (as it appears on the credit card)  Cardholder signature

Credit card number  Expiration date  CVV  Billing zip code (required)
STANDARD EXHIBITOR APPLICATION
Contract for ONE 2020 Conference (Winter or Fall) at one time.

Please review the 2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract at bicsi.org/marketing.

EXHIBIT SPACE OPTIONS
Please indicate your desired booth size for each conference. Total booth price: Rate/Net Square Foot; 10’ x 10’ increments.

ON-SITE RATES: Received by March 1, 2019.

<table>
<thead>
<tr>
<th>No. of 10’x10’s</th>
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<td>Winter 20</td>
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<td></td>
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<tr>
<td>Fall 20</td>
<td>$61.00/per ft²</td>
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<td></td>
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EARLY BIRD RATES: Received by October 10, 2019 for Winter and May 22, 2020 for Fall.

<table>
<thead>
<tr>
<th>No. of 10’x10’s</th>
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<tr>
<td>Winter 20</td>
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<td>Fall 20</td>
<td>$66.25/per ft²</td>
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<td></td>
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REGULAR RATES: Received after October 10, 2019 for Winter and May 22, 2020 for Fall.

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<tr>
<th>No. of 10’x10’s</th>
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<tbody>
<tr>
<td>Winter 20</td>
<td>$70.75/per ft²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 20</td>
<td>$70.75/per ft²</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **On-site Rates:** Expire March 1, 2019
2. **Early Bird Rates:** Received by October 10, 2019 for Winter; by May 22, 2020 for Fall.
3. **Regular Rates:** Received after October 10, 2019 for Winter; and after May 22, 2020 for Fall.

Add the 2020 BICSI Middle East & Africa Conference & Exhibition to your exhibitor mix at a special discounted rate! Call the BICSI Middle East & Africa office at +1 971 (0) 4 309 7070 for pricing.

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**CONTACT INFORMATION** (please type or print clearly)

<table>
<thead>
<tr>
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<th>Order date</th>
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<tbody>
<tr>
<td>Address</td>
<td>City</td>
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<td>Country</td>
</tr>
<tr>
<td></td>
<td>Website</td>
</tr>
</tbody>
</table>

Company phone number  Company toll-free number

**PRIMARY BOOTH CONTACT** (to receive all exhibitor mailings)

<table>
<thead>
<tr>
<th>Title</th>
<th>Authorized Signature</th>
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<tbody>
<tr>
<td>Work number</td>
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<table>
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<tr>
<th>Winter $</th>
<th>Fall $</th>
</tr>
</thead>
</table>

= Total $

- [ ] Check or Money Order
- [ ] Visa  [ ] MasterCard
- [ ] American Express  [ ] Discover

Cardholder name (as it appears on the credit card)

Cardholder signature

Internal use only

Contact BICS I Mail or fax this form to:
BICSI, Attn: Courtney Nalls, 8610 Hidden River Parkway, Tampa, Florida 33637-1000 USA
Fax: +1 813.971.0286; Phone: 800.242.7405
(USA & Canada toll-free) or +1 813.769.1842;
Email: cnalls@bicsi.org; Web: bicsi.org

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Authorized signature  Date

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Corporate Membership Benefits

Get Noticed MORE!
Elite Marketing and Elite Plus Corporate Members can take part in the Exhibits Marketing Program, which offers additional marketing materials at the BICSI Winter and Fall conferences.

The Exhibits Marketing Program Provides:
• BICSI Corporate Member floor stickers
• Unique listing in the BICSI Conference & Exhibition Program
• Corporate Member plaque at your exhibit booth
• Post-conference attendee mailing labels
• Designated sign with your company’s logo at the conference
• Enhanced Corporate Buyer’s Guide App listing

Get details at bicsi.org/connected.

Support BICSI Cares
As the charity arm of BICSI, BICSI Cares® chooses a local children’s charity to support at each BICSI conference.

If you would like to make a donation, please ask how to add a BICSI Cares contribution to your exhibitor or sponsorship purchase. Learn more at bicsi.org/bicsicares.
Our Exhibitors

Your competitors exhibit at BICSI. Make sure you do too!
The following companies exhibited at the 2018 BICSI Winter and/or Fall Conferences:

○ 3M Communication Markets Division
○ ABA Industry, Inc.
○ Abesco Fire LLC
○ ADI
○ AEM International Ltd.
○ AFL
○ Aiphone Corporation
○ AKABIS
○ Alertus Emergency Notification
○ Allen Tel Products, Inc.
○ Alpha Technologies
○ Altronix Corporation
○ America ILSINTECH
○ American Polywater Corporation
○ Anixter Inc.
○ ASSA ABLOY
○ AssetGen Ltd.
○ Association for Passive Optical LAN
○ AtlasIED
○ Atelona
○ Axis Communications
○ BASOR Inc.
○ Belden
○ Berk-Tek LLC
○ BlueWave Security
○ Bogen Communications, Inc.
○ Brady Worldwide, Inc.
○ Brother Mobile Solutions
○ Bundlizer
○ Cabling Installation and Maintenance
○ CAII Labs
○ Cambridge Sound Management
○ Canovate Elektronik Endustri Ticaret A.S.
○ CEAS Attachments
○ CertiCable
○ Chatsworth Products, Inc.
○ Chemtronics
○ Clearfield
○ Commodity Cables, Inc.
○ CommScope
○ Communications Cable & Connectivity Association
○ Comtran Cable LLC
○ ConEst Software Systems
○ Connectrac
○ Connectwise
○ Corning Optical Communications
○ CP Technologies
○ CyberPower Systems, Inc.
○ DAMAC Products LLC
○ DAS Simplified
○ DASAN Zhone Solutions, Inc.
○ DC Americas LLC
○ DIRAK, Inc.
○ Dura-Line Corporation
○ DUZcart
○ DYMO Industrial Labeling
○ EasternCCTV
○ Eaton
○ Ekahau Inc.
○ Electric Supply Inc.
○ Electrical Contractor Magazine
○ Electro Rent Corporation
○ Emcor Enclosures
○ Epson LABELWORKS PX
○ Essex Brownell
○ Esticom
○ Eupen Cable USA
○ EXFO
○ Extron Electronics
○ Fiber Instrument Sales, Inc.
○ Fiber Mountain, Inc.
○ FiberFox Inc.
○ Fluke Networks
○ FreeAxez LLC
○ FSR, Inc.
○ GAI-Tronics Corporation
○ General Cable
○ General Machine Products
○ Graybar
○ Greenlee Communications
○ Hall Research
○ Hammond Manufacturing Co. Ltd.
○ Harger Lightning & Grounding
○ Hikvision USA Inc.
○ Hilti, Inc.
○ Hitachi Cable America Inc.
○ Hubbell Power Systems
○ Hubbell Premise Wiring
○ Hutton Communications, Inc.
○ Hyperline Systems
○ ICC
○ IDEAL Networks
○ IDenticard Access Control
○ Intertek
○ ISC Events
○ ITW Linx
○ Jameson, LLC
○ Jonard Tools
○ Legrand
○ Lencore Acoustics Corp.
○ Leviton Network Solutions
○ LifeSafety Power, Inc.
○ LockDown, Inc.
BICSI believes strongly in competition. U.S. antitrust laws are the rules under which our competitive system operates. It is BICSI’s policy to comply in all respects with the antitrust laws.

Association meetings or workshops by their very nature bring competitors together. Accordingly, it is necessary to avoid discussions of sensitive topics. Agreements to fix prices, allocate markets, engage in product boycotts and to refuse to deal with third parties are automatically illegal under the antitrust laws. It does not matter what the reason for the agreement might be.

Accordingly, at any association meeting discussions of prices (including elements of prices such as allowances and credit terms), quality ratings of suppliers, and discussions that may cause a competitor to cease purchasing from a particular supplier, or selling to a particular customer, should be avoided. Also, there should be no discussion that might be interpreted as a dividing up of territories.

An antitrust violation does not require proof of a formal agreement. A discussion of a sensitive topic, such as price, followed by action by those involved or present at the discussion is enough to show a price-fixing conspiracy. As a result, those attending an association-sponsored meeting should remember the importance of avoiding not only unlawful activities, but even the appearance of unlawful activity.
Future BICSI Conferences & Exhibitions

2021

WINTER
FEBRUARY 7-11
ORLANDO, FLORIDA, USA
ORLANDO WORLD CENTER MARRIOTT
RESORT & CONVENTION CENTER

ICT CANADA – PRESENTED BY BICSI
APRIL 19-21
TORONTO, ONTARIO, CANADA
TORONTO CONGRESS CENTRE

FALL
AUGUST 22-26
LAS VEGAS, NEVADA, USA
THE VENETIAN/SANDS EXPO

2022

WINTER
JANUARY 30–FEBRUARY 3
ORLANDO, FLORIDA, USA
ORLANDO WORLD CENTER MARRIOTT
RESORT & CONVENTION CENTER

FALL
SEPTEMBER 25-29
LAS VEGAS, NEVADA, USA
MANDALAY BAY HOTEL & CONVENTION CENTER

BICSI

BICSI is a professional, global association supporting 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 23,000 ICT professionals, including designers, installers and technicians. Our membership spans nearly 100 countries.

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