



# **2020**

## **EXHIBITOR PROSPECTUS**

Winter - Tampa, FL • Fall - Las Vegas, NV

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](https://bicsi.org/winter) or [bicsi.org/fall](https://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)

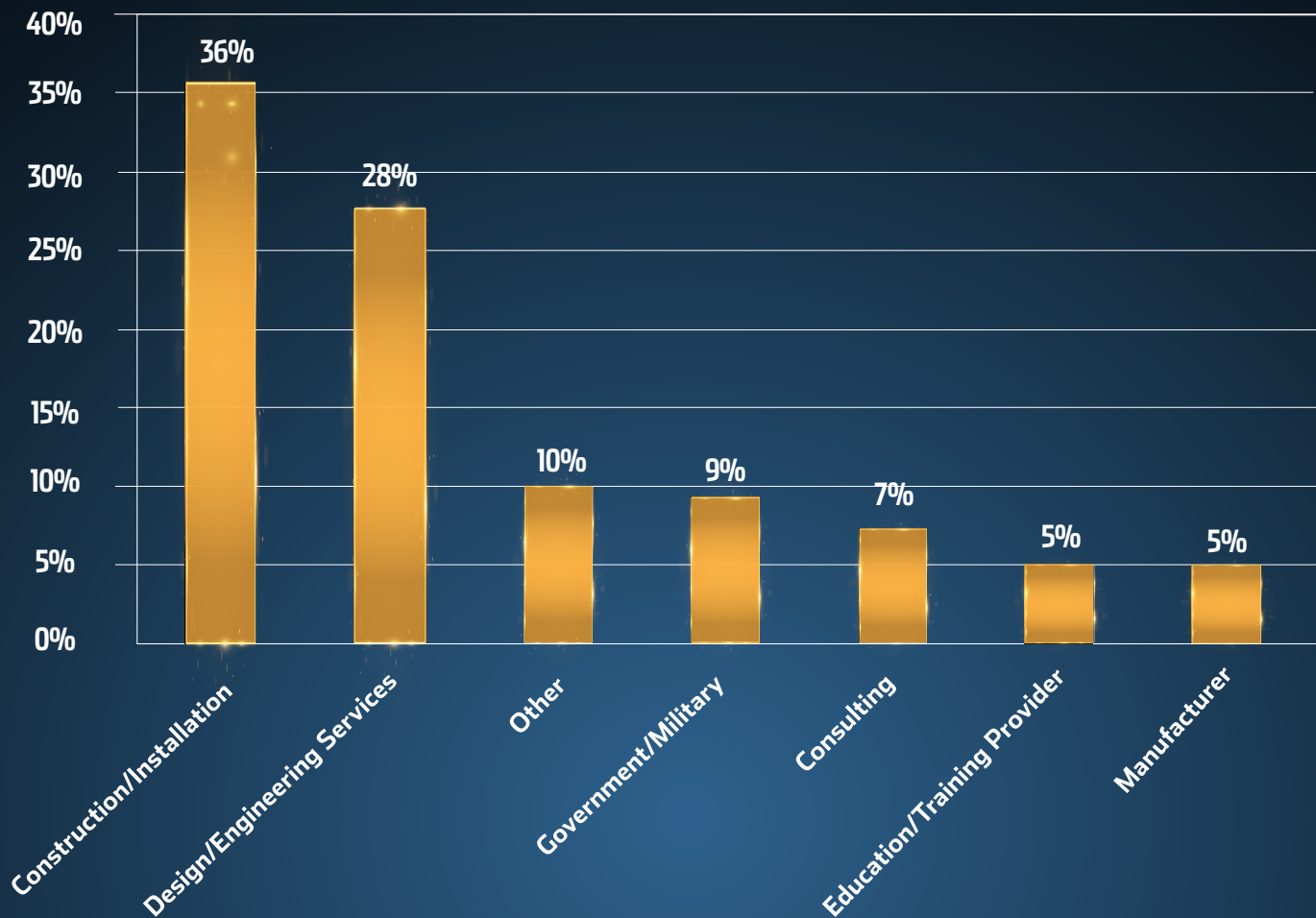
**Important:** The current show must be paid in full PLUS the minimum deposit required for any future show(s) must be paid in full to select booth space in that show's lottery.

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



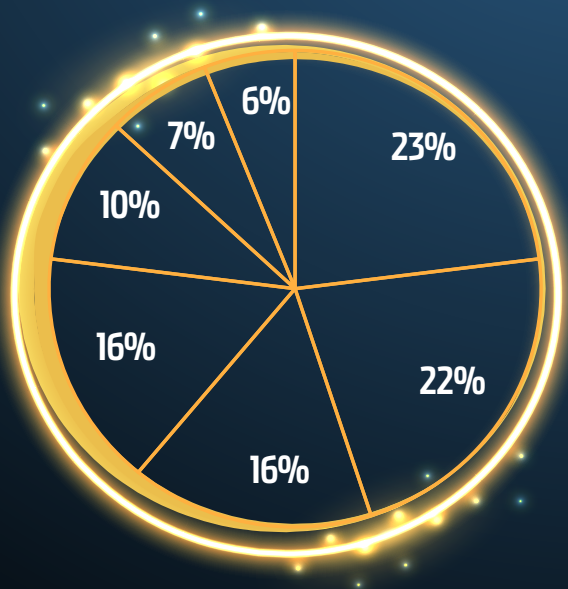
# Primary Company Operation

Respondents could choose only one response.



# Primary Job Function

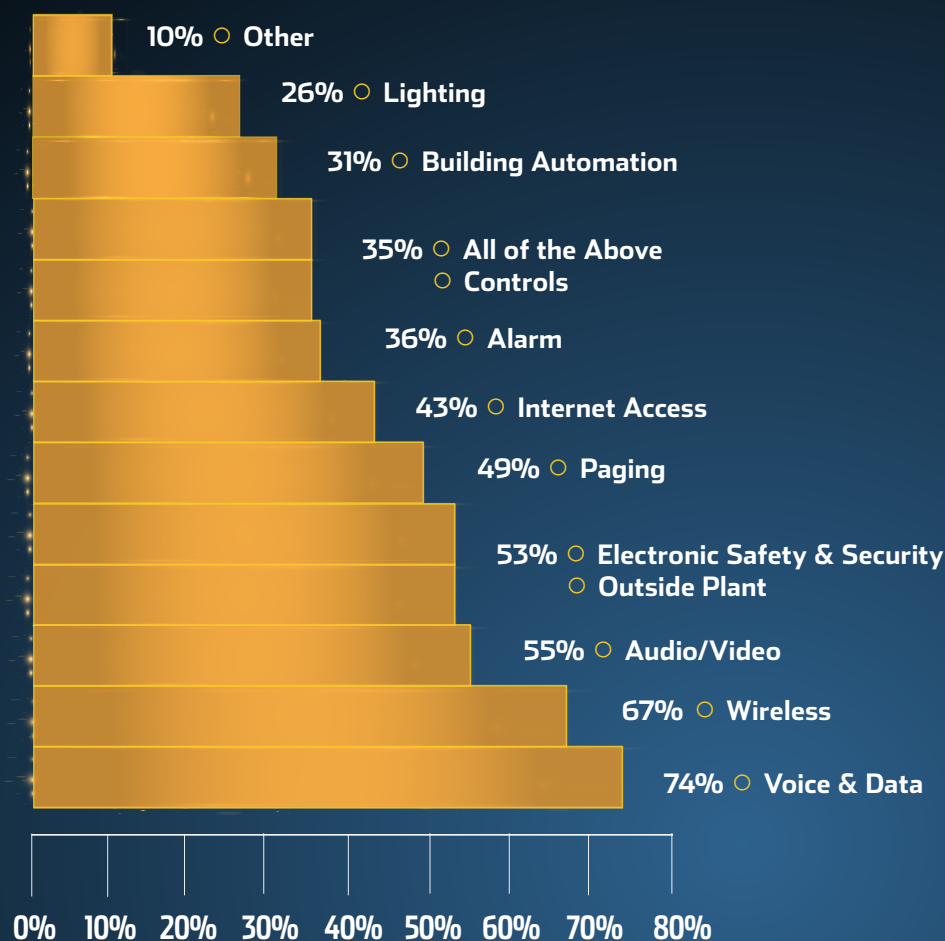
Respondents could choose only one response.



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

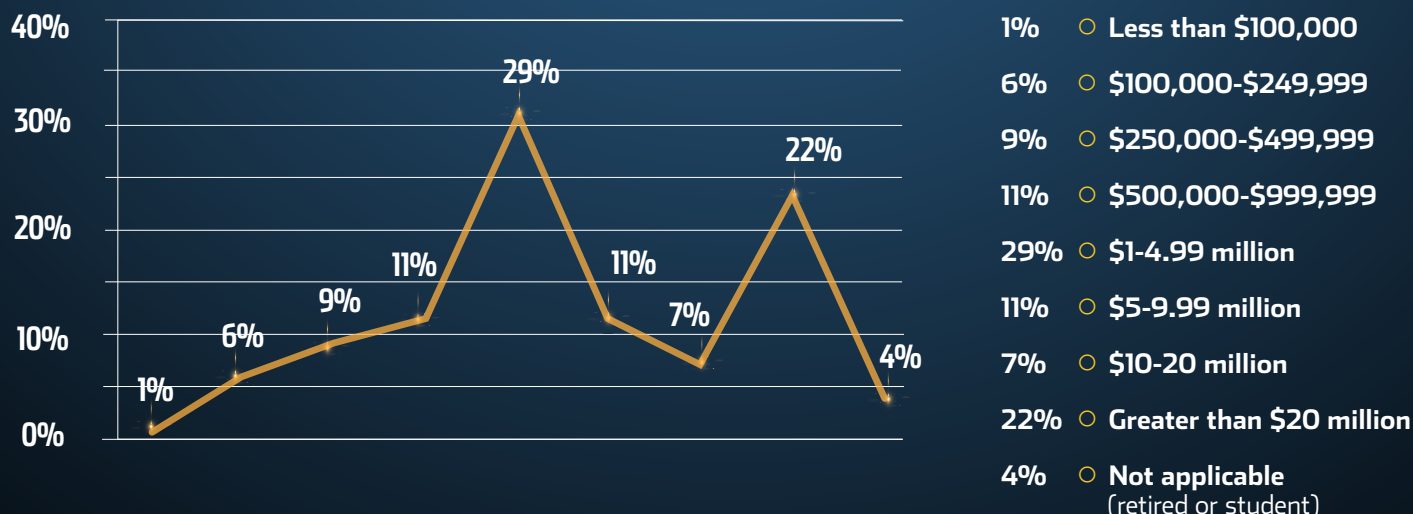
# Design/Installation/Management Products

Respondents could choose multiple responses.



## Value of Upcoming ICT Projects

Respondents could choose only one response.



Source: On-site surveys taken at 2018 BICSI Conferences (Winter and Fall).

# Where Do Our Conference Attendees Live?

	2018 Winter	2018 Fall
Canadian Region	3%	2%
U.S. North-Central Region	19%	14%
U.S. Northeast Region	20%	14%
U.S. South-Central Region	12%	34%
U.S. Southeast Region	36%	12%
U.S. Western Region	7%	23%
Global Region	3%	1%

## 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

<b>SPONSORSHIP LEVELS</b>	<b>DIAMOND</b> \$30,000 Winter OR Fall Both: \$55,000 <i>Save \$5,000</i>	<b>PLATINUM</b> \$22,500 Winter OR Fall Both: \$42,500 <i>Save \$2,500</i>	<b>SILVER</b> \$12,000 Winter OR Fall Both: \$24,000	<b>BRONZE</b> \$8,750 Winter OR Fall Both: \$17,500
Complimentary Booth Space*	10'x20'	10'x20'	10'x10'	10'x10'
Logo on Conference E-blasts	✓	✓		
Official Sponsor of:	Food & Beverage in Exhibit Hall <b>AND</b> Conference Pens	Attendee Breaks	Food & Beverage in Credential Holders Lounge	Conference Door Prizes
Custom Sponsor Banner	✓			
Backlit Panel	2	1		
Attendee Bag Insert	✓	✓	✓	
GOBO	✓			
Exhibit Hall Banner	✓	✓	✓	
Sponsor Floor Stickers				✓
Conference Registrations	2 Full			
Electronic Exhibit Hall Visitor Invite	✓	✓		
Program Ad	2 Full-page	Full-page	Half-page	Half-page
Priority Booth Selection**	✓	✓	✓	✓
Attendee Mailing Labels	✓	✓	✓	✓
Company Logo in On-site Program	✓	✓	✓	✓
Company Link from Conference Site	✓	✓	✓	✓
Company Logo on Conference Site	✓	✓	✓	✓
Company Logo at Exhibit Hall Entry	✓	✓	✓	✓
Company Logo on Conference Slide Loops	✓	✓	✓	✓

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



“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 IIsintech at every event.”

—Brad Everette, America IIsintech



# 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

EXHIBIT AT		TOTAL COST
Winter		\$30,000
Fall		\$30,000
PACKAGES	SAVINGS	
Both Winter & Fall 2020 shows	\$5,000	\$55,000

- ⦿ 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

EXHIBIT AT		TOTAL COST
Winter		\$22,500
Fall		\$22,500
PACKAGES	SAVINGS	
Both Winter & Fall 2020 shows	\$2,500	\$42,500

- ⦿ 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)



## 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

EXHIBIT AT	TOTAL COST
Winter	\$12,000
Fall	\$12,000

- 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'x 2' 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)

EXHIBIT AT	TOTAL COST
Winter	\$8,750
Fall	\$8,750

## 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](https://bicsi.org/marketing) or contact [cnalls@bicsi.org](mailto:cnalls@bicsi.org) for details.

# Sponsorship Options to Fit Every Budget and Strategy

Note: Sponsorship content is subject to approval.

## 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: \$3,000

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: \$2,500

"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 5"x 8"**  
(no 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, Attona





Ask about our venue-specific branding opportunities as it gets closer to the show!

## Custom Opportunities

Email [cnalls@bicsi.org](mailto:cnalls@bicsi.org) or call +1 813.769.1842 for pricing and details.

### Conference Mobile App Sponsorship and Push Notification Package

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.

### Escalator Cling

Keep attendees moving in the right direction with your company's message on areas such as the escalator dividers or side panels.

### Hotel Key Cards

Remind attendees who you are as they return to their hotel room with your company logo and message on their key card.

### Lobby Booth Giveaway Promo Sign

Entice attendees to visit your booth by announcing your company's giveaway before they enter the Exhibit Hall.

### Room Drop

Attendees will wake up with your promotion at their guest room door or inside their room.

### Stair Riser

Step up your advertising at the conference with this three-dimensional visual of your company's message.

### Wall Cling

Decorate the conference center with your company message to reinforce your presence.

### Window/Glass Cling

Remind attendees that you're at the conference with a "view" of your message.

### Mailing Labels

(Standard/Premier)

**Winter or Fall:** Standard – \$500; Premier – \$250

Promote and market your products and services to BICSI conference attendees before or after the conference.

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



“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

# Exhibitor Events

## 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](mailto:cnalls@bicsi.org) or call +1 813.769.1842 for pricing and details.



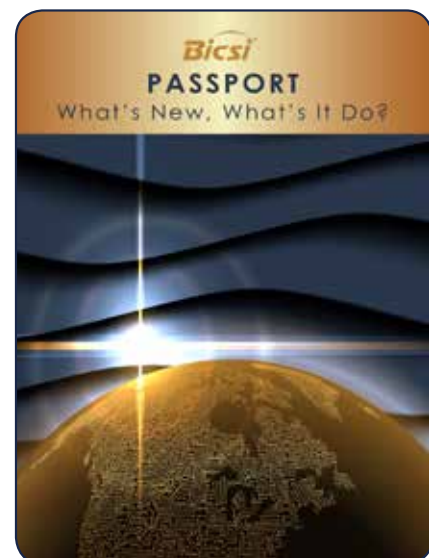
## Fall

### 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](http://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.
4. Build brand identity.



**Part of the 2020 BICSI Winter Conference & Exhibition**

**Conference: February 9-13 | Competition: February 10-12**

**Tampa Convention Center**

**Tampa, Florida, USA**

**[bicsi.org/skillchallenge](https://bicsi.org/skillchallenge)**

## 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](mailto:global@bicsi.org).**

**[bicsi.org/global](https://bicsi.org/global)**



# SPONSORSHIP/ AD INSERTION

Please review the 2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract at [bicsi.org/marketing](http://bicsi.org/marketing).

2020 WINTER Feb. 9-13 | Exhibits: Feb. 10-12

Tampa Convention Center, Tampa, FL, USA

2020 FALL Sept. 27-Oct.1 | Exhibits: Sept. 28-30

Mandalay Bay Hotel & Convention Center, Las Vegas, NV, USA

## CONTACT INFORMATION (please type or print clearly)

Exhibitor/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

Work number	Mobile number	Email	Fax
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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

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Platinum |
| <input type="checkbox"/> Silver  | <input type="checkbox"/> 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 cost: \$ \_\_\_\_\_

**= TOTAL** \$ \_\_\_\_\_

### FALL SPONSORSHIP LEVEL

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Platinum |
| <input type="checkbox"/> Silver  | <input type="checkbox"/> 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 cost: \$ \_\_\_\_\_

**= 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](http://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](mailto: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](http://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.

	Winter	Fall
Company ID:		
Booth Number:		
Booth Size:		
Total Booth Cost:		
Deposit Received:		
Deposit Processed:		
Balance Due:		
Balance Received:		
Balance Processed:		
Invoice Number:		

## 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](mailto:cnalls@bicsi.org); **Web:** [bicsi.org](http://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

Internal use only

Cardholder name (as it appears on the credit card)

Cardholder signature

Credit card number

Expiration date

CVV

Billing zip code (required)

# PREMIER EXHIBITOR APPLICATION

Contract for **BOTH 2020 Conferences** (Winter and Fall)  
at one time.

**2020 WINTER** Feb. 9-13 | Exhibits: Feb. 10-12  
Tampa Convention Center, Tampa, FL, USA

**2020 FALL** Sept. 27-Oct.1 | Exhibits: Sept. 28-30  
Mandalay Bay Hotel & Convention Center, Las Vegas, NV, USA

Prices are listed in U.S. dollars and are subject to change.

Please review the *2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract* at [bicsi.org/marketing](http://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.*

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$55.00/per ft <sup>2</sup>				
	Fall 20	\$55.00/per ft <sup>2</sup>				

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

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$60.25./per ft <sup>2</sup>				
	Fall 20	\$60.25./per ft <sup>2</sup>				

### REGULAR RATES: *Received after October 10, 2019.*

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$64.50/per ft <sup>2</sup>				
	Fall 20	\$64.50/per ft <sup>2</sup>				

**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](mailto: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

Work number

Mobile number

Email

Fax

	Winter	Fall
Company ID:		
Booth Number:		
Booth Size:		
Total Booth Cost:		
Deposit Received:		
Deposit Processed:		
Balance Due:		
Balance Received:		
Balance Processed:		
Invoice Number:		

FOR BICSI USE ONLY

**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

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.

+ Winter \$

+ Fall \$

= Total \$

☐ 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.

**2020 WINTER** Feb. 9-13 | Exhibits: Feb. 10-12  
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Mandalay Bay Hotel & Convention Center, Las Vegas, NV, USA

Prices are listed in U.S. dollars and are subject to change.

Please review the *2020 BICSI Conference & Exhibition Rules and Regulations and Exhibitor Contract* at [bicsi.org/marketing](http://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.*

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$61.00/per ft <sup>2</sup>				
	Fall 20	\$61.00/per ft <sup>2</sup>				

### EARLY BIRD RATES: *Received by October 10, 2019 for Winter and May 22, 2020 for Fall.*

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$66.25/per ft <sup>2</sup>				
	Fall 20	\$66.25/per ft <sup>2</sup>				

### REGULAR RATES: *Received after October 10, 2019 for Winter and May 22, 2020 for Fall.*

			No. of 10'x10's	Booth Configuration (e.g.: 20'X30')	Booth Sharing (\$500): Company Name	Total Booth Price
	Winter 20	\$70.75/per ft <sup>2</sup>				
	Fall 20	\$70.75/per ft <sup>2</sup>				

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

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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

	Winter	Fall
Company ID:		
Booth Number:		
Booth Size:		
Total Booth Cost:		
Deposit Received:		
Deposit Processed:		
Balance Due:		
Balance Received:		
Balance Processed:		
Invoice Number:		

FOR BICSI USE ONLY

**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

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Authorized signature	Title	Date
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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.

+ Winter \$ _____	<input type="checkbox"/> Check or Money Order	Internal use only
+ Fall \$ _____	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
= Total \$ _____	<input type="checkbox"/> American Express <input type="checkbox"/> Discover	
Cardholder name (as it appears on the credit card)		Cardholder signature

Credit card number	Expiration date	CVV	Billing zip code (required)
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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](https://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/bicsicare](https://bicsi.org/bicsicare).



# 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
- Atlona
- Axis Communications
- BASOR Inc.
- Belden
- Berk-Tek LLC
- BlueWave Security
- Bogen Communications, Inc.
- Brady Worldwide, Inc.
- Brother Mobile Solutions
- Bundlizer
- Cabling Installation and Maintenance
- CAILabs
- 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.

- Lyncole XIT Grounding
- Lynx Broadband
- Madison Electric Products
- MAG DADDY LLC
- MaxCell
- McCormick Systems, Inc.
- McGard LLC
- METZ CONNECT USA Inc.
- MicroCare Corporation
- Milliken Infrastructure Solutions, LLC
- Minuteman Power Technologies
- Modular Photonics
- Molex LLC
- MonoSystems, Inc.
- Multicom, Inc.
- Multilink
- National Electrical Contractors Association
- NETSCOUT
- Ningbo Excellence Communicated Connector CO., LTD
- Oberon, Inc.
- OFS
- Omnitron Systems
- Opterna International
- Optical Cable Corporation
- Optical Wavelength Laboratories
- Opti-Com Manufacturing Network
- Outsource
- Panasonic System Communications Company of North America
- PANDUIT Corp.
- Pentair
- Platinum Tools, Inc.
- PoE Texas
- Power and Tel
- Quabbin Wire & Cable Co., Inc.
- Quest Technology Intl Inc.
- Qypsys
- R&M USA Inc.
- Rack-A-Tiers Manufacturing
- Rightech Inc.
- Ripley Tools, LLC
- Rosenberger North America
- Rosendin
- Semtron, Inc.
- Senko Advanced Components, Inc.
- SIEMON
- Signamax, Inc.
- Snake Tray
- Softing Inc.
- Solara Technical Sales
- Southwire
- Specified Technologies, Inc. (STI)
- Star Technology Products
- STARLINE
- Sumitomo Electric Lightwave Corp.
- Sunbird Software
- Superior Essex
- SureCall
- SYOPTEK INTERNATIONAL LIMITED
- Tekk Force
- Telamon Corporation
- TeleDynamics
- Telegartner, Inc.
- Tellabs, Inc.
- Terra Tape, Division of Reef Industries
- TestEquity
- thermOweld
- Tii Technologies Inc.
- Times Microwave Systems
- Transition Networks
- Trimble
- Tripp Lite
- TRS-RenTelco
- UL, LLC
- US CONEC, Ltd.
- Valcom, Inc.
- Velcro Companies
- VERICOM Global Solutions
- Verigent, LLC
- Vertical Cable
- Vertiv
- VIAVI Solutions Inc.
- Viking Electronics, Inc.
- Wandtec/JHosin
- WBT LLC.
- WESCO Distribution
- WireCAD
- Wiremaid Products Corporation
- Yamaha Corporation of America
- YFC - BonEagle ELECTRIC CO., LTD.
- Zero Connect

### Antitrust Statement

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

## 2022

### 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

### 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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#### BICSI World Headquarters

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sales@bicsi.org | bicsi.org/marketing | Fax: +1 813.971.0286