

Introduces the Congress:



Cabling

DESIGNING, REALIZING AND MANAGING A QUALITY STRUCTURED WIRING

MILAN – MARCH 3rd 2010
MILAN MARRIOTT HOTEL
Via Washington, 66 - Milan

PADUA – MARCH 30th 2010
SHERATON HOTEL PADOVA
Corso Argentina, 5 - Padua

ROME – MAY 18th 2010
SHERATON HOTEL ROMA
Viale del Pattinaggio, 100 - Rome

CABLING 2010: THREE SLIM BUT HIGH-QUALITY MEETINGS

Cabling is the only one congress in the ICT sector entirely dedicated to Structured Wiring: it represents an unicum, not only in Italy but also in Europe. This is an appointment which can't be missed by industry of the field such as structured wiring systems providers, racks providers, network or wiring management systems providers, public and private network solution providers, router, switch, devices providers for wired and wireless networks, test and monitoring system providers, business continuity solutions providers, networking and wiring solutions distributors, TLC networks developers and integrators and many other important players of the sector.

With its **16 years** of life, Cabling is the best known and most acknowledged of Soiel International's congresses, with more than **32.000 subscribers** for whom Cabling has been the chance to be informed and educated about the latest items in wiring sector. Cabling is the most prestigious congress of the sector thanks to Soiel International's experience which guarantees an added value especially in terms of promotion and brand awareness. During the last years Cabling has changed a lot, both in content and in locations by searching for new markets where commercial chance are wider.

2010 project is marked by **three important novelties**: one day lasting of the meeting, the organization of the events during the first six months of the year in three different locations (Milan, Padua and Rome) and, above all, the content of the congress totally focused on **designing, realizing and managing a structured wiring system**.

ONE DAY DEDICATED TO QUALITY

Basing on the projects held in Padua and Ancona in 2009 and according to the approval among visitors, Soiel International decided to organize the congress in just **one day totally focused on structured wiring systems**.

It will be important that the congress will collect speeches from **vendors who believe in the quality idea**. Besides, it will also be important that all the items about a quality structured wiring system (devices, designing, implementation, production, measures, certifications, Mac factor...) will be accompanied by success stories.

TOWARDS THE MARKET

A slim project can be realized in more than one place and spreads all round a **quality concept** on a wider and more focused area of our country. That's why Soiel International decided to organize all the meetings in the first six months of the year, maintaining the two traditional locations of Milan and Rome plus Padua, also basing on the successful meeting of last year. According to the satisfaction on the events, another meeting could be realized in the last quarter of the year.

VISITORS TARGET & PROMOTION

The event will be promoted through: fitters, system integrators, TLC and Networking Managers, IT Managers and also through Channel representatives.

Invited visitors will be taken from Soiel International database which gathers 320.000 names of professionals (93.000 of them with personal e-mail address).

The event will be promoted through:

Advertising - ADV Pages on Office Automation, Executive.IT, Innovazione.PA and other magazines of the ICT sector

E-mailing - Direct e-mail marketing activity through Soiel International database

Fax mailing - Fax mailing activity through Soiel International database

Website - Banner and news posted on www.soiel and www.soieltv.it

Category Associations - Partnership with local Category Associations (Confindustria, Associazioni Piccole e Medie Imprese and more).

PARTICIPATION WAYS

BOOTH FORMULA

“Booth formula” participation provides a fee of **€ 4.500,00 (Vat not included) for each event** and includes:

- **Set-up Booth**
- **Excel File with all the names of event subscribed people**
- Company logo reproduction on promotional documentation of the event: invitations and ADV pages
- Company logo and company profile reproduction on the documentation of the event
- Reportage on Office Automation
- Video interview to be posted on www.soieltv.it.

DESK

“Desk formula” participation provides a fee of **€ 3.500,00 (Vat not included) for each event** and includes:

- **Set-up Desk**
- **Excel File with all the names of event subscribed people**
- Company logo reproduction on promotional documentation of the event: invitations and ADV pages
- Company logo and company profile reproduction on the documentation of the event
- Reportage on Office Automation
- Video interview to be posted on www.soieltv.it.

SPEECH

“Speech formula” participation provides a fee of **€ 1.500,00 (Vat not included) for each event** and includes:

- **20 minutes speech**
- Company logo reproduction on promotional documentation of the event: invitations and ADV pages
- Company logo and company profile reproduction on the documentation of the event
- Speaker’s bio with his photo printed on the documentation of the event

DEADLINES AND CONTACTS

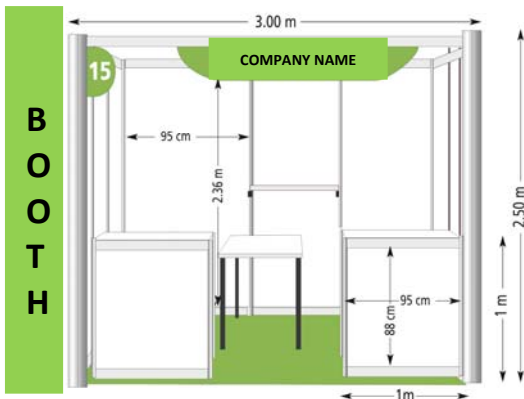
- Deadline for “Formula **SPEECH**” participation: **within 45 working days to each event**
- Deadline for “Formula **BOOTH**” participation: **within 30 working days to each event**
- Deadline for “Formula **DESK**” participation: **within 30 working days to each event**

For further information:

Lara Lazzarin • Tel. +39 02 26148855 • e-mail lara.lazzarin@soiel.it or cabling@soiel.it

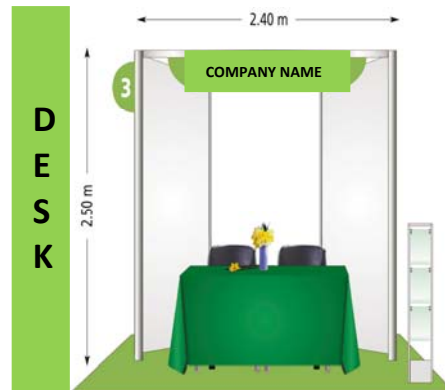
EXHIBITOR AREA

SOIEL INTERNATIONAL • fax: +39 02 26149333 • e-mail: lara.lazzarin@soiel.it or cabling@soiel.it



STANDARD ACCESSORIES

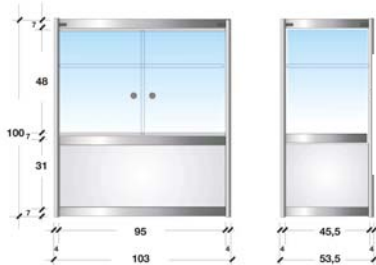
- White modular walls
- Red carpet
- Strip on top of the walls with company name
- 2 shelves
- 1 table
- 1 trash bin
- 2/3 chairs
- 2 lockers
- 3 spotlights (100 watts capacity)
- 1 multiple plug



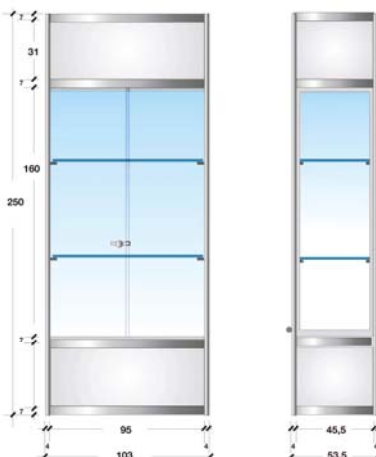
STANDARD ACCESSORIES

- White modular walls
- Red carpet
- Strip on top of the walls with company name
- 2 spotlights (100 watts capacity)
- 1 trash bin
- 1 multiple plug
- 1 table 120x80cm
- 2 chairs
- 1 brochure holder

ACCESSORIES ON PAYMENT



Windows V500
€150
(Vat not included)



Windows V160
€280,00
(Vat not included)



Windows V105
€200,00
(Vat not included)

PARTICIPATION FORM TO FILL OUT AND SEND TO:

SOIEL INTERNATIONAL • fax: +39 02 26149333 • e-mail: lara.lazzarin@soiel.it

INVOICING DATA *(please fill out all gaps in capital letters)*

COMPANY.....

ADDRESS.....ZIP CODE.....

CITY.....

VAT NUMBER..... FISCAL CODE

INVOICE WILL HAVE TO BE DELIVERED TO (GAPS TO BE FILLED OUT JUST IF DIFFERENT FROM THE ABOVE ONES)

ADDRESS.....ZIP CODE.....

CITY.....

P.O. NUMBER WILL BE EMITTED NO YES P.O. NUMBER.....

ACCOUNTING REPRESENTATIVE

NAME..... SURNAME.....

TEL..... FAX E-MAIL.....

ACCOUNT MANAGER

NAME..... SURNAME.....

TEL..... FAX E-MAIL.....

PARTICIPATION WAYS

Here is a confirmation for participating in: **DESIGNING, REALIZING AND MANAGING A QUALITY STRUCTURED WIRING** as (below prices are all to be meant as VAT not included):

MILAN 3/03	<input type="checkbox"/> BOOTH – € 4.500,00	<input type="checkbox"/> DESK – € 3.500,00	<input type="checkbox"/> SPEECH– € 1.500,00
ROME 18/05	<input type="checkbox"/> BOOTH – € 4.500,00	<input type="checkbox"/> DESK – € 3.500,00	<input type="checkbox"/> SPEECH– € 1.500,00
PADUA 30/03	<input type="checkbox"/> BOOTH – € 4.500,00	<input type="checkbox"/> DESK – € 3.500,00	<input type="checkbox"/> SPEECH– € 1.500,00

WINDOWS	<input type="checkbox"/> ROME	<input type="checkbox"/> MILAN	<input type="checkbox"/> PADUA
	<input type="checkbox"/> V500 – € 150,00	<input type="checkbox"/> V160 – € 280,00	<input type="checkbox"/> V105 – € 200,00

The amount will be invoiced after signage of this form or after P.O. number communication, with payment after 30 days of invoice date through bank transfer through the following bank: Banco di Brescia – IBAN IT40H0350001601000000018118 C/C 000000018118 – ABI 03500 – CAB 01601

Date

Stamp and Signature

.....

.....