



Radiocommunication Bureau (BR)

Geneva, 27 September 2024

**INVITATION TO PARTICIPATE in the
EXHIBITION ON FUTURE RADIO (2nd edition)**
International Conference Centre Geneva (CICG)
2 – 3 December 2024

Dear Sir, Madam,

Building on the success of the [inaugural edition](#), the ITU Radiocommunication Bureau is pleased to announce the second edition of the [FUTURE RADIO EXHIBITION](#). This event will take place at the Jeanne Hersch space within the International Conference Centre Geneva (CICG), located at rue de Varembe 9-11, 1211 Geneva 20, Switzerland, from 2–3 December 2024.

The Exhibition on Future Radio (2nd edition) will be held concurrently with the Plenary Sessions of the World Radiocommunication Seminar ([WRS-24](#)) taking place at the CICG on the same dates. Although the exhibition is an entirely separate event, exhibitors are welcome to attend the WRS-24 Plenary Sessions with a WRS-24 badge valid for Plenary sessions that can be provided on-site by the ITU registration desk located at the ITU Montbrillant building. Alternately, to attend the WRS-24 Plenary Sessions remotely, please [register](#) in advance (*Click on 'Public Registration Request' and then on 'Create a new ITU user account'*).

Access to the WRS-24 Workshops, scheduled from December 4–6 at ITU Headquarters, will be limited to ITU-R members only. Exhibitors and the general public will not be permitted to attend.

WRS-24 is expected to draw participants from around the globe, including leaders and experts from ministries, regulatory bodies, and key stakeholders in the satellite, terrestrial, and mobile industries.

By participating in the Exhibition on Future Radio, exhibitors have the unique opportunity to showcase their innovations to seminar attendees and the general public, capitalizing on the event's proximity to WRS-24.

EXHIBITION ON FUTURE RADIO (2nd edition)
Jeanne Hersch space of the International Conference Centre Geneva (CICG)
Rue de Varembe 17, 1202 Geneva, Switzerland
2 - 3 December 2024

PARTICIPATION

Participation is open to both ITU members and non-ITU members under the following conditions:

- **Direct Costs:** All direct costs for exhibition floor space and related expenses (e.g., electricity, rental of desk, chairs, furniture, or screens) will be billed directly by [CICG](#). Please refer to **Annex 1** for prices and details.
- **Stand Building Costs:** All direct costs for stand construction will be billed directly by the designated stand builders. Please see the [CICG EXHIBITORS GUIDE](#) for the list of [partners](#).

- **ITU Members:** ITU members can participate in the 'Exhibition on Future Radio' without any fee payable to ITU.
- **Non-ITU Members:** Non-ITU members can participate in this second edition of the 'Exhibition on Future Radio' for a fee of CHF 1,500., to be paid before the start of the exhibition and which will be billed directly by ITU.

LOCATION and BENEFITS:

The **FUTURE RADIO EXHIBITION AREA**, covering approximately 500m², will be situated on the ground-floor lobby of the [CICG](#) building at the Jeanne Hersch space, International Conference Centre Geneva (CICG), rue de Varembe 9-11, 1211 Geneva 20, Switzerland.

Exhibitors will enjoy the following benefits:

- **Standard Booth Options:** Choose from standard exhibition booths with a minimum size of 3m x 3m (9 sqm) or open-space booths of 6 sqm (3m x 2m) within the exhibition area. For pricing details, please refer to **Annex 1** and the [CICG EXHIBITORS GUIDE](#).
- **Booth Reservations:** To reserve a booth, please complete the **BOOKING REQUEST FORM** found in **Annex 2** and email it to Grace Petrin at ITU-R-communications@itu.int with a copy to CICG project manager, Cecilia ABRAMOWITZ at c.abramowitz@fipoi-conferences.ch
- **Logo Recognition:** Display your Company logo at your stand.
- **Branding Opportunities:** Enhance your stand with your own banners and flyers.
- **Promotional Video:** Showcase a promotional video about your company's products at your stand.
- **Product Demos:** Demonstrate your latest developments and prototypes to highlight your company's plans.
- **Customized Office Space:** Floor space in the exhibition area can also be configured to build office space. Additional costs may apply. Details of the office layout can be discussed directly with the project manager at CICG.

For detailed information on exhibit booth configurations, pricing, and specific requirements, please refer to **Annex 1**. To reserve exhibition floor space for a booth or customized office, please complete and return the **BOOKING REQUEST FORM** found in **Annex 2**. Additional details available in the [CICG EXHIBITORS GUIDE](#).

For further assistance, please contact ITU-R-communications@itu.int.

Your sincerely,

Grace DE ANGELIS - PETRIN
 Communication Officer and Acting Membership Officer
 Radiocommunication Bureau (BR)
 International Telecommunication Union (ITU)
 Email: ITU-R-communications@itu.int
 Tel: +41 79 599 14 28

Annex 1 – FUTURE RADIO EXHIBITION - Information and reservations

Annex 2 – FUTURE RADIO EXHIBITION - Booking Request Form



ANNEX 1

EXHIBITION ON FUTURE RADIO (2nd edition)

Jeanne Hersch space of the International Conference Centre Geneva (CICG)
Rue de Varembeé 17, 1202 Geneva, Switzerland
2 – 3 December 2024

INFORMATION and RESERVATION

DATES & LOCATION:

The FUTURE RADIO EXHIBITION area of approximately 500 m2 is located at:

CICG International Conference Centre Geneva 'JEANNE HERSCH' space (ground floor level)
17 rue de Varembeé, 1202 Geneva, Switzerland

- **Exhibition Dates: 2 - 3 December 2024**
- **Opening hours:**
 - **Monday, 2 December: 08:00 – 19:00 hours**
 - **Tuesday, 3 December: 08:00 – 19:00 hours**

DATES OF SETUP & DISMANTLING of BOOTHS:

- **Booth set-up day: Sunday, 1 December 2024**
- **Dismantling of booths: Wednesday, 4 December 2024**

BOOTHS OR CUSTOMIZED OFFICE SPACE / BOOKING REQUEST FORM / EXHIBITION FLOOR PLAN:

The **BOOKING REQUEST FORM** is available in **Annex 2**.

- **Standard exhibition regular booths of a minimum size of 3mx3m (9m²) or open-space booths of 3mx2m (6m²) or larger booths based on two or more adjacent booths are available on a first come first served basis;**
- **Dedicated Customized Office Space: based on requirements provided to CICG are available.**

ALLOCATION OF BOOTHS:

- Please return the **BOOKING REQUEST FORM** (found in Annex 2) by **5 November 2024**. Indicate your choice of booth size: either an open-space stand of 3m x 2m (6 m²), a regular booth of 3m x 3m (9 m²), or multiple adjacent booths to achieve your desired total booth size (as your second option).

FLOOR PLAN:

- Upon approval of your request, a draft Floor Plan will be sent to you for acceptance, followed by a contract with CICG for your signature.

COSTS:

CICG will directly charge and bill exhibitors, pre-approved¹ by the Radiocommunication Bureau, for the raw surface area of booth floor space in the exhibition area:

CHF 25 per m² of booth floor space per exhibition day

CHF 12.50 per m² of booth floor space on the setup day and dismantling day

Additionally, all related requirements such as electricity costs, booth dividers, desks, chairs, and other furniture will also be billed directly by CICG.

STAND OPTIONS:

Two standard modular booth size options are available:

Regular Stand: 3m x 3m (9 sqm)

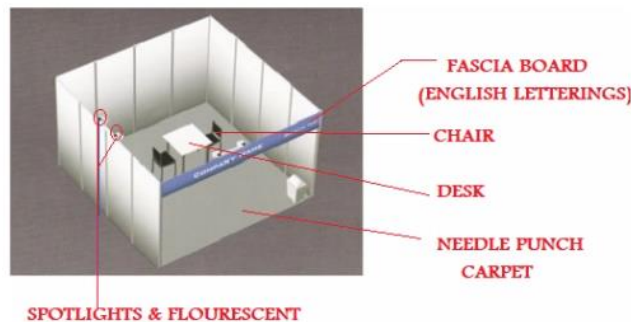
Open-space Stand: 3m x 2m (6 sqm)

Additional costs for booth construction will be billed directly by the stand builders, [partners](#) of CICG.

The CICG designated stand builders are —Mathys SA (www.mathys.pro) and PROEXPO Genève (www.proexpo.ch) for modular stands.

In the second phase of booth space allocation, exhibitors can combine two or more booths if they require a larger space.

For more details on CICG-designated stand builders, please refer to the [CICG EXHIBITORS GUIDE](#).



¹ [Approval criteria](#) for booth allocation to exhibitors without charge by ITU is accorded to ITU Member States, ITU Sector Members, ITU-R Associates and ITU Academia members, the State of Palestine and Observers: United Nations, Regional telecommunication organizations, intergovernmental organizations operating satellite systems, specialized agencies of the United Nations and the International Atomic Energy Agency.

**CUSTOMS:**

Please refer to the [CICG EXHIBITORS GUIDE](#).

BOOKINGS:

To book a booth and/or customized office space build-up, please return by e-mail the enclosed **'BOOKING REQUEST FORM'** in **Annex 2** - duly completed to Grace Petrin at ITU-R-communications@itu.int with a copy to Cecilia ABRAMOWITZ at c.abramowitz@fipoi-conferences.ch

Cecilia ABRAMOWITZ

CICG Project Manager

Rue de Varembe 9-11

Case Postale 13

1211 Geneva 20

Switzerland

Tel. +41 22 791 91 57

E-mail

c.abramowitz@fipoi-conferences.ch**Grace DE ANGELIS - PETRIN**

Communications Officer and Acting Membership Officer

Radiocommunication Bureau

ITU, Place des Nations

CH-1211 Genève 20

Switzerland

Tel. +41 79 599 14 28

E-mail: ITU-R-communications@itu.int

Upon approval, the relevant contract will be returned to you by the **CICG Project Manager** for your signature.

Please note: Upon receipt of your signed contract by CICG of your booth size and location, it will no longer be possible to increase the size or change the location of your booth!

NOTE: SEMINAR MEETING ROOM AT THE EXHIBITION AREA:

Exhibitors have access to **Seminar Meeting Room 8**, located within the Exhibition Area in the JEANNE HERSCH space, for holding presentations and seminars.

ITU Radiocommunication Bureau software demonstrations will take place in **Room 8** on **2 and 3 December** during the lunch breaks.

- **Availability:** Room 8 is available free of charge to exhibitors on a shared rotation basis for a maximum of 1.5 hours per day per exhibitor (based on availability).
- **Capacity:** The room can accommodate 34 seats in a school-style setup (setup costs may apply).

- **Restrictions:** Catering is not allowed in Room 8 due to the installation of audiovisual equipment.

The schedule for Room 8 will be managed on a first-come, first-served basis, with efforts to ensure equitable access. For scheduling inquiries and updates on the social events calendar, please contact:

room.management@itu.int

SOCIAL EVENTS CALENDAR

For reservation of your social events with catering in other designation locations, the reservations and schedule/calendar of social events are managed by **ITU Protocol**:

Mr. Florent COMMENOZ, Member States Relations and Protocol Officer

Email: protocol.service@itu.int



ANNEX 2

EXHIBITION ON FUTURE RADIO

Jeanne Hersch space of the International Conference Centre Geneva
CICG - Rue de Varembe 17 · 1202 Genève
2 – 3 December 2024

BOOKING REQUEST FORM

(this form is not a confirmation and is not binding on ITU or CICG)

CONTACT:

NAME of Company or Organization:

ITU MEMBER STATE:

ITU-R SECTOR MEMBER, ASSOCIATE OR SME (please specify):

ITU-T SECTOR MEMBER, ASSOCIATE OR SME (please specify):

ITU-D SECTOR MEMBER, ASSOCIATE OR SME (please specify):

ITU ACADEMIA MEMBER:

NON-ITU MEMBER:

OTHER: (United Nations, Regional telecommunication organizations, intergovernmental organizations operating satellite systems, specialized agencies of the United Nations and International Atomic Energy Agency)

Signatory of the Contract:

Contact person(s):

Phone:

Email:		
Address:		
Website:		
Organizing agency (if any):		
I WOULD LIKE TO RESERVE THE FOLLOWING BOOTH DATES:		
Booking Dates:	From: Monday, 2 December 2024	<input type="checkbox"/>
	To: Tuesday, 3 December 2024	<input type="checkbox"/>
Number of Participants: _____	Set-up day: Sunday, 1 December 2024	<input type="checkbox"/>
(and names if available)	_____	
	Dismantling day: Wednesday, 4 December 2024	<input type="checkbox"/>
Booth Surface-Area:	Open booth (3m x 2m): 6 sqm	<input type="checkbox"/>
	(x2): 12 sqm	<input type="checkbox"/>
	Built-up booth:(3m x 3m): 9 sqm	<input type="checkbox"/>
	(x2): 18 sqm	<input type="checkbox"/>
	(x3): 27 sqm	<input type="checkbox"/>
	(x4): 36 sqm	<input type="checkbox"/>
	Other size: _____ (sqm)	<input type="checkbox"/>
Customized Booth:	I will bring my own booth:	<input type="checkbox"/>
	Size: _____ (sqm)	
Customized Office Space:	Built-up Office Space:	<input type="checkbox"/>
	Size: _____ (sqm)	
No setup Booth:	Only exhibition floor space: (desk and chairs to be reserved with CICG)	<input type="checkbox"/>
SECURITY MEASURES: (security costs are at the charge	Yes (please specify):	<input type="checkbox"/>



of the exhibitor and are to be arranged directly with CIG)		
ITU MEMBERS may leave their promotional materials on a shared common table.	Yes (please specify):	<input type="checkbox"/>
SEMINAR MEETING ROOMS: Meeting Room 8 is located within the exhibition area of the JEANNE HERSCH space and can accommodate 34 seats in a school-style setup (setup costs may apply). ITU Radiocommunication Bureau software demonstrations will take place in Room 8 during the lunch breaks. Room 8 is available to exhibitors on a first-come, first-served basis and is free of charge for your seminars and presentations on a shared rotation basis. Please note that no catering is possible in Room 8 due to the installation of audiovisual equipment. Each exhibitor is entitled to a maximum slot of 1.5 hours each day , depending on the schedule and demand. The schedule will be managed to provide equitable access as much as possible via room.management@itu.int		
SOCIAL EVENTS: To organize your social events and for scheduling on the social events calendar, please contact ITU Protocol service at protocol.service@itu.int .		
Remarks:		
Place / Date: Company Stamp: (if available)	Name and Signature	
Please return this ' BOOKING REQUEST FORM ' by email to Grace PETRIN - email: ITU-R-communications@itu.int - with a copy to: Cecilia Abramowitz , CIG Project Manager email: c.abramowitz@fipoi-conferences.ch Once approved, the contract will be returned by the CIG Project Manager for your signature.		