



# **WORLD SUMMIT AWARD**

**BEST CONTENTS  
ROAD SHOW 2004**

**Experience the richness and diversity of  
e-Content and creativity!**

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# Content

## PART A – THE CONCEPT

Introduction .....	3
The World’s Best Contents Exhibition. Scenario 1 .....	4
The World’s Best Contents Exhibition. Scenario 2 .....	6
Technical and Infrastructure Requirements .....	7
Hosting Partner Responsibilities.....	8

## PART B - THE COSTS

Scenario 1 – Full Version .....	9
Scenario 2 – Reduced Version .....	10

## PART A – THE CONCEPT

### Introduction

The **World Summit Award (WSA)** is a global initiative to select and promote the World's best e-Contents. It is held in cooperation with the United Nations' World Summit on the Information Society (WSIS) 2003-2005 and receives support from numerous national and international non-profit organisations, as well as a substantial contribution from the private industry. In 2003, 136 countries have participated in the WSA and 40 finalists were selected out of 803 submissions through a world wide expert network. The WSA has thereby generated two important assets:

- The right to use/showcase world's most outstanding examples of quality e-Content
- A global and highly active supporters network

To leverage these exceptional assets, the WSA plans to conduct a worldwide **Best Contents Road Show**, organised in all main world regions on invitation and in cooperation with the local key partners. The goal of the WSA Road Show is to showcase the world's best e-Content examples and, through this, to raise the awareness of the importance of the quality e-Content in the development of the Information Society. The concept will be based on following activities:

#### **Obligatory:**

- Press conference (before or on the opening day)
- The World Best Contents Exhibition (Scenario 1 or 2 )

#### **Optional:**

- Opening event/Gala
- Lectures and workshops (held by finalists/jury members/other affiliates)
- Best Practice demonstrations (held by producers of the winning products)
- Key note speech(es) (held by the Chairman of the WSA Board Prof. Peter A. Bruck and/or local representatives)

In order to showcase the 40 finalists appropriately, the WSA organisers propose to build a suitable, themed ambience and would suggest the following two scenarios.

## The World's Best Contents Exhibition

### SCENARIO 1 - Extensive Version

#### An Elaborate Video Installation

The designated room is filled with numerous deconstructivistly mounted polygonal screens, arranged around an information desk. Eight of the screens are rear-projected and show the 40 finalist projects. Colour changing lights illuminate the scene. The visitor will be taken on a wonderful journey to the world of content and creativity and experience it in an ideal themed environment. While the suggested setup is originally designed to be a themed environment built for a constant flow of people through the predefined path - it is still flexible enough to create also a frontal situation (for speeches and lectures) for 50 to 100 persons on special request, i.e. by arranging some of the screens spatially different. The technical equipment and the surrounding architecture is provided by the WSA Office.

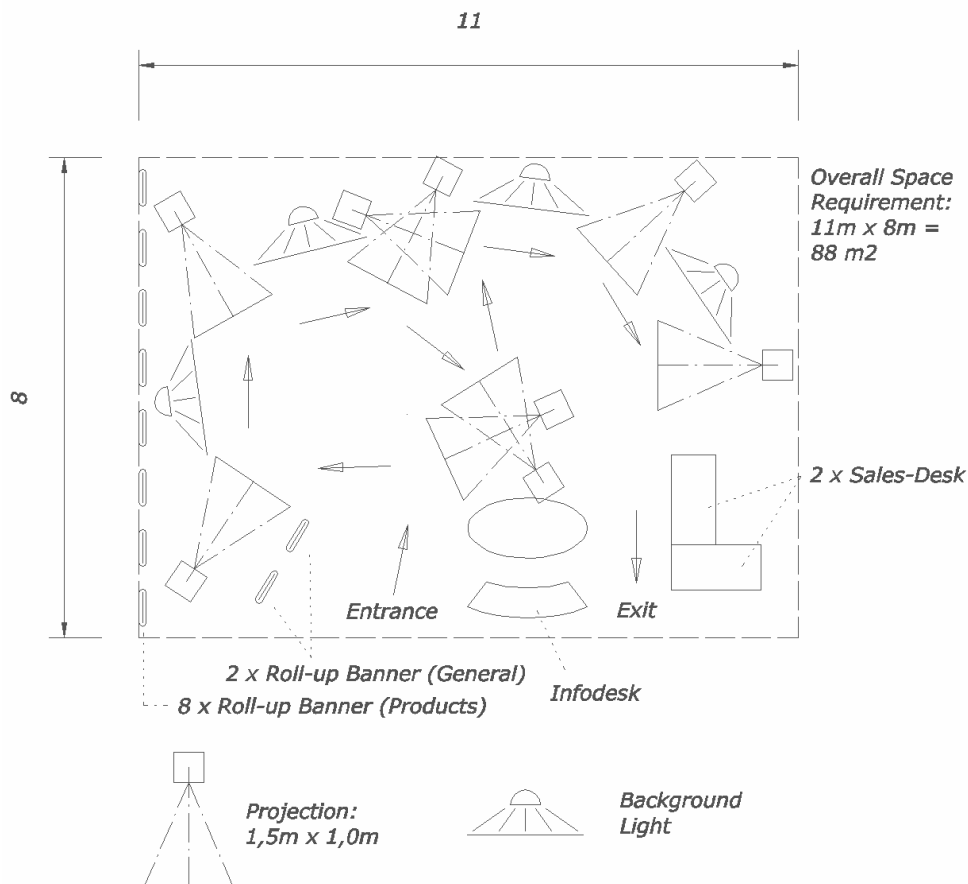


#### Scenario 1 setup

*The setup suggested above, uses 8 rear-projected and 4 back-lighted screens. The rear-projected screens show the applications/products, the 4 back-lighted screens have an atmospheric purpose. The projectors are on the ground. The darker the surrounding light-situation is the better. The roll-up banners are located on the left side, the sales desks on the right side. This arrangement is subject to an on-side adaptation and the shape and size of the complete setup can vary. The above space consumption was calculated as an approx. 88 m<sup>2</sup>.*

## Exhibition Kit 1

- PC's (8)
- Input device(8)
- Video beam 1.200 Lumen(8)
- Screens (12)
- Colour changing lights
- LCD Monitor (for installation)
- Cables and misc. material
- Flight cases
- A main board with 40 winning products
- A 10-minute WSA presentation video
- Presentation boards, featuring winners of each category (8)
- A set of A3-size general WSA posters (30)
- A set of general WSA flyers (500)
- A basic layout for the A-3 size announcement posters (i.e. Quark Express) (can be produced by the WSA on the costs of the host)
- A download selection of print resolution photos for promotion purposes
- An organisers handbook
- Rollup banners general (2)
- Rollup banners products (8)



## The World's Best Contents Exhibition

### SCENARIO 2: - Reduced Version

#### Integration in Existing Infrastructure

The host uses the existing infrastructure and provides eight computer-terminals or 8 computers with video-beams, where the winning projects will be installed. The detailed information about the location and suggested architecture has to be provided to the WSA organisers. The WSA provides the host with the exhibition kit 2.

#### Exhibition Kit 2

- A hard disc with 40 winning products
- A 10-minute WSA presentation video
- presentation plastic/metal boards, featuring winners of each category (8)
- A set of A3-size general WSA posters (30)
- A set of general WSA flyers (500)
- A basic layout for the A-3 size announcement posters (i.e. Quark Express) (can be produced by the WSA on the costs of the host)
- A download selection of print resolution photos for promotion purposes
- An organisers handbook
- Rollup banners general (2)
- Rollup banners products (8)

#### Responsibilities of the Host

In order to acquire the right to use the WSA Road Show brand for a event, the local host has to stick to the WSA corporate design and general idea and therefore to fulfil the following requirements.

- **Set up:**  
A RS exhibition stall is supposed to have 8 computer terminals (optimal). A min. of 4 is required. All 40 products provided by the WSA Office on a hard disc, shall be installed on the computers, sorted by category. Installation of 21 "special mentions" is optional.
- **Location:**  
The exhibition concept/space/stall has to be discussed with and confirmed by the WSA Office. The host provides the WSA Office with the pictures of the planned location/speeches and workshops/event locations, if accompanying events planned.
- **Corporate Identity and Design:**  
The host is obliged to stick to the WSA CI and CD, according to the guidelines provided by the WSA Office.

- **Promotion material:**

For the promotion materials (such as invitation cards, additional posters, articles) produced locally, the host uses the WSA logo and layout as provided by the WSA Office in the RS download area/CD

Using promotional material as in Exhibition Kit 2 (i.e. banners/posters), provided by the WSA Office is obligatory

- **Other:**

Changes of the scenario, such as emphasis on a special category/region are possible only upon consultation with the WSA office. The exact scenario of accompanying measures, such as workshops and events

- **Information:**

The host provides the ICNM with all relevant information upon the events (location; staff members; workshops/presentation; invited producers) four weeks before the event at the latest.

- **Follow up:**

The Host provides the WSA Office with a detailed report on the event, including pictures of the location and participants; press coverage; press release

- **Further responsibilities, i.e. marketing activities:**

same for both scenarios, see page 8

## Scenario 1 and 2

### Technical and Infrastructure Requirements

- Power supply with either Central European (Schuko) or US sockets.
- An internet connection with an approx. 1Mbits/sec through a dedicated line, ADSL or Cable Modem.
- Dimmable lights/ possibility to darken the exhibition area (essential for the use of the video-beams)

### Hosting Partner Responsibilities

- **Marketing Activities**  
Press campaign, direct mailing (electronic or postal), promotion on the Web, through other marketing tools (ads, TV, Radio); Press Conference (Location, invitation of journalists, invitation and briefing of speakers, local/individual press kit)
- **Exhibition Personnel**  
The host is responsible for providing the staff for on-the-spot support for the whole duration of the exhibition
- **Further activities**  
In case of realization of further activities, (i.e. workshops) the hosting partner is responsible for: location, programme development, invitation and briefing of speakers, invitation and registration of participants, workshop material
- **Follow up**  
Road Show Review for ICNM (facts and figures)



## PART B – THE COSTS

### SCENARIO 1

#### Exhibition kit and complete set up

	1 week	2 weeks	3 weeks
<b>Total in EURO</b>	<b>15.000 €</b>	<b>20.000 €</b>	<b>25.000 €</b>

\*Please note: All prices without value added tax

#### Includes:

- Rental fee for the exhibition kit and complete setup (architecture, PCs and video beams)
- Flight and daily allowance for 2 technicians
- Flight and daily allowance (1 week) for 1 WSA representative
- Production of print material (general)
- Press kit (general)
- Reserve 12%

#### Additional costs, to be considered by the host:

- Hotel for WSA representative and technicians
- Travel for finalists (flight and hotel)
- Additional personnel for exhibition
- Costs for marketing activities

#### Optional:

- Speech, given by Prof. Peter A. Bruck, Chairman of WSA Board (5.000 € / day plus travel and hotel)
- Additional, individual print material (e.g. posters) (price depends on pieces)
- WSA catalogue (250 € / 250 pieces, 400 € / 500 pieces, 550 € / 750 pieces, 700 € / 1.000 pieces)
- Production of WSA catalogue in local language
- Production of further materials (i.e. DVD, CD)

## SCENARIO 2

### Exhibition kit

	1 week	2 weeks	3 weeks
<b>Total in EURO</b>	<b>5.000 €</b>	<b>7.000 €</b>	<b>9.000 €</b>

\*Please note: All prices without value added tax

#### Includes:

- Rental fee for the exhibition kit
- Flight and daily allowance (1 week) for 1 WSA representative
- Production of print material (general)
- Press kit (general)
- Reserve 12%

#### Additional costs, to be considered by the host:

- Hotel for WSA representative
- Travel for finalists (flight and hotel)
- Additional personnel for exhibition
- Costs for marketing activities

#### Optional:

- Speech, given by Prof. Peter A. Bruck, Chairman of WSA Board (5.000 € / day plus travel and hotel)
- Additional, individual print material (e.g. posters) (price depends on pieces)
- WSA catalogue (250 € / 250 pieces, 400 € / 500 pieces, 550 € / 750 pieces, 700 € / 1.000 pieces)
- Technician for installation and setup (Flight, hotel and 200 € daily allowance)
- Production of WSA catalogue in local language
- Production of further materials (i.e. DVD, CD)

**Interested to host a WSA Road Show?**

**Please contact: [wsa-networking@icnm.net](mailto:wsa-networking@icnm.net)**