

# BI-MU PRESENTS **BI-MU più**

Book your  
**20-minute** slot for  
your presentation now!



# WHAT IS BI-MUPIÙ?

## A great promotional opportunity for the exhibitors of BI-MU

**BI-MUPIÙ is the arena area set up in hall 13 of 31.BI-MU.** During the whole trade show, it will propose meetings, one-to-one discussions, performances and insights offered by the organisers and by the exhibitors. The arena space of **BI-MUPIÙ** will host up to 100 people.

Besides the cultural insight events (one every day) arranged by exhibition organisers, in the arena space of BI-MUPIÙ that will welcome up to 100 people, **the exhibitors will have the possibility to present their best product offering and their novelties, by booking a 20-minute "time slot".**

In this way, the exhibitors of 31.BI-MU will have at their disposal **a further opportunity of communication "outside their stands", completely free of charge** and with a high-visibility value.

The programme of meetings, organised according to the topics of interest for the operators of the sector, will be defined by the organisers on the basis of the exhibitors' proposals. Therefore, the exhibitors will be the real "stars" of BI-MU arena, bringing their innovations and their enterprise stories on the stage.

The Scientific Committee will define and decide the order of interventions. Coordinated by **Luigi Serio, Professor of Economics and Business Management at the Catholic University of Milan**, the Committee, together with the organisers, will define the subjects to be discussed over the five days in the best way.

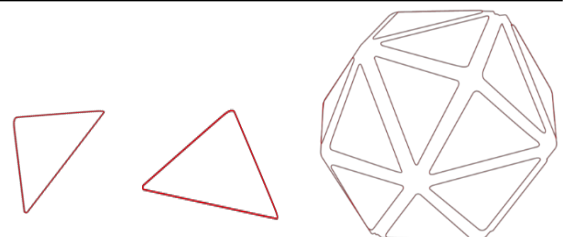


The issues discussed will mirror the technological product offering on show. They are specified here after, in order to allow the exhibitors to choose the area of interest that can be more appropriate for their activities.

The timetable of events will then be issued through all communication channels used to promote 31.BI-MU (websites, social networks, newsletters, trade magazines, newspapers, leaflets, etc.)

## THE SUBJECTS ARE:

- MACHINE TOOLS, SYSTEMS AND TECHNOLOGIES FOR A GLOBAL OFFERING
- ROBOTICS, MECHATRONICS, ADDITIVE MANUFACTURING
- FABBRICAFUTURA, IT AND DIGITAL TECHNOLOGIES ENTER THE FACTORY
- CONSULTING
- STARTUP
- THE TOOL WORLD
- FINISHING AND TREATMENTS
- SUBCONTRACTING



# HOW TO PARTICIPATE?

## PARTICIPATING IS VERY EASY AND THERE ARE NO ADDITIONAL COSTS



**1. Fill in the enclosed form** and send it to [bi-mu.arena@bimu.it](mailto:bi-mu.arena@bimu.it) **not later than 25 June (subject to availability of time slots)**. Afterwards you may be contacted by the Project Team to examine together some details of organisational aspects.

**2. Complete with your data** and fill in all the required fields. If you can, also fill in the optional fields: they will help us to better organise the timetable of meetings, scheduling your event on the most appropriate day.

**3. Specify the subject** which you think may concern more what you will present on the stage of BI-MU più arena.

**4. Give a preliminary title**: it will help us to better understand the content of your presentation. The Project Team may contact you if further explanations are necessary.

**5. Fill in also the space reserved for the abstract**. Just two lines are enough to describe the general idea that will be illustrated in your presentation.

**6. Specify your audience**, i.e. whom you will invite to your event (customers, potential customers, other exhibitors, journalists, young people, professors). These information details are very important also to understand how to schedule your event in the calendar.

**7. Describe right now what communication material you will use** during the presentation: video, power point presentation, etc. BI-MU più is a real arena, with a stage

## "THE RULES" of BI-MU più

**1. Time: you have 20 minutes** for your presentation. It is important to keep the pace of meetings, avoiding delays that, if accrued, may cause disservices to exhibitors and visitors.

**2. On the stage of BI-MU più only exhibitors of BI-MU** can speak. Speeches of companies or organisations included in BI-MU technological index of products, which are not exhibiting at the show with their own stand, are not admitted.

**3. Besides the speech of the exhibiting company, it is possible to envisage the contribution of an extra-sector representative** (a customer, a partner) who is thus not included in the technological index of products.

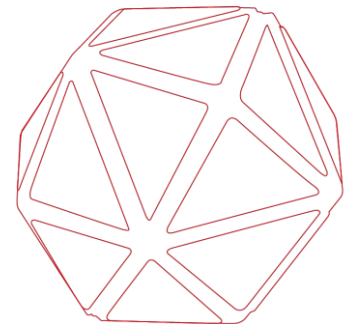
**4. Your presentation may include the speech of a maximum of two speakers.**

**5. If your presentation envisage non-Italian language speakers, remember that you can use only English** (for multimedia tools, too).

**6. To support the presentation, it is possible to use multimedia tools**: videos or slides. Please take into account that you can show a maximum of 15 slides. This limit is given to keep high the audience's attention level.

**7. The slides you will show will be arranged in a template (16:9), defined by the organisers** to create image uniformity. In the template you can enter your company logo, data and pictures at your discretion. In July, the organisers will provide you with the template to work with.

**8. If you want the brand of your company to be included in the fixed setup of BI-MU più, you can book the logo space** on the arena wall - service upon payment - and your brand will appear among the supporters of the project. Prices and details of the initiative are available on [bimu.it/promotion](http://bimu.it/promotion)





## SOME SUGGESTIONS

The goal of BI-MUpiù is to give visibility to the **innovations and novelties** exhibited at the trade show: concentrate on these to define your presentation contents.

When preparing your presentation think about the topic you wish to talk of and to whom you would like to address. This is important to define the speech outline, the speakers, the language and the support tools.

### **Remember to invite your public.**

The organisers will inform about your presentation in the programme published through all channels, but **the invitation to customers has to be sent by the exhibiting companies.**

If you authorise the disclosure of the information material that will be shown during the meeting, the organisers will make it available on the website [bimu.it](http://bimu.it) after the event.

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## AND THEN WHAT HAPPENS?

Based on the feedback received by the month of June, the team in charge of BI-MUpiù will define a draft calendar of meetings and you will be informed accordingly.

**The first programme of events of BI-MUpiù will be released between the end of July and the beginning of September.**

The calendar will be promoted, first of all, through the new website [bimu.it](http://bimu.it) in the "Events" area that can be accessed directly from the homepage, but it will also be promoted through newsletters, social networks, trade magazines and newspapers.

Possible amendments due to the participation of new exhibitors will be taken into account and included in the programme that will be updated and issued on all channels.

## FOR INFORMATION

Visit the website [bimu.it](http://bimu.it) or write to:  
External Relations Department  
Claudia Mastrogiuseppe  
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