

# 33.BI-MU presents

# BI-MU-più



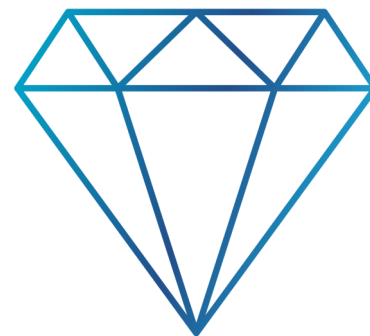
## Book now your 15-minute slot for your presentation!



# WHAT IS

## BI-MU<sub>più</sub>

### A great promotional opportunity for the exhibitors of 33.BI-MU



**BI-MU<sub>più</sub>** is the arena area set up in one of the hall of 33.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-MU<sub>più</sub>** will host up to 80 people.

Besides the cultural insight events arranged by the exhibition organisers, in the arena space of **BI-MU<sub>più</sub>** exhibitors will have the possibility to present their best product offering and their novelties, by booking a 15-minute time slot.

In this way, the exhibitors of 33.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 the 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 “key players” of **BI-MU<sub>più</sub>**, bringing their innovations and their enterprise stories on the stage.

The issues discussed will reflect 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.

Then the timetable of events will be issued through all communication channels used to promote **33.BI-MU** (websites, social networks, newsletters, trade magazines, newspapers, leaflets, etc).

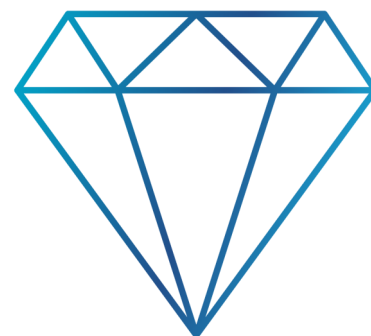
**All the events that will take place inside the arena will be broadcast live on bimu.it**

## THE SUBJECTS ARE:

- MACHINE TOOLS AND MANUFACTURING SYSTEMS
- ROBOTHEART
- METROLOGY AND QUALITY ASSURANCE
- ICT AND DIGITAL TECHNOLOGIES FOR MANUFACTURING
- TOOLING
- COMPONENTS AND ENABLING TECHNOLOGIES
- CIRCULAR ECONOMY AND ENVIRONMENTAL SUSTAINABILITY
- CONSULTING AND STARTUP

# HOW TO PARTICIPATE?

Participating is very easy and there are no additional costs!



**1. Fill in the enclosed form** and send it to **bimu.arena@bimu.it** not later than **22 July (subject to availability of time slots)**. Afterwards you may be contacted by the Project Team to examine together some detailed organisational aspects.

**2. Complete with your data** and fill in all the required fields. If you can, please fill in the optional fields: they will help us to better organise the timetable of the 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-MUpiù** arena.

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

**5. Fill in also the space reserved for the abstract.** Just one line is enough to describe the general idea that will be illustrated in your presentation.

**6. Specify your audience**, i.e. who you will invite to your event (customers, potential customers, other exhibitors, journalists, young people, professors). These 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-MUpiù** is a real arena with a stage equipped with all technological tools that may be necessary to make your presentation spectacular.

# “The rules” of BI-MUpiù

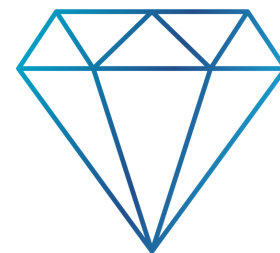


- 1. Time: you have 15 minutes** for your presentation. It is important to keep the pace of meetings, avoiding delays that, if accrued, may cause disservices to exhibitors and visitors.
- 2. On the stage of BI-MUpiù only exhibitors of 33.BI-MU** can speak. Speeches of companies or organisations included in **33.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) therefore 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 10 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 September, the organisers will provide you with the template to work on.
- 8. Bring your company gadgets with you and a few minutes before your speech you will be able to distribute them inside the convention arena**

# BI-MU-più



# AND NOW... WHAT HAPPENS?



Based on the feedback received, in September, the team in charge of **BI-MU più** will define a draft calendar of meetings and you will be informed accordingly.

**The first programme of events of 33.BI-MU will be released by the end of September.**

The calendar will be promoted, first of all, through the website [bimu.it](http://bimu.it) in the "Events" area, linked 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.

## SOME SUGGESTIONS

The goal of **33.BI-MU** is to give visibility to the **innovations and novelties** exhibited at the trade show: concentrate on these to define your presentation contents.

While preparing your presentation think about the topic you wish to talk about and to whom you would like to address it.

This is important to define the speech outline, the speakers, the language and the support tools.

**Remember to invite your public.**

The organisers will indicate the event in the programme publicised through all channels, but **the invitation to customers has to be sent by the exhibiting company.**

## FOR INFORMATION

Visit [bimu.it](http://bimu.it) website or write to:

**Claudia Mastrogiuseppe, External Relations Department Manager**

**Elisa Giussani, External Relations Department**

**[bimu.arena@bimu.it](mailto:bimu.arena@bimu.it) - Tel 02 26255319**

## Application form - free of charge initiative

To fill in and send back a  
**bimu.arena@bimu.it**  
**not later than 22 July 2022!**

Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Exhibiting company: \_\_\_\_\_

Company phone: \_\_\_\_\_

Company mobile: \_\_\_\_\_

Company E-mail : \_\_\_\_\_ website: \_\_\_\_\_

### Subjects (only one choice):

- MACHINE TOOLS AND MANUFACTURING SYSTEMS
- ROBOTHEART
- METROLOGY AND QUALITY ASSURANCE
- ICT AND DIGITAL TECHNOLOGIES FOR MANUFACTURING
- TOOLING
- COMPONENTS AND ENABLING TECHNOLOGIES
- CIRCULAR ECONOMY AND ENVIRONMENTAL SUSTAINABILITY
- CONSULTING AND STARTUP

Title: \_\_\_\_\_

Abstract: \_\_\_\_\_

Target: \_\_\_\_\_

New media support (ppt, video, ecc): \_\_\_\_\_

According to art. 13 of the Regulation (EU) 2016/679 (General Data Protection Regulation) we inform you that **EFIM-ENTE FIERE ITALIANE MACCHINE SPA**, with registered address at Viale Fulvio Testi 128 – 20092 Cinisello Balsamo (MI), contact e-mail [privacy@ucimu.it](mailto:privacy@ucimu.it), as **Data Controller**, pursuant to articles 4 and 24 of Reg. (UE) 2016/679, will process personal data manually and electronically in a way to guarantee security and confidentiality. Data Controller has nominee, pursuant to articles 37 and 39, a **Data Protection Officer (DPO)**, contact e-mail [rpdefim@ucimu.it](mailto:rpdefim@ucimu.it). Personal data will be processed to **allow you to present news related to your business** during SPEAKERS CORNER event. Legal basis for the processing is **art.6 par.1 lett.f) GDPR, legitimate interest** of Data Controller to allow your company (expositor in EMO MILANO 2021), where you work, to take advantage of the free service. Data retention: until the next BI-MU fair. The provision of your data for the aforementioned purpose is necessary; in absence it will not be possible to use the free service. Personal data (name and surname and image), prior consent, will be processed for **the dissemination of the video realized by the Data Controller during BI-MUipiù event** for the promotion of the fair. The dissemination will be on 33.BI-MU website and on Data Controller's YouTube channel / Facebook, and/or other social network's. Legal basis is **art.6 par.1 lett. a) GDPR, consent**. Data retention period: until the next BI-MU fair, or prior if you (Data Subject) withdraw the consent previously given. The provision of your data for the aforementioned purpose is not necessary; in absence it will not be possible to disseminate your personal data. Personal data will be communicated to third parties that act as Data Processors and/or autonomous Data Controller and/or person acting under the authority of the Data Controller. Especially, data will be communicated to: other companies within the UCIMU group; subject that collaborate with the Data Controller for the organization and realization of the service; subjects that provide services for the management of the information system used by the Data Controller and the telecommunications networks; competent authorities for fulfilling legal obligations and/or provisions of public bodies, upon request. The updated list of designated Data Processors is available by sending an email to [privacy@ucimu.it](mailto:privacy@ucimu.it). Concerning the dissemination of the personal data by YouTube's channel/ Facebook, and/or other social network's, the personal data provided will be transferred outside the European Union. Data Controller informs that in this case the transfert will be managed as indicated in social network's General Conditions and privacy policy. You can exercise your rights as expressed in articles 15 and subsequent of the GDPR by contacting the Data Controller at e-mail address [privacy@ucimu.it](mailto:privacy@ucimu.it), or the DPO at e-mail address [rpdefim@ucimu.it](mailto:rpdefim@ucimu.it). You can, at any time, ask the Data Controller to access your personal data, to rectify it, to cancel it, to limit the processing, to withdraw the consent previously given and to object. Furthermore you can request the portability of your personal data, pursuant to article 20 of Reg.UE 2016/679, and in these cases Data Controller shall provide your personal data in a structured, commonly used and machine-readable format. Without prejudice to any other administrative and judicial remedy, if the processing of your personal data violates the provisions of Re. UE 2016/679, pursuant to art. 15 letter f), you can lodge a complaint with the Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)). Data Controller informs that, regarding the processing indicated in this information notice, there is no an automatic decision –making (art.22).

I, undersigned \_\_\_\_\_, pursuant to articles 6,7 and 13 of the Reg.UE 2016/679, declare to have read the information notice of EFIM-ENTE FIERE ITALIANE MACCHINE SpA – for the processing of personal data for the purpose to allow you to present, during BI-MUipiù event, news related to the company you work in, company that is one of the expositor of 33.BI-MU, and

I give my consent for the dissemination of my personal data on 33.BI-MU website and on YouTube channel, / Facebook, and/or other social network's of the Data Controller for the purpose indicated in this information notice;

I refuse to give my consent for the dissemination of my personal data on 33.BI-MU website and on YouTube channel / Facebook, and/or other social network's of the Data Controller for the purpose indicated in this information notice.

Place and date \_\_\_\_\_

Signature \_\_\_\_\_