



GUIDELINE

IARU REGION 3

Exhibitions at “ITU Telecom World” Events in ITU Region 3 Asia – Pacific: Guidelines for IARU / Region 3 Stand

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1. Introduction

From time to time the International Telecommunication Union (ITU) holds major exhibitions, usually in Geneva at ITU Headquarters (in Region 1). These exhibitions are called “ITU Telecom” events. They are often associated with major ITU conferences or special events. Most attendees are “professional” and “commercial” users or vendors; and senior “regulators” from administrations. An IARU presence at “ITU Telecom” events has usually been taken care of by the International Secretariat (IS) of the IARU. A small “stand” or “booth” was arranged and staffed to promote amateur radio and gain publicity at the highest international levels. The IARU enlisted local help as required.

The last of the “ITU Telecom Asia” events was held in Bangkok, Thailand from 2 – 5 September 2008. It was described then by the ITU as the “show case for Asia’s cutting-edge technological innovation, voracious appetite for new technologies – such as next-generation wireless and broadband – and explosive growth prospects within the world’s largest markets that make it a natural marketplace for buyers and sellers from around the world to meet”.

The ITU now holds “ITU Telecom World” events in the three regions. The most recent “ITU Telecom World” was held in Bangkok Thailand from 19 – 22 November 2013. The event was held at the IMPACT Exhibition and Convention Center. It was organized by the ITU and its ITU Region 3 Office in Bangkok. It had world class forums, presentations, and commercial exhibitions. The theme was “1 Conversation that matters”; with associated themes of “1 Connected community”, and “1 World of difference”. IARU Region 3 picked up these themes in our banner displays at our stand. The ITU publicity said that a focus for 2013 was “Embracing change in a digital world. A revolution is underway in the ICT sector. The shift



to IP-based services is shaking the foundations of communications systems as we know them. We need to understand this change, work out how to grow with it and benefit from it.”

The next “ITU Telecom World” is scheduled for Doha, Qatar (Region 1) in December 2014.

Since the “ITU Telecom World” events are now becoming regular “regional” events it is necessary for IARU Region 3 to offer to run and manage any held in our region in collaboration with the IARU IS. These “ITU Telecom World” events have replaced the previous “ITU Telecom Asia YYYY” events held in Region 3. They typically lasted 4 – 5 days. IARU Region 3 was responsible for the “on site” exhibition stand and the associated staffing activity. There were also ITU Telecom Africa, Americas, Arab States and Europe events in the past.

High level organization is provided by the ITU from Geneva, including an “Exhibitor Contract”. At the regional level there is usually an Administration/Ministry involved, in the country where the “ITU Telecom World” event is to be held. They provide some “local” support, funding and organizational resources. IARU Region 3 works in association with the local Member Society to construct the stand; provide appropriate amateur radio related exhibits and “man” the exhibit during the course of the event. The IARU has always tried to obtain a small amount of space for a “stand” where possible, at no or minimal cost. Some construction and other local costs are inevitably incurred.

This “Guideline” records the work required for a successful event.

2. Region 3 History of Events and Local Organization

The earlier “ITU Telecom Asia” events utilized Directors as “Project Managers” generally in association with the local IARU Region 3 member society.

Recorded “ITU Telecom Asia” events have been:

Year	Dates	Location	Notes
2000	4 - 9 December	Hong Kong	Fred Johnson ZL2AMJ attended and reported; assisted by HARTS
2002	2 - 7 December	Hong Kong	Peter Naish VK2BPN attended
2004	7 - 11 September	Busan, Republic of Korea	Park Young Soon HL1IFM attended
2006	4 - 8 December	Hong Kong	Telecom World held. (IARU IS attended?)
2008	2 - 5 September	Bangkok, Thailand	Gopal Madhavan VU2GMN attended and reported; assisted by RAST
2010	2 - 5 September	Bangkok, Thailand	RAST members attended with R3 funding
2013	19 - 22 November	Bangkok, Thailand	First “ITU Telecom World” in Region 3. Gopal Madhavan VU2GMN and Peter Lake ZL2AZ attended and reported; assisted by RAST.



3. Contract Arrangements for the Exhibition Space

A contract is drawn up and signed to formalise the exhibition space for an IARU stand.

Previously, the “Exhibitor” named in the “Exhibitor Contract” for consistency was usually the IARU, Newington, Connecticut, USA. The “Contact Person” has been the “Secretary, IARU Region 3” in Toshima, Tokyo, Japan. The “Stand Details” in the contract have shown the IARU listed under the “Company Type” category as “Academic/Association/ Education/Health Care”. The “Company Size” has been shown as “1 – 10 employees” and the “Geographic Regions of Activity” given as including all the six regions of the world listed in the ITU form.

The Exhibitor’s Authorized Signatory to the Exhibitor Contract has been the Secretary, IARU Region 3. Arrangements in 2013 were similar.

At ITU Telecom Asia 2008 in Bangkok the “raw exhibition space” provided by the ITU was a small area 12 square metres in size. The “Rental Space Reference Code” in the contract was “ESO”, and generously allocated “free of charge” to the IARU by the ITU. All other costs (for example, but not limited to, involving the actual stand set up, including construction fixtures, fittings, services, staffing, travel etc.) were specifically excluded by the ITU and were the total responsibility of the Exhibitor.

It was reported in 2012 that a change to “paid for” space would be made with the introduction of “ITU Telecom World” events in Asia. However, hard work by Chairman Gopal Madhavan VU2GMN during early 2013 secured “free of charge” space for the IARU/IARU Region 3 stand at Bangkok with a generous allocation of 27 square meters of space. There were some consequent obligations on the IARU and its Regions and societies for promotion and publicity of the event. *This was a very valuable precedent to have set.* The ITU Regional Office in Bangkok was also involved in much of the local details and helped us significantly.

4. Preparatory Work

At the outset, once an event was announced and the IARU has decided to participate, IARU Region 3 appointed one of the Directors as the “Project Manager”. This role is to coordinate all the activities and to liaise with the ITU, the local administration and the exhibition facility provider at the location of the exhibition. Most importantly the Project Manager will also liaise with the local Member Society concerned and any other Region 3 member societies that can contribute to the event/exhibition. The Project Manager generally attended the event and managed the stand in association with a local team from the member society. A local “counterpart” should be appointed to work with the Project Manager.

Prior to the event, the IARU Region 3 Secretary will send a letter to all member societies of IARU Region 3 seeking help and asking them to provide materials for display. The focus is on the promotion of Amateur Radio and of the IARU. This request needs to be done early, as responses and materials are not always forthcoming. Time also needs to be allowed for delivery to the site. Some member societies are more readily able to provide simple exhibits, publications, training materials and posters etc.

The Project Manager will need to make a suitable hotel booking early; preferably with easy access to the exhibition/event location. If most of hotels are far away from the venue, then the exhibition organizer may run shuttle buses from selected hotels daily.



These aspects need to be checked out early on. Local travel arrangements, and the costs, need to be understood. Time and money can easily be wasted.

The question of appropriate insurance has been raised from time to time. The needs are determined on a case by case basis. Insurance cover may be needed for public liability, the equipment on display, fittings etc. Local advice should be sought. Travel insurance may be needed for the Project Manager.

5. Budget Provisions and Costs

A budget needs to be drawn up by the Project Manager at the start of the project. A number of currencies will inevitably be involved. Actual costs and reimbursements should be recorded and summarized. Conversion to the standard IARU Region 3 accounting currency of Japanese Yen (JPY) will be needed for summary purposes and reimbursements.

In outline, the budget should include the following items as appropriate:

- Project Manager (Airlines, travel insurance, accommodation and meals, local travel to exhibition site, incidental expenses etc.)
- Exhibition stand set up and fit out (may include fittings and services), display materials, banners and posters, brochures, transport, public liability or other insurance, communications costs etc.)
- Local amateur members staffing the stand – local transport costs, meals or per diem payments, business cards, T shirts, certificates of appreciation, incidental costs, local language brochures (if required) etc.

Costs vary widely between locations and indicative costs from past events may not be of much help. Gopal Madhavan VU2GMN can provide costs from the events in Bangkok in 2008 and 2013 on request as the previous project manager. The Region 3 Secretary also has summary records.

6. Exhibition Space and Fit Out

Once the size and area of the exhibit space are known, planning and design of the layout should be done. Photographs and plans of previous layouts can provide guidance. Some flexibility is prudent. The exhibition floor plan layout should be studied to locate major walkways and entrances etc. to orient the stand. Some screens at the back of the stand and part of each side are prudent for basic security and to control visitor flow. The design of the displays and the stand layout was arranged by Director Gopal VU2GMN in India for the stand in Bangkok in 2008 and 2013. Some graphics design and banners were also arranged in India as a matter of convenience and cost.

All the previous display material used in Bangkok in 2013 for the booth is held by RAST in Bangkok. Some may be useful for any future exhibitions; but it was specific to the IARU and Region 3. Brochures were also printed. The caution is that the brochures are designed to be given to administrators and regulators and describe amateur radio at the “highest” level. They are not designed for radio amateurs or for general recruiting purposes. Some local Thai language brochures were also produced for promotion to local people. If material is to be re-used, the costs of transport to the next exhibition site will need to be allowed for.



Lockable cupboards and/or space on site are valuable to secure items. Lockable spaces under counters in the booth were provided by the exhibition organizer in Bangkok. Sometimes lockable cupboards can be acquired with other furniture. Temporary use of “borrowed” items is helpful.

7. Displays, Promotional Materials, Handouts

Some suggestions for displays and handouts are:

- A modern HF radio transceiver on display is a logical centre piece. Typical HF antenna displays or photographs are useful – many visitors may not know about amateur antennas. It is usually difficult or impossible to have an operational HF station on site – exhibition buildings are very noisy locations acoustically and for radio reception. Access to the outside of the building for feeder cables is also difficult; let alone to erect antennas. Remote HF operation via the Internet using a PC may be feasible, although more technically challenging.
- A display of amateur VHF/UHF base station/mobile/hand held radios is much easier. Installation of an operational antenna for VHF/UHF that allows local repeater and simplex communications should be possible. This station can also serve as a communications link with the site team amateurs; and the local area amateurs generally.
- It may be possible to demonstrate different modes of operation: SSB/packet radio/data modes/RTTY/PSK31/SSTV/CW etc. Computer control of a transceiver, software defined radios etc. would demonstrate our technical capabilities to visitors.
- “Home-built” or kit set equipment is also valuable – especially low power (QRP) and emergency communications equipment. (The earlier ALIVO-ZL transceiver with its construction booklet was available from NZART – but this is now rather old).
- Amateur Radio Direction Finding (ARDF) equipment and photographs may be displayed, showing the physical competition activity combined with technical skills.
- Disaster communications capability should also be displayed with equipment and photos where possible. Communications needs during natural disasters are topical.
- Other “public service” communications activities can be highlighted (sports events, car rallies, civil defense, charity events etc.)
- A good “background” feature is to continuously screen videos or photos of typical amateur radio activities. A note book or desk top computer, with a separate large monitor screen (or a projector and screen), and DVDs and CD ROMs are the best choice. The ARRL promotional videos are useful if local presentations are not available.
- A separate note book computer on site as a back up, and for saving a record of visitors, enquiries and photos etc. is recommended.
- Other possible background displays are handbooks, wall charts, local member society promotion materials, call books and magazines etc.



- Hand out brochures on amateur radio and the IARU in English and the local language(s) need to be arranged and printed. In Bangkok at Telecom Asia in 2008 they were handed out to almost 1,000 visitors. At the “new” “ITU Telecom World” in 2013 general public entry was not widely promoted and entry charges were levied. Consequently, fewer visitors came into the exhibition space.
- JARL has a model amateur satellite available for loan – but the cost of transport to the site needs to be considered.

8. Reference Material about Previous Exhibitions

Some reference material from previous exhibitions is available:

- The Telecom Asia 2000 event in Hong Kong was recorded in detail by Fred Johnson ZL2AMJ at the web URL <http://www.qsl.net/z/zl2amj/iaru/TELECOM.htm> . (This URL is case-sensitive.). (Remember that this information is now over 10 years old!)
- Telecom Asia 2008 in Bangkok – Many photos were taken by Project Manager Gopal Madhavan VU2GMN and the many stand volunteers. A report on the event and a selection of photos has been loaded onto the IARU R3 webpage. Please see the URL <http://www.iaru-r3.org/itu/telecomasia2008/TelecomAsia2008.htm> Gopal can provide more photos and advice on request.
- Gopal and RAST can provide photos and information on ITU Telecom World” in 2013 in Bangkok. Information is also on the RAST website.

9. Operational and Staffing Arrangements

- The needs for notebook and/or desk top computers and monitors etc. are noted above. The second computer should be set up if possible to handle e-mail via the (hopefully free) Wi-Fi access provided by the exhibition/event organizer. All photos taken of the event should be saved and archived as far as possible.
- Cell phones – the local stand volunteers should have their own phones on the local cellular network(s). The Project Manager will need to consider purchasing a local SIM card or equivalent to allow for easy local communications.
- Staffing help from the local member society is essential. The number of people required needs to be estimated and a roster made up for each day. Some “back up” helpers on standby are prudent. The local volunteers will find that they actually enjoy the experience and they get a wider picture of the international dimension of amateur radio!
- It is also essential to plan for the transport needs for the local members to get to the event site, their meals etc. and any necessary per diem payments for expenses etc.
- Each of the main volunteers attending the IARU stand should have a personal business card. They are best printed locally in small quantities with IARU Region 3 and the local society contact details etc. Make sure that all the necessary logos and details are obtained early during project planning.



- Special “IARU” T shirts for the event should be considered. In Bangkok they were designed and made locally and worn by all the volunteers.
- Certificates of appreciation for the volunteers by name and call sign – these were designed in advance and given to all volunteers, duly signed by the Chairman and Secretary of IARU Region 3. An example of the Certificate designed in India for the 2008 event is available from the Secretary of IARU Region 3.

10. Record Keeping and Wrap Up

At the conclusion of an “ITU Telecom World” event the Project Manager needs to:

- Collect all costs and details for expenses reimbursement.
- Report costs against budget to the Secretary IARU Region 3 and the Directors, and request that payments be made.
- Provide a project report to the Directors and Secretary.
- Request the Secretary of IARU Region 3 to send formal letters of thanks to the Secretary General of the ITU and their Regional Office (if involved), the local administration or ministry and the local member society for their help and support (as appropriate).
- Provide a report and suitable photos to the Editor of the IARU Region 3 Newsletter.
- Review this “Guideline” document and provide any suggestions for corrections, additions or improvements.
