

COMO  
LAKE  
2023

# NEXT GENERATION INNOVATIONS

EXPO CONFERENCE - 1<sup>st</sup> EDITION

Villa Erba  
CERNOBBIO - COMO

OCTOBER  
5-6-7

[www.comolake2023.com](http://www.comolake2023.com)

# PRESENTATION

The first edition of “**ComoLake2023 - Next Generation Innovations**” kicks off! ComoLake2023 is the Expo Conference organised under the patronage of the Italian Department for Digital Transformation of the Presidency of the Council of Ministers.

The event will take place on October 5th, 6th and 7th, 2023 at Villa Erba Exhibition and Convention Centre, Cernobbio, on Lake Como.

Created today to steer the digital policies of the coming years, **Como-Lake2023** will be the meeting point for institutions, companies and universities interested in the new paradigms of economic growth, which will be driven by NPRR investments – in Italy as well as in Europe.

**3 days** of proceedings, **5 thematic areas**, more than **15 panels** that will host **80 speakers** from all over the world, featuring representatives from the following national and international bodies: Government, Parliament, European Commission, Regulatory Authorities, Supranational Bodies, Universities, Companies, the Military, Experts, Consumers and the Media.

## Programme



OCTOBER 5  
09:30-13:00

### Telcos, Networks & Services



OCTOBER 5  
14:30-18:00

### AI & Metaverse



OCTOBER 6  
09:30-13:00

### Energy & Sustainability



OCTOBER 6  
14:30-18:00

### Mobility & Transportation



OCTOBER 7  
09:30-13:00

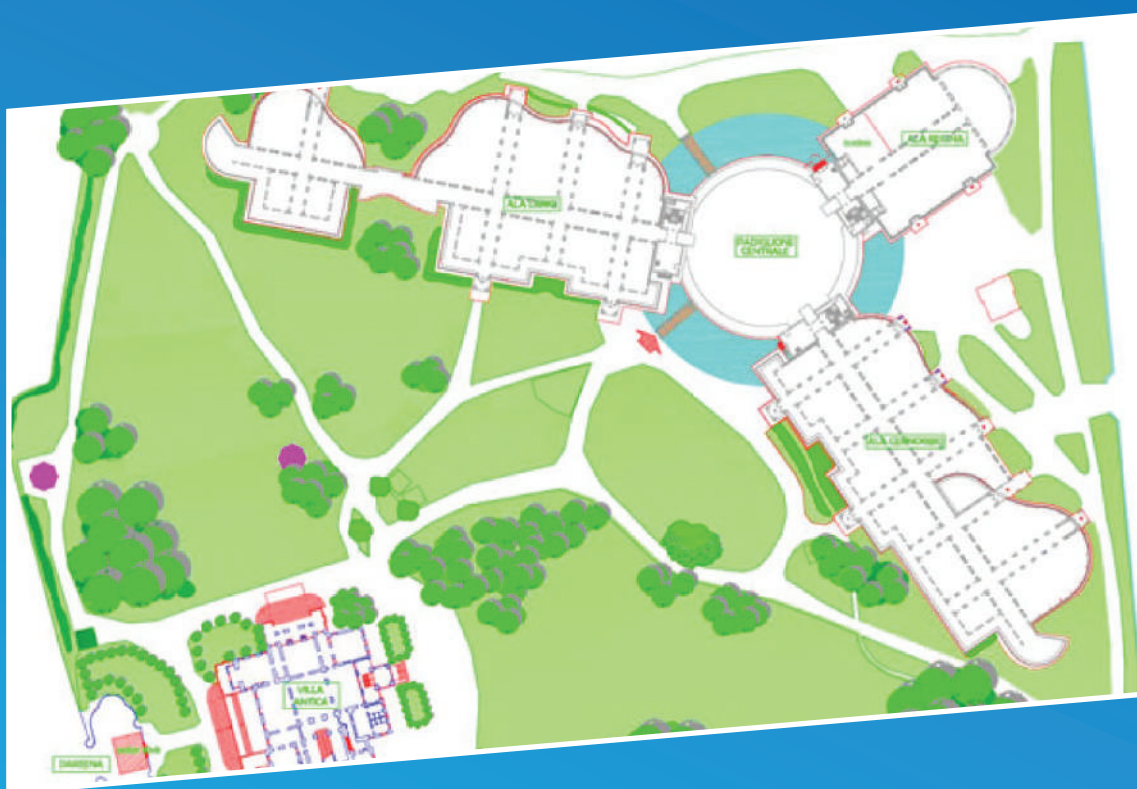
### Public Administrations

# PRESENTATION

**ComoLake2023** combines the topics set out in the programme with the national and European regulatory frameworks, research, technologies, applications and foreseeable developments in the coming years.

**ComoLake2023** represents an opportunity for policy-makers and companies to meet and discuss with operators and representatives from Institutions and markets.

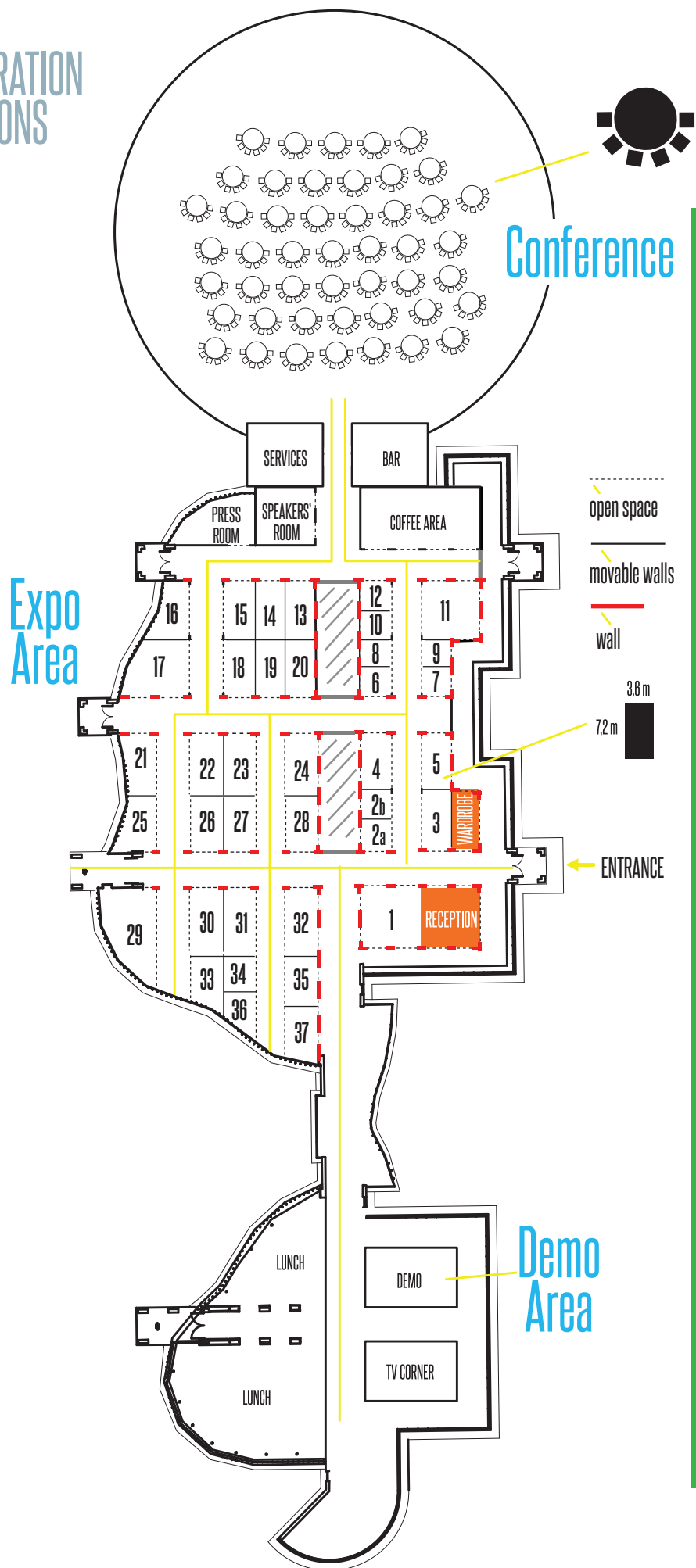
A large **expo area** will be also set up next to the central hall, to welcome the several booths of institutions, companies and start-ups, and will provide a prestigious networking opportunity with a highly selected audience.



# GALA DINNER

**The Gala dinner** will be held on October 5th in the wonderful Hall of the Historical Villa, within Villa Erba complex. During the Gala Dinner, the “**ComoLake Awards 2023**” will be awarded to institutions, companies, start-ups and young talents.





# PARTNERSHIP

## MAIN PARTNERSHIP

+ possible additional services

- **MAIN Booth** (layout)
- Up to 2 speeches in the agenda
- Reserved Admissions for partners and clients
- 1 reserved table for the Gala Dinner on October 5th
- 2 reserved tables for the plenary session, front row
- Customised video teaser
- Video-interviews during the event
- Logo on merchandising
- Catalogue: logo and ADV
- Website: logo, presentation and speaker page
- Basic booth setup (see file attached)

## STANDARD PARTNERSHIP

### P1

+ possible additional services

#### **P1 Booth** (layout)

Reserved Admissions for partners and clients

4 reserved seats for the Gala Dinner

1 reserved table for the plenary session, 2nd row

Logo on catalogue

Logo on website

Basic booth setup (see file attached)

### P2

+ possible additional services

#### **P2 Booth** (layout)

Reserved Admissions for partners and clients

3 reserved seats for the Gala Dinner

1 reserved table for the plenary session, 3rd row

Logo on catalogue

Logo on website

Basic booth setup (see file attached)

### P3

+ possible additional services

#### **P3 Booth** (layout)

2 reserved seats for the Gala Dinner

1 reserved table for the plenary session, 4th row

Logo on catalogue

Logo on website

Basic booth setup (see file attached)

## ADDITIONAL SERVICES to be agreed with the organization

- **Plenary speech** for C-level corporate representatives
- **Video-speeches recorded during the event**, to be shared on social channels and circulated for follow-up activities
- **Demo room** for corporate events and presentations of new products or services, to be video-recorded and circulated for follow-up activities
- **Customised booth setup** (see attachments)



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