



2014 CASE STUDY

**INCON DIGITAL INFRASTRUCTURE AWARD**



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### **About the Award**

The INCON Digital Infrastructure award sets out to highlight the importance of best in class digital infrastructure and services made available in meeting venues around the world and to celebrate and inspire change. The award rests on a simple principle that meetings are better when a first class digital infrastructure is made available along with applications and tools that enhance the delegate productivity and experience.

### **2014 Finalists**

The darmstadtium was selected from an outstanding group of award entries that INCON received from many major international convention centres around the world. The Melbourne Convention and Exhibition Centre and the Amsterdam RAI Exhibition and Convention Centre were also recognised as 1st and 2nd runners up for the 2014 inaugural award.

### **Winner's Distinguishing Features**

This best practice case study provides more details on how darmstadtium was selected to win the 2014 award with a focus on some of the following distinguishing features:

1. Unrivalled connection speed and reliability
2. Security and ease of administration
3. Qualified support staff



*From left: Maurits van der Sluis, Amsterdam RAI Exhibition and Convention Centre, Michael Cordt & Patrick Gaußmann, the darmstadtium, Anne Jamieson, Melbourne Convention and Exhibition Centre.*



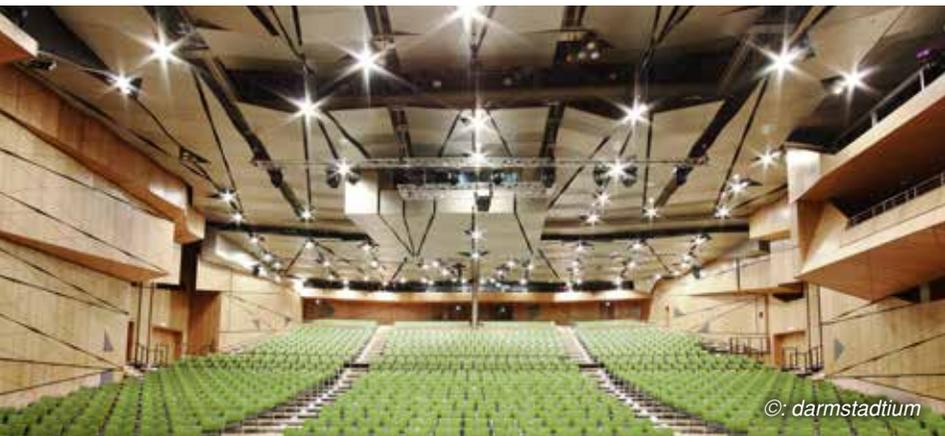
©: darmstadtium / feedback werbeagentur

North-west view from Schloßgraben / Alexanderstraße



©: darmstadtium / juergenmai.com

The Calla - The heart of the main entrance foyer atrium



©: darmstadtium

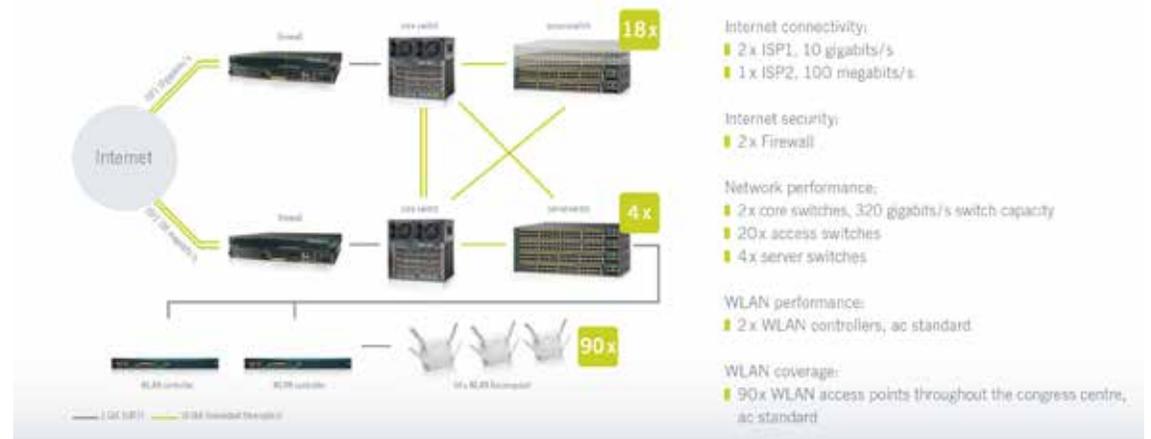
Spectrum - Seating arranged in theater style



### Key Facts About darmstadtium

- Total usable area: 18,000 m<sup>2</sup>,
- Modular congress hall “spectrum”: 1,300 m<sup>2</sup>, with up to 1,677 seats
- New congress hall “ferrum”: 650 m<sup>2</sup>, for up to 390 people
- Flexible and modular conference rooms for up to 1,300 people
- All rooms with daylight
- 1,800 m<sup>2</sup> foyer to be used for exhibition and displays
- 20 minutes by car from Frankfurt International Airport, Germany
- Equipped throughout with cutting-edge multimedia technology
- High data transfer rates
- Provides internet connection with up to 10 gigabits per second, native IPv6 support and VLAN technology

### FOR ALL IT EXPERTS: LOOK AND SWOON.





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### Digital Infrastructure Features of darmstadtium

In cooperation with Darmstadt University of Technology, the darmstadtium provides an internet connection with up to 10 gigabits per second. A high-performance internal backbone is operated to guarantee reliability. In addition, the darmstadtium provides its customers with IPv6 support and VLAN technology to establish individual customer networks throughout the building. The darmstadtium has implemented the latest wireless standard 802.11ac which allows among other things higher data transfer rates of up to 600 mbit/s as well as an improved wireless range compared to the current wireless technology. The system is also downward compatible to existing wireless technologies. The darmstadtium takes up the global megatrend connectivity and offers organizers and guests excellent in-house coverage in terms of mobile network connection of UMTS and LTE in all areas of the building, including the underground parking.

*darmstadtium achieves consistently outstanding customer satisfaction ratings of 1.0 (range: 1.0 Excellent - 6.0 Poor)*

*One of the unique features of this venue is the ability to replicate the customer's own network environment by establishing a coded VPN Gateway allowing the customer to send and receive data exactly the same way as from their private company network.*

### darmstadtium First Class Service

Due to the individual support and first class service provided by in-house IT specialists, darmstadtium is perfectly designed for demanding user conferences. Thus there is no need to rent hardware and time can be saved on set-up and dismantling. The client simply arrives and takes over a fast, secure, fully functional and fully tested network. The venue also has the capacity to provide premium IT products like V-LAN or branded IP addresses which allow customers to individually name their network according to their corporate identity.

## Client Testimonials



### Satisfied Clients

"It's just like at the office, only faster!"

### Romax Technology

"The whole event was excellent and everything went well. Staff friendly and very helpful, food and refreshments were plentiful and of high quality, our customers were impressed."

### RFID Journal LIVE! Europe Conference & Exhibition (Kim Ray, Vice President, Events)

"Thanks to your focus and attention to every aspect of our program, both before and during the event, we had an extremely successful program. In fact, we received several compliments from both exhibitors and attendees with respect to both the Center and your staff's performance. We look forward to the possibility of having the darmstadtium play host to our program next year and to the opportunity to once more work with you."

### German Software Company

"You're right at the pinnacle here; at the leading edge of what's possible today."

### Kick-Off Software AG

"For this multi-faceted major event, the darmstadtium was the perfect location. The cooperation with the project team before and during the event worked excellent. All our requirements were implemented professionally including last minute requests. Our goal was fully achieved - the sales team is highly motivated for the new financial year."



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Picture from Microsoft Synopsis 2014  
©: darmstadtium / Holger Ullmann

More About darmstadtium:  
[www.darmstadtium.de](http://www.darmstadtium.de)

[www.incon-pco.com](http://www.incon-pco.com)



**Bob Heile**  
*Award Judge*

## Award Commentary

### INCON JUDGES

“Just having the right equipment is not enough - how to configure and organise it is the secret to success. The darmstadtium has really shown they understand the problem and, as a result, has taken the wireless experience to the next level with unrivalled connection speed and reliability.”



**Inge Hanser**  
*INCON Co Chair*

### INCON

“This award will put the provision of venue digital services in the spotlight and hopefully lead to improvements in digital infrastructure at all international events. We are delighted that darmstadtium has won this year’s award as they have demonstrated that they are at the cutting edge of what is possible today.”



**Roslyn McLeod**  
*INCON Co Chair*

### INCON

“The award will pave the way for the creation of a benchmark upon which convention facilities can be measured for their digital services provision.”



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## Award Commentary

### DARMSTADIUM

“We are very proud to receive the first INCON digital Infrastructure award. This prize shows the importance of a first class Infrastructure. In this context we are able to meet our customer expectations in an outstanding way - something we are proud of. We now feel prepared to take on the challenges of the future meetings and events industry and are excited to host digital event formats such as user conferences, virtual and hybrid events.”



**Patrick Gaußmann**  
*Director ICT & Michael  
Cordt, Head of  
Sales & Marketing*

### MEDIA

“No longer is it acceptable to have ‘dud’ services as the ongoing demands for remote access to the web and all the exciting mobile apps that support events become central to success. No Wi-Fi means little or no business for ineffective convention centers or hotels--and while this is a great initiative to reward those facilities that deliver on their digital promises, it is equally likely to result in the shaming of venues who don’t live up to increasingly demanding expectations.”



**James Latham**  
*International  
Meetings Review*

### ICCA

“The venue members of ICCA are the top specialists for international association meetings, for whom WiFi and connectivity have become critical issues, so we are delighted to see our members’ expertise being recognised by the top PCO’s of INCON.”



**Martin Sirk**  
*CEO, ICCA*

## Does your venue have what it takes to win the 2015 Award?



### How do the Awards work?

There is no entry fee. All it takes for a venue to be considered is a completed entry form. Once all the completed entry forms are received, the judges will review them and the winners will be announced at IMEX Frankfurt May 2015.

### Award Categories

1. Conference Centres
2. Conference Hotels

### Basis for judging

In the evaluation process, the following criteria are considered:

- quality of infrastructure systems
- infrastructure ease of use
- crisis management
- cost
- innovation

### Tips from the Judges

1. Fill out ALL parts of the form
2. Be descriptive as possible with network diagrams, photos to bring your application to life
3. Contact us if you have questions

**Deadline for entries:** February 27<sup>th</sup> 2015

To find out more visit: [www.incon-pco.com/award](http://www.incon-pco.com/award) or  
e-mail: [angela@incon-pco.com](mailto:angela@incon-pco.com)

### About INCON

INCON is a partnership of the world's leading conference organisers and event management companies. Currently, there are 8 Partners operating in 170 destinations employing 3,000 staff. INCON has substantial purchasing power and organises annually 10,000 projects, serves 3 million delegates, and manages budgets in excess of €1 billion.