



# Einladung / *KTI*

«SWISS Pavilion» Research & Innovation

Applied Research, Basic Research, Emerging Technologies,  
Start-ups, Spin-offs



## **+** CeBIT 2015

Dreh- und Angelpunkt der Schweizer ICT-Wirtschaft.  
16. - 20. März, Hannover

## Das Wichtigste in Kürze:

Die CeBIT Hannover ist mit 210'000 Besuchern und 3'400 Ausstellern die weltweit bedeutendste Messe der ICT-Branche. Mit der konsequenten B2B-Ausrichtung, dem klar strukturierten Ausstellungsprogramm, den viel beachteten CeBIT Global Conferences und den zahlreichen hochkarätigen Besucherdelegationen aus Politik und Wirtschaft ist die Veranstaltung ein absoluter Pflichttermin für Fachleute der digitalen Welt. Mit ihrer permanenten Weiterentwicklung nimmt die Messe die neuesten Trends der Branche auf.



### Das spricht für eine Teilnahme am «SWISS PAVILION»:

- Prominente Platzierung in unmittelbarer Nachbarschaft zu namhaften Forschungs- und Hochschulinstitutionen
- Hohe Aufmerksamkeit dank attraktivem Stand-Design und bekannter Dachmarke „Switzerland“
- Stark besuchte Ausstellungshalle mit überzeugendem Besuchermix
- Ideale Networking-Plattform zum Markteinstieg oder zum Ausbau bestehender Beziehungen
- Breite Kommunikation in Fachmedien
- Plattform für unkomplizierte Kontaktaufnahme zu internationalen Fachleuten
- Minimaler Aufwand dank T-LINK Leistungspaket
- Zentraler Ansprechpartner für sämtliche Belange Ihrer Messe-Teilnahme: Effizient, kompetent, kreativ
- Nutzung der Gemeinschafts- und Bistrozone mit Cateringservice

#### SWISSCOM

«Die richtige Plattform für unsere Produkte und die Nachwuchsförderung. Frisch, dynamisch, bewegt!»

Michael Kerle

#### gipp

«We had an exciting time in Hanover, lots of interesting talks with entrepreneurs and potential customers»

Stefan Zanetti

#### Milipay

«Die Unterstützung und das Rundum-Angebot waren grandios!»

Dr. Andreas Sprock

#### Die aktuellen Top-Themen im Überblick

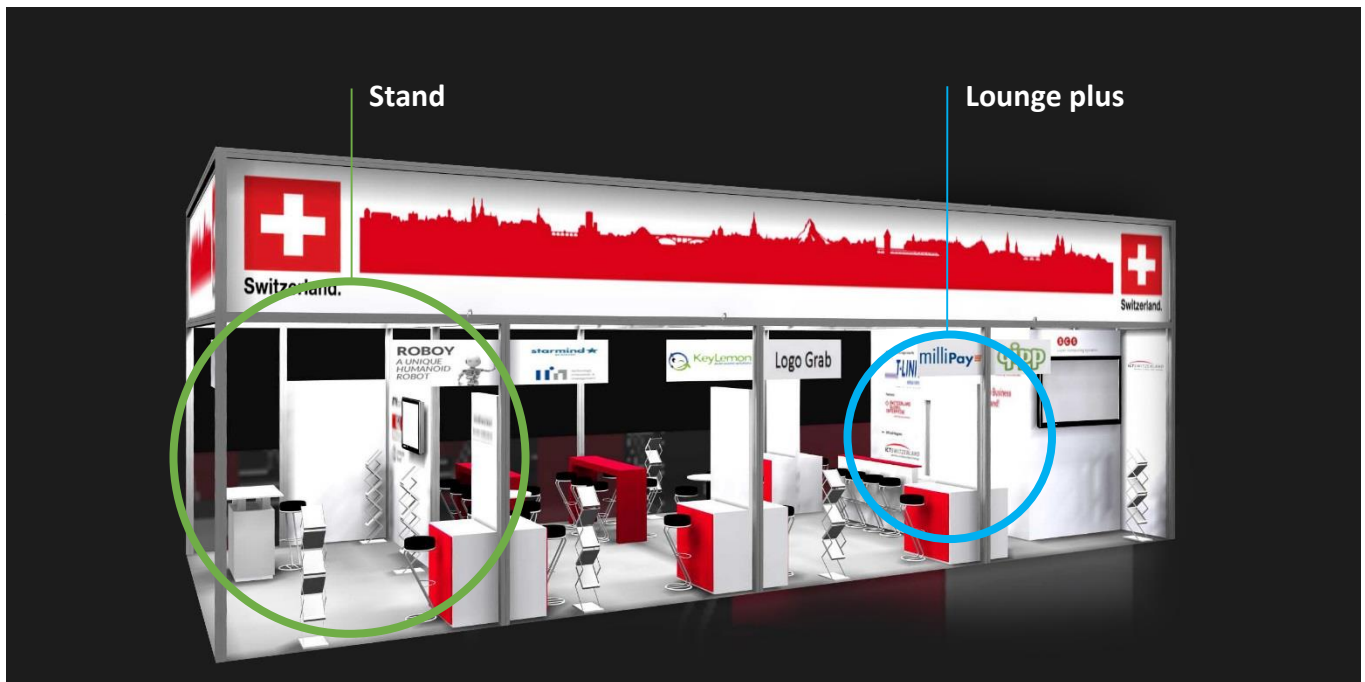
Big Data – Cloud – Internet of Things –  
Mobile – Social Business – Usability

#### Ausstellungsprogramm:

- Digital Business Solutions
- Enterprise Content Management  
Input/Output Solutions
- Enterprise Resource Planning & Data Analysis
- Web & Mobile Solutions
- Research & Innovation
- IT Services
- IT Infrastructure & Data Centers
- Security
- Communication & Networks
- Public Sector Parc
- Planet Reseller
- Global Sourcing Area for Devices &  
Accessories
- Job and career @CeBIT

## Anmeldung „Research & Innovation“ – CeBIT Hannover

16. bis 20. März 2015



### Beteiligungsmodelle *(Für KTI Start-ups siehe untenstehendes Anmeldeformular)*

	Poster	LoungePlus	Stand
Standfläche 9 m <sup>2</sup>			X
Zusatzquadratmeter CHF 1'250.- / m <sup>2</sup> Anzahl: <input type="text"/>			<input type="text"/>
1 Counter, 1 Prospektständer, Logopanel, Beleuchtung, Steckdose, Standreinigung, Nutzung Gemeinschaftszone		X	X
1 Bistrotisch mit 3 Stühlen			X
<b>ADMIN &amp; MEDIA</b>			
Projektleitung, Organisation, Vorbereitung, Durchführung, Administration, Kommunikation PR, Eintrag Standbroschüre	X	X	X
Registrierung, Katalogeintrag und Marketingbeitrag Messe, Ausstellerausweis		1'500.-	1'500.-
<b>PREIS IN CHF</b>	1'500.-	5'600.-	13'000.-
<input type="checkbox"/> Eckstand			700.-
<input type="checkbox"/> Vergünstigung Mitglieder ICTswitzerland	-300.-	-150.-	-300.-
<b>Wir wählen folgendes Beteiligungsmodell:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Nicht enthaltene Leistungen: Individueller Standbau, zusätzliche Plakatwände, Versicherung, Transport



## Einfach ausfüllen und absenden

*(Für KTI Start-ups siehe untenstehendes Anmeldeformular)*

Zahlungskonditionen: 70% mit der Registrierung, 100% bis zum 31. Januar 2015, LoungePlus und Poster 100% bei Registrierung. Die Preise basieren auf den aktuellen Wechselkursen Juni 2014. Die Allgemeinen Geschäftsbedingungen für offizielle Schweizer Messebeteiligungen sind integrierende Bestandteile dieses Vertrages. Anmeldeschluss: 15. Dezember 2014.

Registrierung an: T-LINK MANAGEMENT AG, Toni Blum, Grindelstrasse 26, CH- 8303 Bassersdorf, [t.blum@t-link.ch](mailto:t.blum@t-link.ch),  
Tel 043 288 18 77, Fax 043 288 18 99,

Wir wählen das Modell:  Poster  LoungePlus  Stand zum Preis von total CHF: \_\_\_\_\_

Aussteller: \_\_\_\_\_

Kontakt & Funktion: \_\_\_\_\_

Adresse, PLZ & Ort: \_\_\_\_\_

Tel / Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Ort, Datum: \_\_\_\_\_

Unterschrift  
und Stempel: \_\_\_\_\_



Kooperationspartner:



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Start-up and entrepreneurship



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Commission for Technology and Innovation CTI



Handelskammer  
Deutschland Schweiz





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Please register until  
September 30, 2014

**Join the SWISS Pavilion “Research & Innovation”  
@CeBIT Hannover 2015 (16 – 20 March)**

### Application form

Based on the offer from T-LINK SWISS Pavilion at **CeBIT Research & Innovation** (German / French) **CTI will provide their selected Start-ups (total 6 – 8 companies) a financial support of CHF 4'700.00 for a LoungePlus workstation.** With this call we confirm, that the signing company will pay the remaining net cost directly to T-LINK, 30 days after registration.

* Company name	
* Type (start-up, SME or R&D institute)	
Company data	
* Canton	
*Address	
*Postcode town	
*Company URL	
* Number of employees in Switzerland	
*Prior participation in CeBIT Hanover	Yes (which year(s)?) No
*Area / Topic clusters (please change to <b>bold</b> )	<ul style="list-style-type: none"> <li>• Cloud</li> <li>• Big Data</li> <li>• Security</li> <li>• Mobile</li> <li>• Social</li> </ul>
Participant 1	(primary contact)
* First name, surname	
* Role in company	
* Email	
* Tel	
Participant 2	(please complete if more than one person)
First name, surname	
Role in company	
Email	
Tel	
<b>X Stand Package</b>	<b>LoungePlus</b> <i>(remaining net cost in CHF: 2'400.00)</i>





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Swiss Confederation

Commission for Technology and Innovation CTI

**\*Why would you like to be part of the SWISS Pavilion?**

(max. 300 words)

**\*What benefits does your company expect to gain from the show?**

(max. 300 words)

**Please provide a short description of your company / product**

A few tips:

- keep it short: max. 500 characters
- keep it simple: We must be able to understand your value proposition
- attract in a few words: Imagine you are a visitor – what do you expect from this description?
- go straight to the point: What impression would you like your organization to make on people?

**PLEASE PROVIDE A COMPANY OR PRODUCT VIDEO AND/OR A .PPT PRESENTATION AND A HIGH-RESOLUTION LOGO**Please send this form back to Toni Blum, Project Management, T-LINK MANAGEMENT AG, [t.blum@t-link.ch](mailto:t.blum@t-link.ch),  
T +41 43 288 18 77 / F +41 43 288 18 99**Final deadline: September 30, 2014**

T-LINK MANAGEMENT AG / LTD

# General Terms and Conditions

*for official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad*

## 1. Field of application

T-LINK MANAGEMENT AG (T-LINK) organizes Swiss participation on international exhibitions, other associate activities of the Swiss economy as well as international Swiss tradeshows.

## 2. Tender and execution of contract

Registration for participation in an event/trade fair must be received by T-LINK in writing within the time limit for registration specified in the participation documents.

A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space. The contract is deemed executed only upon written confirmation of registration by T-LINK.

## 3. Payment terms

3.1 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

3.2 In the event that the exhibitor becomes delinquent in a due payment and T-LINK rescinds the contract effective immediately, the registration fees and agreed participation price shall be payable in penalty.

3.3 T-LINK will invoice the costs of Special Services after the close of the event; such charges shall likewise be payable within 10 days.

## 4. Delivery/changes/delinquency/cancellation

4.1 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section shall remain due along with compensation for expenses already incurred by T-LINK for special services.

4.2 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax). Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:

– if received at least six months before the exhibition: 30% reduction;

– if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable.

If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by T-LINK remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

4.3 T-LINK may undertake a reduction in the registered booth space or a change of location at any time. In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby.

If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 4.3.

4.4 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

## 5. Special terms for participation in events/trade fairs T-LINK services

5.1 Basic Services: On assuming organizational responsibility, T-LINK undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement.

T-LINK is the sole principal for the Basic Services vis-à-vis third parties.

T-LINK assigns locations and booth space in cooperation with the trade fair management.

T-LINK will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. T-LINK reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on T-LINK's part in undertaking such measures.

5.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and tele-communications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

## 6. Exhibitor's obligations

6.1 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible T-LINK project manager or his or her deputy retain domiciliary rights. T-LINK or third parties appointed by T-LINK represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

6.2 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of T-LINK or the trade fair management in this respect. T-LINK's guidelines and instructions apply on a subsidiary basis for the design and operation of booths.

6.3 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

6.4 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by T-LINK. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, T-LINK reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

6.5 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through T-LINK at the

## 7. Transport, insurance and security measures

7.1 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.2 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor.

Even if T-LINK prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. T-LINK's role in such cases is solely that of an intermediary.

If T-LINK provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold T-LINK harmless.

## 8. Assignment/involvement of third parties

8.1 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of T-LINK and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to T-LINK for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor. Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of T-LINK.

## 9. Warranty and liability

9.1 T-LINK is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

9.2 T-LINK refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. T-LINK is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by T-LINK or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of T-LINK is excluded.

9.3 T-LINK bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

9.4 T-LINK is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

## 10. Applicable law

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

## 11. Jurisdiction

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich. Freienbach / Stand: January 2006

