

**DEADLINE FOR
REGISTRATION**

18 November 2013



RESEARCH & TECHNOLOGY 2014

Leading Trade Fair for R&D and Technology Transfer
Part of HANNOVER MESSE, 7-11 April 2014

Invitation to participate in the **SWISS** Pavilion

OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



183'110

trade visitors

4'872

exhibitors

69

nations represented



PART OF THE WORLD'S LEADING INDUSTRIAL SHOW

Featuring seven leading trade fairs, including RESEARCH & TECHNOLOGY, under a single umbrella, HANNOVER MESSE is the world's largest and most important showcase for industrial technology. It remains without rival with more world firsts and more integrated solutions on display than elsewhere. The figures for the last HANNOVER MESSE underline the key role played by this event in shaping our industrial future and charting the economic fortunes of our technology-based industries: Exhibitors from 69 countries came to Hannover to display their solutions and next to 200'000 visitors attended the trade fair (www.hannovermesse.de).

FROM SCIENCE LAB TO FACTORY FLOOR

RESEARCH & TECHNOLOGY is the world's foremost exhibition platform for technology transfer and collaboration between scientific research and industry.

It brings together decision-makers from government, industry and science so that they can work together to promote the transfer of technology and knowledge. New processes, materials and products from the field of applied research are on display here.

Industry worldwide faces enormous challenges. In order to deal with complex issues such as the continuing integration of industrial processes, the transition to renewable energy, the efficient use of resources, sustainability, mobility, lightweight construction and the development of alternative resources and new materials, industry needs science. At the same time, R&D professionals need effective partners in industry and government in order to market their innovations successfully. RESEARCH & TECHNOLOGY is the only event where all the relevant people gather in the same place at the same time.

At RESEARCH & TECHNOLOGY both private and public research establishments, universities, commercial enterprises as well as providers of services to the research community present the latest developments from various fields of research in a concentrated form.

MAIN EXHIBITION SECTORS OF RESEARCH & TECHNOLOGY

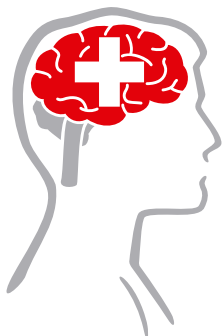
Adaptronics • bionics • energy and environmental research • materials research • organic electronics from OLED to printed electronics • engineered textiles • mobility research • nanotechnology • basic scientific research • applied research • services for R & D

WHY EXHIBIT?

Visitors and fellow exhibitors include decision-makers from relevant industrial key sectors, scientific experts and investors looking for joint-venture partners or research projects. They make RESEARCH & TECHNOLOGY the ideal marketplace for research findings and pioneering industrial developments - with the emphasis on transforming ideas quickly and efficiently into commercially viable products and new applications.

The aim of the SWISS Pavilion is to facilitate and expedite the process of bringing brilliant ideas to the market. If you are a research institution, a start-up or spin-off company and if one of these business goals applies to you, you are right at RESEARCH & TECHNOLOGY 2014:

- Your innovation is ready for the market.
- A powerful research, development or funding partner would give a further boost to your innovation.
- Your innovation has already been proved successful in one industry. It's time to focus on new applications in other industries.
- You want to go international and open up new markets.
- You need an agent or a representative.
- You wish to license your innovation.



**Brainpower
from Switzerland –
be part of it!**

EYE-CATCHING

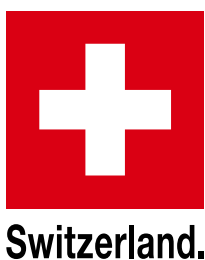
attractive Swiss design

EFFECTIVE

high impact, little effort

PROFESSIONAL

service and support



SWISS PAVILION

The **SWISS** Pavilion, a showcase of “Swiss excellence in innovation”, is organised by Switzerland Global Enterprise, the organisation responsible for the promotion of Swiss foreign trade, in cooperation with Commission for Technology and Innovation CTI, Swiss National Science Foundation SNF and Swiss Technology Award STA.

The **SWISS** Pavilion is characterised by the following advantages:

- Prominently placed in hall 2, ensuring a high degree of attention. The ideal location for displaying and highlighting your products and innovations.
- Clearly identifiable by its attractive Swiss design. The Swiss identity has long been widely recognized to be a symbol of high-quality services and products.
- Reduces your workload and assures a professional service. The Switzerland Global Enterprise project team takes care of all organisational and administrative arrangements – before, during and after the exhibition.
- Fully equipped exhibition module and serviced networking area, facilitating your staff’s job and the individual care of customers and prospective buyers.

YOUR PARTICIPATION OPTION

Point of Innovation, CHF 7’500.-

Fully equipped exhibition module with display panel (production included based on finished graphics supplied by exhibitor), company logo, lockable side board, illumination, power socket 220 V, 2 bar stools, brochure rack, waste paper basket, free internet/WLAN, hosted hospitality and networking area (non-alcoholic beverages and fruits included), info bar, use of the Bistro suisse and Swiss business center in neighboring hall 4, service package (see below).

Customised participation options are possible upon request and subject to negotiation.

SERVICE PACKAGE (INCLUDED)

Attractive Swiss design • joint pre- and at show marketing and networking activities • direct links to all exhibiting companies via the Switzerland Global Enterprise website • entry in the official show catalogue • exhibitor’s passes • free public transportation in Hannover from 7-11 April (to be confirmed) • name tags • shared wardrobe and storage facilities • personal locker • booth cleaning • garbage removal • photo documentation • invitation to official fair opening ceremony on 6 April • Swiss welcome drink and invitation to “Night of Innovations” on 7 April • farewell drink on 11 April.

In addition to the professional project management and consulting by the project team and all project partners, a workshop to optimise your fair preparation will be held in early 2014.

COMPULSORY MARKETING FEE

Deutsche Messe AG charges a compulsory marketing fee of EUR 320.- for every exhibitor. This includes, among others, an unlimited number of free visitor invitation tickets and a year round presence with your company profile on www.hannovermesse.de. The marketing fee will be billed by Switzerland Global Enterprise.

SERVICES NOT INCLUDED

Not included in these prices are special services such as costs for shipment and insurance of exhibits, individual booth decoration and furniture, as well as costs for travel, accommodation, visas, etc. We refer to the Switzerland-GE General Terms and Conditions (4.6 in combination with 7.2) which are published and can be downloaded via www.switzerland-ge.com/agb_2008_en.

PROJECT MANAGEMENT

SCHOCH Marketing
Haldenstrasse 5a
Postfach 33
CH-8142 Uitikon
T +41 44 400 33 50
F +41 44 400 33 51
www.schoch-marketing.ch



Reto Schoch
rschoch@schoch-marketing.ch

ORGANISER

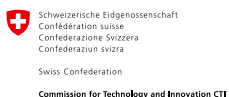
Switzerland Global Enterprise
Stampfenbachstrasse 85
CH-8006 Zürich
T +41 44 365 51 51
F +41 44 365 52 21

Corinne Schmid
T +41 44 365 52 53
corinne.schmid@switzerland-ge.com

Switzerland Global Enterprise has mandated SCHOCH Marketing with the operational project management. The **SWISS** Pavilion is under the responsibility of Switzerland Global Enterprise who guarantees for an impeccable organisation and carries the financial risk of the project.

www.switzerland-ge.com

IN COOPERATION WITH





REGISTRATION

Fax/E-mail to +41 44 400 33 51
rschoch@schoch-marketing.ch

SWISS PAVILION RESEARCH & TECHNOLOGY 2014, PART OF HANNOVER MESSE, 7-11 APRIL 2014

We hereby register our participation as part of the official **SWISS** Pavilion at RESEARCH & TECHNOLOGY 2014 (HANNOVER MESSE) with legally binding effect, and confirm that we have read and accepted the General Terms and Conditions of Switzerland Global Enterprise as published at www.switzerland-ge.com/agb_2008_en. We are aware that the General Terms and Conditions mentioned above form a permanent element of this contractual relationship. An extract of the General Terms and Conditions of Switzerland-GE, covering specific arrangements for participating in trade fairs, is shown on the reverse side of this registration.

Company: _____

Contact: _____ Title: _____

Address: _____ Postcode/City: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

UID/IDE-number and UID/IDE-addition (compulsory for German VAT): CHE- _____

SWITZERLAND GLOBAL ENTERPRISE MEMBERSHIP

We are already a member of Switzerland Global Enterprise: Yes No
 We would like to become a member of Switzerland Global Enterprise. Please send us the relevant documentation.
Start-up companies o. e. benefit from free membership and other support in their expansion abroad.

DESIRED PARTICIPATION

POINT OF INNOVATION at CHF 7'500.-/module number of modules: _____

COMPULSORY MARKETING FEE

In addition, Deutsche Messe AG levies a compulsory marketing fee of EUR 320.-.

EXHIBITS/PRODUCTS/INNOVATIONS (PLEASE DESCRIBE):

After the receipt of the registration, 1/3 of the total price of the participation will be invoiced to each exhibitor. The first invoice will serve as confirmation of participation in the **SWISS** Pavilion. The remaining 2/3 of the total price of participation will be invoiced approx. 90 days prior to the fair opening. Additional services ordered to participants during the course of the fair will be billed within 30 days after participation. Furthermore, please read carefully the extract of General Terms and Conditions for Participation in Trade Fairs on the reverse side.

Place/Date: _____ Stamp/Signature: _____

To be submitted by **18 November 2013** to:
Fax: +41 44 400 33 51
E-mail: rschoch@schoch-marketing.ch

SCHOCH Marketing
Haldenstrasse 5a
CH-8142 Uitikon

EXTRACT OF GENERAL TERMS AND CONDITIONS

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

2. TENDER AND EXECUTION OF CONTRACT

2.2 Registration for participation in an event/trade fair must be received by Switzerland Global Enterprise 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 (section 7.1). The contract is deemed executed only upon written confirmation of registration by Switzerland Global Enterprise.

4. PAYMENT TERMS

4.4 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.

4.5 In the event that the exhibitor becomes delinquent in a due payment and Switzerland Global Enterprise rescinds the contract effective immediately (section 4.3), the registration fees and agreed participation price shall be payable in penalty.

4.6 Switzerland Global Enterprise will invoice the costs of Special Services (section 7.2) after the close of the event; such charges shall likewise be payable within 30 days.

6. DELIVERY/CHANGES/DELINQUENCY/CANCELLATION

6.5 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 6.6, shall remain due along with compensation for expenses already incurred by Switzerland Global Enterprise for Special Services (section 7.2).

6.6 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 Switzerland Global Enterprise remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

6.7 Switzerland Global Enterprise may undertake a reduction in the registered booth space or a change of location at any time (section 7.1). 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 6.6.

6.8 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.

7. SPECIAL TERMS FOR PARTICIPATION IN EVENTS/TRADE FAIRS

7.1 Basic Services: On assuming organizational responsibility, Switzerland Global Enterprise 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. Switzerland Global Enterprise is the sole principal for the Basic Services vis-à-vis third parties. Switzerland Global Enterprise assigns locations and booth space in cooperation with the trade fair management. Switzerland Global Enterprise 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. Switzerland Global Enterprise 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 the part of Switzerland Global Enterprise in undertaking such measures.

7.2 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 telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

Exhibitor's obligations

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

7.4 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 Switzerland Global Enterprise or the trade fair management in this respect. The guidelines of Switzerland Global Enterprise and instructions apply on a subsidiary basis for the design and operation of booths.

7.5 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.

7.6 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 Switzerland Global Enterprise. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, Switzerland Global Enterprise 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.

7.7 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through Switzerland Global Enterprise at the exhibitor's request and expense. Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

Transport, insurance and security measures

7.8 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.

7.9 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor. Even if Switzerland Global Enterprise 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. The role of Switzerland Global Enterprise in such cases is solely that of an intermediary. If Switzerland Global Enterprise 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 Switzerland Global Enterprise harmless.

12. ASSIGNMENT/INVOLVEMENT OF THIRD PARTIES

12.2 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of Switzerland Global Enterprise 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 Switzerland Global Enterprise 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 Switzerland Global Enterprise.

13. WARRANTY AND LIABILITY

13.4 Switzerland Global Enterprise 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.

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

13.6 Switzerland Global Enterprise 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.

13.7 Switzerland Global Enterprise is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

14. 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.

15. JURISDICTION

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.

Zürich, October 2007

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business