

# SwITzerland.

CEBIT 11th - 15th June 2018

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## SWISS PAVILION FULL SERVICE PACKAGE

# Why the Swiss presence at CEBIT is important

We are innovative, creative and successful – let's show and sell it!

## We have digital competence and innovative strength

- Switzerland is an important location for research and innovation
- The ICT-Industry holds a leading position
- We have a strong start-up ecosystem
- We are a reliable economic partner

## Promote access to international markets and cross-linking

- Swiss ICT services and products should be placed on international growth markets
- We enhance the interlinking of start-ups, top universities and classic industry
- We build a stage for Swiss start-ups, universities and established corporations

## Establish a meeting point of the Swiss ICT industry at CEBIT

- Together, we celebrate the annual meeting of the Swiss ICT Industry on Europe's leading platform for innovation and digitization
- We offer cheap charter flights from Zurich to Hannover
- Join our attractive visitor program for Swiss decision makers

# Why you should be an exhibitor at the CEBIT 2018

CEBIT is Europe's new Business Festival for Innovation and Digitization

## The main profits of attending CEBIT – get involved!

- Exhibit – present your company to an international pro-audience
- Conferences – benefit from high-profile speakers
- Networking – create Leads
- Find the latest technology at the biggest event for creators, influencers and brands

## SWISS Pavilion – focus and main profits

- Prominent location for start-ups, research & innovation, business security and digital industry
- Welcoming community area to host leads and international delegations
- Stage for Swiss exhibitors to hold key-notes and pitch

## SWISS Pavilion – greater Impact together

- Start-ups, top universities and industry together - our heterogenic structure makes us a highly attractive visitor magnet
- Pioneering showcases will attract media and delegations
- Benefit of the great network at SWISS Pavilion

## About | What's news at CEBIT 2018

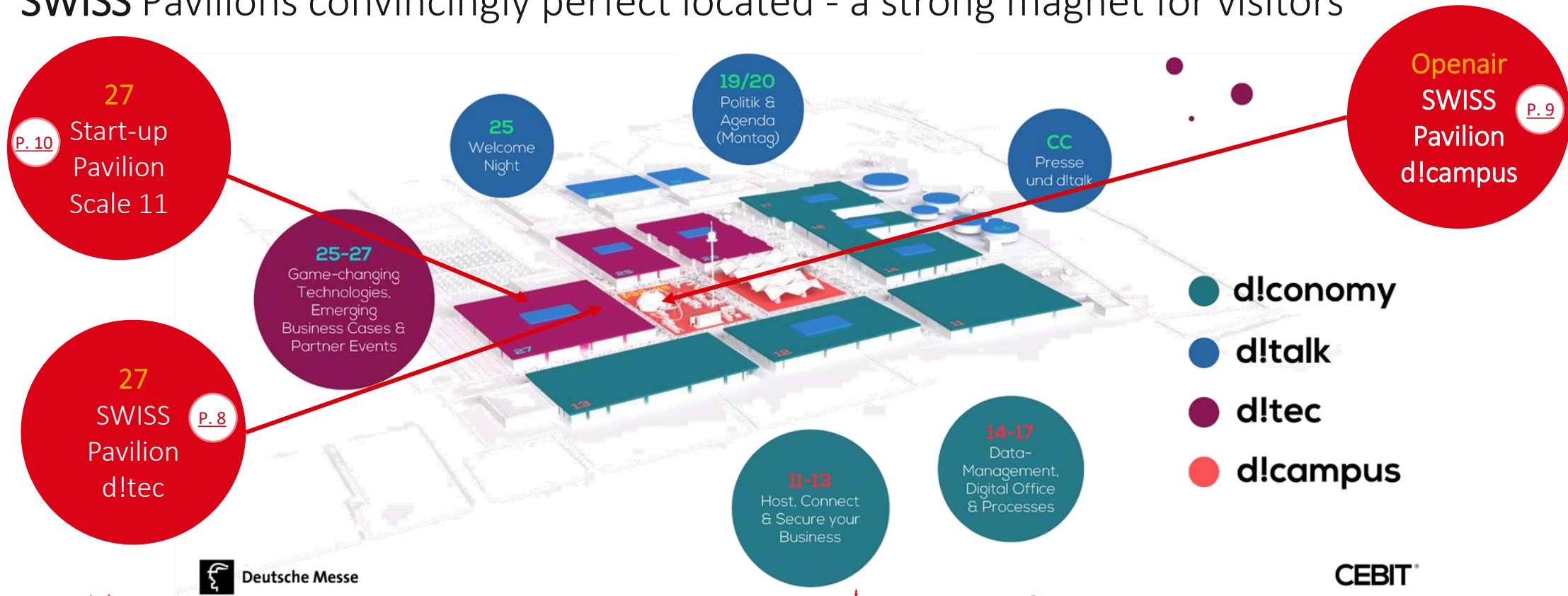
Four sections – **d!conomy**, **d!talk**, **d!campus** and **d!tec**



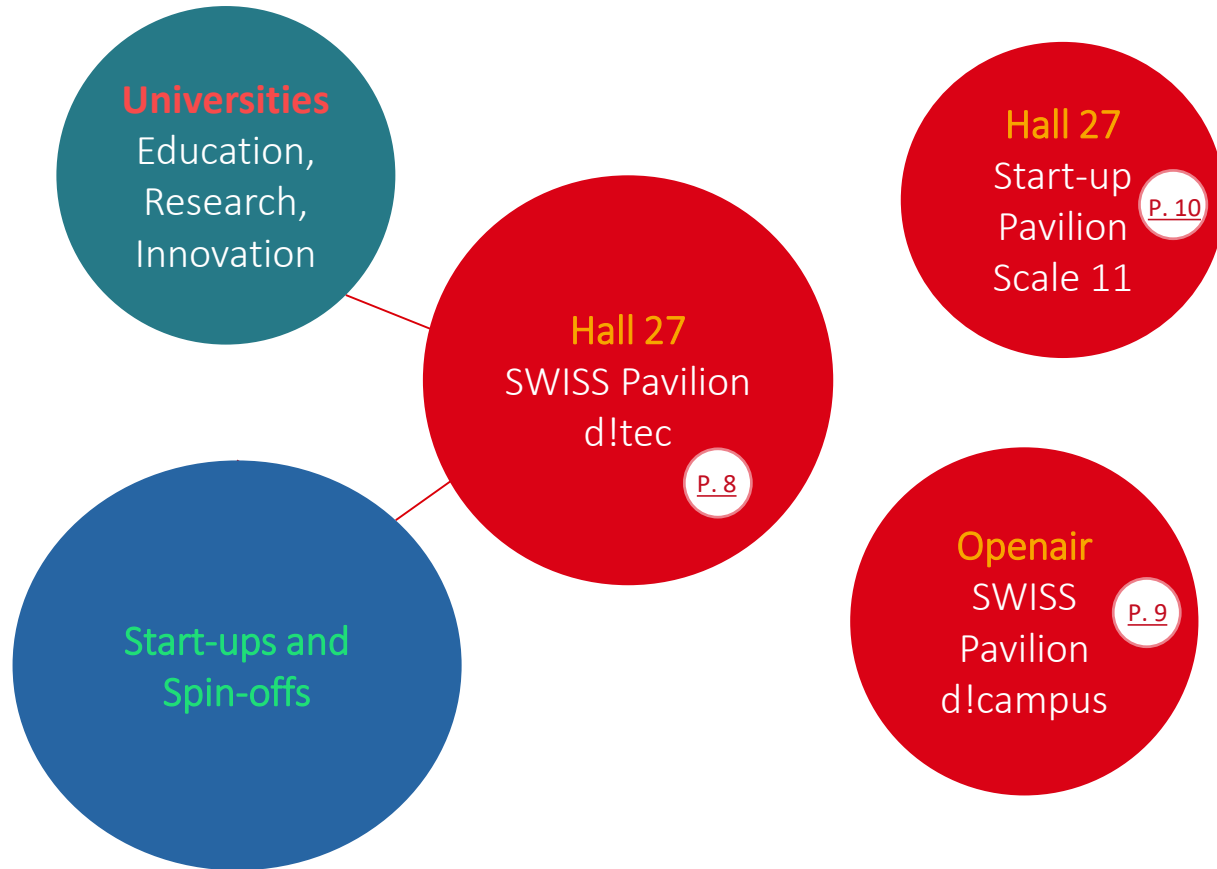
<b>d!conomy</b>	<b>d!talk</b>	<b>d!campus</b>	<b>d!tec</b>
The premier event for digital transformation of businesses and public sector clients	Conference and workshop program and agenda setting	Networking and interaction in a festival atmosphere at the heart of the fairground	The premier event for digital transformation of business models with disruptive technologies & startups

# More Visibility, more Leads, more Experience

SWISS Pavilions convincingly perfect located - a strong magnet for visitors



# Theme landscapes of the SWISS Pavilions



## Strength of the community

- Swiss Start-ups
- Top Universities
- Industry

## Together, greater impact

Our targets for 2018

- 16+ Swiss Start-ups and established Companies
- Universities, Institutes of Applied Sciences

## Our concept for a strong community network



### Platform for digitized Switzerland

- Openly designed, hospitable SWISS Pavilions communicate the values of Switzerland
- Prominent location in strongly visited exhibition **hall 27, Scale 11** and in **d!campus** openair area
- Pioneering showcases from research and innovation
- Lectures and presentations of Swiss exhibitors attract professionals and the media
- Numerous networking activities and events enable international exchange and a «Meet & Greet» of the Swiss ICT-Industry

## d!tec & d!conomy | SWISS Pavilion, hall 27

Focus on Research & Innovation, Start-Ups and Spin-Offs

- Classic concept with Bistro Suisse, stage for presentations, workstations, individual exhibition areas, large screens, poster- and advertising-areas
  - Alongside heavily frequented corridors
  - Next to d!talk stage for presentations
  - Community zone with cafeteria
  - Speaker desk, large screen, Swiss Pitching Sessions
  - Attractive participation formulas



## d!campus | SWISS Pavilion, openair

Performance-platform in festival atmosphere

- Swiss presence in pop-up style
  - Creative gastronomy
  - Meeting point for delegations, events and entertainment
  - Performance-platform for Swiss showcases and Start-ups
  - Encounter zone for Networking and «get together»
  - Long «digital nights» – open until 11 pm

## Scale 11 | SWISS Pavilion, hall 27

### Attractive show platform for Swiss Start-Ups

- Reduced participation fee for all-in package on the SWISS Pavilion  
e.g.: LOUNGE Plus participation formula CHF 3'000, instead of CHF 7'600
- Including the following services
  - Attractive position on the SWISS Pavilion
  - Presence on Swiss Community Area in SCALE 11
    - Access to accelerators, incubators, investors, governmental organisations, international media, expert talks, background interviews, etc.
    - Pitching slots presented to an international audience
    - Participation in SCALE11 Community Events
  - Company presentation on SWISS Pavilion arena
  - Pre-show workshop / Pitch training in Zurich

## Our customised services for you – full service package

### Well organised

- Multilingual, experienced T-LINK show team
- Pre-show and on-site organization and coaching
- Exhibitor workshop
- Assistance entering online data of company and product profile for year-round online presence

### All-in

- Bistro Suisse with free Swiss specialties
- First class stand construction
- Central internet / WLAN
- Daily cleaning / Waste disposal
- Wardrobe and storage facilities / Office Center

### Contact management

- 30 free e-tickets for personal invitations
- Press support and pre-show press events
- «Hot Topics» press service
- Directory of trade journals and media
- Company portrait in the SWISS Pavilion list of exhibitors

### Focus on networking

- Networking lunches, evening receptions
- Matchmaking platform «Future Match»
- Presentation / Forum
- Guided Tours
- High-ranking delegations from politics and business

## Prices and Conditions | LOUNGE Plus - Starter Package

All prices in CHF / Measurements in cm

Participation fee

LOUNGE Plus workstation	5'800
Registration fee / marketing fee (charged by the exhibition organizer)	1'800
Reduction for IT association members	-150
<b>Total for LOUNGE Plus workstation</b>	<b>7'450</b>
Basic equipment / services	Incl.
<ul style="list-style-type: none"> <li>Company logo lettering, lockable counter, 1 bar stool, LAN, WLAN, 2 exhibitor passes, 1 invitation card to CEBIT opening ceremony, printable backwall, electric power supply, current consumption, lighting, brochure rack, stand cleaning, waste disposal</li> <li>Use of the communal area: Bistro Suisse, office center, meeting area, wardrobe, lecture- /presentation-area, networking-lunches, evening receptions, etc.</li> </ul>	
Usable graphic space, approx. CHF 150 / sqm	140x100

### Strong service range

#### Bistro Suisse

- Warm and cold beverages
- Swiss wines
- Snacks
- Swiss chocolate
- Swiss cheese
- Bündnerfleisch

#### Contact management

- Networking-lunches / evening receptions / opening ceremony
- Matchmaking-platform «Future Match», «Future Talk»
- Company profile / product profile year-round web presence
- Listing in printed exhibitor directory
- Listing in SWISS Pavilion exhibitor directory
- Listing in the Electronic Visitor Information System (EBI)
- Exhibitor workshop

#### Arena/stage

- Forum / stage with large screen
- Prime location alongside much frequented corridors
- Perfect platform for the presentation of Swiss ICT-highlights and pitchings

Use based on availability

#### Invitation services & tickets

- 30 ticket registrations for personal invitations, (e-tickets)
- CEBIT visitor flyers (electronic version)
- CEBIT invitation cards (electronic version)

#### Press services

- SWISS Pavilion press activities before, during and after the show
- CEBIT trend spots: Publication on cebit.com in the run-up to the show
- List of accredited journalists
- Directory of key publishers

## Prices and Conditions | Turnkey booth 9 sqm

All prices in CHF / Measurements in cm

	Participation fee
Basic booth price	2'200
9 sqm exhibition space at CHF 1'400/sqm	12'600
Registration fee / marketing fee (charged by the exhibition organizer)	1'800
Reduction for IT Association Members	-300
<b>Total for 9 sqm turnkey –booth</b>	<b>16'300</b>
Surcharge for extra open sides: CHF 700 per additional open side	700
Basic equipment / services	incl.
<ul style="list-style-type: none"> <li>Company logo lettering, 1 bistro table with 3 chairs, lockable counter, LAN, WLAN, 2 exhibitor passes, 1 invitation card to the CEBIT opening ceremony, printable backwall, electric power supply, current consumption, lighting, brochure rack, stand cleaning, waste disposal</li> <li>Use of the communal area: Bistro Suisse, office center, meeting area, lecture- /presentation-area, networking-lunches, evening receptions, etc.</li> </ul>	
Usable graphic space, approx. CHF 150 / sqm	700x280

Strong service range

### Bistro Suisse

- Warm and cold beverages
- Swiss wines
- Snacks
- Swiss chocolate
- Swiss cheese
- Bündnerfleisch

### Contact management

- Networking-lunches / evening receptions / opening ceremony
- Matchmaking-platform «Future Match», «Future Talk»
- Company profile / product profile year-round web presence
- Listing in printed exhibitor directory
- Listing in SWISS Pavilion exhibitor directory
- Listing in the Electronic Visitor Information System (EBi)
- Exhibitor workshop

### Arena/stage

- Forum / stage with large screen
- Prime location alongside much frequented corridors
- Perfect platform for the presentation of Swiss ICT-highlights and pitchings

Use based on availability

### Invitation services & tickets

- 30 ticket registrations for personal invitations, (e-tickets)
- CEBIT visitor flyers (electronic version)
- CEBIT invitation cards (electronic version)
- Banners to download

### Press services

- SWISS Pavilion press activities before, during and after the show
- CEBIT trend spots: Publication on cebit.com in the run-up to the show
- List of accredited journalists
- Directory of key publishers

## Prices and Conditions | Turnkey booth 12 sqm

All prices in CHF / Measurements in cm

	Participation fee
Basic booth price	2'200
12 sqm exhibition space at CHF 1'400/sqm	16'800
Registration fee / marketing fee (charged by the exhibition organizer)	1'800
Reduction for IT Association Members	-300
<b>Total for 12 sqm turnkey –booth</b>	<b>20'500</b>
Surcharge for extra open sides: CHF 700 per additional open side	700
Basic equipment / services	incl.
<ul style="list-style-type: none"> <li>Company logo lettering, 1 bistro table with 3 chairs, lockable counter, LAN, WLAN, 2 exhibitor passes, 1 invitation card to the CEBIT opening ceremony, printable backwall, electric power supply, current consumption, lighting, brochure rack, stand cleaning, waste disposal</li> <li>Use of the communal area: Bistro Suisse, office center, meeting area, lecture- /presentation-area, networking-lunches, evening receptions, etc.</li> </ul>	
Usable graphic space, approx. CHF 150 / sqm	700x280

### Strong service range

#### Bistro Suisse

- Warm and cold beverages
- Swiss wines
- Snacks
- Swiss chocolate
- Swiss cheese
- Bündnerfleisch

#### Contact management

- Networking-lunches / evening receptions / opening ceremony
- Matchmaking-platform «Future Match», «Future Talk»
- Company profile / product profile year-round web presence
- Listing in printed exhibitor directory
- Listing in SWISS Pavilion exhibitor directory
- Listing in the Electronic Visitor Information System (EBi)
- Exhibitor workshop

#### Arena/stage

- Forum / stage with large screen
- Prime location alongside much frequented corridors
- Perfect platform for the presentation of Swiss ICT-highlights and pitchings

Use based on availability

#### Invitation services & tickets

- 30 ticket registrations for personal invitations, (e-tickets)
- CEBIT visitor flyers (electronic version)
- CEBIT invitation cards (electronic version)
- Banners to download

#### Press services

- SWISS Pavilion press activities before, during and after the show
- CEBIT trend spots: Publication on [cebit.com](http://cebit.com) in the run-up to the show
- List of accredited journalists
- Directory of key publishers

## Prices and Conditions | Turnkey booth 16 sqm

All prices in CHF / Measurements in cm

	Participation fee
Basic booth price	2'200
16 sqm exhibition space at CHF 1'400/sqm	22'400
Registration fee / marketing fee (charged by the exhibition organizer)	1'800
Reduction for IT Association Members	-300
<b>Total for 16 sqm turnkey –booth</b>	<b>26'100</b>
Surcharge for extra open sides: CHF 700 per additional open side	700
Basic equipment / services	incl.
<ul style="list-style-type: none"> <li>Company logo lettering, 1 bistro table with 3 chairs, 1 – 2 lockable counters, LAN, WLAN, 2 exhibitor passes, 1 invitation card to the CEBIT opening ceremony, printable backwall, electric power supply, current consumption, lighting, brochure rack, stand cleaning, waste disposal</li> <li>Use of the communal area: Bistro Suisse, office center, meeting area, lecture- /presentation-area, networking-lunches, evening receptions, etc.</li> </ul>	
Usable graphic space – (full space printable) , approx. CHF 150 / sqm	1200x280

### Strong service range

#### Bistro Suisse

- Warm and cold beverages
- Swiss wines
- Snacks
- Swiss chocolate
- Swiss cheese
- Bündnerfleisch

#### Contact management

- Networking-lunches / evening receptions / opening ceremony
- Matchmaking-platform «Future Match», «Future Talk»
- Company profile / product profile year-round web presence
- Listing in printed exhibitor directory
- Listing in SWISS Pavilion exhibitor directory
- Listing in the Electronic Visitor Information System (EBi)
- Exhibitor workshop

#### Arena/stage

- Forum / stage with large screen
- Prime location alongside much frequented corridors
- Perfect platform for the presentation of Swiss ICT-highlights and pitchings

Use based on availability

#### Invitation services & tickets

- 30 ticket registrations for personal invitations, (e-tickets)
- CEBIT visitor flyers (electronic version)
- CEBIT invitation cards (electronic version)
- Banners to download

#### Press services

- SWISS Pavilion press activities before, during and after the show
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- List of accredited journalists
- Directory of key publishers

## Prices and Conditions | Turnkey booth 20 sqm

All prices in CHF / Measurements in cm

	Participation fee
Basic booth price	2'200
20 sqm exhibition space at CHF 1'400/sqm	28'000
Registration fee / marketing fee (charged by the exhibition organizer)	1'800
Reduction for IT Association Members	-300
<b>Total for 20 sqm turnkey –booth</b>	<b>31'700</b>
Surcharge for extra open sides: CHF 700 per additional open side	700
Basic equipment / services	incl.
<ul style="list-style-type: none"> <li>Company logo lettering, 1 – 2 bistro table with 3 chairs, 1 – 2 lockable counters, LAN, WLAN, 2 exhibitor passes, 1 invitation card to the CEBIT opening ceremony, printable backwall, electric power supply, current consumption, lighting, brochure rack, stand cleaning, waste disposal</li> <li>Use of the communal area: Bistro Suisse, office center, meeting area, lecture- /presentation-area, networking-lunches, evening receptions, etc.</li> </ul>	
Usable graphic space – (full space printable) , approx. CHF 150 / sqm	400x280

### Strong service range

#### Bistro Suisse

- Warm and cold beverages
- Swiss wines
- Snacks
- Swiss chocolate
- Swiss cheese
- Bündnerfleisch

#### Contact management

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# SWISS Pavilion: Application

Payment conditions: Turnkey Booth 70 % with your registration, 100 % until 15 April 2018, smaller participations 100 % with your registration. All prices are based on exchange rates of Feb. 9, 2018. [HERE](#) you can find the general terms and conditions for official Swiss participations in international trade fairs. They are an integral point of this contract.

**Application deadline: April 15, 2018.** Registration to: T-LINK MANAGEMENT AG, Alexander Winterstein, Schwerzstrasse 6, CH-8807 Freienbach, a.winterstein@t-link.ch, Phone: +41 (0) 43 288 18 77

Company:

Contact & position:

Address, ZIP & place:

Phone:

E-Mail:

Place, Date:

Signature & stamp: \_\_\_\_\_

## Memberships

ICTswitzerland and affiliated associations  Yes  No

## Clearance

ICTswitzerland resp. T-LINK are authorized to mention our name in communication regarding the SWISS Pavilion  Yes  No

## DESIRED PARTICIPATION

- LoungePlus** CHF 7'450  
Reduced Charges\* incl. CHF 1'650 for association members, *regular* + CHF 150
- Turnkey-booth: 9 sqm** CHF 16'300  
Charges\* incl. CHF 1'500 for association members, *regular* + CHF 300  
\_\_\_ Additional corners CHF 700
- Turnkey-booth: 12 m<sup>2</sup>** CHF 20'500  
Charges\* incl. CHF 1'500 for association members, *regular* + CHF 300  
\_\_\_ Additional corners CHF 700
- Turnkey-booth: 16 m<sup>2</sup>** CHF 26'100  
Charges\* incl. CHF 1'500 for association members, *regular* + CHF 300  
\_\_\_ Additional corners CHF 700
- Turnkey-booth: 20 m<sup>2</sup>** CHF 31'700  
Charges\* incl. CHF 1'500 for association members, *regular* + CHF 300  
Surcharge for open sides CHF incl.
- Additional space ..... m<sup>2</sup> à** CHF 1'400

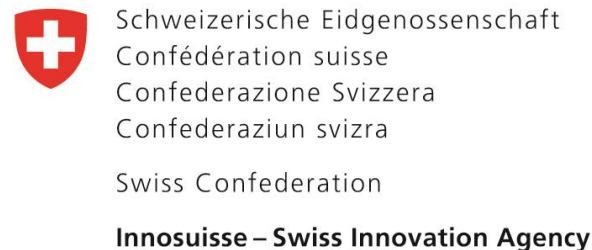
\* Charges include, registration & marketing fee, catalogue entry, exhibitor passes

# Success story SWISS Pavilions

## Organisation



## Cooperation partners



## Your contacts

### Over all project management

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### Project coordination

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### Organisation SWISS Pavilion

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