

SwITzerland.

SWISS Pavilion at CEBIT 2018

Europe's Leading Event Platform and Innovation Festival for Digitization

Focus on Start-Ups and Innovation

Special rates thanks to Innosuisse Support: CHF 3'000 (regular price: CHF 7'600)

CEBIT[®] 2018

**More Leads, More Experience, More Inspiration:
The New CEBIT
June 11-15, 2018**

CEBIT – Europe's Leading Event Platform and Innovation Festival for Digitization

New!

d!conomy

The premier event for digital transformation of businesses and public sector clients

d!talk

Conference and workshop program and agenda setting

d!campus

Networking and interaction in a festival atmosphere at the heart of the fairground

d!tec

The premier event for digital transformation of business models with disruptive technologies & startups

CEBIT 2018 – the international platform for digitized Switzerland

Digital competence and innovative strength

- Location for research and innovation
- The ICT-Industry holds a leading position in the country
- ICT services and products on international growth markets
- Reliable economic partner

Key point of the Swiss ICT industry

- Annual meeting of the Swiss ICT Industry on Europe's leading platform for innovation and digitization
- Attractive visitor program for Swiss decision makers

Focus on innovative Swiss IT Start-ups

- Strengthen the Swiss Start-up ecosystem
- Interlinking of Start-ups and top universities with classic industry
- Stage for Start-ups, universities and established corporations

Impressions CeBIT 2017



The four areas of CEBIT 2018

Strong Swiss presence: convincing, professional, creative

Event Platform and Innovation Festival for Digitization

New!

Opening times:
10:00 – 23:00*

++ Mon: Politics & Media ++
++ Tue to Thurs: Business ++
++ Friday: Society & Lifestyle ++

Monday

Tuesday to Thursday

Friday

• Politics
• Media
• Welcome Night

d!conomy Digital transformation of businesses and public sector clients

d!talk Conference and workshops

d!tec New business models with disruptive technologies and startups

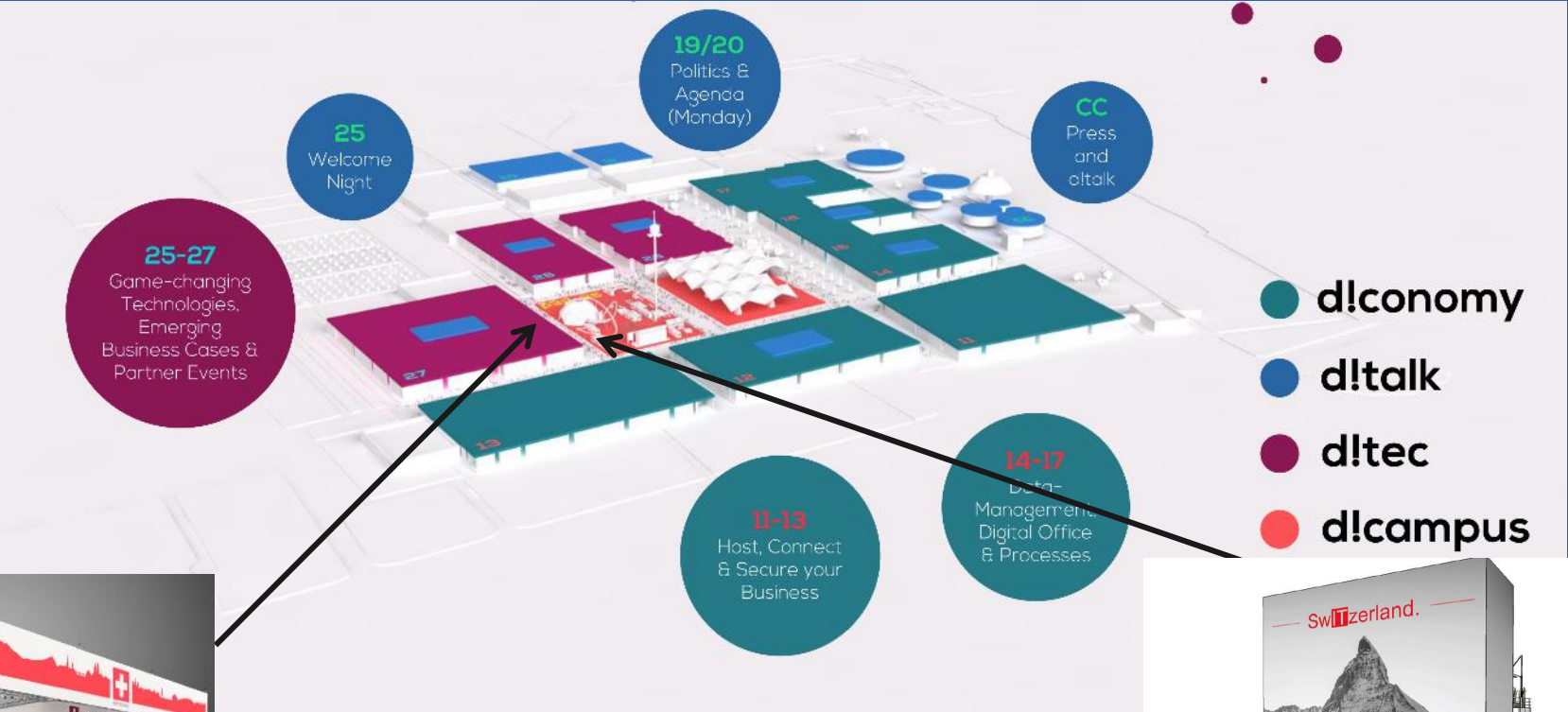
d!campus Networking and interaction in a festival atmosphere

*The exhibition in the halls ends at 19:00



SWISS Pavilion, two locations – a strong magnet for visitors for more leads and inspiration

SWISS Pavilion
Indoor, hall 27,
d!tec / d!conomy
Research &
Innovation,
Business Security,
Start-ups



SWISS Pavilion
Outdoor - d!campus
Performance-platform,
Festival atmosphere,
Swiss streetfood style
gastronomy

SWISS Pavilion at CEBIT2018

- Openly designed, hospitable SWISS Pavilions communicate the values of Switzerland
- Prominent location in strongly visited exhibition hall and in d!campus outdoor environment
- Focus on Swiss Start-ups: Application is open for Start-ups related to the ICT-sector
- Special Highlight on Education, Research, Innovation
- 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

SWISS Pavilion indoor, hall 27

Research & Innovation / Start-ups / Business Security

Classic concept with Bistro Suisse, stage for presentations, workstations, individual exhibition areas, large screens, poster- and advertising-areas

The focus is on Research, Innovation, Education, / Start-ups / Business Security

- Alongside much 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 outdoor

Performance-platform in festival atmosphere with Swiss streetfood style gastronomy

- Swiss presence in pop-up Style openair site
- Creative gastronomy - Swiss streetfood style
- 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

SWISS Pavilion – a convincing package

Well organised

- Multilingual, experienced T-LINK show team
- Pre-show and on-site organization and coaching
- Exhibitor workshop
- Assistance in online data entering / 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

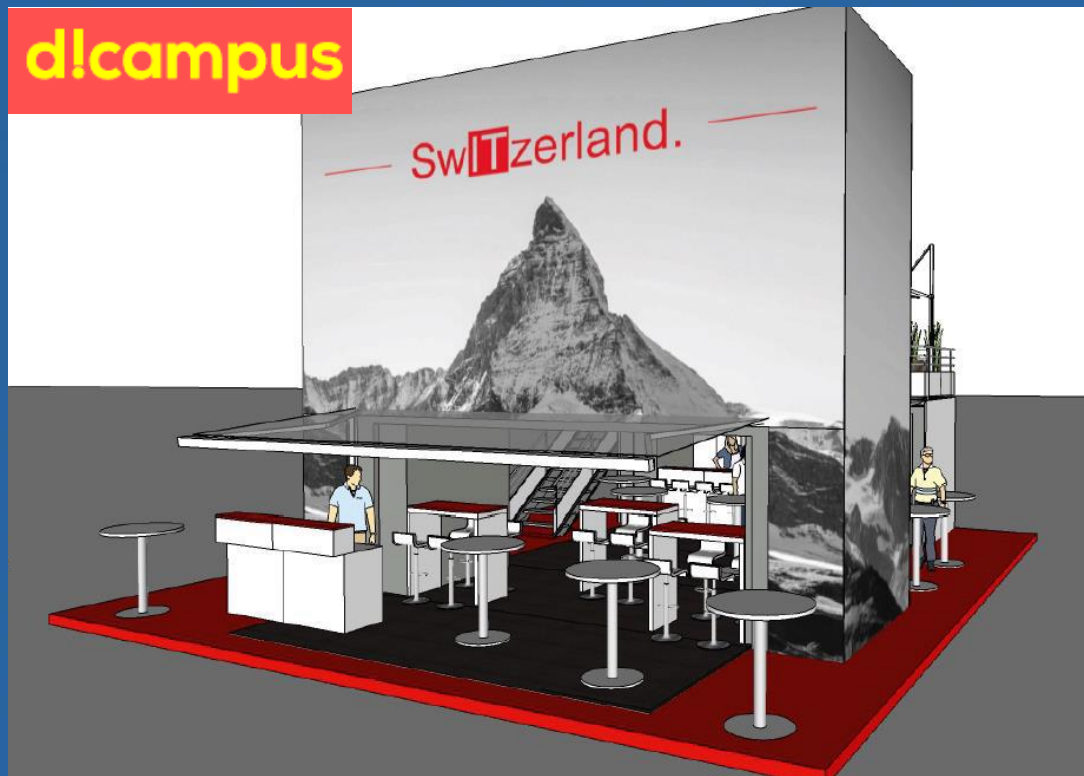
Contact Management / Media / Communication

- 30 ticket registrations for personal invitations, (e-tickets)
- Press support
- 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 Point / Forum
- Guided Tours
- High-ranking delegations from politics and business

SWISS Pavilion Outdoor



SWISS Pavilion Indoor



Swiss Start-ups: How to participate

- Application open from now on until February 28, 2018
 - Pitching session, May 2018
 - Participation at CEBIT from June 11 – 15
1. If you are already in the Innosuisse Coaching Programme, fill in the attached application form and send to t.blum@t-link.ch
 2. If you are not yet in the Innosuisse Coaching Programme, fill in an application for coaching on the Innosuisse website:

<https://www.innosuisse.ch/inno/en/home/start-and-grow-your-business/start-up-coaching.html>

SWISS Pavilion: LOUNGE Plus – Start-up package

LOUNGE Plus workstation

CHF 3'000

Basic equipment / services

- 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
- Use of the communal area: Bistro Suisse, office center, meeting room, wardrobe, lecture- /presentation-area, networking-lunches, evening receptions, etc.

Usable graphic space, approx. CHF 150 / sqm / 140x100

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»
- 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

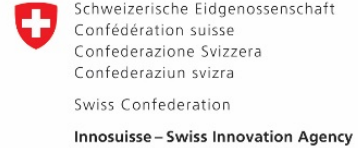
Use based on availability

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



Please register until February 28, 2018

Join the SWISS Pavilion @CEBIT 2018 (11 – 15 June)

- We are already in the Innosuisse Coaching Programme
- We are not yet in the Innosuisse Coaching Programme. We believe, that our product / solution has the development status to meet the Innosuisse coaching conditions. We'll therefore immediately fill in an application for coaching on the Innosuisse website: <https://www.innosuisse.ch/inno/fr/home/start-and-grow-your-business/start-up-coaching.html> and keep Toni Blum informed of the Innosuisse final decision at: t.blum@t-link.ch.

Application form

Based on the offer from T-LINK

SWISS Pavilion@CEBIT 2018 “Research & Innovation”, “Business Security”

Innosuisse will provide their selected start-ups (max. 15 companies) **a financial support of CHF 4'600 for a LOUNGE Plus 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	<input type="checkbox"/> Yes (which year(s)?) <input type="checkbox"/> No



* Area / Topic clusters (please chose)	<input type="checkbox"/> Cloud <input type="checkbox"/> Big Data <input type="checkbox"/> Security <input type="checkbox"/> Mobile <input type="checkbox"/> Social Business <input type="checkbox"/> Internet of Things <input type="checkbox"/> Other? Please specify:
---	---

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	
Stand Package	LoungePlus workstation Remaining net cost: CHF 3'000

<p>*Why would you like to be part of the SWISS Pavilion? (max. 300 words)</p>



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Innosuisse – Swiss Innovation Agency

***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, Advisor, T-LINK MANAGEMENT AG,
t.blum@t-link.ch , T +41 43 288 18 77 / F +41 43 288 18 99

Final deadline: February 28, 2018

Place, Date _____

Signature _____

Success story SWISS Pavilions

Organisation

The logo for T-LINK, featuring a blue horizontal line that ends in a vertical bar, followed by the text "T-LINK" in a bold, blue, sans-serif font.The logo for ICTSWITZERLAND, featuring a red curved line above the text "ICTSWITZERLAND" in a bold, grey, sans-serif font. Below it, the text "Information & Communication Technology" is written in a smaller, italicized, grey font.

Cooperation partners

The logo for SWITZERLAND GLOBAL ENTERPRISE, featuring a red cross icon to the left of the text "SWITZERLAND GLOBAL ENTERPRISE" in a bold, red, sans-serif font. Below it, the tagline "enabling new business" is written in a smaller, red, sans-serif font.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency



Handelskammer
Deutschland Schweiz

Your contacts

Over all project management

Geschäftsführer ICTswitzerland

Andreas Kaelin

T. +41 31 311 62 45

andreas.kaelin@ictswitzerland.ch

Project coordination

ICTswitzerland

Annalena Kassner

T. +41 31 311 62 45

annalena.kassner@ictswitzerland.ch

Organisation SWISS Pavilion

T-LINK Management AG

Carl Ziegler

T. +41 43 288 18 77

c.ziegler@t-link.ch

T-LINK Management AG

Alexander Winterstein

T. +41 43 288 18 77

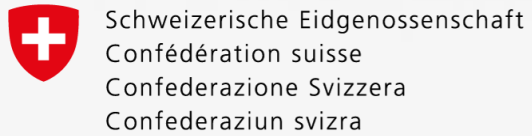
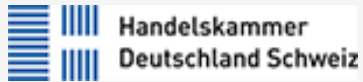
a.winterstein@t-link.ch

Cooperation partners

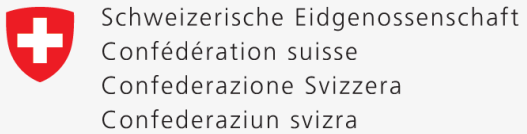
Sponsors



enabling new business

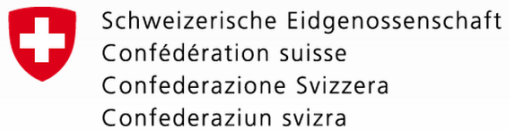


**Schweizerische Botschaft in der
Bundesrepublik Deutschland**



Swiss Confederation

Innosuisse – Swiss Innovation Agency



**Staatssekretariat für Bildung,
Forschung und Innovation SBFJ**

