

# Smart Country Startup Award 2025

The Innovation Award of the Smart Country  
Convention

01 October 2025 | hub27 Berlin

**SMART  
COUNTRY**  
STARTUP AWARD

bitkom

III III III III MESSE  
BERLIN

# Impressions 2024 – Play Clip!



# SCCON – The Facts



**18.000 +**  
Participants



**650 +**  
Speaker

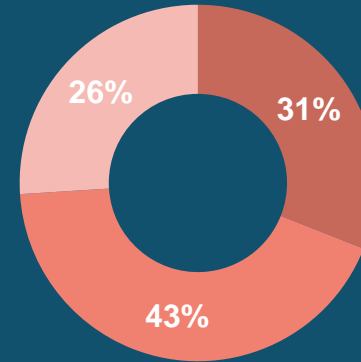


**900 +**  
Sessions



**Europe's Greatest  
Convention for the  
Digital State**

**18.000 + Participants**



- Public Administration
- Digital Economy
- Research, Associations etc.

Source: SCCON exhibitor and participant analysis 2024





## The Smart Country Startup Award in a nutshell

The Innovation Award honors outstanding innovations in the fields of **Smart City** and **GovTech**.

Five startups get the chance to pitch in front of a high-profile jury and expert audience.



# The Sponsoring Package



- Stage presence via a jury seat and a spot on the expert panel immediately before the award without parallel sessions
- High-quality presentation video to be shown during the award
- Handing over of the 'winner certificate' at the award ceremony
- Connecting with exciting startups and access to all applications
- Positioning of your own brand in the event communication and at the award ceremony - with logo where possible
- Mentions on social media channels of the Bitkom Group with around 60,000 contacts

**Price: 12,000 €\* for exhibitors, 18,000 € for sponsors without stand**

- OPTIONAL: 10,000 € for hosting the Award Night at your own stand
- OPTIONAL: 20,000 € for hosting the Award Night at our exhibition space

\*All prices quoted are subject to value added tax.

# The Procedure



- 20-minute expert panel on the importance of startups for a digital state with the sponsors
- Introduction to the award
- Introduction of the jury and presentation of the sponsor videos
- 5 x 3-minute pitches and 3-minute Q&A
- Announcement of the winning startup
- Closing presentation
- OPTIONAL: Hosting of the Startup Award Night



# Sponsoring Clip 2024 – INIT AG



# Your Contact Persons



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## Veranstalter

**bitkom**

**MESSE  
BERLIN**

**SMART  
COUNTRY**  
CONVENTION