

Special conditions of participation for the Smart Country Convention 2024

Status: January 2024

§ 1 Event/Organizer

- 1.1 The Smart Country Convention (hereinafter referred to as "**SCCON**" or "**Event**") is organized by Bitkom e.V. ("**bitkom**"), Albrecht-Strasse 10, 10117 Berlin, Germany, and carried out by Messe Berlin GmbH (**MB**), as the legal and economic sponsor.
- 1.2 The MB is entitled to assert all claims arising from the implementation of the event.

§ 2 Dates

- 2.1 **Duration of the Smart Country Convention:**
Tuesday, October 15, 2024 until
Thursday, October 17, 2024
- 2.2 **Cancellation free of charge:**
Freitag, 14. Juni 2024
- 2.3 **Registration deadline:**
June 30, 2024
Applications received later will be considered only according to available capacity.
- 2.4 **Opening hours for visitors:**
On all days of the event from
09:00 am to 06:00 pm
SCCON Networking Night on
October 15, 2024, 06:00 pm to 10:00 pm
SCCON Startup Award Night on
October 16, 2024, 6:00 pm to 9:00 pm
- 2.5 **Opening hours for exhibitors:**
On all event days from
08:00 am - 07:00 pm
- 2.6 **Start of stand construction:**
Saturday, October 12, 2024
hub27: daily 07:00 am to 10:00 pm
hall25: daily 07:00 am to 10:00 pm

If an early stand construction, i.e. before October 12, 2024 should be necessary this is subject to a fee. The costs for early stand set-up are EUR 350.00 per day (set-up possible between 07:00 am and 10:00 pm) plus statutory VAT. As far as the corresponding hall is available, the approval will be granted after receipt of the application.

End of stand construction:

Monday, October 14, 2024, 10:00 pm

From 03:00 pm only decorative stand construction.

2.7 **Start of dismantling:**

Thursday, October 17, 2024, 06:00 pm

End of dismantling:

Sunday, October 20, 2024, 10:00 pm

Subject to change, please note the later following information.

Each exhibitor is obliged to fully equip his stand and to staff it with competent personnel every day during the opening hours for visitors for the entire duration of the event. Dismantling of the stand on Thursday October 17, 2024, before 6:00 pm (end of event) is not permitted.

If the exhibiting company violates this provision, the organizer shall be entitled to demand a contractual penalty to be determined in accordance with the provisions of the General Terms and Conditions of Participation of MB. The exhibiting company may provide evidence that the organizer has not incurred any damage or only a significantly lower damage. The possibility of asserting further claims remains unaffected by this.

§ 3 Admission and placement

- 3.1 Only companies that correspond to the theme of the event will be admitted as exhibitors.
- 3.2 Startups are also admitted,
- that develop new innovative concepts for digitalization and have a thematic proximity to the Smart Country Convention and
 - established after January 1, 2018
- 3.3 The MB is entitled to provide the exhibitor with a stand area that deviates from the placement, means to change the location, type, shape, dimensions and/or size of the exhibitor's stand area or stand, provided that such changes are necessary for technical or operational reasons and are made to an extent that is reasonable for the exhibitor, considering the interests of the exhibitor. Insofar as subsequent changes result in a reduced participation price, the difference shall be refunded to the exhibitor. Further claims against MB are excluded.
- 3.4 Each exhibitor is obligated to make use of the information provided to him, i.e. to inform himself in particular about the spatial and technical requirements for the individual stand construction, the location, the exact dimensions and any fixtures of the stand allocated to him.

§ 4 Participation fees and remuneration for fringe and additional benefits

- 4.1 The participation fee owed for participation in the event includes the package services shown when booking a Partner Package in the hub27 in accordance with section 4.2 or when booking a Startup Special Package in accordance with section 4.3. When booking stand space outside hub27 in the adjacent halls in accordance with section 4.4, the participation fee includes only the rental fee for the stand space. The ancillary costs flat rate, AUMA fee and obligatory Media Package will be invoiced separately to the exhibitor in addition when booking stand space in the adjacent halls. Payment for

services and products accompanying the event is based on the prices for ancillary and additional services listed in the Exhibitor Shop (BECO).

4.2 Partner packages at hub27

The hub27 serves as the lighthouse of the event and can be booked in package form, i.e. the package booking includes - depending on the partner package booked - various services.

Partner packages	Participation prices	
Basic packages		
Basic-S	EUR 14.000	For Bitkom members
	EUR 18.000	Regular/ Other
Basic-M	EUR 22.000	For Bitkom members
	EUR 32.000	Regular/ Other
Basic-L	EUR 55.000	For Bitkom members
	EUR 70.000	Regular/ Other

Partner Packages	Participation prices	
Premium Packages		
Premium-Advanced	EUR 82.500	For Bitkom members
	EUR 110.000	Regular/ Other
Premium Premium	EUR 135.000	For Bitkom members
	EUR 185.000	Regular/ Other
Premium Platinum	EUR 250.000	For Bitkom members
	EUR 325.000	Regular/ Other

Partner packages	Participation prices	
Authorities Package plus stand construction*		
Premium-Advanced	EUR 82.500	<p>The Bitkom member discount will be taken into account when booking the public authority special (exclusively for public authorities, ministries and public companies). This only applies if the stand construction is booked at the same time via MB or its subsidiaries. The special offer for public authorities is only valid for the packages Premium, Advanced and Platinum in hub27 and for the hall areas in the adjacent halls.</p> <p>*The stand construction is designed individually according to the customer's wishes. According to the design plus stand construction costs are incurred, which are recorded in an individual offer.</p>
Premium Premium	EUR 135.000	
Premium Platinum	EUR 250.000	

All partner packages in hub27 include the stand space rental including the incidental costs incurred (general hall supervision, hall lighting, aisle cleaning, heating as well as water and electricity consumption). Electricity via "Schuko" is included in the Basic

packages. Water must be ordered additionally. For the Premium Packages, the water and electricity connection must be ordered as an additional service in the Exhibitor Shop (BECO).

The **Basic packages** each include:

- turnkey design stand in hub27 including stand construction
- uniform roof branding with the exhibitor name as text
- basic illumination of the stand area
- variable number of co-exhibitors, which are subject to separate registration (and fees).

For details of the scope of services, please refer to the enclosed description of services starting on page 10 or the event's website at <https://www.smartcountry.berlin/en/> to be taken.

The **premium packages** each include:

- highlighted stage presence
- uniform roof branding with the exhibitor's name as text as well as the possibility to choose the interior color of the roof branding
- basic illumination of the stand area as well as the possibility of free design of the stand area according to the design specifications
- the stand construction is not included
- variable number of co-exhibitors, which are subject to separate registration (and fees)

For details of the scope of services, please refer to the attached description of services from page 10 or the event's website at <https://www.smartcountry.berlin/en/> to be taken.

The **Startup Special package** includes:

- Back wall and lockable counter
- Plug & Play, power connection incl. cable outlet box & WLAN included in package

- Exhibitor name as text
- additional branding possible
- basic illumination
- Media Package (see § 6)

Stand space rental including incidental costs (general hall supervision, hall lighting, aisle cleaning, heating and water and electricity consumption). The water and electricity connection must be ordered as an additional service in the Exhibitor Shop.

Stand construction in hub27 is subject to certain design guidelines in order to fit into the overall spatial concept.

***** DISCOUNTS *****

Early Bird in hub27

- 10% for registration until 29.02.2024

The date of receipt of the registration documents or the date of receipt of the registration via the online portal at the MB is valid for the Early Bird discounts.

4.3 Startup Special package outside hub27

Early Bird Price 1.755,00 Euro/m²

Regular price: 1.950,00 Euro/m²

The **Startup Special package** includes:

- Back wall and lockable counter
- Plug & Play, power connection incl. cable outlet box & WLAN included in package
- Exhibitor name as text
- additional branding possible
- basic illumination
- stand rental including incidental costs and AUMA fees

4.3.1 Stands outside the hub27

Additional space (pure stand space without stand construction) can be rented in the adjacent halls.

Each m² or part thereof will be charged in full. The minimum stand size is 12 m². For block stands, the minimum size is 50 m². (Stand area in the halls without stand construction).

The participation price is per m² depending on the date of receipt of the application by the MB:

4.3.2 Early Bird Price

The participation fee for BITKOM MEMBERS is per m² for registration via the exhibitor portal from activation up to and including 29.02.2024

Row stand area	225.00 EUR/m²
Corner stand area	240.00 EUR/m²
Headstand area	255.00 EUR/m²
Block stand area	275.00 EUR/m²

The participation fee for NON BITKOM MEMBERS is per m² for registration via the exhibitor portal from activation up to and including 29.02.2024

Row stand area	240.00 EUR/m²
Corner stand area	255.00 EUR/m²
Headstand area	270.00 EUR/m²
Block stand area	290.00 EUR/m²

4.3.3 Regular price

For all registrations made via the exhibitor portal after 29.02.2024, the following regular rental rates apply:

The participation price for BITKOM MEMBERS is per m² as of 01.03.2024

Row stand area	250.00 EUR/m²
Corner stand area	270.00 EUR/m²
Headstand area	285.00 EUR/m²
Block stand area	305.00 EUR/m²

The participation price for NON BITKOM MEMBERS is per m² as of 01.03.2024

Row stand area	265.00 EUR/m²
Corner stand area	285.00 EUR/m²
Headstand area	300.00 EUR/m²
Block stand area	320.00 EUR/m²

At SCCON 2024, double-story construction is not possible in hub27.

In the adjoining halls, in the case of two-story construction, EUR 100.00 per 1 m² of effectively built-up upper floor area, if the complete stand construction documents are submitted by the deadline of 31.08.2024 (cf. Technical Guidelines MB, 4.2 ff.). In the event of late submission as of 01.09.2024, the upper floor will be charged at EUR 200.00 per square meter.

- 4.3.4 The participation fee includes only the stand space rental. To this must be added the Additional costs flat rate of EUR 14.90 per m² of stand space, which includes general hall supervision, hall lighting, aisle cleaning, energy and gas consumption.
- 4.3.5 An additional amount of EUR 0.60 per m² will be charged in accordance with the agreements with the Association of the German Trade Fair Industry (AUMA).
- 4.3.6 **The participation fee for co-exhibitors is EUR 360.00 per co-exhibitor including Media Package, also for joint stands. It will be invoiced to the main exhibitor.**
- 4.3.7 The participation contract includes a Media Package (obligatory), the scope of which is defined in Item 6 of these Conditions of Participation. The price is EUR 360.00 per exhibitor. The remuneration for the co-exhibitor will be invoiced to the main exhibitor.
- 4.3.8 All prices quoted are net prices and do not include statutory value-added tax.

§ 5 Terms of payment

- 5.1 Upon conclusion of the contract in accordance with Section 3.4 of the General Terms and Conditions of Participation of MB, the entire participation fee shall be due and invoiced (down payment invoice). All other services will be invoiced after the event has been held, with any advance payments already made being offset against a final invoice.

Cancellation up to and including **June 14, 2024** is free of charge, i.e. MB will not charge a participation fee (when booking a partner package) or stand rental (when booking stand space).

- 5.2 The invoice and customer number shall be stated when making payment.
- 5.3 If, after the agreement on the placement and stand area, the exhibitor, with the consent of MB, takes up additional stand area, the additional amount resulting from the increase in stand area is to be paid either with the down payment invoice or with the final invoice.
- 5.4 Each subsequent invoice rewrite will be charged to the exhibitor at EUR 210.00 plus VAT.

§ 6 Media packages

With the Media Package, the MB offers its exhibitors a package of selected marketing tools to optimize their participation in the trade fair and their presence on the market. Further regulations can be found under § 6 General Terms and Conditions of Participation of MB .

Acceptance of the Media Package is mandatory. The costs are charged in the form of a flat rate.

The media package includes display on the website, in the SCCON app and on the SCCON online platform:

- Listing in the list of exhibitors
- Company Logo & Company Profile
- Contact person in the company profile
- Linking the social media channels in your profile
- Link to the company website
- Video linking
- Display of up to 3 products
- 8 entries in the material group directory (segments)
- Presentation of products, job advertisements and exhibitor news

§ 7 Exhibitor badges

Free exhibitor passes, valid for the entire duration of the event, are available to exhibitors in the following numbers:

- 4 pieces for 10 m² stand area
- 1 piece for each additional completed 10 m².

Additional exhibitor passes can be purchased for a fee in the Exhibitor Shop (BECO). The exhibitor passes are already valid during set-up and dismantling, no additional set-up and dismantling pass is required.

§ 8 Assembly and disassembly passes

Each exhibitor will receive the required number of passes for set-up and dismantling free of charge. Set-up and dismantling passes are not valid for the duration of the Smart Country Convention. The construction and dismantling passes must be ordered independently via the Exhibitor Shop (BECO) and made available to each service provider (stand construction, agency, etc.). Access to the event grounds is not possible without a valid pass, even during set-up and dismantling.

§ 9 Exhibitor Shop (BECO)

After admission, the exhibitor can use the Exhibitor Shop (BECO) on the event website <https://beco.messe-berlin.de/en/content/eshop/index.html> to find out everything he needs to know about service providers, installations, stand construction and design, insurance, parking permits, public relations and advertising, and to order online. The order deadlines must be observed, any delays will be charged with surcharges.

§ 10 Technical guidelines

Express reference is made to the ExpoCenter City Technical Guidelines, which are available in the download area of the MB, as well as in the exhibitor portal,

with all the design, fire protection, building regulations and other safety provisions contained therein.

10.1 Stand design/appearance (hall areas outside hub27)

Individual stand: Walls bordering on visitor aisles must be broken up by installing transparent showcases, niches, displays, etc., thus documenting the open character as an exhibition stand of the event. The closed portion on one aisle side may not exceed 30%, a closed wall may be a maximum of 3 m long and must be graphically designed on the aisle side. In order to reflect the open stand concept of the Smart Country Convention, walls on closed stand sides may only extend to within 1 m of the open aisle side. Approval is required for such stand structures. The rear sides of stands with a height of 2.50 m or more that border on neighboring stands must be kept neutral so as not to interfere with the design of the neighboring stand. The lessee is obliged to erect a stable, white partition wall against the directly adjoining neighboring stand without any advertising message. Approval is required for such stand constructions.

10.2 Stand design/appearance (hub27)

In addition, the following event-related guidelines and information apply:

In the ceiling area of hub27, the organizer's uniform construction zone applies. The equipment according to the package prices includes the uniform ceiling branding, as well as an area-wide simple basic illumination of the entire stand area. Exhibitors are not permitted to **attach or hang their own advertising media or lighting equipment**. Additional lighting technology is to be obtained from the service partner CSG after the space has been allocated.

In order to support the open character of the convention, own stand constructions are to be planned according to the following scheme

- The sides adjacent to the visitor aisle may be built up to a maximum height of
- 1.4 m in the first 20% of the stand depth and may not be closed for more than 3 m at a time. It is **forbidden to build walls higher than 1.40 m along the edges of the stand adjacent to a visitor aisle.**
- The resulting remaining inner individual building zone may be built up to a **maximum of 2.5 m in height.** Continuous walls may not exceed 30% of the respective stand length.
- The rear sides of stands adjoining neighboring stands must be 2.5 m high and neutral so as not to interfere with the design of the neighboring stand. **The tenant is obliged to create a joint-free, stable, white partition wall without any advertising statement against the directly adjacent neighboring stand.**

The stand constructions mentioned under items 10.1 and 10.2 must be submitted to the technical event management for approval. The complete stand construction plans must be submitted by 01.09.2024.

§ 11 Rules of order

- 11.1 The exhibitor is responsible for **cleaning the individual stand.** Should external personnel be used, the cleaning service must be ordered via the Exhibitor Shop (BECO).
- 11.2 The exhibitor is responsible for the **delivery and removal of** exhibits and for clearing the stand at his own expense and risk. In the interest of an orderly handling of the work, the use of forwarding agents is recommended.

11.3 Please observe the guidelines contained in the **traffic guide** for arrivals and departures as well as car entrances to the site.

11.4 Motor vehicles without a parking permit for the trade fair center may only enter the grounds before and after the official opening hours. Please also refer here to the **traffic guide for the** conditions for entry.

11.5 Exhibitors' parking space requests on the exhibition grounds will be considered as far as possible, but no entitlement to a specific parking space can be granted. Parking tickets can be ordered via the Exhibitor Shop (BECO).

11.6 Animals are not allowed on the exhibition grounds.

§ 12 Construction work

If construction work is being carried out on the exhibition grounds at the time of the event, MB will make every effort to protect the interests of exhibitors and to minimize any inconvenience. In the course of construction work, there may also be disturbances and construction noise in the access areas. No claims of any kind can be derived from this circumstance.

§ 13 Regulatory approvals

The exhibitor is responsible for ensuring that the permits required for his and his agents' activities on the stand or grounds are available and that the applicable trade law or police regulations are complied with.

Any doubts must be clarified with the relevant authorities and, insofar as regulations under trade law are concerned, with the District Office of Charlottenburg von Berlin.

Ordnungsamt Berlin
Charlottenburg-Wilmersdorf
Hohenzollerndamm 174-177
10713 Berlin

§ 14 Visual and acoustic representations

The volume for product presentations during the event must always be such that the adjacent exhibitors are not adversely affected by the presentation. The noise emitted by a stand must therefore not exceed an average level (Leg) of 70 dbA (A) at the boundaries of the stand. To prevent visual and acoustic interference with other exhibitors, demonstrations must be coordinated with the neighboring exhibitors.

- 14.1 The times of the presentations are to be coordinated with the other stands or with the respective stage program in the respective hall. The MB is entitled to prohibit the presentations and shows at any time in the event of non-compliance. The MB reserves the right to switch off the electricity and to close the stand in case of repeated infringement. This applies mutatis mutandis to all presentations - also by means of image and sound carriers, which are only permissible if neither the neighbors of the stand are inconvenienced, nor the aisles of the audience are blocked.

This applies mutatis mutandis to all events and presentations - also by means of video and audio media. The MB is entitled to prohibit demonstrations at any time in the event of infringements. Events at the stand (e.g., receptions) are subject to registration, as are events that extend beyond the daily opening hours.

§ 15 Radio frequency, radio equipment

- 15.1 The operation of radio frequencies, radio transmitters and other transmitters for news purposes must be reported to and approved by the Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railway, Berlin Branch Office, Seidelstraße 49, 13405 Berlin, Germany, [www.bundesnetzagentur.de].

The preferred frequency bands/ranges used by MB's event-related transmission technology are listed in the ExpoCenter City Technical Guidelines under Section 5.11.

- 15.2 If unannounced frequencies are used, this will be prevented, as other exhibitors may be permanently disrupted in their trade fair presentation and the technical equipment of third parties may be damaged.
- 15.3 To prevent conflicts, we ask for frequency registration for the devices used for the event (manufacturer/model, frequency band, number of radio links used) to be sent to smartcountry@messe-berlin.de by September 1, 2024.

§ 16 Advertising

- 16.1 The distribution of advertising material at the stand is only permitted for the exhibitor's own company and only for the products exhibited by the exhibitor.
- 16.2 Advertising for other companies is not permitted; in particular, any advertising for customers of the manufacturer is also prohibited.

Any advertising outside the rented stand, e.g., the affixing and distribution of printed advertising material or samples and the lettering of hall walls, is prohibited within a defined ban mile on the event grounds. This also applies mutatis mutandis to the distribution of printed beverage cups or cans or similar. Excluded from this are measures taken by exhibitors in connection with the promotion of activities that take place in coordination with the MB and in the interest of the general trade fair activities.

- 16.3 The MB reserves the right to remove unlawful advertising at the exhibitor's expense and to prevent unlawful advertising. Exhibitors are also liable for infringements by their co-exhibitors or companies additionally represented at the stand.

16.4 The MB also reserves the right to prevent or remove, at the exhibitor's expense, any announcements whose content it deems to be in violation of legal regulations.

§ 17 Food and drinks

17.1 For the serving of food and beverages (including samples) at the exhibition stands, the exhibitor must strictly comply with the statutory regulations, in particular the Catering Act and the orders of the Veterinary and Food Supervisory Office.

17.2 Responsible for applications for the issuance of a restaurant permit (permission) about the serving of alcoholic beverages at the stand is the

Ordnungsamt Berlin -
Charlottenburg-Wilmersdorf
Hohenzollerndamm 174-177
10713 Berlin

§ 18 Lead transmission

MB offers exhibitors the transfer of personal data of event participants (hereinafter "Leads") under the following conditions as part of certain sponsorship packages for the Smart Country Convention 2024.

18.1 The MB transmits to the exhibitor (depending on the booked sponsor packages) personal data of the so-called leads who have expressly consented online to the data transmission and processing for the purpose stated below within the scope of their registration for the event. In detail, this concerns the following data categories: Salutation, Title, Attendee Name, E-mail, Organization, Branch, Position, ZIP code, City, Country of the leads concerned. The exhibitor has taken note of the data protection information posted online (<https://tickets.smartcountry.berlin/page/datenschutzhinweise/>) and the declaration of consent of the trade visitors.

18.2 Exhibitor and MB agree that they are each independently responsible for the processing of the personal data of the Leads in their respective area of responsibility. To this extent, each Party shall be solely responsible for the lawfulness of the processing of such personal data and compliance with all applicable data protection laws, including the German Data Protection Regulation (DS-GVO) and the German Federal Data Protection Act (together "Data Protection Laws"), within its respective area of responsibility.

18.3 The exhibitor undertakes to process the personal data of the leads transmitted to it by the MB solely for the purpose of making one-time contact by e-mail in order to advertise its own products and services. The exhibitor will process the personal data transmitted to him in any case in compliance with the applicable legal provisions.

Service description partner packages:

Special package startup

including stand construction to ensure the uniformity of the overall concept

Price: EUR 1.950,00

- 5 free tickets for your partners and customers
- 2 Exhibitor passes
- Media Package

Partner Packages Basic S

Stand area: 10 m² in hub27

Including stand construction to ensure the uniformity of the overall concept

Non-Bitkom member EUR 18,000.00

Bitkom member EUR 14,000.00

- 10 free tickets for your partners and customers
- 4 Exhibitor passes
- Media Package

Partner Packages Basic M

Stand area: 20 m² in hub27

Including stand construction to ensure the uniformity of the overall concept

Non-Bitkom member EUR 32,000.00

Bitkom member EUR 22,000.00

- 20 free tickets for your partners and customers
- 5 Exhibitor passes
- Media Package

Partner Packages Basic L

- Stand area: 50 m² in hub27

Including stand construction to ensure the uniformity of the overall concept

Non-Bitkom member EUR 70,000.00

Bitkom member EUR 55,000.00

- 50 free tickets for your partners and customers
- 8 Exhibitor passes
- Media Package

50% randomly selected leads from individuals who have consented to sharing: Salutation, Title, Attendee Name, E-mail, Organization, Branch, Position, ZIP code, City, Country

Partner Packages Advanced

Stand area: 100 m² in hub27

Non-Bitkom member EUR 110,000.00

Bitkom member EUR 82,500.00

- 100 free tickets for your partners and customers
- 13 Exhibitor passes
- 3x Air Time / Lecture or Panel
- Media Package

100% of leads from people who have consented to sharing: Salutation, Title, Attendee Name, E-mail, Organization, Branch, Position, ZIP code, City, Country

- Mention in mailings & flyers
- on site branding

Additionally:

- Publication of editorial content in the website news feed
- 2x VIP passes for the bluelounge

Partner Packages Premium

Stand area: 200 m² in hub27

Non-Bitkom member EUR 185,000.00

Bitkom member EUR 135,000.00

- 200 free tickets for your partners and customers
- 23 Exhibitor passes
- 3x air time/lecture or panel
- 1x workshop in the workshop area
- Media Package

100% of leads from people who have consented to sharing: Salutation, Title, Attendee Name, E-mail, Organization, Branch, Position, ZIP code, City, Country

- Mention in mailings & flyers
- on site branding

Additionally:

- Publication of editorial content in the website news feed
- Social media placement
- 4x VIP Passes for the bluelounge

Partner Packages Platinum

Stand area: 400 m² in hub27

Non-Bitkom member EUR 325,000.00

Bitkom member EUR 250,000.00

- 400 free tickets for your partners and customers
- 43 Exhibitor passes
- 3x Air Time/day before or panel
- 2x workshops in the workshop area
- 1x C-Level Keynote on the Plaza

100% of leads from people who have consented to sharing: Salutation, Title, Attendee Name, E-mail, Organization, Branch, Position, ZIP code, City, Country

Platinum branding

- Prefixed and highlighted placement as a Platinum Partner on the website
- Media Package
- Mention in mailings & flyers
- on site branding

Additionally:

- Highlighted publication of editorial content in the website's news feed
- exclusive placement in social media
- Native-Ad: Placement of content in the event newsletter
- Mention in press release about the event
- Logo on event ticket
- Option for exclusive provision of
- Lanyards
- Insertion of the logo on stage screens between lectures
- VIP visits to the partner stand as far as possible
- 6x VIP Passes for the blue lounge

Partner Packages Authorities Special - Stand area: 100 - 400 m² in hub27

Choice of 4 material variants. As an accent, a desired color can be freely defined (RAL/Pantone).

- 3x air time/lecture or panel
- up to 400 free tickets
- up to 2 workshops in the workshop area

Package can only be booked with stand construction. An additional offer will be made for the stand construction.

Partner Packages Co-exhibitors

Price: EUR 360.00

- 5 free tickets for your partners and customers
- 2 exhibitor passes
- Media Package

1. Sponsoring Startup Award Category

Partner - Prize EUR 15,000.00

- Stage presence via a place on the jury
- A short video introducing you as a category partner (will be shown at the award)
- Handing over of the deco check to the winner at the award ceremony
- Contact to exciting startups and access to all applications of both categories
- Positioning of your brand in the event communication, where possible with logo
- Positioning of your logo at the award event (presentation on stage etc.), in the invitations, newsletters etc. to the participants)
- Social media (mentioned on social media channels of the Bitkom Group with around 32,000 contacts)

2. Sponsoring Startup Award Event

Partner - Prize EUR 5,000.00

- Stage presence via a place on the jury
- Contact to exciting startups and access to all applications of the chosen category
- Positioning of your brand in the event communication, where possible with logo
- Positioning of your logo at the award event (presentation on stage etc.), in the invitations, newsletters etc. to the participants)
- Social media (mention on social media channels of the Bitkom Group with around 32,000 contacts)