

Smart Country Convention

City.Country.Tech

The leading event for the digital state and public services.

Three days of congress, expo, workshops & networking.
15 – 17 October 2024
#SCCON24

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Status: 29.04.2024

bitkom

 Messe Berlin

Impressions 2023 – play the film!



Building bridges

meets

Digital Business

Providers of digital solutions for smart cities and the public sector present themselves at the Smart Country Convention in presentations, workshops and the expo.

Public Decision Maker

There they meet decision-makers from politics, local, state and federal administration and subordinate authorities, public services as well as public companies and suppliers.

The Facts



15.000 +
Participants



600 +
Speaker



600 +
Sessions



70 +
Workshops

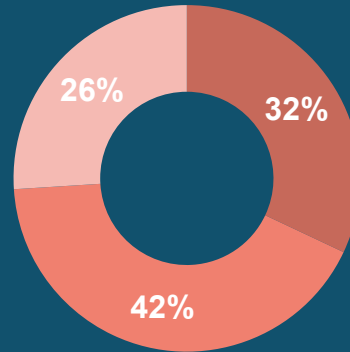


4 +
Stages



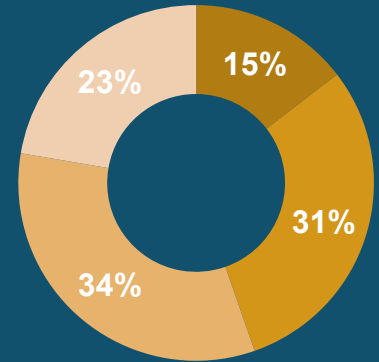
15.500 + sqm
Expo Area

15.000+ Participants



- from public sector
- from the digital economy
- science, associations and federations

80% of our trade visitors influence purchasing/procurement decisions



- decisive
- co-decisive
- consultative
- not involved

Source: 2023 SCON exhibitor and attendee survey

Our Topics and Top Speakers*

eGOVERNMENT



Digital citizen services



State sovereignty



Digital infrastructure



Cybersecurity



Cloud in the administration



Sustainable procurement



Digitization & sustainability



Tech Trends



Data platforms



Mobility & Energy



Communal practice



Network technologies

SMART CITY & SMART REGION



**NANCY
FAESER**

Federal Minister of the Interior and Community



**KLARA
GEYWITZ**

Federal Minister for Housing, Urban Development and Building



**CEM
ÖZDEMİR**

Federal Minister of Food and Agriculture



**DR. MARCO
BUSCHMANN**

Federal Minister of Justice



**MYKHAILO
FEDOROV**

Deputy Prime Minister of Ukraine



**BRAD
SMITH**

Vice Chair & President at Microsoft



**VALERIYA
IONAN**

Deputy Minister for Eurointegration bei Ministry of Digital Transformation of Ukraine



Become a
SCCON
partner!



Your participation opportunities as an exhibitor

In the exhibition halls

Your individual stand space from as little as 12 m² - without stand construction included. Additional booking of stand construction possible via our exhibitor store.

Also in the halls:

Forum Stage, Atrium Stage, Career Lounge & Digital Jobwall, Networking Lounges, VIP Lounge, Speaker- & Presselounge and Food Courts

At the hub27

Our exclusive partner packages

Stand areas from 10 - 400 sqm, including stage presence from 100 sqm, free tickets for your customers and branding packages, etc.

Also at hub27:

Plaza Stage, Arena Stage, Workshop Area, Networking Lounges, Food Courts



[Location & Hall Plan](#) | [Virtual tour of the exhibition hall](#)

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Your individual space in the exhibition halls

Trade fair participation with individual stand construction

- ✓ High visitor frequency due to the placement of stages and food courts
- ✓ Hall(s) in the South Exhibition Centre next to hub27
- ✓ High visibility due to prominent individual stand construction



Register until
30.06.2024

Stand space in the hall

- Low participation costs
- Free choice of stand size (minimum size 12 m²)
- Own stand construction necessary
- Stand construction can be booked via the exhibitor store if required

Simply calculate the cost of your desired stand space with our [stand rental calculator](#)

From 250 EUR/sqm for Bitkom members

From 265 EUR/sqm Regular

All prices net, plus VAT.

Stand packages at the hub27 – Basic packages

Our basic stand packages offer you all-inclusive solutions

- ✓ Turnkey design stand at the hub27 (including stand construction*)
- ✓ Uniform overhead branding with exhibitor name in text (color inside overhead section can not be specified)
- ✓ Basic illumination of stand space



Basic S*

- Turnkey booth, 10 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)

14.000 EUR price for Bitkom members
18.000 EUR price for others/regular

All prices net, plus VAT.



Basic M*

- Turnkey booth, 20 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)

22.000 EUR price for Bitkom members
32.000 EUR price for others/regular

All prices net, plus VAT.



Basic L*

- Turnkey booth, 50 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)
- 50% Leads**

55.000 EUR price for Bitkom members
70.000 EUR price for others/regular

All prices net, plus VAT.

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Stand packages in hub27 - Advanced, Premium & Platinum

Register until
30.06.2024

Looking for maximum visibility?
Our Advanced, Premium and Platinum packages include:



Example display

Advanced*

- ✓ Highlighted stage presence
- ✓ Uniform roof branding with exhibitor name as text
- ✓ Interior color of roof branding freely selectable
- ✓ Basic illumination of the stand area
- ✓ Stand area can be freely customized according to design specifications
- ✓ Optional: stand construction can be booked additionally

- Stand area 100 m²
- Advanced Branding
- 100 free tickets
- 3 stage slots (Keynote or panel)
- 100% Leads**

82.500 EUR price for Bitkom members
110.000 EUR price for others/regular

All prices net, plus VAT.



Example display

Premium*

- Stand area 200 m²
- Premium branding
- 200 free tickets
- 3 stage slots (Keynote or panel)
- 1 workshop in the workshop area
- 100% leads**

135.000 EUR price for Bitkom members
185.000 EUR price for others/regular

All prices net, plus VAT.



Example display

Platin*

- Stand area 400 m²
- Platinum Branding
- 400 free tickets
- 3 stage slots (Keynote or panel)
- 2 workshops in the workshop area
- 1 high level keynote
- 100% leads**

250.000 EUR price for Bitkom members
325.000 EUR price for others/regular

All prices net, plus VAT.

Opportunities for startups

We offer Gov-Tech & Smart City Startups the following solutions

- ✓ Start-up stand package in own start-up area
- ✓ Visibility for investors
- ✓ Networking and access to decision-makers from business, public administration and smart cities



Startup Special Package*

- Back wall and lockable counter
- Plug & Play, power connection incl. cable outlet box & WLAN included
- exhibitor name as text
- additional branding possible
- Use of the startup networking area with table football and table tennis

1.950 EUR for Bitkom members/non-members

All prices net, plus VAT.

Register until
30.06.2024



Participation in the Startup Award

- Categories Gov-Tech and Smart City
- Applications open summer 2023
- TOP 3 Pitch on the Plaza Stage at the Smart Country Convention
- Prize money 5,000 EUR

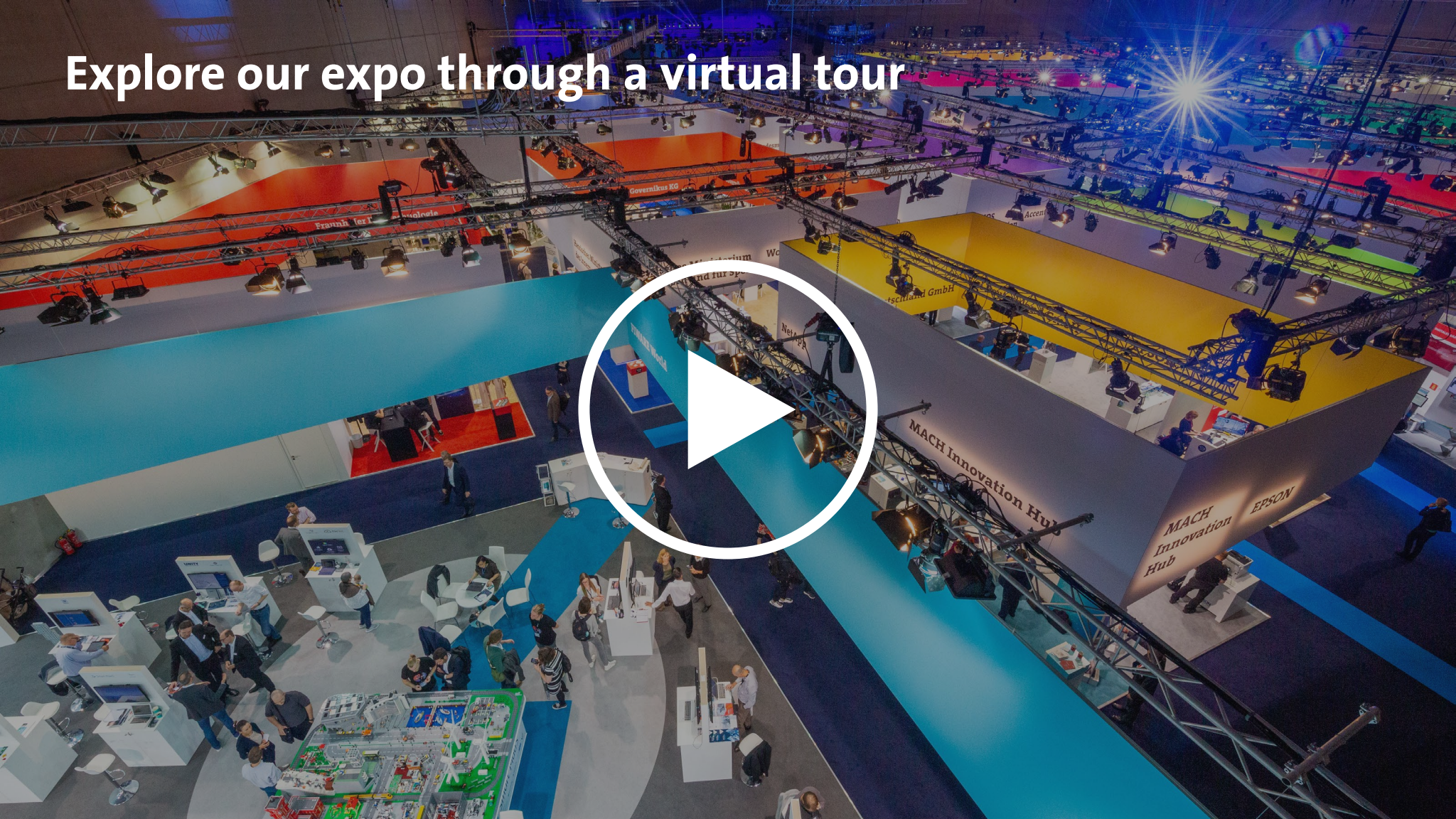
More info and link:

[Smart Country Startup Award](#)

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Explore our expo through a virtual tour



Sponsoring & Branding Specials

Startup Award Sponsoring



As a **sponsor of the Smart Country Startup Awards**, you will be on stage and can present yourself to the startup scene as an innovative company.

- Stage presence through a place in the jury
- Awarding prizes to winners
- Sponsor logo in communication
- Contacts to exciting startups
- Access to all applications
- [More information](#)

On-Site Advertising & Online Branding



Increase your visibility!

Use prominent advertising spaces and draw the attention of trade visitors specifically to your company and your products.

- Competitive advantages through targeted advertising activities
- Visibility of your company on site
- Visibility on the SCCON website, in the app and on the platform
- Banners in our foyer/halls and in the outdoor area
- [More information](#)

Contact us!

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Networking Specials

SCCON Networking Night



If you want to wrap up the first day at the fair in a relaxed atmosphere with good conversation, this is the place to be!

- Exciting discussions
- Valuable international contacts
- Drinks & snacks
- Live acts

Startup Award Night



The Smart Country Startup Award Night is the networking event at the end of the second day of the event.

- Young companies & talents
- Innovative Solutions
- Drinks & Snacks
- Live Acts

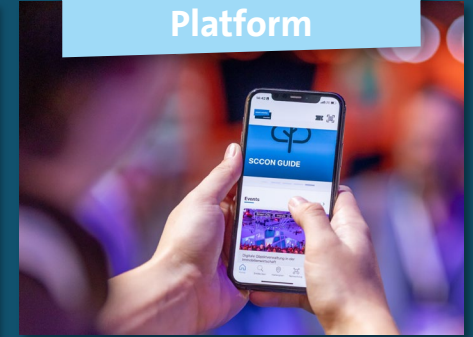
Career Day



Meet your employees of tomorrow on the third day of the event and present yourself as an attractive employer.

- Exclusive Space in Our Career Lounge
- Curated Matchmaking Formats
- Branding as Career Partner
- [More information](#)

SCCON App & Platform



Digital networking - even beyond the event!

- Current exhibitor, speaker and program overview
- Information about your exhibitor events
- Register of participants & appointment scheduling
- Digital business card to exchange contact details on site

Your direct line to us



Contact us!

Team Smart Country Convention

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Smart Country Convention

15 – 17 October 2024

hub27 Berlin

Messe Berlin GmbH

Messedamm 22

14055 Berlin

Patronage



Organizers



Institutional Partners & Media Partners



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hub27 | M



The partners of SCCON*

*Excerpt of previous exhibitors and partners

