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SWITZERLAND GLOBAL ENTERPRISE
enabling new business

Innosuisse – Trade Fair Support: "PICK YOUR FAIR"

FAQ & STEP BY STEP GUIDE

What is Pick Your Fair?

- Innosuisse gives you the chance to test your products or business model abroad at international trade fairs. The support includes preparatory assistance, financial contributions (to direct fair costs) and optional business support.

Who can apply?

- Incorporated start-ups with an Innosuisse certificate (max 3 years old) **or** in active Innosuisse coaching (initial, core, scale-up) and with global aspirations and readiness to enter international markets.
- Participation in other Innosuisse programs, such as the innovation cheque, mentoring, innovation project, etc., does not qualify for participation in the trade fair support.

What criteria must the fair and participation fulfill?

- International fair outside Switzerland with the right target audience and in the right market
- Physical presence as exhibitor, i.e. booth/stand/space
- Trade fair costs of at least CHF 2'000

Is there a specific timeline?

- Quarterly deadlines to inform S-GE about your planned funding requests (for budgeting reasons).

Trade Fairs in…	Notification Deadline
Q1 (Jan-March)	30th September
Q2 (Apr-June)	31st December
Q3 (July-Sep)	31st March
Q4 (Oct-Dec)	30th June

- The application must be submitted to Innosuisse **at least 8 weeks** before the fair – the sooner the better! Please contact S-GE early.

Which costs are covered?

- Everything directly offered by the trade fair organizer: Booth space and construction, furniture, internet, lighting, graphics on the walls, exhibitor tickets, cleaning, add-on packages etc.
- The costs must be known before the fair to be included in the application.
- The granted support can't be increased after the funding decision; additional costs cannot be covered.

Trade Fair Costs	Innosuisse Funding amount
CHF 2'000 - 3'499	CHF 1'500
CHF 3'500 - 5'499	CHF 2'750
CHF 5'500 - 6'999	CHF 4'000
from CHF 7'000 CHF	CHF 5'500

Which costs are NOT covered?

- All personal expenses for accommodation, travel expenses and additional costs for PR, marketing material (roll-ups, flyer) or prototypes, etc.

Are there any costs for applicants?

- For funding applications that have already been approved but are later canceled by the start-up, an administration fee of CHF 500 will be charged to the applicant.

How the application process works?

1. Fill out the request form and upload the information of your fair participation, indicating the total amount of costs and included services. Important is the indication of physical exhibitor space, ideally in sqm.
2. S-GE will prepare the individual application with the fair information and calculation and send it to you via DocuSign for review and signature.
3. You sign the funding application and we will submit it to Innosuisse.
4. The funding decision takes at least 4 weeks, and your main contact in the Innosuisse Coaching will be informed by Innosuisse directly.
5. The funding will be paid by S-GE after the trade fair participation. We will contact you with the appropriate instructions.
6. You will be required to complete the Innosuisse survey and provide feedback approximately three months after your participation in the trade fair.

CONTACT

Ramona Lieser
Project Manager Trade Fairs + Start-ups
rlieser@s-ge.com
+41 44 365 55 53

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