

Application Form: CES 2020, January 7 – 10, Las Vegas

Package	
Description	<p>All Packages include</p> <ul style="list-style-type: none"> Show preparation package including market flash, pitch contest training US-style, market entry video, EEN Matchmaking Entry in the official CES online directory and the Swiss online exhibitor directory SWISS Pavilion service package incl. use of hospitality zone, cleaning, power supply, organizational support <p>BASIC Package</p> <ul style="list-style-type: none"> Booth presence: 1 spot at a large co-working table including 1 iPad to present your product/company (no TV screens or space for such included) <p>EXTENDED Package</p> <ul style="list-style-type: none"> Booth presence: 3 – 4 m2 of exhibition space including 1 TV screen to present your product/company <p>BASIC Package INNOSUISSE</p> <ul style="list-style-type: none"> BASIC Package subsidized by Innosuisse plus additional business consulting support: investor report or 1:1 meeting organization or individual internationalization consulting with our US specialist before or after CES 2020; individual internationalization consulting
Costs	
<input type="checkbox"/>	BASIC CHF 7,000 (incl. VAT)
<input type="checkbox"/>	EXTENDED CHF 9,600 (incl. VAT)
<input type="checkbox"/>	BASIC Innosuisse CHF 2'000 (incl. VAT)
<p><i>Subsidies are available:</i></p> <ul style="list-style-type: none"> If you're in the Innosuisse coaching program, you can apply for financial support by Innosuisse pricing below. Decisions will be communicated in August. Other individual options for financial support exist, kindly contact us for details. The minimal self-cost is CHF 2'000.- per start-up. 	
<p>Please note that the prices above do not include flights, accommodation, meals etc. All prices include VAT.</p>	
<p>Registration deadline: July 26, 2019</p>	
Entry criteria CES 2020	<p>In order to be eligible to exhibit at CES, the following criteria must be met:</p> <ul style="list-style-type: none"> The technology displayed must be applicable to the consumer technology space: If you dream that your technology would benefit consumers one day, then you belong in Eureka Park. If a company has launched their first product, it must have been launched on or after January 1, 2019. Any startups with products that launched before this date will not be considered. Crowdfunding campaigns, pre-orders and beta stage are allowed. Your product or service must be innovative with the potential to make a profound impact on the market. The technology must be demonstrable as a prototype or software mockup; no paper or concept entries. You must display finished goods and under their own brand name(s) rather than as an OEM or ODM.

	<ul style="list-style-type: none"> • Must be a first-time exhibitor. • Eureka Park alumni companies may be considered for a second year as long as all other criteria apply. <p><i>CTA (Consumer Technology Association) reserves the right to cancel exhibitors who do not adhere to these entry criteria and/or the terms and conditions on the space contract.</i></p>
Spots at the SWISS Pavilion are limited. In case the number of eligible applications exceeds the number of available spots, a jury will select the participating start-ups.	

Start-up Information	
Name	
Website	
Company blurb <i>Please write a 2-3-line description of your company that we can. We are going to share this with our network. It will also be used for email introductions</i>	
Cluster	<input type="checkbox"/> Information and Communications Technology (ICT) <input type="checkbox"/> Life Sciences (LS) <input type="checkbox"/> Engineering (ENG) <input type="checkbox"/> Social Sciences & Business Management (SBM) <input type="checkbox"/> Energy & Environment (EE) <input type="checkbox"/> Other (specify): _____

Contact information	
Name	
Email	
Phone	
Address	
Canton	

Kindly answer the following questions. Please use a maximum of 300 words each.

Is your company incorporated? If so, please give founding date and registration location / trade register number.

Short description of the company status (e.g. development stage, financial situation, marketing, regulation & IP, founding team & advisors)

Short description of your potential market and addressable market size (e.g. B2B / B2C, sales model, price points & margins, primary costs & revenue streams)

Describe your 3 business priorities for the next year		
1		
2		
3		
How would you benefit from taking part in the trade fair? Who would be participating at the trade fair?		
Define 3 realistic and measurable milestones you believe you can reach due to taking part in the fair		
#	Milestone	Relevance (low – high)
1		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

- I am in the Innosuisse Start-up coaching program and have an active Initial Coaching Voucher
- I am in the Innosuisse Start-up coaching program and have an active Core Coaching Voucher
- I have obtained the CTI-Label or Innosuisse Certificate less than 3 years ago (on date of application)
- None of the above

Comment: _____

Kindly send this form back to Salome Aggeler, Project Manager Trade Fairs, Switzerland Global Enterprise, saggeler@s-ge.com, T +41 44 365 54 590. Salome is also available for further information and questions regarding the trade fair.

By signing this form, I confirm that I will pay my (self-)costs directly to S-GE until 31.10.2019 if I will get selected. Terms and conditions as per <https://www.s-ge.com/de/allgemeine-geschaeftsbedingungen> apply.

Signature

Place & Date