

# Innosuisse - "PICK YOUR FAIR"

## FAQ & STEP BY STEP GUIDE

<b>What is Pick your Fair?</b>	<ul style="list-style-type: none"> <li>Innosuisse gives you the chance to test your products or business model abroad at international trade fairs. The support entails preparatory support, financial contribution (to direct fair costs) and optional business support.</li> </ul>										
<b>Who can apply?</b>	<ul style="list-style-type: none"> <li><b>Start-ups</b> <ul style="list-style-type: none"> <li>with Innosuisse certificate (max 3 years old) <b>or</b> in active Innosuisse coaching (initial, core, scale up)</li> <li>with global aspirations and readiness to enter international markets</li> <li>committing to a timely payment of the self-contribution costs and willingness to provide feedback</li> </ul> </li> </ul>										
<b>Which criteria must the fair fulfill?</b>	<ul style="list-style-type: none"> <li>Right target audience and right market</li> <li>International fair outside Switzerland</li> <li>Exhibition space – conferences, congresses and other events cannot be supported</li> </ul>										
<b>Is there a specific timeline?</b>	<ul style="list-style-type: none"> <li>Quarterly based application deadlines:</li> </ul> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th>Trade Fairs in...</th> <th>Application Deadline</th> </tr> </thead> <tbody> <tr> <td>Q1 (Jan-March)</td> <td>30<sup>th</sup> September</td> </tr> <tr> <td>Q2 (Apr-June)</td> <td>31<sup>st</sup> December</td> </tr> <tr> <td>Q3 (July-Sep)</td> <td>31<sup>st</sup> March</td> </tr> <tr> <td>Q4 (Oct-Dec)</td> <td>30<sup>th</sup> June</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>The application must be ready <b>at least 8 weeks</b> before the fair – the sooner the better! Please contact us early.</li> <li><b>Funding decision:</b> earliest 4 weeks after the submission of the application. Decision will be communicated directly by Innosuisse.</li> </ul>	Trade Fairs in...	Application Deadline	Q1 (Jan-March)	30 <sup>th</sup> September	Q2 (Apr-June)	31 <sup>st</sup> December	Q3 (July-Sep)	31 <sup>st</sup> March	Q4 (Oct-Dec)	30 <sup>th</sup> June
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<b>May we apply for more than one fair?</b>	<ul style="list-style-type: none"> <li>Yes, you can apply for 2 – 3 trade fairs per year.</li> </ul>										
<b>What do we need to provide for the application?</b>	<ul style="list-style-type: none"> <li>We need a confirmation or invoice of the booked fair package or a screenshot of the website with the indicated costs and the included package details.</li> </ul>										
<b>Which costs are covered by Innosuisse?</b>	<ul style="list-style-type: none"> <li>Amount of Innosuisse funding depending on direct trade fair costs and optional business support.</li> </ul>										
<b>What are direct trade fair costs?</b>	<ul style="list-style-type: none"> <li>Everything directly offered by the trade fair organizer: Booth space and construction, furniture, internet, lighting, graphics on the walls, exhibitor tickets, cleaning etc.</li> <li>The costs must be known before the fair to be included in the application.</li> <li>The granted support can't be changed after the funding decision, additional costs cannot be covered.</li> </ul> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th>Trade Fairs Costs</th> <th>Innosuisse Funding amount</th> </tr> </thead> <tbody> <tr> <td>CHF 2'000 - 3'499</td> <td>CHF 1'500</td> </tr> <tr> <td>CHF 3'500 - 5'499</td> <td>CHF 2'750</td> </tr> <tr> <td>CHF 5'500 - 6'999</td> <td>CHF 4'000</td> </tr> <tr> <td>from CHF 7'000 CHF</td> <td>CHF 5'500</td> </tr> </tbody> </table>	Trade Fairs 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
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<b>Which costs are NOT covered?</b>	<ul style="list-style-type: none"> <li>All personal expenses for accommodation, travel expenses and additional costs for PR, marketing material (Roll-ups, Flyer) or prototypes, etc.</li> </ul>										
<b>How does the billing work?</b>	<ul style="list-style-type: none"> <li>The processing of the funding/invoices is handled by Switzerland Global Enterprise, who will contact you early with the appropriate instructions.</li> </ul>										
<b>What is a business support?</b>	<ul style="list-style-type: none"> <li>Optional support packages to maximize the impact of your fair attendance</li> <li>You can choose out of four targeted modules to help enter international markets faster and more effectively and successful – tailored to your needs.</li> <li>You can find the business support overview <a href="#">HERE</a></li> </ul>										