



Invitation to participate

# RESEARCH & TECHNOLOGY 2015

Leading Trade Fair for R&D and Technology Transfer  
Part of HANNOVER MESSE, 13–17 April 2015



## WHY EXHIBIT

The aim of the SWISS PAVILION is to facilitate and expedite the process of bringing brilliant ideas to the market. If you are a research institution, a start-up or spin-off company and if one of these business goals apply to you, you are right at RESEARCH & TECHNOLOGY 2015:

Your innovation is ready for the market

A research, development or funding partner would give a boost to your innovation

Your innovation is successful in one industry. It is time to focus on new industries

You want to go international and open up new markets

You need an agent or a representative

You wish to license your innovation

## REACHING THE DECISION-MAKERS WHO MATTER

RESEARCH & TECHNOLOGY, at the heart of the world's largest and most important showcase for industrial technology, HANNOVER MESSE, is the ideal marketplace for research findings and pioneering industrial developments – with the emphasis on technology transfer between science lab and factory floor and with the aim of transforming ideas quickly and efficiently into commercially viable products and new applications. 50,000 professionals attended RESEARCH & TECHNOLOGY 2014, next to 90% from the EU. Visitors and fellow exhibitors include decision-makers from relevant industrial key sectors, scientific experts and investors looking for joint-venture partners or research projects.

*The SWISS PAVILION made it possible for us to present our product WindRail to an international public for the first time and to address potential customers professionally – it offers a real benefit: prime location, attractive stand design and perfect hospitality services.*

*Sven Koehler, CEO, ANERDGY AG*

Industry worldwide faces enormous challenges. In order to deal with complex issues such as the continuing integration of industrial processes, the transition to renewable energy, the efficient use of resources, sustainability, mobility, lightweight construction and the development of alternative resources and new materials, industry needs science. At the same time, R&D professionals need effective partners in industry and government in order to market their innovations successfully. RESEARCH & TECHNOLOGY is the only event where all the relevant people gather in the same place at the same time.

*Thanks for the perfect organisation and the great support.*

*Dr. Marcel Lüthi, University of Basel/Swiss Institute of Computer Assisted Surgery*

## MAIN EXHIBITION SECTORS

Adaptronics	Nanotechnology	Materials research
Energy research	Organic electronics	Mobility research
Bionics	Engineered textiles	Environmental research

## THE SWISS PAVILION

The SWISS PAVILION is organised by SCHOCH Marketing (since 2009). It is supported by our partners, CTI Commission for Technology and Innovation, SNSF Swiss National Science Foundation, STA Swiss Technology Award, as well as S-GE Switzerland Global Enterprise and Handelskammer Deutschland Schweiz. The SWISS PAVILION is characterised by the following advantages:

Prominently placed in hall 2, ensuring a high degree of attention

Clearly identifiable by its attractive Swiss design, symbol for high-quality solutions

Pre-exhibition coaching, consulting and marketing services

Fully equipped exhibition module and serviced networking area

All organisational and administrative arrangements taken care of professionally

Reduces your workload and assures a professional service

## YOUR PARTICIPATION PACKAGE



### “POINT OF INNOVATION” MODULE AT CHF 7'900.– \*)

Fully equipped exhibition module with display panel (production included based on finished graphics supplied by exhibitor) • company logo • lockable side board • illumination • power socket 220 V • 2 bar stools • brochure rack • waste paper basket

### SERVICE PACKAGE (INCLUDED)

Central internet • hosted hospitality and networking area (non-alcoholic beverages and fruits included) • info bar • attractive Swiss design • year round presence with company profile on [www.hannovermesse.de](http://www.hannovermesse.de) • unlimited number of free visitor invitation tickets • official trade show catalogue entry • joint pre- and at-show marketing activities • exhibitor's passes • compulsory marketing fee of Deutsche Messe AG • free public transportation in Hanover from 13–17 April (tbc) • name badges • shared wardrobe and storage facilities • personal locker • daily booth cleaning and garbage removal • stand photos • invitation to official fair opening ceremony (12 April) • Swiss networking event • invitation to “Night of Innovations” on 13 April • pre-show and on-site organisation and coaching

### \*) CTI START-UP SUBSIDY PLAN AND SNSF PROJECT SUPPORT ARE AVAILABLE

- Start-up companies which are in the CTI Start-up coaching program (Phase III / Phase IV (until 3 years after CTI label)) may apply for the CHF 4'500.– subsidy (net cost = CHF 3'400.–; first come, first served).
- Exhibition expenses may be charged to SNSF research projects depending on the respective funding instrument.

*The SWISS PAVILION gave us an excellent visibility. The booth and the location of the booth were top. We had lots of contacts. The support of the organizer of the SWISS PAVILION was great.*

*Prof. Zeno Stössel, Hochschule Luzern – Technik und Architektur*

### NOT INCLUDED

Not included are special services such as costs for shipment and insurance of exhibits, module alterations, additional furniture and installations, as well as costs for travel, accommodation, visas, etc. Please refer to the detailed General Terms and Conditions of SCHOCH Marketing on the last page of this document.

## ORGANISER



SCHOCH Marketing  
Haldenstrasse 5a  
POB 33  
CH-8142 Uitikon  
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F +41 44 400 33 51  
www.schoch-marketing.ch

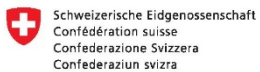
### PROJECT MANAGER

Reto Schoch  
rschoch@schoch-marketing.ch



## PROJECT PARTNERS

### Supported by the CTI



Swiss Confederation

Commission for Technology and Innovation CTI



FONDS NATIONAL SUISSE  
SCHWEIZERISCHER NATIONALFONDS  
FONDO NAZIONALE SVIZZERO  
SWISS NATIONAL SCIENCE FOUNDATION



Wir wissen, was Sie wissen müssen

## REGISTRATION FORM

### DEADLINE 14 NOVEMBER 2014

Fax / E-mail to: +41 44 400 33 51 / rschoch@schoch-marketing.ch

### SWISS PAVILION RESEARCH & TECHNOLOGY 2015, part of HANNOVER MESSE, 13–17 APRIL 2015

We hereby register our participation as part of the official SWISS PAVILION at RESEARCH & TECHNOLOGY 2015 (HANNOVER MESSE) with legally binding effect, and confirm that we have read and accepted the General Terms and Conditions of SCHOCH Marketing, as shown on the reverse side of this registration and covering specific arrangements for participating in trade fairs. We are aware that these General Terms and Conditions form a permanent element of this contractual relationship.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode/city: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

### REQUESTED NUMBER OF EXHIBITION MODULES

**POINT OF INNOVATION** at CHF 7'900.–/module

number of modules: \_\_\_\_\_

### PARTNERSHIP PROGRAMS

We are in the CTI Start-up coaching program (Phase III/Phase IV (until 3 years after CTI label)) and apply for the CHF 4'500.– subsidy:  yes  no (acceptance is subject to confirmation by CTI)

We are part of a SNSF research project:  yes  no

We have applied for the Swiss Technology Award 2014:  yes  no

### EXHIBITS / PRODUCTS / INNOVATIONS (PLEASE DESCRIBE):

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A minimum of six exhibitors is required for an official SWISS PAVILION. In the event that less than six exhibitors have registered by the deadline for registration, SCHOCH Marketing reserves the right to withdraw from this offer without obligations to the exhibitor. With the written confirmation by SCHOCH Marketing the registration will become binding for SCHOCH Marketing, and 65% of the total price of the participation will be invoiced to the exhibitor. The remaining 35% of the total price of participation will be invoiced approx. 90 days prior to the fair opening. Additional services ordered during the course of the fair will be billed within 30 days after participation. Prices do not include VAT. Furthermore, please read carefully the General Terms and Conditions for Participation in Trade Fairs on the reverse side of this form.

Place/date: \_\_\_\_\_

Stamp/signature: \_\_\_\_\_

To be submitted by **14 November 2014** to:  
Fax: +41 44 400 33 51  
Email: rschoch@schoch-marketing.ch

SCHOCH Marketing  
Haldenstrasse 5a, POB 33  
CH-8142 Uitikon



# GENERAL TERMS AND CONDITIONS

For official Swiss participations in international trade fairs, other official joint events and Swiss exhibitions abroad

## 1. OFFER AND EXECUTION OF CONTRACT

Registration for participation in an event/a trade fair must be received by SCHOCH Marketing in writing within the time limit for registration specified in the participation documents. A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space (section 4.1). The contract is deemed executed only upon written confirmation of registration by SCHOCH Marketing.

## 2. PAYMENT TERMS

2.1 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise, the Client shall not be entitled to participate.

2.2 In the event that the exhibitor becomes delinquent in a due payment and SCHOCH Marketing rescinds the contract effective immediately, the registration fees and agreed participation price shall be payable in penalty.

2.3 SCHOCH Marketing will invoice the costs of Special Services (section 4.2) after the close of the event; such charges shall likewise be payable within 30 days.

## 3. DELIVERY/CHANGES/DELINQUENCY/CANCELLATION

3.1 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 3.2, shall remain due along with compensation for expenses already incurred by SCHOCH Marketing for Special Services (section 4.2).

3.2 Cancellation of the contract by the exhibitor is effective only if in written form (registered letter). Cancellation by fax or e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:

- if received at least six months before the exhibition: 30% reduction;
- if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable. If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by SCHOCH Marketing remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

3.3 SCHOCH Marketing may undertake a reduction in the registered booth space or a change of location at any time (section 4.1). In this event, the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 3.2.

3.4 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

3.5 A minimum of six exhibitors is required for an official SWISS PAVILION. In the event that less than six exhibitors have registered by the deadline for registration, SCHOCH Marketing reserves the right to withdraw from this offer without any obligations to the exhibitor.

## 4. SCHOCH MARKETING'S OBLIGATIONS

4.1 Basic Services: On assuming organizational responsibility, SCHOCH Marketing undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement. SCHOCH Marketing is the sole principal for the Basic Services vis-à-vis third parties. SCHOCH Marketing assigns locations and booth space in cooperation with the trade fair management. SCHOCH Marketing will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. SCHOCH Marketing reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on the part of SCHOCH Marketing in undertaking such measures.

4.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

## 5. EXHIBITOR'S OBLIGATIONS

5.1 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible project manager of SCHOCH Marketing or his or her deputy retain domiciliary rights. SCHOCH Marketing or third parties appointed by SCHOCH Marketing represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

5.2 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of SCHOCH Marketing or the trade fair management in this respect. The guidelines of SCHOCH Marketing and instructions apply on a subsidiary basis for the design and operation of booths.

5.3 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

5.4 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by SCHOCH Marketing. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, SCHOCH Marketing reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

5.5 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through SCHOCH Marketing at the exhibitor's request and expense. Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

## 6. TRANSPORT, INSURANCE AND SECURITY MEASURES

6.1 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

6.2 Participation does not include insurance cover. Securing liability, accident, illness, property repatriation insurance, etc. is the responsibility of each exhibitor. Even if SCHOCH Marketing prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. The role of SCHOCH Marketing in such cases is solely that of an intermediary. If SCHOCH Marketing provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold SCHOCH Marketing harmless.

## 7. ASSIGNMENT/INVOLVEMENT OF THIRD PARTIES

During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of SCHOCH Marketing and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to SCHOCH Marketing for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor. Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of SCHOCH Marketing.

## 8. WARRANTY AND LIABILITY

8.1 SCHOCH Marketing is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

8.2 SCHOCH Marketing refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. SCHOCH Marketing is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by SCHOCH Marketing or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of SCHOCH Marketing is excluded.

8.3 SCHOCH Marketing bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

8.4 SCHOCH Marketing is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

## 9. APPLICABLE LAW

Unless and except as these General Terms and Conditions contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

## 10. JURISDICTION

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.