


enabling new business

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA  
General Secretariat GS-FDFA  
Presence Switzerland

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**

January 8 – 11, 2019, Las Vegas

# CONSUMER ELECTRONICS SHOW 2019 SWISS PAVILION



OFFICIAL PROGRAM

  
**Switzerland.**  
Trade & Investment Promotion.

 **SWISS 4  
TECH** 

# About CES Las Vegas, January 8 – 11, 2019

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## Trade Show Information

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-  The Global Stage for Innovation
  - 250,000 sqm exhibition space, > 4,400 exhibitors, > 180,000 attendees
  - 11 CES locations
  
-  Visitors Profile
  - All industry professionals (CES is not open to the public)
  - 28% Manager / Store Manager / Product Manager, 21% Engineers, 16% Manufacturers, 15% Buyers, 20% Rest (Analysts, Distributors, Technicians etc.)
  - 71% North America, 19% Middle East/Asia, 9% Europe, 1% Rest

 [Get an impression of CES 2018 \(link\)](#)

 [www.s-ge.com/ces](http://www.s-ge.com/ces) / [www.ces.tech](http://www.ces.tech)

## The SWISS Pavilion at Eureka Park

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Eureka Park is one of the 11 CES locations and the buzzworthy Start-Up arena that provides a unique opportunity to launch a new product, service or idea.

More than 1,100 Start-Ups have used CES as a platform to showcase their products, and been funded at more than \$1.5 billion since 2012.

<http://videos.ces.tech/detail/video/5706461831001/cestv-2018:-check-out-startups-at-eureka-park?autoStart=true&q=startups>

**The next big thing could be you!**

# Switzerland goes to CES 2019

Whether you are a Start-Up, an SME, a Swiss Association, Canton, Area or Cluster Organisation - join us for this unique showcase opportunity at one of the world's biggest trade shows.

<b>Your possibilities</b>  <b>Type of organisation</b>	<b>SWISS Pavilion</b>  Start-Up Package (including product presentation)	<b>SWISS Pavilion</b>  Partner Package (including use of networking area)	<b>SWISS Pavilion</b>  Be part of it Package (including use of networking area)	<b>Business Mission</b>  Data and Electronics January 6-12, 2019
Start-Up with a first product launched after January 2018* (has to be accepted by the organizer CES)	✓	X	X	✓
Start-Up or SME	X	X	✓	✓
Companies with their own booth at CES	X	X	✓	✓
Swiss Associations, Cantons, Areas, Cluster Organisations	X	✓	X	✓

\* Full list of criteria can be found on p.6.

## Five reasons to join the SWISS Pavilion

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Prominent location in Eureka Park – ensuring a high degree of attention



Concentrate on the development and care of your customer or investor relations – we will handle your participation



Take advantage of the Swiss co-branding opportunity by associating your logo with the Swiss brand that stands for high-quality innovation



Attractive booth design and eye-catching positioning



Turn key booth ready to use

# SWISS Pavilion – how to join on detail



Start-Up Package	Partner Package	Be part of it Package
Present your innovation at the SWISS Pavilion	The SWISS Pavilion – your home base during CES 2019	Join the Swiss delegation as individual exhibitor
Space for product presentation, use of networking zone	Use of networking zone, your logo at the Pavilion	Visibility with logo at the SWISS Pavilion, design element of the Pavilion at your own booth
Swiss Start-Ups fulfilling entry criteria of Eureka-Park (see p.6)	Swiss Associations, Cantons, Areas, Clusters	Swiss companies exhibiting at CES 2019 with their own booth
Show preparation package (industry overview, list of potential partners/ relevant contacts & other opportunities @CES, matchmaking, support with elevator pitch and presentation) Up to 8 contacts through digital matchmaking platform	<ul style="list-style-type: none"> <li>• Use of the infrastructure and prominent location of the SWISS Pavilion</li> <li>• Display of your promotion material at the Pavilion</li> </ul>	<ul style="list-style-type: none"> <li>• Be part of the Swiss delegation and use the networking area of the SWISS Pavilion</li> <li>• Swiss design element at your individual booth to mark your company as official part of the Swiss presence</li> </ul>
Package price: CHF 1,800.-	Please contact us to discuss your individual package	Please contact us to discuss your individual package
Entry in the official online directory of CES and the Swiss exhibitor directory	Entry in the Swiss exhibitor directory	Entry in the Swiss exhibitor directory

## Start-Up: Application criteria for exhibiting at Eureka Park

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- 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, 2018. 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.
- You may showcase products or services, and they can be fundamental inventions with broad applicability.
- 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.
- Must be a first-time exhibitor.
- Start-Ups are limited to a maximum of (2) years in Eureka Park.
- CTA reserves the right to cancel exhibitors who do not adhere to these entry criteria and/or the terms and conditions on the space contract.

**Please contact us and we will check your application with the organizer.**

# Start-Up Package

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## Present your company and your innovation

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- Show preparation package (includes industry overview, list of potential partners/relevant contacts & other opportunities @CES, matchmaking, support with elevator pitch and presentation)
- Up to 8 contacts through a digital matchmaking platform
- Entry in the official online directory of CES and the Swiss exhibitor directory
- Exhibitor badges (max. 2 per Start-Up)
- Use of the networking area of the SWISS Pavilion for meetings (incl. soft drinks, coffee and snacks)
- SWISS Pavilion service package (incl. booth construction, space rental, illumination, power supply, cleaning, organizational support)

## Costs

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Start-Up Package **CHF 1,800.-**

This final price will be strongly supported by our strategic partners and the Co-Organizers.

### Not included:

- Individual booth equipment and design
- Travel and accommodation
- Shipment and insurance of exhibits
- Additional services
- 32" screen, CHF 650.- (Optional)
- → S-GE -AGB (4.6 und 7.2): [www.s-ge.com/agb](http://www.s-ge.com/agb)

## **Additional offers and initiatives by S-GE**

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### **Impulse Event: Digital data and consumer electronics 19 September 2018, Lausanne**

"Is digital data the new oil and currency for the economy?" Get excited about US market opportunities and find out more about the inspiring mission to the Silicon Valley and other activities around the Swiss booth at CES. [→ More Information](#)

### **Data & Electronics Business Mission 06 – 12 January 2019, Silicon Valley and Las Vegas**

In parallel with the CES Show and for those not eligible or interested in exhibiting at CES, we will organize a Fact Finding mission built around the show. This trip will begin in San Francisco by visiting companies in digital, smart data, e-business and blockchain space and will end in Las Vegas by visiting CES.

Discover new concepts and technology trends and mingle with Swiss and US personalities in the SF Bay Area. [→ More Information](#)



## Support with your travel arrangements

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Take care of your flight and hotel booking as soon as your participation is confirmed!

### Room allotment at the Circus Circus Hotel (for exhibitors only)

- S-GE managed to block an allotment for a limited number of rooms at the **Circus Circus Hotel in Las Vegas** (approx. 1.2 miles from Eureka Park).
- Average daily rate approx. USD 170.-/night (depending on the exact dates) excluding resort fee (USD 28.-) and taxes.
- Rooms will be allocated on a first come, first served base.
- Bookings need to be done by **30 September 2018**. Please send an e-mail to [bthomas@s-ge.com](mailto:bthomas@s-ge.com) indicating name, e-mail address and exact dates of the person travelling.

### Cooperation with Swiss

- Swiss – a strategic partner of S-GE – offers a limited number of discounted flight tickets to Las Vegas. Details will follow after registration.

## Your contacts

Project team Switzerland Global Enterprise:



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# The following partners are involved so far:

## Co-organizer



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA  
**General Secretariat GS-FDFA**  
Presence Switzerland



## Strategic Partners



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Innosuisse – Schweizerische Agentur  
für Innovationsförderung



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland  
**Swiss Business Hub USA**

## Networking Partners



# LET'S GET STARTED - WE LOOK FORWARD TO WELCOMING YOU



Deadline for  
registration:

13 September  
2018