

startup bw

SUMMIT

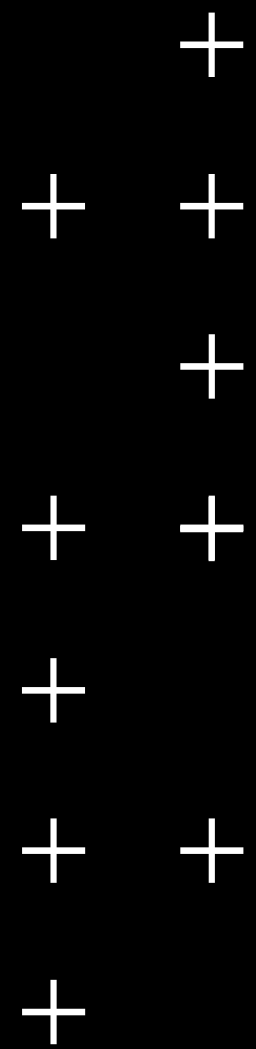
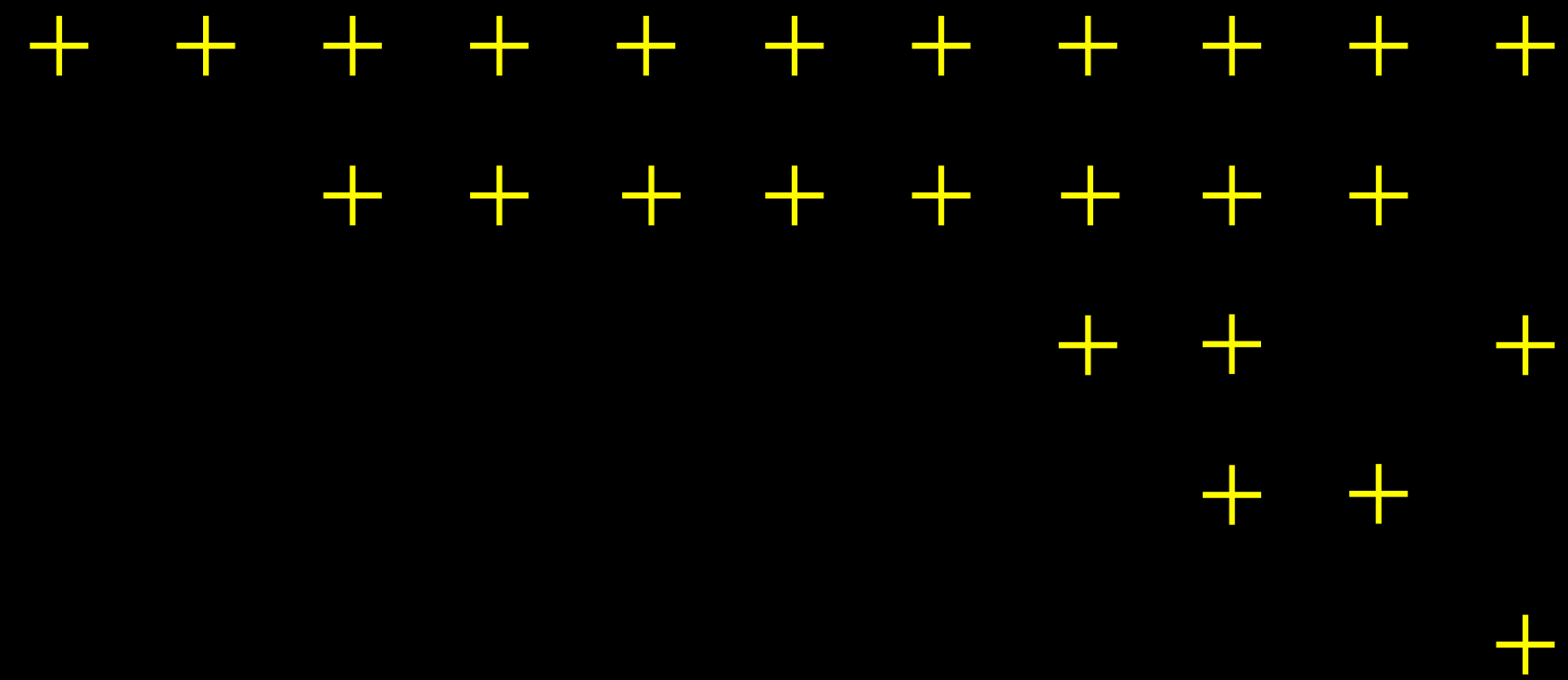
July 11, 2024 × Stuttgart

Fair & Congress

Festival

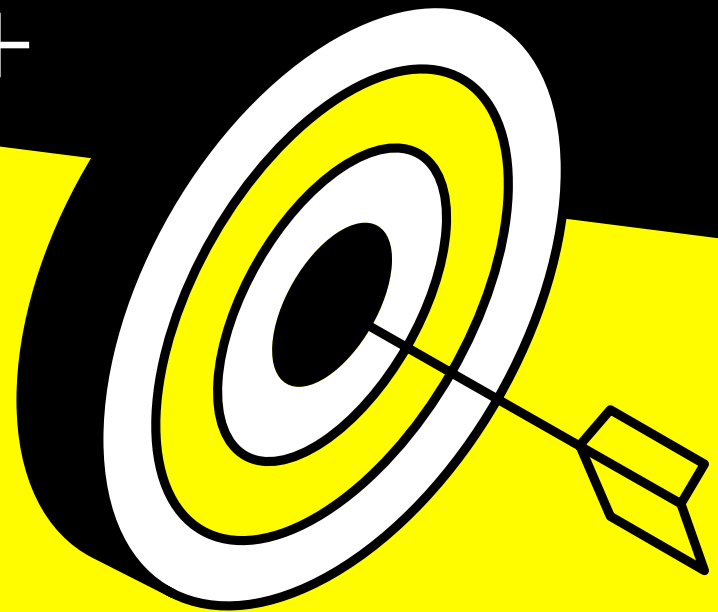
Welcome to
**STARTUP
LÄND**





the main startup bw event

and most important network meeting of
Baden-Württemberg's Start-up community



more than

5.000

visitors and
participants

unique combination of
fair, congress
& festival

more than
200
exhibiting
Start-ups

networking

with Investors and
Companies

top-class
speaker

numerous
funding opportunities



Start-up BW Summit 2024

**Networking, pitching and exchanging ideas
– this is where the Start-up scene meets!**

This year, the summit consists of a trade fair and congress with exhibiting Start-ups, pitches and keynotes, as well as a festival with music and informal discussions – all in the heart of Stuttgart.

Fair & Congress at the „Haus der Wirtschaft“

- + Over 5,000 visitors and participants
- + Over 200 exhibiting Start-ups from Germany and abroad
- + Acceleratoren, initiatives und ecosystems
- + Keynotes
- + Panels
- + Pitches
- + Business Angel Congress
- + Venture Partnering

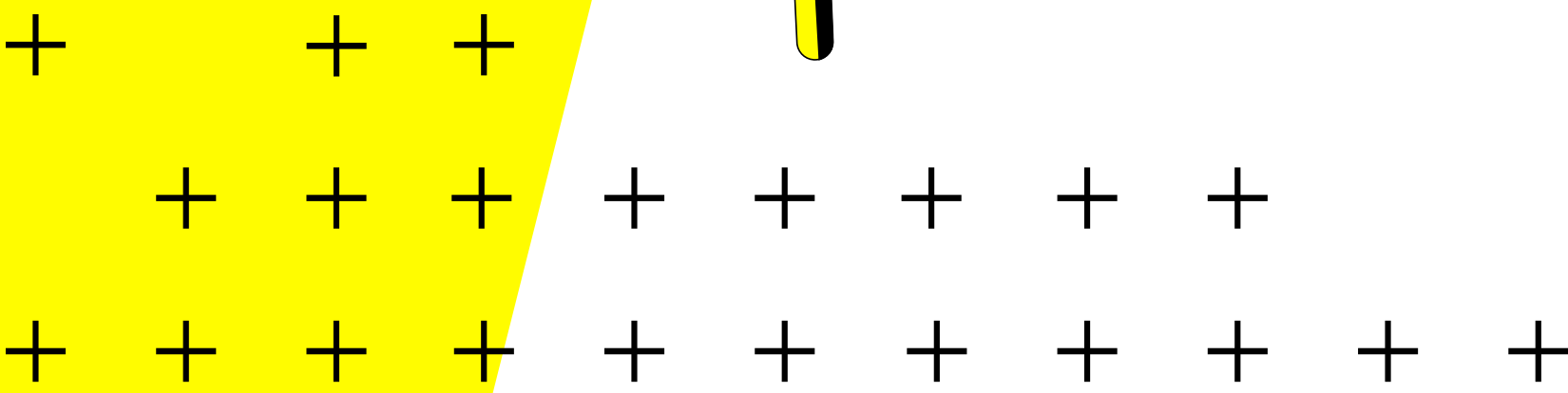
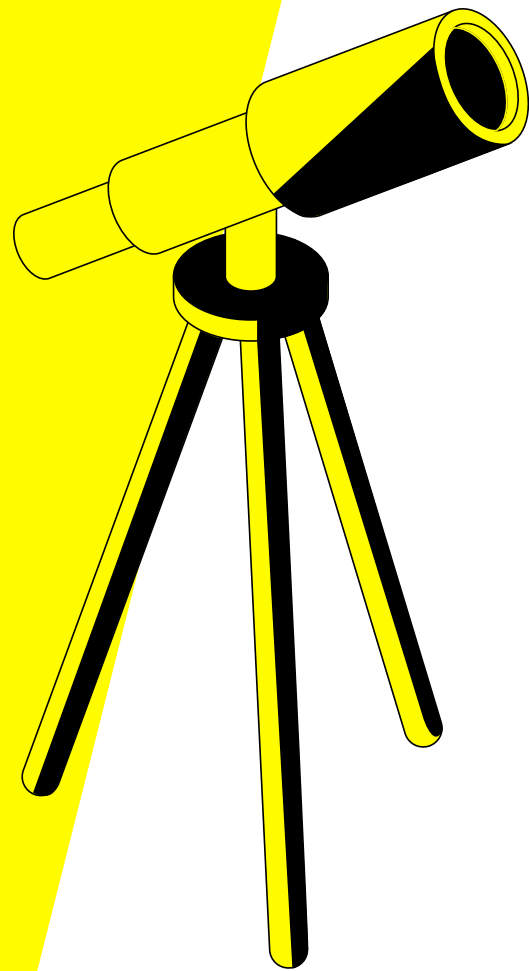
Festival at the „Börsenplatz“

- + Pitching Corner
- + Bands
- + Start-ups
- + Poetry Slam
- + Much More



Haus der Wirtschaft

Floor overview



Fourth Floor

Exhibitor Catering (not public)

Third Floor

LÄND of Investors & Cooperates

Second Floor

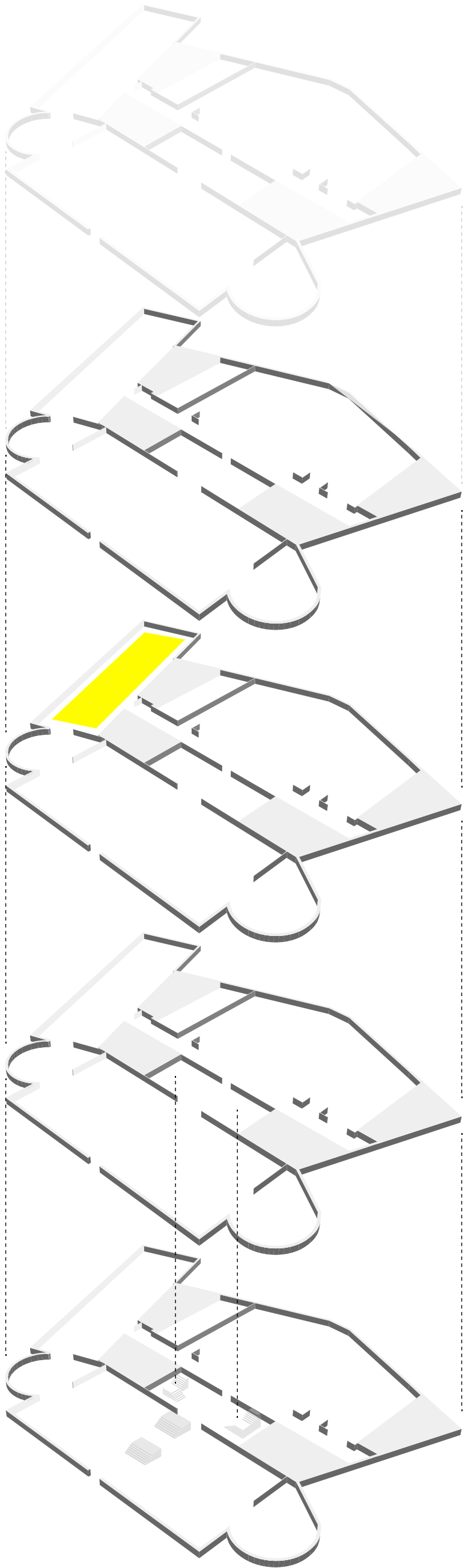
Start-up BW Stage, Start-up BW Lounge, LÄND of Opportunities, International Partners

First Floor

LÄND of the Start-ups, Pitching Stage

Ground Floor

Accreditation, Wardrobe



Second Floor: International Partners

15 International Partners:

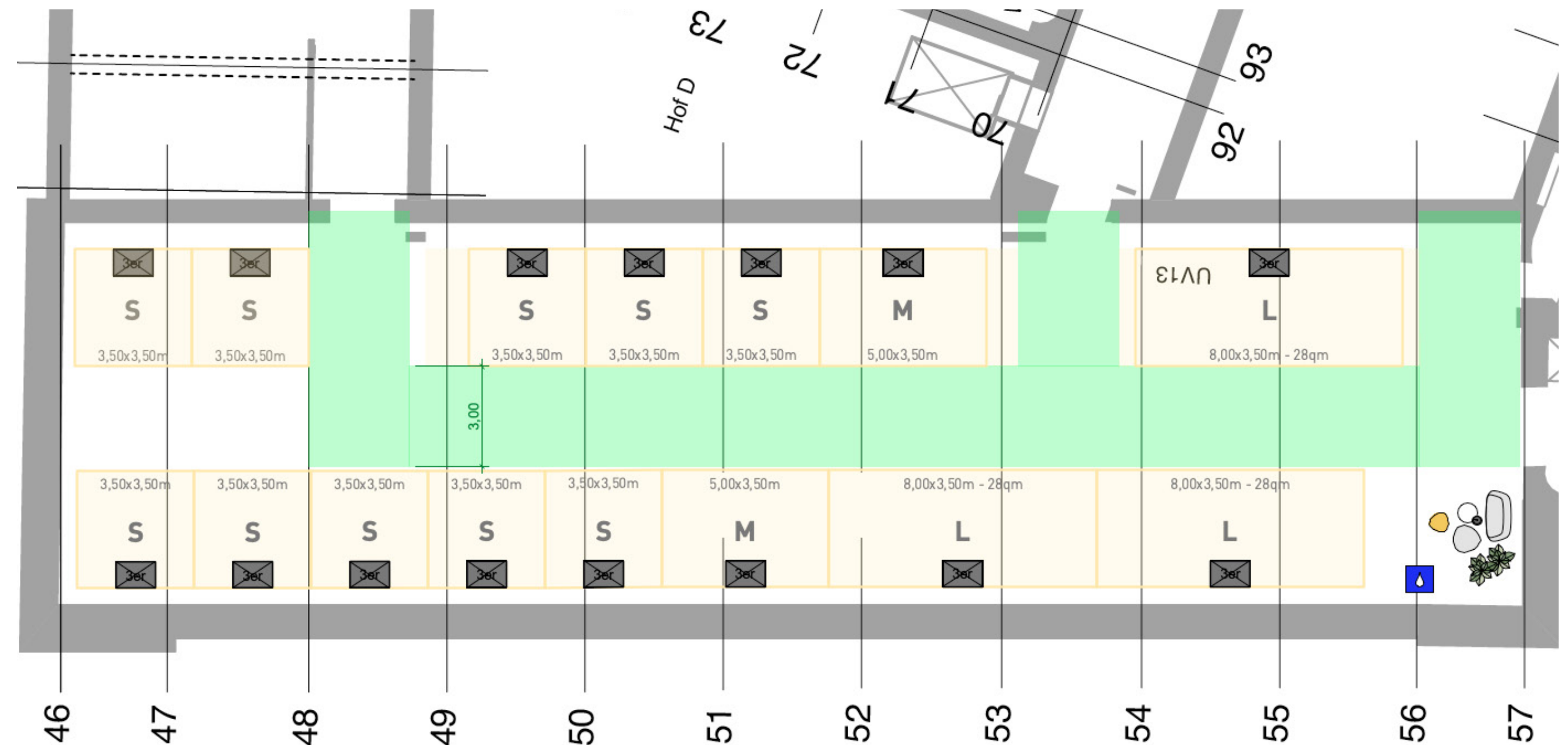
10x S – 3.50 x 3.50m

2x M – 5.00 x 3.50m

3x L – 8.00 x 3.50m

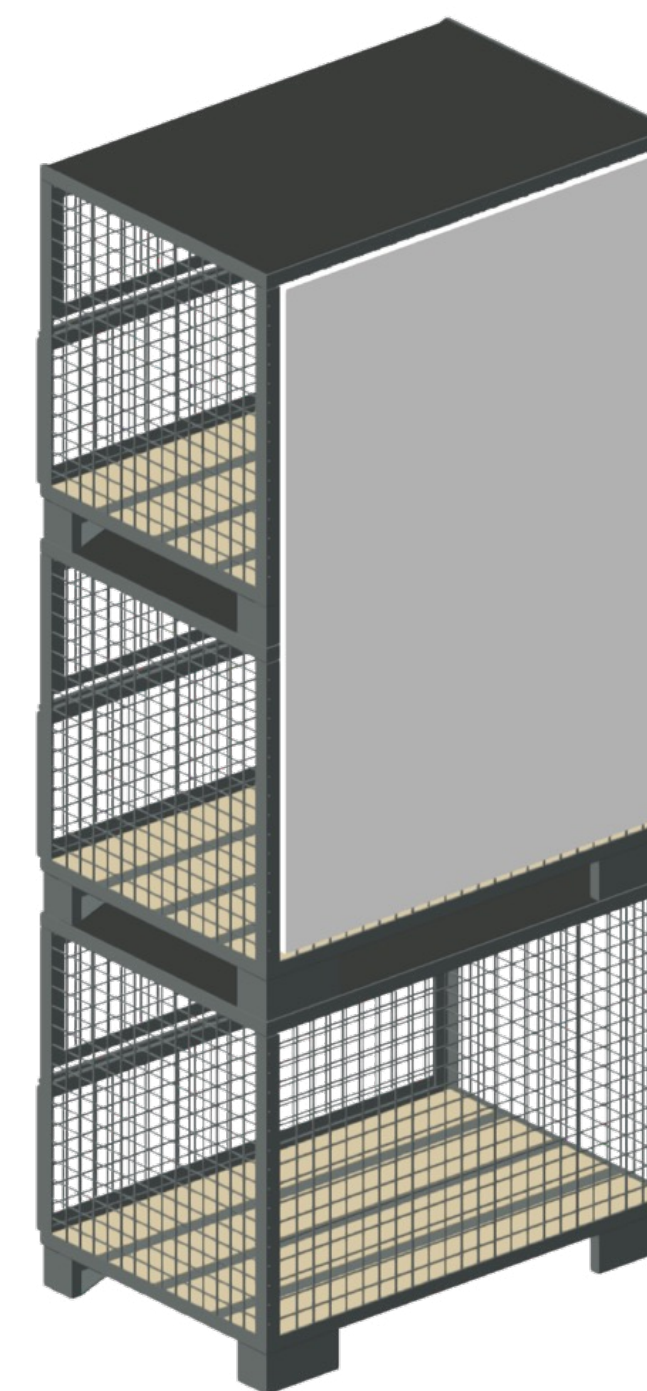
Standard set-up per stand: „pallet cage“
tower as graphic space

Remaining space can be customized!
(Rental furniture from “catalog“ can be
booked additionally – see following slides)

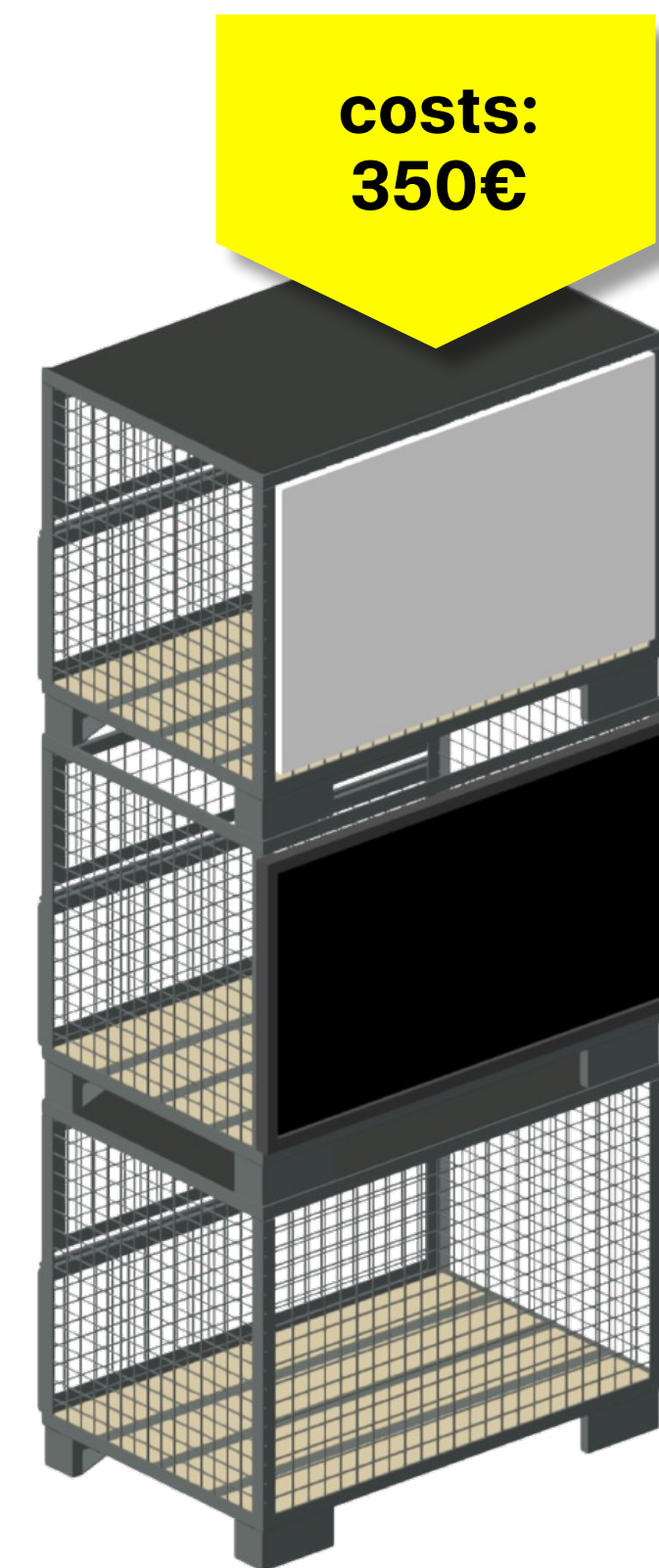


International Partners Standard Set-up

- + „Pallet cage“ tower as graphic space
- + Choose between:
 - + Tower 1: big grafic 115 x 160cm (left)
 - + Tower 2: small grafic 115 x 70 cm + 55“ screen (right)
- + Graphics are adopted and produced by pulsmacher and include the flag of the international ecosystem as standard setup. You can add your own logos to the graphic. Please wait for futher information via our newsletter.



Tower 1



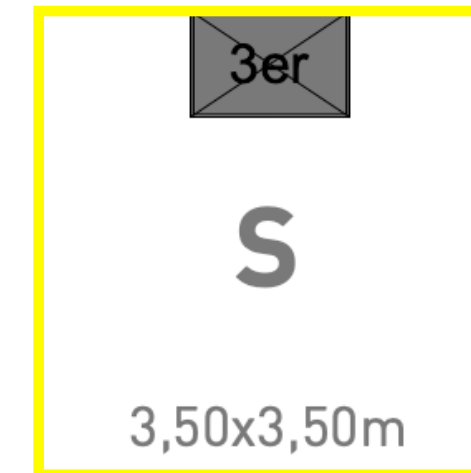
Tower 2

International Partners

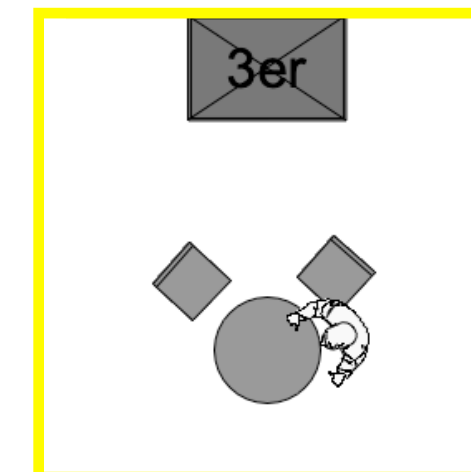
SIZE S STAND

- + „Pallet cage“ tower as graphic space
- + Remaining space can be customized!
Choose between:
 - + Option 1: blank space – bring your own ...
(delivery details to follow)
 - + Option 2: small high table + 2 stools
 - Option 3: high table + 4 stools
 - Option 4: 2 start-up exhibition stands made of cardboard and a small high table with stools
 - Option 5: shared exhibition stand

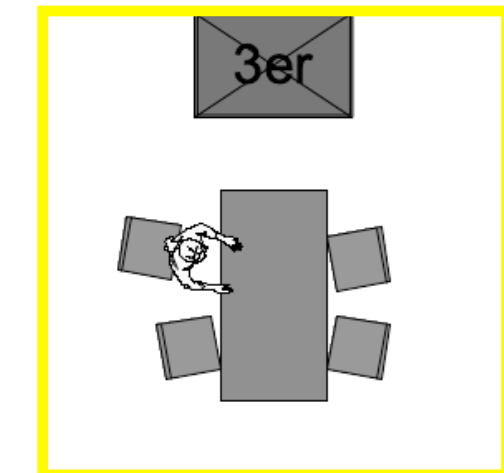
Option 1



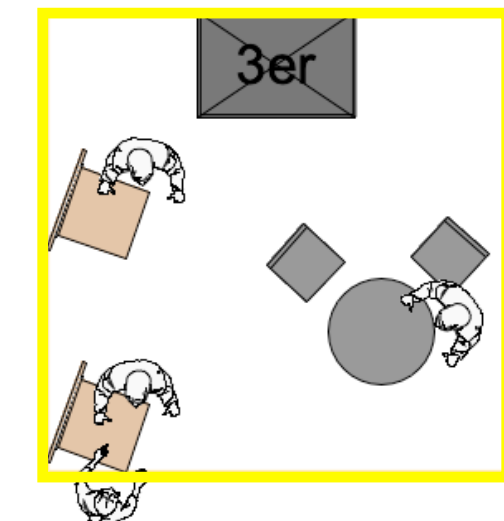
Option 2



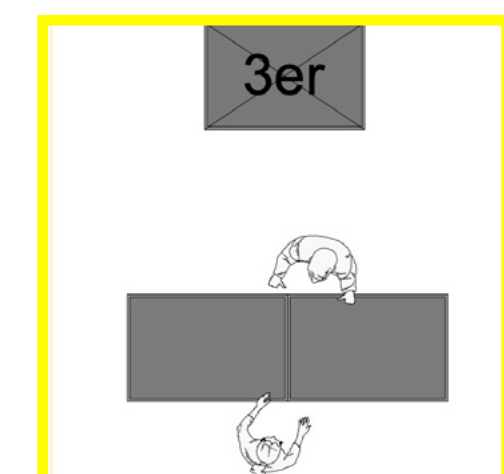
Option 3



Option 4



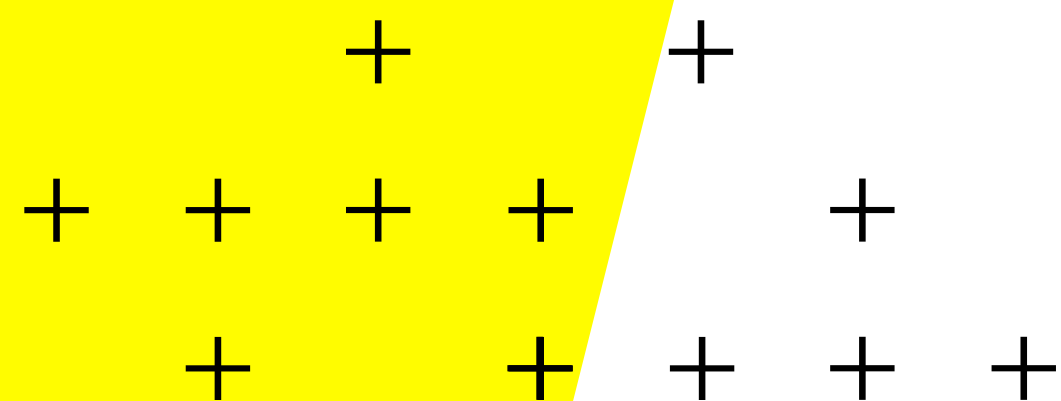
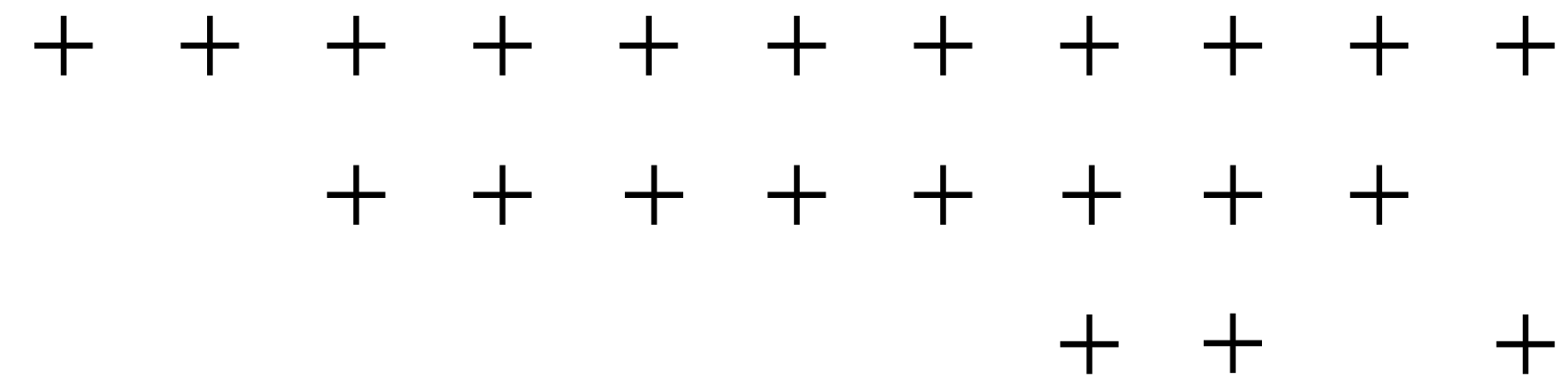
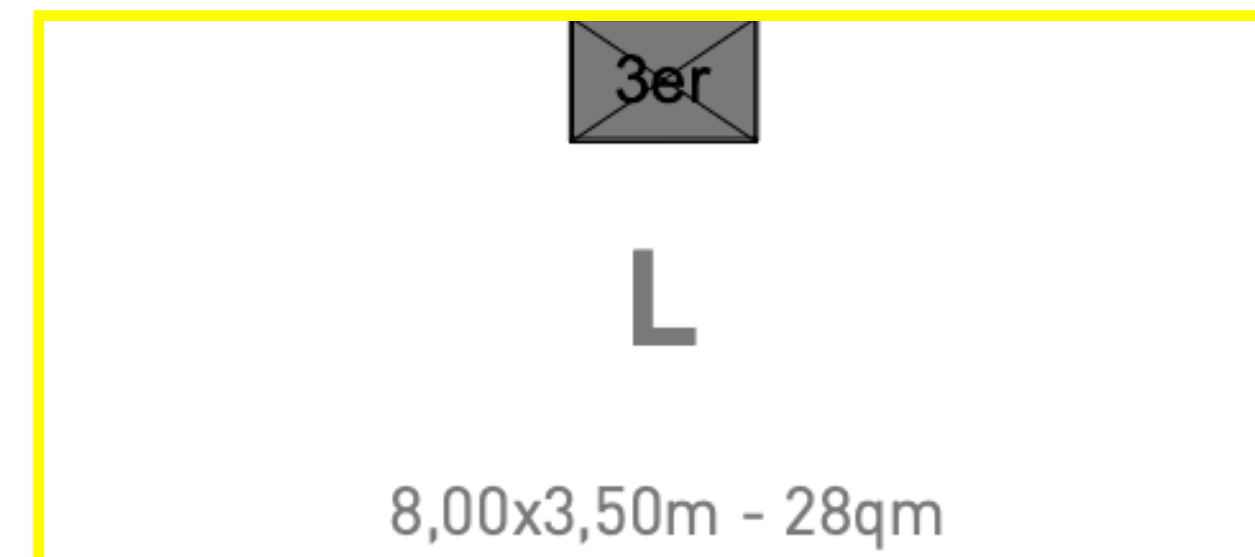
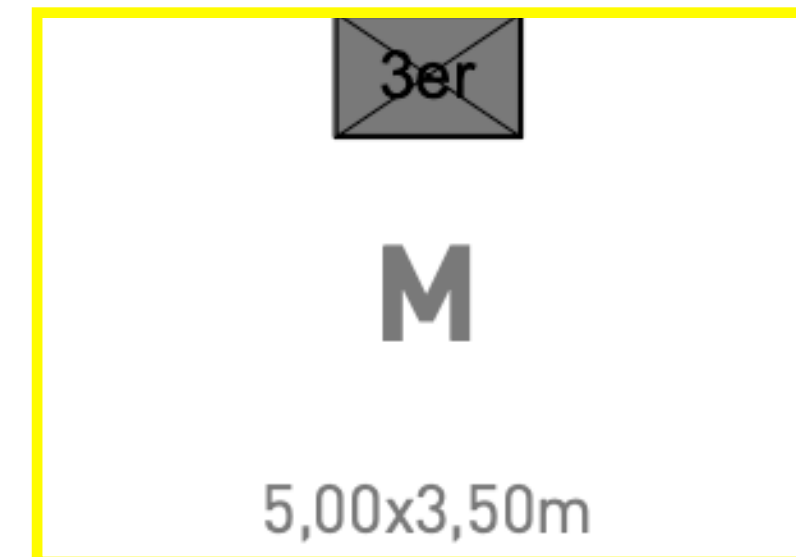
Option 5



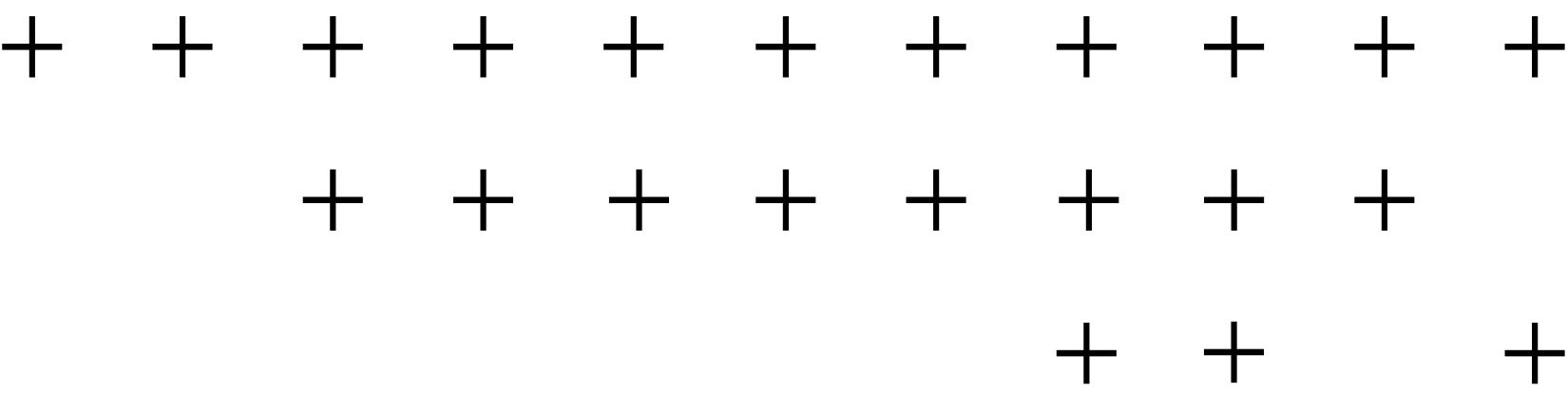
International Partners

SIZE M & L STAND

- + „Pallet cage“ tower as graphic space
- + **Remaining space can be customized!**
(Rental furniture from “catalog” can be booked additionally – see following slides)



Rental Furniture



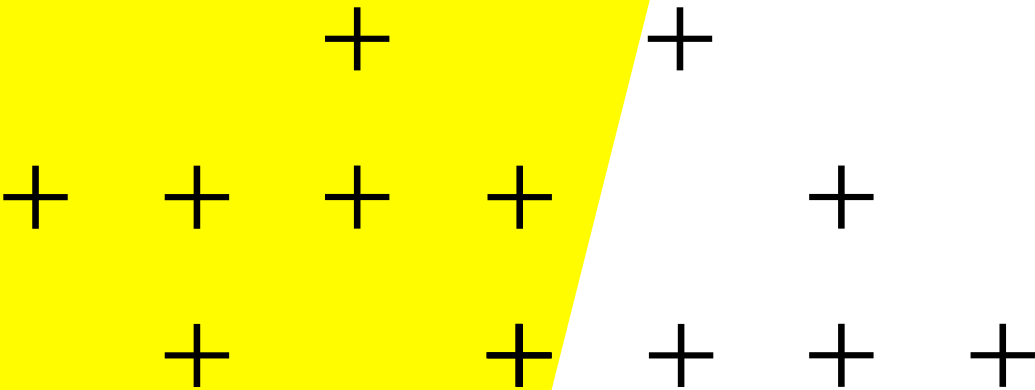
SMALL HIGH TABLE

High table, round, black
2 bar stools



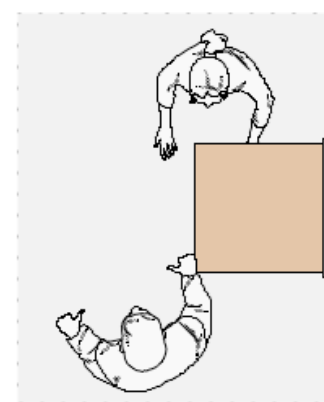
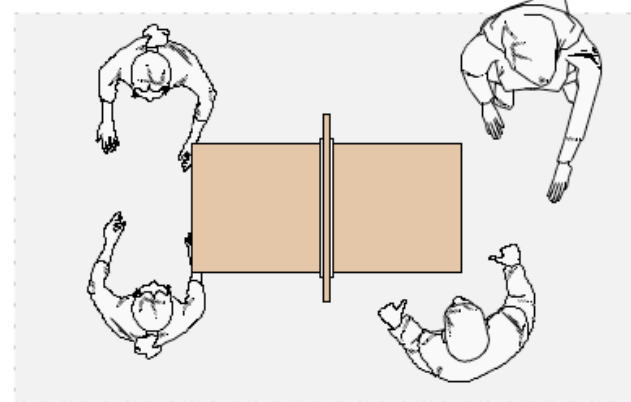
HIGH TABLE

High table (120x60cm), black
4 bar stools



Rental Furniture Exhibition Stand

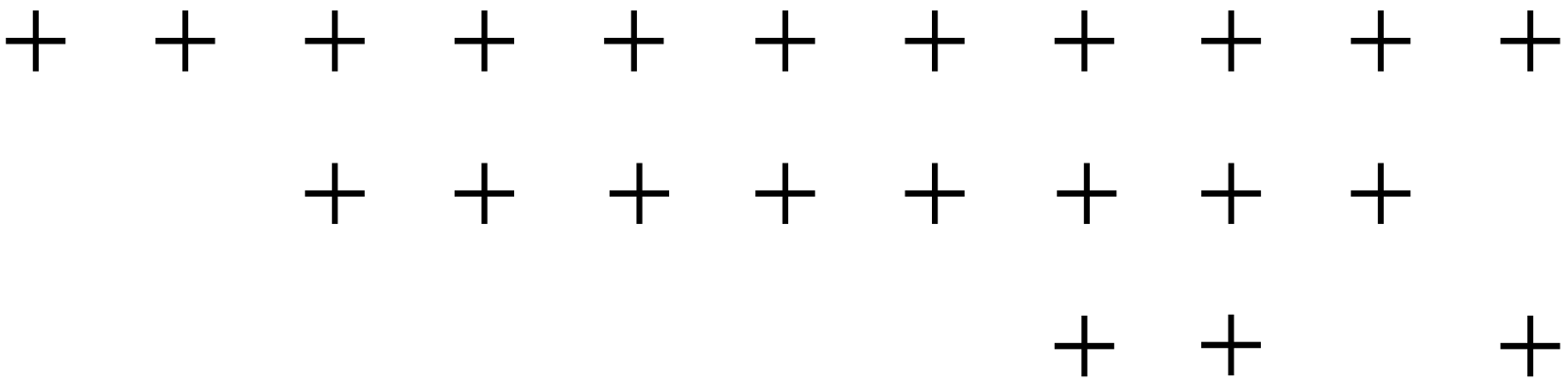
- ✚ Start-up exhibition stands made of cardboard
 - ✚ desk surface ca. 55x55cm
 - ✚ backdrop with space for DIN A2 poster
- ✚ 2 single or a double stand



Concept
sketch



Rental Furniture Lounge*

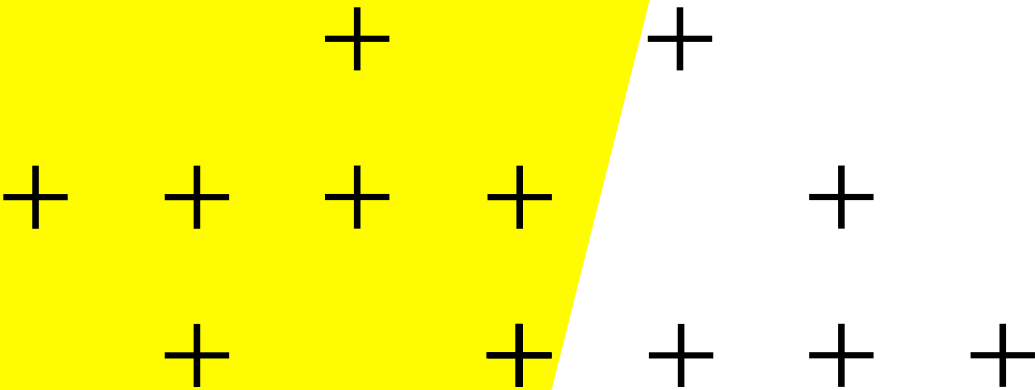


Additional
costs:
250€



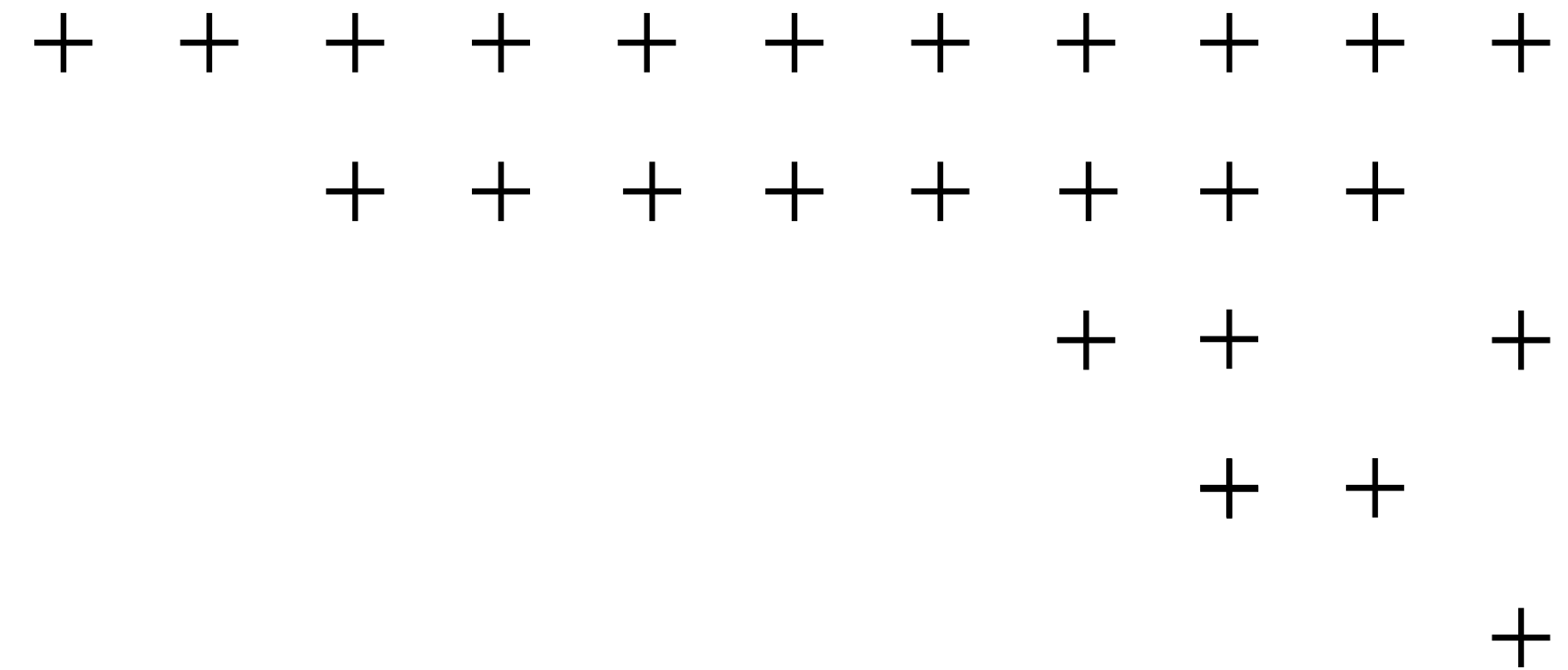
LOUNGE

2 lounge chairs with side table



*limited quantities

International Partners Delivery Details



- ✚ The building „Haus der Wirtschaft“ only has a small goods delivery area.
 - ✚ The access road has only a small maneuvering radius and the following access dimensions H 4,12 x W 3,15m
 - ✚ The goods elevator has the following dimensions: door: H 2,20m x W 4,00m, H 2,39m x W 5,96m x D 1,98m
- ✚ For the reasons mentioned above, there will be a strict construction and delivery schedule that must be adhered! Please let us know in advance which structures, exhibits or similar you would like to bring.