

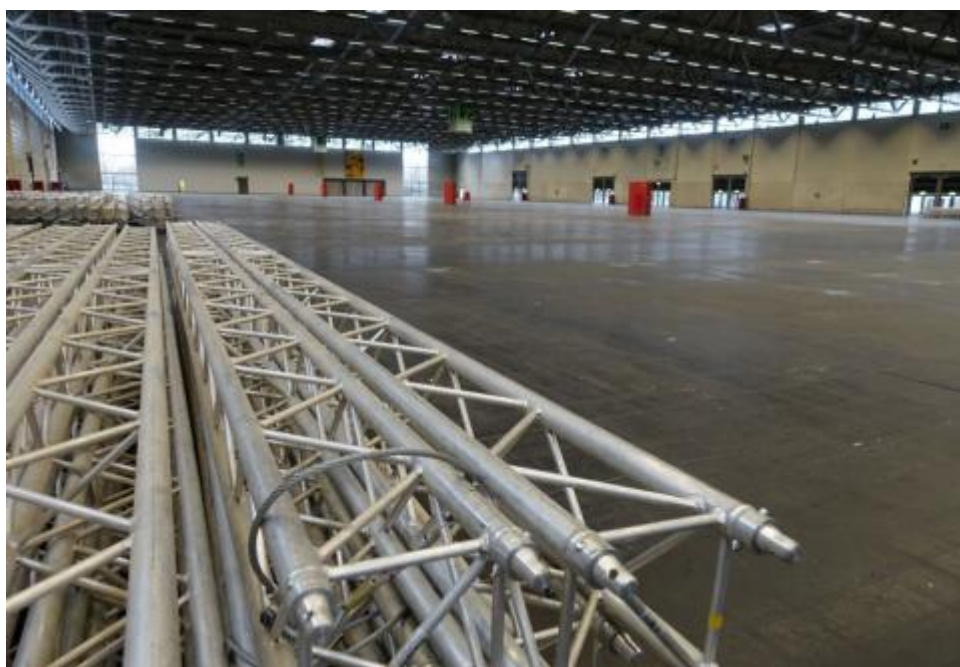
## ICT 2020 Exhibitors' Guide - Event cancelled

We have been closely monitoring the situation with COVID-19, and after much consideration, the European Commission together with the German Presidency have made the decision to cancel the ICT 2020 conference, due to take place 1-3 December in Cologne.

As the nature of the event lies particularly in the personal exchange and networking of the digital community, we have to prioritise the health and safety of the ICT stakeholders.

However, we will explore the possibility to bring you this unique event in 2021. More updates will be shared in September.

Stay safe, informed and connected!



On 1, 2 and 3 December 2020 Koelnmesse in Cologne, Germany, will host the event “ICT 2020 – Leading the Digital Age” . The event includes, among other, a huge exhibition space which will give a unique opportunity to more than 100 exhibitors to show their best-in-class results realised with EU-funding or within EU-initiatives.

It is the flagship event of the European Commission’s Directorate-General for Communications Networks, Content and Technology (DG CONNECT). This is why exhibitors will be particularly challenged to showcase their project’s results in a highly appealing and comprehensive way.

In the exhibition, visitors will discover how and why the EU funds promising and outstanding research. An online catalogue including keywords will guide them through the exhibition and will help them to find the stands of their individual interest.

## Who can exhibit?

Projects, initiatives or organisations which receive or have received EU funding for their work in IT can apply, such as:

- Advanced research projects
- Research, technology and innovation projects with high-tech prototype demonstrators
- Companies demonstrating innovative products that are on the market for less than 2 years
- Spin-off companies from EU funded projects
- ICT research and innovation stakeholders from around the world involved in successful collaboration with European partners

## Overview

The exhibition will support the main pillars of the conference programme. It will include:

- The Main exhibition showcasing successful EU funded ICT projects and related EU initiatives with a maximum of 100 slots of +/- 15 - 20 m<sup>2</sup>
- The International Cooperation (INCO) Village which will inform visitors about current and upcoming collaborations in ICT with Korea, Brazil, Japan, and other partners
- The Innovators' Village promoting EU-funded start-ups
- The European Commission Pavilion, which will offer general info about flagship initiatives, Connecting Europe Facility (CEF), MEDIA programme, Research Infrastructure initiatives, European Regional Development Funds (ERDF), etc.
- The German Village, an exhibition with highlights from the German ICT community

## Who is the target audience?

Approximately 5 000 visitors are expected to attend the ICT 2020 event and will potentially visit the exhibition. Expected visitors of ICT 2020 are researchers, policy makers, innovators, businesses (including SMEs), start-ups, investors, strategists, students, etc.

## Your exhibition space

### What will be provided to the exhibitors free of charge:

Please note that this is an indicative list of the equipment. The final set-up will be confirmed at a later stage.

- Exhibition – space & equipment
- 15 – 20 m<sup>2</sup> space \*
- Attractive and innovative labelling (visual ID + booth name)
- 55' screen
- Cabled internet connection, wifi connection, electricity, spotlights
- Table with 4 chairs
- Lockable counter with 2 high chairs

\*Additional space may be requested in the Application form.

## **What will not be provided:**

- Supplementary Internet capacity (to be specified in your request)
- Equipment costs (e.g. PCs, rental of specific equipment if needed) - you have to bring your own equipment;
- Transportation costs for equipment
- Travel and accommodation costs for personnel (NB: stands must be staffed continuously during the three days of the exhibition; you must arrive the day before to set up the stand and must foresee time to dismantle the stand after the end of the event). Note that projects can include these costs in their cost statements through prior agreement with the EU Project Officer
- Insurance costs
- Any other costs associated with the stand

## **Deadline for submission**

The deadline to submit your application is 28 May 2020, 17:00 CET - (See the Call for applications)

Successful applicants will be notified by the beginning of July 2020 at the latest.

## **How do I apply for an exhibition space?**

You can apply for a space in one of the following three areas:

- Main exhibition
- International Cooperation (INCO) Village
- Innovators' Village

The EC pavilion and the German Presidency Village are not covered by a Call for Applications.

## **Venue**

Congress-Centrum Nord, Koelnmesse

Deutz-Mülheimer Strasse 111

50679 Köln

Germany

## **Applicants for the Main Exhibition**

### **What are the themes of the exhibition?**

The main exhibition will be divided into three main themes:

- "Pushing Digital Frontiers"
- "Enabling Digital"
- "Transforming people's lives"

These Exhibition areas will regroup projects related to topics such as: Artificial Intelligence, HPC, Data, Robotics, Photonics, Electronics, FET, 5G, Cloud, Cybersecurity, Blockchain, Next Generation Internet

(NGI), IoT, eHealth, Manufacturing, Digital Skills and Education, Data economy, Digital Public Services, Connected and Automated Driving, Media, Digital Cultural Heritage

## **How many themes can my project address?**

You should choose one of the above themes for your project. If relevant, the Commission may move your project under another theme.

## **What do we expect from selected applicants?**

Your stand should be visually appealing and creative so that it can attract the attention of all visitors, including the less technically savvy visitor. Interactive engagement with the public and display of prototypes are an asset.

The following should be clearly visible and noticable at first glance:

- The thematic area covered by your project (e.g. HPC, robotics, eHealth, 5G)
- The issue that the project is trying to solve and why is it important
- How the project is trying to solve the issue
- The project's final goal

Where your project is currently, with reference to its final goal, and which level of maturity has it reached

- In which respect your project is pioneering
- What are the next steps...

You should make sure that the stand displays and addresses the above mentioned elements, so visitors can immediately see and understand the project's goals and significance. You should be able to provide more in-depth information to specialised visitors like researchers, software specialists, etc., upon request.

## **Award criteria**

The Commission will award exhibition spaces to projects which:

- propose promising research results and innovation projects, with an European added value,
- display these in an appealing manner and
- are able to explain quickly and briefly the issue they are solving, how they are doing so and their impact

The attractiveness of the project demonstration and interactivity with visitors will be one of the highly ranked award criteria. You will also be challenged to show why your project should be funded, why its results are pioneering and how they bring added-value to the policies in the context of the making Europe “fit for the digital age”.

The Commission reserves the right to select projects according to its individual evaluation, but also in view of a balanced representation of areas. Some projects might be clustered in one bigger space.

## **Is there a financial support for selected applicants?**

Projects are offered an exhibition space for free (see general description above for specifications and what is included). Any other costs for e.g. staff present at the booth/space, supplementary equipment

etc. will have to be paid by the project/initiative/partner organisation etc.

In case you wish to submit an application but your EU-funded project will have ceased by the time the exhibition takes place, please contact us at [CNECT-ICT2020-EXHIBITION@ec.europa.eu](mailto:CNECT-ICT2020-EXHIBITION@ec.europa.eu)

## **Deadline for submission**

The deadline to submit your application is 28 May 2020, 17:00 CET

Successful applicants will be notified by the beginning of July 2020.

## **Who can I contact for further questions?**

Contact us via email at [CNECT-ICT2020-EXHIBITION@ec.europa.eu](mailto:CNECT-ICT2020-EXHIBITION@ec.europa.eu)

Apply!

# **Applicants for the INCO (International Cooperation) village**

## **Who can apply for a space?**

Projects, initiatives or organisations that receive or have received EU funding and are or have been involved in collaborative projects with EU partners.

Third country government bodies engaged in ICT dialogues with the EU.

## **What do we expect from applicants?**

Visitors will learn about how international cooperation, joint calls and projects between the EU and the respective non-EU partners lead to mutually beneficial outcomes.

You can display results and achievements of your project or initiative, as well as describe future collaboration prospects and/or make information material available or digitally accessible.

Your booth/space description must explain how you are going to highlight international cooperation aspects, joint calls and successful projects between the EU and non-EU partners.

## **Award criteria**

The Commission will award projects/organisations that propose promising international collaboration results and can demonstrate these results in an appealing manner. They must be able to explain quickly and briefly the issues they are solving and why these issues are pertinent.

The Commission reserves the right to select projects based on individual evaluation, while considering the balance of certain topics/geographic regions.

## **Is there financial support for selected applicants?**

Projects are offered an exhibition space for free (see general description above for specifications and what is included). Any other costs for e.g. staff present at the booth/space, supplementary equipment etc. will have to be paid by the project/initiative/partner organisation etc.

## **Deadline for submission**

The deadline to submit your application is 28 May 2020 , 17:00 CET

Successful applicants will be notified by end of July 2020 at the latest.

## **Who can I contact for further questions?**

Contact us via email at [CNECT-ICT2020-EXHIBITION@ec.europa.eu](mailto:CNECT-ICT2020-EXHIBITION@ec.europa.eu)

Apply!

## **Applicants for the Innovators' Village**

### **Who can apply for a space?**

Organisations or companies who are receiving or have received EU-funding and who can showcase their product at a leading Information Technology event.

### **What do we expect from applicants?**

Applicants must advertise in their booth/space that they have received EU funding.

If you are building solutions based on, or dealing with IoT, blockchain technology, Data, Drones, 3D Printing, Robots or Modern Gadgets, ICT2020 is the perfect opportunity to highlight it!

If you want to apply, make sure your product/ service can be brought and showcased at the venue. It should be easy to display and have a clear innovative element to it.

### **Award criteria**

The companies will be selected based on their answers provided in the application form.

The exhibition will have a mix of companies from various geographical areas and various industries who will be selected by a jury. In order to be considered, your innovation needs to be already present on the market and you need to have clients. Receiving business support via initiatives such as EIT or EASME will be an asset. Additionally, raising capital from venture capitalists, business angels or crowdfunding platforms is valuable and will be taken into consideration during the selection of the winners.

### **Is there a financial support for selected applicants?**

Projects are offered an exhibition space for free (see general description above for specifications and what is included). Any other costs for e.g. staff present at the booth/space, supplementary equipment etc. will have to be paid by the project/initiative/partner organisation etc.

In case you wish to submit an application but your EU-funding will have ceased by the time the exhibition takes place, please contact us.

## **Deadline for submission**

The deadline to submit your application is 28 May 2020, 17:00 CET

Successful applicants will be notified by beginning of July 2020 at the latest.

## **Who can I contact for further questions?**

Contact us via email at [CNECT-ICT2020-EXHIBITION@ec.europa.eu](mailto:CNECT-ICT2020-EXHIBITION@ec.europa.eu)

Apply!

## **Related topics**

Events

ICT Conference & Exhibition

Shaping the Digital Single Market

---

**Source URL:** <https://digital-strategy.ec.europa.eu/news/ict-2020-exhibitors-guide-event-cancelled>