



www.expats-expo.info

Expat-Expo GmbH

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What is Expat-Expo?

Expat-Expo is a one-day, admission-free event designed for the English-speaking people of Switzerland. It has over 600 different companies exhibiting and attracts about 16,000 visitors per year.

Expat-Expo showcases a wide variety of businesses, organisations, clubs and churches from all over Switzerland and Europe. Settling into a new country can be a daunting process for anyone, but Expat-Expo is designed to help the Anglophone community feel quickly at home in Switzerland. In the space of an afternoon, families can find important goods and services such as bankers, doctors, accountants and lawyers, schools and day-care, museums, clubs and churches, even specialty food items. We believe this service contributes greatly to the successful integration of newly arrived families and veteran expats alike.

We launched Expat-Expo in February of 2006 in a humble community hall in Zürich. To-date we have already successfully conducted events in Geneva, Zürich and Zug and Basel, Lucerne and in the Spring of 2012 we will hold our 1st Ticino Expo in Lugano and in the Fall of 2012 we will hold our first event in Bern. Expat-Expo has already become one of the most popular and anticipated events in the International community of Switzerland.

Why does Expat-Expo work?



Expat-Expo is a grass roots event that has evolved from a handful of tiny businesses, clubs and expat organizations who needed a place to display their products and services. We have taken a very different approach to marketing by offering very affordable fees and in return our exhibitors work hard to inform their customers of the event, thereby creating our own advertising.

Our exhibitors all have a vital community spirit and with their support we are now able to hold expos in some of Switzerland's premier exhibition halls. Expat-Expo works because the English-speaking community and its businesses are supporting it. Without this community spirit we simply could not exist.

Why exhibit at Expat-Expo?

The English-speaking marketplace here in Switzerland is still relatively unexplored by most Swiss companies due to the complexity of the demographics and therefore is often underestimated. Our objective is to provide effective and affordable access to this profitable niche market.



Hundreds of posters like these are distributed in each city.

Expat-Expo is not only a very effective and affordable marketing tool but is also a fantastic networking event for small and medium size businesses operating in English. Additionally, we do a lot of marketing on your behalf. For each event we distribute 5-10,000 flyers and have extensive outdoor poster campaigns.



Who exhibits?

Any company may exhibit and the range of products and companies at Expat-Expo is wide: from language teachers working from their own home all the way up to large multi-national corporations such as Volvo, Honda, The International Herald Tribune, British Airways, Nordea Bank and Remax Real Estate. Most of the businesses exhibiting are expat-owned but there are also many Swiss companies attending, including; Swissinfo and World Radio Switzerland and many Swiss museums and tourism offices.

Who visits?

Everyone is welcome and we encourage visitors to bring their families. Our crowds vary from location to location. Geneva is our biggest event and we had about 5000 visitors. Admission is free and everyone is welcome and we encourage visitors to bring their families to enjoy our Bouncy Castle! Our crowds vary from location to location but we estimate attendance to be 13,000 visitors per year. Geneva is our largest event where we have about 5000 visitors. In Zurich we have about 3000 and in Basel we have approximately 2500 visitors, in Zug and Lucerne we have about 1200 visitors each. 2012 will be our first year in Lugano and Bern but we anticipate large crowds.

When and where are the next Expat-Expos taking place?

Lugano:

Palazzo dei Congressi
80 exhibitor spaces
Sunday March 11th, 2012
11:00 AM – 5:00 PM

Zug:

Lorzensaal Cham
80 exhibitor spaces
Sunday April 22nd, 2012
11:00 AM - 5:00 PM

Basel:

Messe "l'Entrée" Hall 5
100 exhibitor spaces
Sunday June 3rd, 2012
11:00 AM - 5:00 PM

Zürich:

Kongresshaus Gartensaal
117 exhibitor spaces
Sunday Sept. 2nd, 2012
11:00 AM - 5:00 PM

Bern:

BEA
84 exhibitor spaces
Sunday Sept. 23rd, 2012
11:00 AM - 5:00 PM

Geneva:

Location to be announced
180 exhibitor spaces
Sunday Oct. 14th, 2012
11:00 AM - 5:00 PM

Lucerne:

Museum of Transport
83 exhibitor spaces
Sunday Nov 11th, 2012
11:00 AM - 5:00 PM



How much does it cost to exhibit at Expat-Expo?

Exhibitor space fees:

195 CHF per table (245 in Zürich, Geneva and Basel) for small businesses that are not yet registered with the Swiss Department of Commerce and completely philanthropic organizations which do not charge membership fees or sell a product.

295 CHF per table (345 CHF in Zürich, Geneva and Basel) for businesses that are registered with the Swiss Department of Commerce and foreign companies and other organizations which charge admission or memberships fees.

Optional Extras:

Logo-links: 250 CHF

Back walls: 130 CHF

Electrical connection: 75 CHF

Internet connection: 50 CHF

Corner location: 50 CHF

Premium table: 100 CHF



If you would like to exhibit large items such as automobiles etc., please contact us and we will do all that we can to accommodate you.

Corporate Sponsorships

We believe Expat-Expo provides an important social service that contributes greatly to the successful integration and contentment of newly arrived families and veteran expats alike. Expat-Expo benefits not only the expat community, but also Switzerland's corporate employers by easing the pressure of integration on their workforce and enhancing the over-all quality of life abroad.

Expat-Expo's momentum is due to very low exhibitor fees and free public admission. However, this does not create a great deal of revenue and our expenses are very high. The fees for our venues along with advertising and production costs are eating up an increasingly large portion of our budget. Because we would like to reach more people and make our event even bigger and better we are seeking corporate sponsors that can see the value, importance and need for our event.

NATIONAL SPONSORSHIP

Your company will receive:

- 1 table with all available extras, at all five expos.
- Your company logo on all posters, flyers distributed throughout Switzerland. We print 200 A2 posters and 5-10,000 flyers for each city.
- Large company logo-link on the home page of the Expat-Expo website (only available with Full Sponsorship).
- Large logo-link on each of the city info pages and your listing on the exhibitor list.
- Your logo on all of the giveaway shopping bags (only available with Full Sponsorship).
- Your promotional material placed inside our giveaway shopping bags.

Your logo and promotional materials placed on a table near the entrance of all five Expat-Expos.

Price: 14,375 Chf (additional tables may be added)

SINGLE CITY SPONSORSHIP

Your company will receive:

- 1 table with all available extras, at the expo of your choice.
- Your company logo on all posters, flyers and info cards distributed for the expo you choose. We print 200 A2 posters and 5000 flyers for each city.
- Large company logo-link on the city page and by your listing on the exhibitor list of the Expat-Expo website.
- Your promotional material placed inside the giveaway bags.
- Your logo and promotional materials placed on a table near the entrance of the Expat-Expo.

Price: 2,250 Chf (additional tables may be added)



Contact information:

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