

INFORMATION FOR
EVENT ORGANIZERS

STARTAR

WIRTSCHAFTS

FOCUS

DÜSSELDORF

**APRIL
5 – 12, 2019**

**APPLICATION
FOR 2019
ONLINE ONLY!
DEADLINE:
SEPTEMBER 28,
2018**

-  facebook.com/startupdus
-  www.startupwoche-dus.de
-  Video Startup-Woche 2018



Wirtschaftsförderung
Landeshauptstadt Düsseldorf

THE SUCCESS STORY

The first Startup-Woche in 2016 started with 42 events and 2,600 visitors, in 2017 there were already 94 events and 3,800 participants, and in the **2018 Startup-Woche, 5,000 interested people** attended around **170 events**.

The appeal of the Startup-Woche Düsseldorf extends far beyond the city limits: startups and companies from Hamburg, Munich, Berlin and, of course, from the economic area of the Rhine-Ruhr meet in Düsseldorf. The events are used to present, inform and network. In addition, they offer a crucial opportunity to build bridges between corporates and startups.

For eight days, visionaries, fighters and starters meet people, companies and products that enrich startup life in Düsseldorf. Düsseldorf is an important platform for the exchange between start-ups, companies, investors, associations and universities.

Aims

- ▶ Strengthen the visibility of the startup scene in Düsseldorf
- ▶ Creating international radiance setting impulses conveying expertise
- ▶ Developing networks generating and expanding business areas

OUR TARGET GROUP

Corporates

Investors

Innovative
founders

Young
startups

Established
startups

round about
5,000
visitors

36 %
from NRW

61 %
from Düsseldorf

3 %
GER/abroad

49 %
of visitors
are between
30 and 50 years
old

37.5 %
self-employed

30 %
(still) employees

14.6 %
students

47 %
participate in
two to four
events

21 %
even attend
between
five and seven
events

YOU AS AN ACTIVE PARTNER

The Startup-Woche Düsseldorf offers visitors a qualitative program of different subject areas and topics. Please apply with your event* for the **Startup-Woche 2019**.

The application process for your event* consists of three phases:

1 Submit your application online until **September 28, 2018**

2 Selection of the organizers for 2019
by the office for economic development Düsseldorf

3 Feedback and program confirmation on **October 12, 2018**

*Please note: A maximum of **two events** can be admitted per organizer.

Application via:

<https://www.startupwoche-dus.de/en/application2019>

THE CONDITIONS AND RESPONSIBILITIES OF AN EVENT ORGANIZER

- ▶ You can, but do not have to be based in Düsseldorf yourself. The event however has to take place in Düsseldorf.
- ▶ The language of your event can be either German or English.
- ▶ Either developing an event with relevant content or executing an already established event format for startups.
- ▶ Providing picture and text materials of your event for free editorial usage.
- ▶ Continuously labelling your event (on- and offline) as a part of the **Startup-Woche Düsseldorf 2018** by using the Startup-Woche logos.
- ▶ Advertising your specific event on your own (provided that you want to). In addition, you will receive posters and program booklets for hanging and display in your premises.
- ▶ You bear the cost of the event by yourself.
- ▶ As registration for your event, you use the ticketing system provided by us through the provider Wunderfest. If you are planning a free event for visitors, please note that free events are also subject to a nominal fee (in the amount of 3 EUR/ticket). These will be paid out to you or donated to a good cause.
- ▶ With your application, you confirm that you have read the check-list for Startup-Woche Düsseldorf and accept the timing of the planning described there.

www.startupwoche-dus.de/ausrichtercheckliste2019/en

OUR SERVICES FOR THE STARTUP-WOCHE

For the Startup-Woche Düsseldorf, the state capital Düsseldorf is providing the event umbrella brand and strong press and public relations work. After successful application, we will include up to two events submitted by you free of charge under the umbrella of the Startup-Woche Düsseldorf.

The umbrella brand “Startup-Woche Düsseldorf”

- ▶ Networking and coordination in the Startup Scene in Düsseldorf
- ▶ Coordination of the registered events concerning content, time, place and event format as well as with regard to the overall success of the initiative

Marketing of the umbrella brand

- ▶ Local and regional marketing of the brand Startup-Woche Düsseldorf
- ▶ Arrangement of media partners with local and regional media as well as the leading online startup platforms
- ▶ Development and maintenance of facebook.com/startupdus
- ▶ Development and maintenance of startupwoche-dus.de

Your event as a part of the umbrella brand

- ▶ Free registration of up to two events as part of the Startup-Woche Düsseldorf 2019
- ▶ 1/1 page article about your event with picture and text in the program booklet
- ▶ A copy of the program article on startupwoche-dus.de
- ▶ Transfer of the trademark rights for Startup-Woche for your own advertising purposes in the framework of participating in the Startup-Woche Düsseldorf 2019
- ▶ Provision of advertising material for the Startup-Woche (program booklet/posters/balloons)

Ticketing

- ▶ Registration and ticket management centrally and bundled through the Startup-Woche Düsseldorf
- ▶ Secure and bundled cash flow of your participation fees after the Startup-Woche Düsseldorf to an account specified by you
- ▶ Insight into the occupancy rate of your event at any time
- ▶ contact support to the participants of your event for more information on the event, participation reminder or sending event-related files (e.g. presentations)

THE AD CAMPAIGN

The Startup-Woche will be accompanied by the state capital of Düsseldorf with intensive press and public relations work at local and supraregional level.

Start of the
 campaign
**February 28,
 2019**

Website

www.startupwoche-dus.de

Facebookseite Startup_DUS

facebook.de/startup_dus (over 9,000 fans)

Program booklet A5

Edition: 25,000 pieces

Program folder / City Card inlays (A3 folded to A6)

Edition: 50,000 pieces

Poster campaign

- ▶ 18/1 billboards
- ▶ Marquee A1 + A2
- ▶ Advertising columns
- ▶ Triangle stand

Further marketing measures

- ▶ Digital large-format screens in subway stops
- ▶ Rheinbahn stickers
- ▶ Ad banners
- ▶ Flags
- ▶ Highlighting your venue with branded foil balloons



*The state capital of Düsseldorf reserves changes in the marketing plan at any time.

CONTACT



We look forward to your contribution to the Startup-Woche Düsseldorf 2019. We would gladly assist you in the development of your concept with our experience.

				
<p>Kira Löw Landeshauptstadt Düsseldorf Amt für Wirtschaftsförderung Burgplatz 1 40213 Düsseldorf</p>		<p>Ingo Stefes Landeshauptstadt Düsseldorf Amt für Wirtschaftsförderung Burgplatz 1 40213 Düsseldorf</p>		
				
<p>Tel. 0211 89-93843 kira.loew@duesseldorf.de</p>		<p>Tel. 0211 89-93868 ingo.stefes@duesseldorf.de</p>		