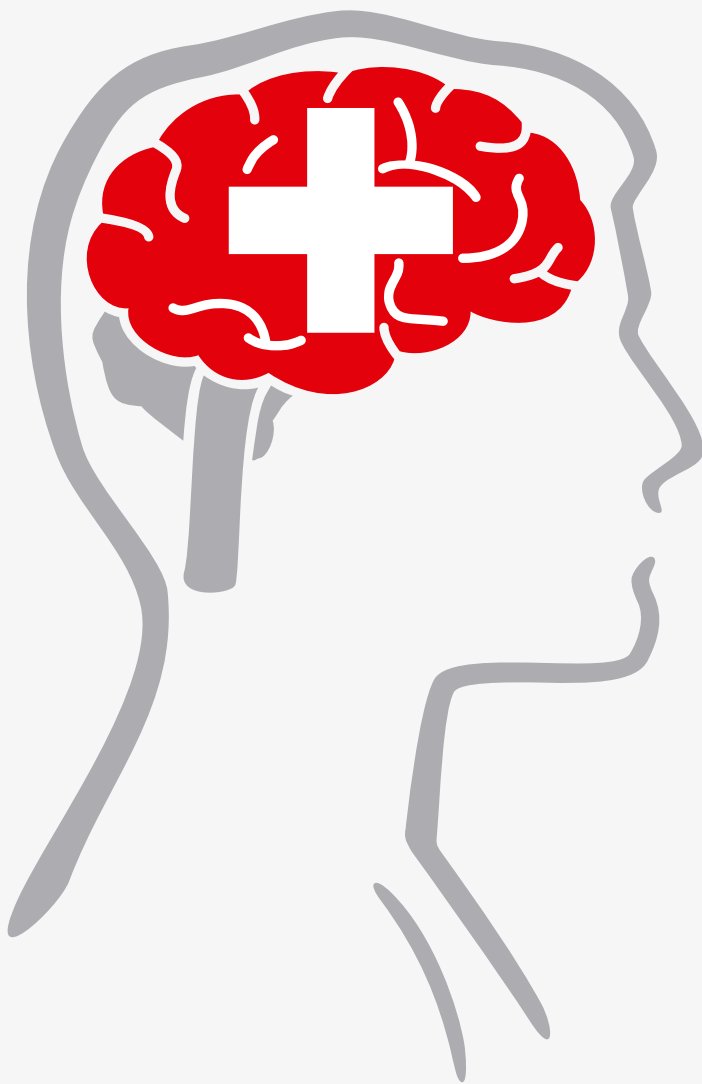


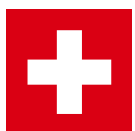
Invitation to participate in the **SWISS Pavilion**

RESEARCH & TECHNOLOGY 2013.

Leading Trade Fair for R&D and Technology Transfer
Part of HANNOVER MESSE, 8–12 April 2013




**Brainpower
from Switzerland –
be part of it!**



Switzerland.

Deadline for registration:
7 December 2012

FNSNF
FONDS NATIONAL SUISSE
SCHWEIZERISCHER NATIONALFONDS
FONDO NAZIONALE SVIZZERO
SWISS NATIONAL SCIENCE FOUNDATION

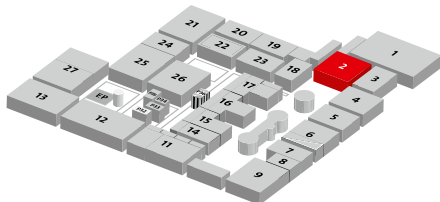
 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Commission for Technology and Innovation CTI

 **SWISS
TECHNOLOGY
AWARD**

The trade fair



RESEARCH & TECHNOLOGY

The whole world of technology at one place

Boasting eleven flagship trade fairs simultaneously, HANNOVER MESSE, the world's largest and most important showcase for industrial technology, will once again confirm its unique global standing in 2013. It remains without rival with more world firsts and more integrated solutions on display than elsewhere. The figures for the last HANNOVER MESSE underline the key role played by this event in shaping our industrial future and charting the economic fortunes of our technology-based industries. Exhibitors from 69 countries came to Hannover to display their solutions and some 200'000 visitors attended the trade fair.

Reaching the decision-makers who matter

RESEARCH & TECHNOLOGY at HANNOVER MESSE is the world's foremost exhibition platform for technology transfer and collaboration between scientific research and industry. It is the ideal marketplace for research findings and pioneering industrial developments – with the emphasis on transforming ideas quickly and efficiently into commercially viable products and new applications. Some 52'000 trade professionals from all over the world attended RESEARCH & TECHNOLOGY 2012. Many of these came from the R&D departments or senior management teams or from investors looking for joint-venture partners or research projects. And it's not just the visitors looking for the latest innovations, but also the 6'000 exhibiting companies at HANNOVER MESSE.

Main exhibition sectors of RESEARCH & TECHNOLOGY

Adaptronics • bionics • energy and environmental research • material research • organic electronics • engineered textiles • mobility research • nano-technology • basic scientific research • applied research.

SWISS Pavilion



Switzerland.

Showcase of Swiss excellence in innovation

The **SWISS** Pavilion is organised by Osec, the organisation responsible for the promotion of Swiss foreign trade, in cooperation with the Commission for Technology and Innovation CTI, the Swiss National Science Foundation SNF and the Swiss Technology Award STA. The **SWISS** Pavilion features the following advantages:

The **SWISS** Pavilion will be clearly identifiable by its Swissness and offers you a strong presence. With its attractive design it will achieve a high degree of attention, which is the ideal requirement for showcasing your products and innovations.

The **SWISS** Pavilion will be prominently situated in hall 2, which is the ideal platform to highlight your innovations.

The **SWISS** Pavilion reduces your administrative and organisational workload for your participation and ensures a professional service. The Osec project team will take care of all organisational and administrative arrangements – before, during and after the exhibition.

The **SWISS** Pavilion provides an efficient infrastructure and professional services, including a fully equipped exhibition module, serviced hospitality and conference facilities and joint marketing and networking activities.

Why exhibit?

From science lab to factory floor

Switzerland is often called Europe's innovation leader. Compared with other leading European countries, its innovation performance has shown above-average growth. One of Switzerland's particular strengths lies in the area of international patent applications. The aim of the **SWISS** Pavilion at RESEARCH & TECHNOLOGY is to facilitate and expedite the process of bringing brilliant ideas to the market. If you are a research institution, a start-up or a spin-off company and if one or several of these business goals apply to you, you should definitely participate in the **SWISS** Pavilion at RESEARCH & TECHNOLOGY 2013:

- Your innovation is ready for the market.
- A powerful research, development or funding partner would give a boost to your innovation.
- Your innovation has already been proved successful in one industry. It's now time to focus on new applications in other industries.
- You want to go international and open up new markets.
- You need an agent or a representative for your innovation.
- You wish to license your innovation.

Your participation option

Point of Innovation

CHF 7'500.-

Fully equipped exhibition module with display panel (production included based on graphics supplied by exhibitor), company logo, lockable side board, illumination, power socket 220 V, 2 bar stools, brochure rack, waste paper basket, free internet/WLAN, hosted hospitality and networking area (non alcoholic beverages and fruits included), info bar, use of the Bistro suisse and Swiss business center in neighboring hall 4, service package.

Customised participation option possible upon request and subject to negotiation.

Service package (included)

Attractive Swiss design • joint pre- and at show marketing and networking activities • direct links to all exhibiting companies via the Osec website • entry in the official show catalogue • exhibitor badges • free public transportation in Hannover from 8–12 April (to be confirmed) • name tags • shared wardrobe and storage facilities • personal locker • booth cleaning • garbage removal • photo documentation of your stand • invitation to the official fair opening ceremony on 7 April • Swiss welcome drink and invitation to "Night of Innovations" on 8 April • farewell drink on 12 April.

In addition to the professional project management and consulting by the project team and all project partners, a workshop to optimise your fair preparation will be held in early 2013.

Compulsory marketing fee by Deutsche Messe AG

Deutsche Messe AG charges a compulsory marketing fee of EUR 315.- for every exhibitor. This includes, among others, an unlimited number of free visitor invitation tickets and a year round presence with your company profile on www.hannovermesse.de. The marketing fee will be billed by Osec.

Services not included

Not included in these prices are special services such as costs for shipment and insurance of exhibits, additional furniture or booth alterations as well as costs for travel and accommodation. We refer to the Osec General Terms and Conditions (4.6 in combination with 7.2) which are published and can be inspected at <http://aboutus.osec.ch/en/content/general-terms-conditions>.

Project management

Osec has mandated SCHOCH Marketing with the operational project management.

SCHOCH Marketing

Haldenstrasse 5a
Postfach 33, 8142 Uitikon
Phone +41 44 400 33 50
Fax +41 44 400 33 51
www.schoch-marketing.ch
Your contact person: Reto Schoch



rschoch@schoch-marketing.ch

Organiser

The **SWISS** Pavilion is under the responsibility of Osec who guarantees for an impeccable organisation and carries the financial risk of the project.

Osec

Stampfenbachstrasse 85
CH-8006 Zürich
Phone +41 44 365 51 51
Fax +41 44 365 52 21
www.osec.ch

Your contact person: Pascal Blanc

Tel. +41 44 365 55 14

pblanc@osec.ch

In cooperation with



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Commission for Technology and Innovation CTI



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland

Swiss Business Hub Germany



FONDS NATIONAL SUISSE
SCHWEIZERISCHER NATIONALFONDS
FONDO NAZIONALE SVIZZERO
SWISS NATIONAL SCIENCE FOUNDATION



-  www.osec.ch/flickr
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-  www.osec.ch/slideshare
-  www.osec.ch/twitter
-  www.osec.ch/facebook
-  www.osec.ch/xing
-  www.osec.ch/linkedin

www.osec.ch

Registration.

Fax to **+41 44 400 33 51**

RESEARCH & TECHNOLOGY 2013, part of HANNOVER MESSE, 8–12 April 2013

We hereby register our participation as part of the official **SWISS** Pavilion at RESEARCH & TECHNOLOGY 2013, part of HANNOVER MESSE, with legally binding effect, and confirm that we have read and accepted Osec's General Terms and Conditions as published at <http://aboutus.osec.ch/en/content/general-terms-conditions>. We are aware that these General Terms and Conditions form an integral part of this contractual relationship. An Extract of Osec's General Terms and Conditions, covering specific arrangements for participating in trade fairs, is shown on the reverse side of this registration.

Company: _____

Contact: _____

Title: _____

Address: _____

Postcode and city: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

Osec membership

We are already a member of Osec: ☐ yes ☐ no

☐ We would like to become a member of Osec. Please send us the relevant documentation.

Start-up companies o. e. benefit from free membership and other support in their expansion abroad.

POINT OF INNOVATION: CHF 7'500.–/module

number of modules: _____

Compulsory marketing fee

In addition, Deutsche Messe AG levies a compulsory marketing fee of EUR 315.–.

Exhibits/Products/Innovations (please describe):

Following receipt of the registration, 1/3 of the total cost of the participation and the compulsory marketing fee of Deutsche Messe AG will be invoiced to each exhibitor. The first invoice will serve as confirmation of participation in the **SWISS** Pavilion. The remaining 2/3 of the total price of participation will be invoiced approx. 90 days prior to the opening of the fair. Additional services offered to participants during the course of the fair will be billed within 30 days after participation. Furthermore, please read carefully the Extract of Osec's General Terms and Conditions for Participation in Trade Fairs on the reverse side. Prices are exclusive of VAT.

Place/Date: _____

Stamp/Signature: _____

To be submitted by **7 December 2012** to:
or by e-mail to: rschoch@schoch-marketing.ch

SCHOCH Marketing
Haldenstrasse 5a, Postfach 33, 8142 Uitikon

Extract of Osec General Terms and Conditions.

For official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad.

2. Tender and execution of contract

2.2 Registration for participation in an event/trade fair must be received by Osec in writing within the time limit for registration specified in the participation documents. A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space (section 7.1).

The contract is deemed executed only upon written confirmation of registration by Osec.

4. Payment terms

4.4 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

4.5 In the event that the exhibitor becomes delinquent in a due payment and Osec rescinds the contract effective immediately (section 4.3), the registration fees and agreed participation price shall be payable in penalty.

4.6 Osec will invoice the costs of Special Services (section 7.2) after the close of the event; such charges shall likewise be payable within 30 days.

6. Delivery/changes/delinquency/cancellation

6.5 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 6.6, shall remain due along with compensation for expenses already incurred by Osec for Special Services (section 7.2).

6.6 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax).

Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:

- if received at least six months before the exhibition: 30 % reduction;
- if received at least four months before the exhibition: 10 % reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable.

If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by Osec remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

6.7 Osec may undertake a reduction in the registered booth space or a change of location at any time (section 7.1). In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 6.6.

6.8 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

7. Special terms for participation in events/trade fairs

Osec services

7.1 Basic Services: On assuming organizational responsibility, Osec undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement.

Osec is the sole principal for the Basic Services vis-à-vis third parties.

Osec assigns locations and booth space in cooperation with the trade fair management. Osec will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. Osec reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on Osec's part in undertaking such measures.

7.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

Exhibitor's obligations

7.3 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible Osec project manager or his or her deputy retain domiciliary rights. Osec or third parties appointed by Osec represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

7.4 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of Osec or the trade fair management in this respect. Osec's guidelines and instructions apply on a subsidiary basis for the design and operation of booths.

7.5 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

7.6 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by Osec. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, Osec reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

7.7 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through Osec at the exhibitor's request and expense. Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

Transport, insurance and security measures

7.8 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.9 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor. Even if Osec prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. Osec's role in such cases is solely that of an intermediary. If Osec provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold Osec harmless.

12. Assignment/involvement of third parties

12.2 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of Osec and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to Osec for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor.

Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of Osec.

13. Warranty and liability

13.4 Osec is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

13.5 Osec refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. Osec is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by Osec or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of Osec is excluded.

13.6 Osec bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

13.7 Osec is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

14. Applicable law

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

15. Jurisdiction

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.