



changeNOW

MARCH 9 TO 11, 2021

The largest positive
impact gathering in
the World

www.changenow-summit.com/exhibit

SUMMARY of the presentation

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1 Registration dates



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Exhibition

Showcase your solution during three days at the heart of ChangeNOW: be part of the finest selection of solutions for the planet and get international recognition among the leaders of the impact wave



Do you have a promising innovation to change the world?

Are you looking for investors?

New business partners?

Talent? Media visibility?

**BE PART OF THE FINEST SELECTION
OF SOLUTIONS FOR THE PLANET!**

In one of the most emblematic venues on earth in front of the Eiffel Tower.



ChangeNOW Summit 2020 - Grand Palais, Paris

Every year ChangeNOW selects the best positive impact solutions around the world. **Apply now to exhibit your solution at the «World Expo for the planet».**

9 to 11 MARCH, 2021 IN PARIS

The main **Zones of the Expo:**

**FOOD
& AGRICULTURE**

CHANGING HABITS

**CIRCULAR
ECONOMY**

ECO-PACKAGING

ENERGY

**HEALTH
& WELL-BEING**

**INCLUSION
& EDUCATION**

MOBILITY

**SUSTAINABLE
CITIES**

**SUSTAINABLE
FASHION**

**WATER
& OCEAN**

BIODIVERSITY

Being selected is a unique opportunity to showcase your work at the largest positive impact gathering in the world.

Benefit from **international recognition among the leaders of the impact wave:**

50,000+ participants over 3 days

1,000+ solutions from 100 countries

350 top speakers

500+ impact investors

2,000+ journalists

2,000+ executives

50+ city representatives

... all seeking opportunities to collaborate with groundbreaking solutions.

APPLY



WHY APPLY?

Boost your address book:

- Business leads at ChangeNOW equivalent to **6 months of prospecting**
- **92%** of the exhibitors formed **new partnerships**
- Exposure to top media and high level corporations

Discover our 2020 partners



Video **Brut:**
FabBRICK, exhibitor 2020

Selected solutions benefit from:

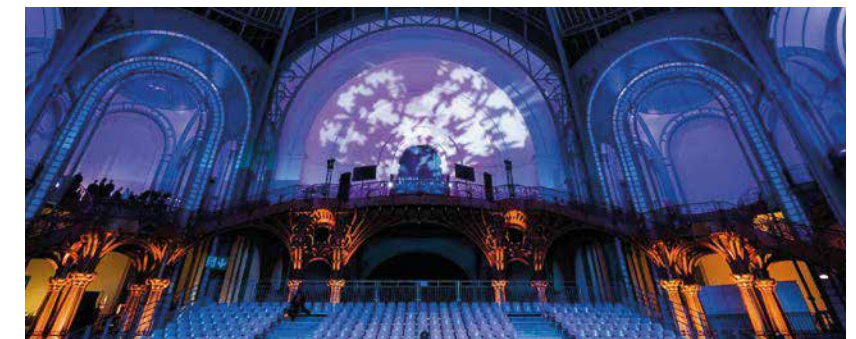
BOOTH AND FULL ACCESS

- Exhibition booth at the heart of ChangeNOW Summit with high visibility among 50K participants during 3 days
- Standard furniture included: chairs, desks, power socket, WiFi
- Full-access passes for your team (*1 pass per sq.m*)



PREMIUM NETWORKING TOOL

- Premium access to our B2B meetings service, which includes a catalogue of the attendees at ChangeNOW and allows you to pre-schedule meetings
- As booth holders you would have the premium possibility to pre-schedule meetings directly in your booth (in addition to the public B2B meeting area)
- Premium visibility on the platform: dedicated «exhibitor» filters

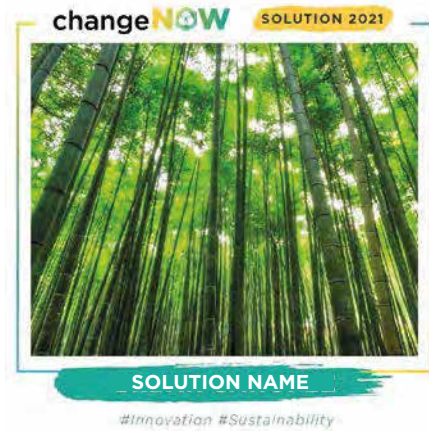


APPLY

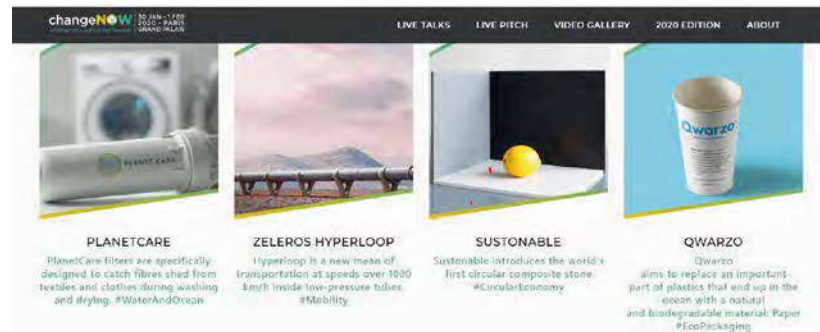
HIGH VISIBILITY

Pre-event

- Personalized banner for your promotional use



- Announcement of your selection on our website (*100K+ visits per month before event*)



* Non-contractual photographs

In-event

- Booths at the heart of ChangeNOW, located in the appropriate thematic area
- Hand-crafted exhibit sign with your name, logo and brief presentation of your project
- Inclusion in our Press&Investors Book, distributed to all investors and media
- Facilitated meetings with decision-makers (*top management, policy-makers, mayors/city representatives, etc.*) interested in your project
- Enhanced visibility of solutions through our *guided tours*
- Private Changemaker's night



Post-event

- Receive an Official selection label



- Be part of the ChangeNOW alumni: as a member of the ChangeNOW family, during one year after your participation, you will benefit from a variety of opportunities directly from us and our global network of partners and corporates

APPLY

WHEN APPLY?

For internal organisation purposes the process includes three different rounds, three application opportunities.

Round 1

**7 September
2 October 2020**

60-70 booths

OR

Round 2

**3 October
31 October 2020**

40-50 booths

OR

Round 3

**1 November
30 November 2020**

20-30 booths

Our pro tip: the earlier you apply, the higher your chances of getting selected, and the maximum visibility you will get.

WHAT IS THE PROCESS TO FOLLOW?

- ① Submit your application



- ② Await confirmation



- ③ Confirm your participation by reserving a booth



- ④ Prepare your attendance with the help of our team



If you have any questions, please contact:

marianne@changenow-summit.com

WHO CAN APPLY?

Applications are open to all sizes and types of organizations (startups, SMEs, large corporations, associations, NGOs...) as long as you **have a concrete solution**.

HOW MUCH DOES IT COST?

Packages and pricing are based on your stage of development:

Regular pricing

1,100€/sq.m and 1 pass per sq.m

If you are selected for a program, ChangeNOW will cover part of the fees.

Seeds of change Program

for startups created after 2016 & with less than 1M€ in annual revenues:

990€ including 3sq.m booth and 3 passes
(in lieu of 3,300€)

Change pioneer Program

for companies with less than 10M€ in annual revenues

2,600€ including 6sq.m booth and 6 passes
(in lieu of 6,600€)

APPLY

WHAT ARE THE SELECTION CRITERIA?

All selected solutions must meet the following criteria:

- ① **Have a positive impact** (address one or more of the UN SDGs, have clear impact KPIs)
- ② **Be innovative** - i.e. rethinking the standards
- ③ **Have a viable business model** - profitable or with a clear route towards profitability
- ④ **Demonstrate the potential to be scaled or replicated**

Furthermore, to exhibit, solutions must have a **real product to demo**, such as life-size solution, or an immersive experience, etc.

Special consideration for solutions with a **Life-cycle assessment**.

SUCCESS STORIES



« At ChangeNOW we mainly shared inspiration for a better future; meeting and networking with the others that share UBQ Material's environmental concerns as well as our intention to be the change we want to see.

Coming back from the event - we have started dialogues with leading corporations, in the building and automotive areas, looking to incorporate UBQ™ materials into their products - very exciting! »

Sophie Tuviahu - UBQ Materials



« Thanks to ChangeNOW we have signed many new partnerships. A new organization is joining Inovaya's board of investors and strategic board. We are also joining the Plastic Odysseys journey; our solutions will be on board the vessel to provide clean drinking water to the crew during the 4-year edition. And we are in advanced talks with another partner for a new water kiosk project in France! The ChangeNOW Expo was a great opportunity for us in term of visibility. We were in the same league as major groups, which allowed us to be noticed for our technological innovations. A great success for us! »

Dr. Khaled Al Mezayen - Inovaya

APPLY

3 Pitch

Come and pitch your solution for the planet in front of a panel of BAs, VCs, corporate funds, impact investors and key industry players!



Changemakers, are you raising funds in 2021?

In 2020 pitching solutions sought **500M€** and with tickets between **100K€ and 40M€**.

Meet your future investors at ChangeNOW.

Come and pitch your solution for the planet in front of a panel of BAs, VCs, corporate funds, impact investors and key industry players!



WHY APPLY?

3MIN TO SHINE

Pitch your solution in front of a high-level panel of judges - investors, corporations, media & leading sector influencers - and an audience of 300+ qualified public. Get a VIP networking moment with judges after your pitch.



WHAT IS THE EVENT STRUCTURE?

Pitch sessions will be ongoing throughout the event.

- Pitches take place on the **GARDEN STAGE** located at the entry of the event, offering high visibility & surrounded by vegetation. Live the experience to pitch on the grass!
- Pitch sessions are organised around the SDGs. Each session of 1 hours includes 10 pitches and dedicated Q&A/feedback time from the panel of judges
- Judges will be drawn from top investors relevant to the SDG in question - coming from investment funds, corporations &/or foundations - as well as sector experts who will provide independent feedback
- Beyond the judges, the **GARDEN STAGE** is enormously popular among attendees and has an audience capacity of 300+ changemakers
- Following the pitch sessions, there is a dedicated VIP space for pitchers to continue conversations with the panel of judges and other members of the audience

WHEN APPLY?

For internal organisation purposes the process includes two different rounds, two opportunities.

Round 1

**5 November 2020
14 December 2020**

150 slots available

OR

Round 2

**15 December 2020
15 January 2021**

90 slots available

Our pro tip: the earlier you apply, the higher your chances of getting selected

Selected solutions benefit

HIGH VISIBILITY

Pre-event

- Official banner for your promotional use
- Announcement of your selection on our website, presented by sector (100K+ visits per month before event)

In-event

- Inclusion in our Press & Investor book, distributed to all attending investors and media
- Meet journalists interested in your solution
- Potential to be selected by the jury as their "coup de coeur" of the session

Post-event

- Visibility of selected "coup de coeur" from each session on our website and post-event communications
- Receive the official 2021 Summit participation label



PREMIUM NETWORKING TOOL

- Premium access to our B2B meetings service, which includes a catalogue of the attendees at ChangeNOW and allows you to pre-schedule meetings
- Premium visibility on the platform: dedicated "pitcher" filters

HOW MUCH DOES IT COST?

All selected solutions have to book a startup pass on the website. Stay tuned for the application opening.

If you have any questions before November 5th you can contact us:

julien@changenow-summit.com



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Covid

**Join us for ChangeNOW 2021 and be sure
we will adapt the experience to the situation**

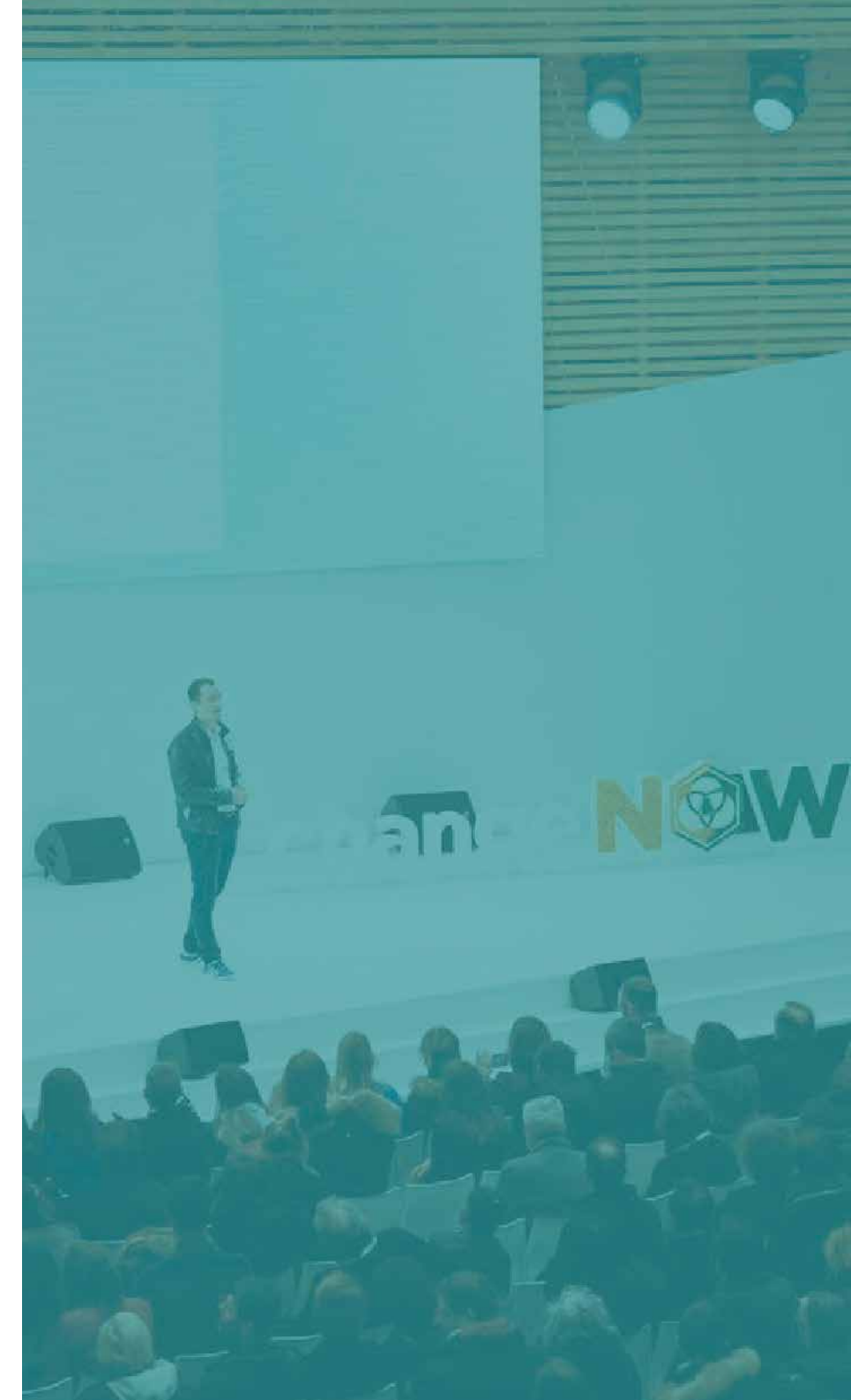


WHAT ABOUT THE COVID-19 CRISIS?

We believe that meeting in person is still the best way to develop strong lasting collaborations and making unexpected high-value connections. ChangeNOW 2021 will be held in total **respect of sanitary measures** and will enforce all useful **prevention rules** applicable at the moment (masks, hydroalcoholic gel, physical distancing...) to make it a **safe encounter**.

In the event of restrictions on movement and gatherings, the **digital** portion of the event will be enlarged in order to accomodate the Summit, and ensure an amazing experience.

In the case that the event must be held digitally:
if you are an exhibitor you will receive a 50% **reimbursement** and will have access to a **digital booth**,
if you are a pitcher you will receive a 50% **reimbursement** and will have access to a **digital pitch session**.



MEDIAS PARTNERS 2020

Les Echos  franceinfo:



GLOBAL BRANDS at ChangeNOW 2020

Mobility & Tourism



Consulting



Finance



Cosmetic & Fashion



Retail



Industry & tech



An aerial night view of Paris, France, featuring the Eiffel Tower on the right, illuminated and standing out against the dark sky. The city lights are visible in the background. In the foreground, there are modern, curved glass-roofed structures, possibly part of a new development or exhibition space. The overall scene is a mix of historic and contemporary urban architecture.

changeNOW

And get a chance to
scale your impact!

APPLY NOW

www.changenow-summit.com/exhibit