changeNOW

9 to 11 MARCH 2021

The largest positive impact gathering in the world

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SUMMARY
of the presentation

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DATES

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EXHIBITON

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1
REGISTRATION DATES

World Expo

ROUND 1
07.09.2020
02.10.2020
60-70 booths

OR

ROUND 2
03.10.2020
22.11.2020
40-50 booths

OR

ROUND 3
23.11.2020
10.01.2021
20-30 booths

EVENT
09.03.2021
11.03.2021
changeNOW

Pitch

ROUND
16.12.2020
24.01.2020
200 slots

2
EXHIBITON

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

500+ impact investors

2,000+ journalists

2,000+ executives

50+ city representatives

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

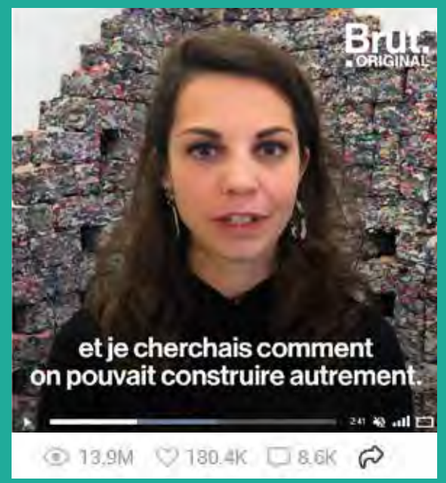
APPLY

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



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)

HIGH-VISIBILITY

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 networking changemakers night (with close partners invited)

HIGH-VISIBILITY

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 from our global network of partners and corporates directly from us by email.

APPLY

WHEN APPLY?

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

ROUND 1

7 September
2 October 2020

60-70 slots

ROUND 2

10 October
22 November 2020

40-50 slots

ROUND 3

23 November
10 January 2021

20-30 slots

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

WHAT IS THE PROCESS TO FOLLOW?

1 Submit your application

2 Await confirmation if your project has been selected

3 Confirm participation by reserving your 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 are developing 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
Choose between: 3, 6, 9 and 12sq.m
If you are selected for a program, ChangeNOW will cover part of the fees.

Seeds of change Program
for startups created after 2017 & with less than €1 million in annual revenues:
€990 including 3sq.m booth and 3 passes***(in lieu of €3,300).***

Change pionneer Program for companies with less than €10 million 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's SDG's, have clear impact KPI's)

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 Product Lifecycle Management.

« 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 automative areas, looking to incorporate UBQTM 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 Odysses 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

COVID

Join us for ChangeNOW 2021 and be sure we will adapt the experience to the sanitary conditions

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 don't wish to participate on the online event **100%** of the sums paid will **be reimbursed**.

In event of travelling restrictions (due to Covid-19), your participation would be cancelled without any fees.

OUR 2020 MEDIA PARTNERS

LAST YEAR ATTENDEES

GLOBAL BRANDS AT ChangeNOW

MOBILITY & TOURISM

eVOYAGEURS SNCF
BMW
ACCOR HOTELS
Walt Disney
AIRFRANCE
TESLA
GROUPE RENAULT
TOYOTA
Club Med
Lagardère

FINANCE

BNP PARIBAS
AXA
European Investment Bank
Matmut
SOCIETE GENERALE
LCL
Amundi ASSET MANAGEMENT
ALTAREA COGEDIM
ingenico GROUP
CA
HSBC

COSMETIC & FASHION

Cartier
CHANEL
CLARINS PARIS
NUXE PARIS
HERMÈS PARIS
VEJA
adidas
GUERLAIN PARIS
lafayette plug and play
COTY
CONVERSE

RETAIL

perrier
amazon
fnac
NESPRESSO
Casino
P&G
IKEA
Pernod Ricard
MONOPRIX
Auchan
Intermarché
innocent
bel for all the good

INDUSTRY & TECH

CITEO
TOTAL
orange
JCDecaux
VEOLIA
LAFARGE
Microsoft
Google
EDF
SAFRAN
BOUYGUES
SAINT-GOBAIN
EIFFAGE
MICHELIN

CONSULTING

KPMG
HAVAS
McKinsey&Company
VERITAS
accenture
BETC
GreenFlex
UTOPIES
Quantis

LAST YEAR ATTENDEES

PARTICIPANTS

63% PROFESSIONALS

37% GENERAL PUBLIC

5% INVESTORS

8,1% NON PROFITS AND ACADEMICS

9,5% MEDIA

41,6% EXECUTIVES

35,8% START-UPS

10 000 PARTICIPANTS ON SATURDAY

LAST YEAR ATTENDEES

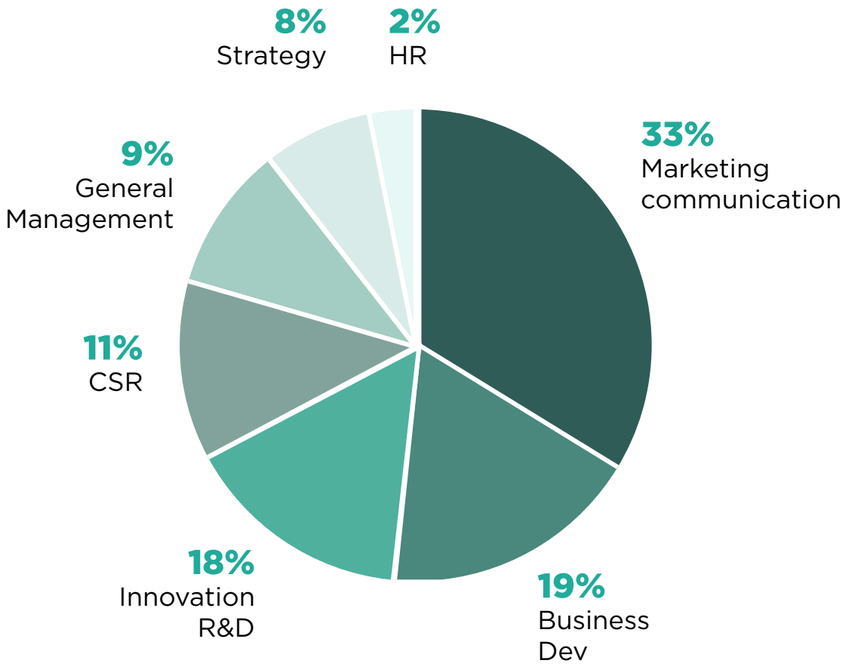
EXECUTIVES

193 CEOs

204 Heads of department

372 Corporations of 100M€ + in annual revenues

10,000 BtoB meetings



LAST YEAR ATTENDEES

INTERNATIONAL CITIES DELEGATION

50 mayors and elected officials
from leading cities and regions around the world including:

- Angers (France)
- Paris (France)
- Vincennes (France)
- Budapest (Hungary)
- Dakar (Sénégal)
- Helsinki (Finland)
- London (UK)
- Penang (Malaysia)
- San Francisco (USA)
- Zagreb (Croatia)
- Kinshasa (DR Congo)...

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