



**changeNOW**  
INTERNATIONAL SUMMIT FOR CHANGE

# EXHIBITION PACKAGES

# This is the story of progress

150 years ago, the world was thoroughly transformed by the industrial revolution. All over the globe, tremendous progress was achieved and the peoples of the planet gathered to share the State of the art of technical progress.

This gave birth to the Universal Exhibitions.



150 years later, we are living a new revolution, a revolution on which depends the future of the planet and humanity.

It's time to give life to the common narrative, the shared vision of a new era of human progress and business with positive impact.

It's time to come back to the emblematic venue of the 1900 Universal Expo, the Grand Palais, for...





**THE 1<sup>ST</sup> WORLD EXPO  
OF INNOVATIONS FOR THE PLANET**

30 JAN - 1 FEB 2020

change**NO**W



# THE LARGEST POSITIVE IMPACT CONFERENCE IN THE WORLD

13,500m<sup>2</sup> of exhibition, pavilions and showrooms

20,000 visitors from 120 countries

Delegations of mayors, ambassadors, investors and CEOs to meet top changemakers

# 1 000 SOLUTIONS ADDRESSING OUR GLOBAL ISSUES



CLEANING UP THE OCEANS

BIODIVERSITY



SUSTAINABLE FASHION

LOW TECH WORLD



RESILIENT CITIES

NEW PACKAGINGS



CLEAN ENERGY

SUSTAINABLE MOBILITY



IMPACT FINANCE

NEW MODELS OF EDUCATION



AID TO REFUGEES

... and much more



# WE'RE NOT HERE TO THINK, WE'RE HERE TO ACT!



## « We met cities and signed new contracts »

Urban Canopee deployed **10 vegetative canopees in Braga** (Portugal), to fight heat islands and pollution, after meeting the city representatives at ChangeNOW

**Les Alchimistes and the city of Amsterdam** are now working together to collect and recycle biowaste.

## « We found our investors at ChangeNOW »

A new fund for Oceans raised its first **3 million euros at ChangeNOW**.

Various startups raised / are raising funds with **investors they met at ChangeNOW**.

“During ChangeNow we’ve establish great connections with investors and 6 months after we are in process to raise our first round with one of them. ChangeNow is definitely a success maker !” - Factio

## « We initiated partnership with corporates »

Various solutions are **working with corporates they met at ChangeNOW**, such as Zephyre, the supplier of electric terminals with La Poste, or Cultureand, the art and education charity that promotes diversity in the workforce, with Engie.

# WE'RE NOT HERE TO THINK, WE'RE HERE TO ACT!

## « Our solution received strong media visibility »

Many solutions attending ChangeNOW were **highlighted in media (TV, print, radio, web...)**, such as Urban Canopee on LCI, the news channel of TF1, or Equium on Capital.

The delegation of Dubai women entrepreneurs received strong TV visibility in their country.

## « We created synergies with other projects »

Equium, the offgrid cooling solution and Zephyre et Boree, the innovative startup of sailing freight **created synergies to disrupt the freight industry.**

Equium is also now working with Plastic Odyssey, to implement its solution on their new boats.

## « We recruited new talents »

Jeff King, keynote speaker from Muse School, met an MBA candidate after his talk. She decided to **change her career** and she works now for Muse Schools in the US.







# EXHIBIT YOUR INNOVATION

*3 DAYS OF MAXIMUM EXPOSURE UNDER THE PRESTIGIOUS GLASS DOME OF GRAND PALAIS*

- **Showcase** your innovation in front of **20 000+ attendees**
- **Connect** with 500+ investors, 600+ corporates, 300+ media, as well as city representatives, talents and peers
- **Raise awareness** on your action
- Be highlighted in the **Press&Investors Book**
- Benefit from **ChangeNOW communication tools**: website, official program, PR,...

# CONDITIONS OF ELIGIBILITY

*WE SELECT AND SPOTLIGHT THE MOST PROMISING SOLUTIONS, FOR 3 DAYS OF EXHIBITION IN THE "WORLD EXPO" OF INNOVATIONS FOR THE PLANET.*

→ **Your solution matches the 4 criteria of ChangeNOW:**

- 1- Have a positive impact  
(address one or several of the 17 UN SDGs)
- 2- Rethink the standards
- 3- Have a viable business model
- 4- Have potential for scalability

→ **You can prepare a stunning exhibition of your solution.** You have a concrete project to exhibit: life-size demo, high-quality mock-up, interactive or immersive experience...

→ **You are fully committed to make our world a better place**

All sizes and types of organizations can apply to exhibit (startups, SMEs, big corporates, associations, NGOs, public utilities...). **What matters at ChangeNOW is your innovation**, and how impactful it can be to address global issues.

For startups and SMEs, check our special programs (see below)





# CORNERS OF EXHIBITION

*SHOW THE WORLD HOW POSITIVE FUTURE CAN BE*

- **Corners are clustered by themes** (sustainable cities, sustainable mobility, renewable energy, circular economy...) with various inspiring atmospheres.
- **Sizes of corners vary from 3m<sup>2</sup> to 50m<sup>2</sup>**, according to your needs.
- **Corners are “ready to use”**, with furniture, signage power socket and wifi. Various complementary options are available, to match your needs..
- **Corners are designed to give maximum exposure to your solution.** Branding and communication tools are chartered, for the sake of the event experience.



# PACKAGE AND PRICE

Exhibition package includes:

- ✓ **Exhibition corner for the 3 days**, in the Nef of Grand Palais
- ✓ **Furniture**: high chairs, desk/table, power sockets and wifi.  
More furniture available in option.
- ✓ **Branded signage** presenting your solution
- ✓ **Full-access passes** for your team: 1 pass/m<sup>2</sup>
- ✓ **Helpdesk to organize BtoB meetings** directly on your corner

+ Presentation of **your solution in the Press & Investors book**, distributed to all journalists and investors attending the summit

+ Visibility on **ChangeNOW's communication tools**: website, official program, social media...

**800€ /m<sup>2</sup>**

(VAT not included)



# « SEEDS OF CHANGE » PROGRAM

*FOR STARTUPS OR ASSOCIATIONS CREATED AFTER 2015 AND  
GENERATING LESS THAN 1 MILLION EUROS OF ANNUAL REVENUES*

“Seeds of Change” program includes:

- ✓ **3m<sup>2</sup> exhibition area** during the 3 days, in the Nef of Grand Palais
- ✓ **Standard furniture** (high chairs and high table) with power socket and wifi. Specific furniture in option.
- ✓ **Exhibition signage**, presenting your solution and logo
- ✓ **3 full-access passes** for your team
- ✓ **Helpdesk for the organization of BtoB meetings** directly on your corner

- + Presentation of **your solution in the Press & Investors book**, distributed to all journalists and investors attending the summit
- + **Visibility in ChangeNOW's communication tools** (website, official program,...)
- + **Possibility to pitch** your solution in front of investors

**All for 850€**  
(VAT not included)



# « CHANGE PIONEERS » PROGRAM

*FOR STARTUPS AND SMEs CREATED BEFORE 2015 AND GENERATING LESS THAN 10 MILLION EUROS OF ANNUAL REVENUES*

“Change Pioneers” program includes:

- ✓ **6m<sup>2</sup> exhibition area** during the three days, in the Nef of Grand Palais
- ✓ **Standard furniture** (high chairs and high table) with power socket and wifi. Specific furniture in option.
- ✓ **Exhibition signage**, presenting your solution and logo
- ✓ **3 full-access passes** for your team
- ✓ **Helpdesk for the organization of BtoB meetings** directly on your corner

+ Presentation of **your solution in the Press & Investors book**, distributed to all journalists and investors attending the summit  
+ Visibility in **ChangeNOW’s communication tools** (website, official program,).

**All for 2500€**

(VAT not included)

# BE PART OF THE CHANGE!

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