



Geneva Automotive & Mobility Media Days

Introduction

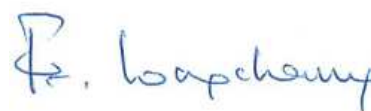
Dear Sir/Madam,

The automotive industry is changing. This new way of conducting business will bring with it many challenges, such as the transition to more than one type of engine and power supply, the connected and communicative digital car, and autonomous mobility.

The event industry is also experiencing a time of change. As organisers of exhibitions, events, fairs, congresses, shows and sports competitions, this period of transition presents an opportunity for us to reinvent our profession, evolve our events and create new platforms for bringing people together both in person and virtually.

In light of the above, we are in no doubt this will open up extraordinary opportunities for us all. That is why we are offering you an exclusive platform for meetings and exchanges at Palexpo in Geneva from 1 to 3 March 2021.

Here you will be able to showcase your company and products to media representatives and influencers from around the world, against a unique backdrop where both the physical and virtual will take this event to a whole new level. The state-of-the-art technical and audiovisual infrastructures, experience and know-how of Palexpo's teams will make this format nothing short of a success. We hope that you find something to your liking in the following pages. Please feel free to contact our team for more information.



FRANÇOIS LONGCHAMP
Chairman of the Board of
Directors of Palexpo SA



CLAUDE MEMBREZ
Managing Director
of Palexpo SA



CONCEPT

MEDIA EVENT

The international communication platform for major mobility and media players .

An unmissable event with high technology infrastructure to launch the prestigious Geneva media days .

01

DATA FOCUS

Return of data to qualify/quantify your ROI

02

GLOBAL COMMUNICATION PLATFORM

27,000 sqm dedicated to press conferences and networking

03

LATEST IN INNOVATION

Focus on innovation, technology and a positive and progressive future

04

REDUCED COSTS

Through the pooling of resources

05

FLEXIBLE AND SUSTAINABLE

Partially or fully virtual alternative for bigger reach and COVID risk management. One infrastructure/platform for multiple use

06

QUALITY SERVICES

A prestigious event, in line with the positioning of the automotive industry

Key Elements



MOVE IN

Thursday 25 and
Friday 26 February 2021



REHEARSAL

Saturday 27 February and
Sunday 28 February 2021



EVENT

Monday 1, Tuesday 2 and
Wednesday 3 March 2021



MOVE OUT

Thursday 4 March and
Friday 5 March 2021

AN ALL-INCLUSIVE CONCEPT



LAYOUT



F&B



ACCESS + PARKING



SANITARY REGULATIONS



TICKETING



MEDIA



ZONES



DATA



STAGE



PRESS CONFERENCE

With freely selectable presentation topic, timing for each conference:

- 15' for the press conference
- 15' Q&A in front of the stage with journalists



COMPLETE AV KIT, LED WALL, ROTATING PLATFORM, CUSTOMISABLE BRANDING FOR EACH AREA



PREPARATION ZONE

A closed space is provided before the conference to safeguard the confidentiality of the vehicle to be presented

ACCESS & PARKING



NEARBY PARKING



VIP DROP-OFF NEAR THE ENTRANCE AND FAST TRACK

TICKETING



ALL INCLUSIVE ENTRANCES



GOLDEN PASSES FOR THE CEO LOUNGE



ENTRANCES FOR YOUR STAFF AND GUESTS



ZONES



COMMON NETWORKING AREA



PRIVATE CEO LOUNGE, OPEN ONLY TO GOLDEN PASS HOLDERS



MEDIA AREA FOR JOURNALISTS



A SPACE RESERVED FOR YOUR BRAND

See Packages A, B or C for more details



TEST DRIVE DEDICATED TO JOURNALISTS

F&B



ALL-YOU-CAN-EAT FOOD & BEVERAGE

MEDIA



LIVESTREAMING



HYBRID VERSION



DEDICATED INTERVIEW ROOMS IN THE MEDIA AREA



VIDEO OF CONFERENCES AND HD IMAGES

DATA



ACCESS BADGE WITH TRACKING FUNCTIONS



GLOBAL REPORTING OF THE EVENT



GENERAL MONITORING REPORT FOR THE BRANDS



SANITARY REGULATIONS



PRO-ACTIVE APPLICATION OF EXISTING RULES AND USE OF SPECIFIC ANTI-COVID TECHNOLOGIES



MANAGEMENT OF SOCIAL DISTANCING AND MONITORING OF POTENTIAL CHAINS OF CONTAMINATION



DISINFECTION OF ALL AREAS



COVID-19 PROTECTION PLAN ADAPTED TO THE PREVAILING HEALTH + SAFETY SITUATION

CUSTOMISED PACKAGES

A

CHF 150,000

- ✓ STAGE, ACCESS & PARKING, TICKETING, ZONES, MEDIA, and DATA elements
- ✓ A space in the Hall Of Fame consisting of:
 - Area for 1 vehicle or other mobility related object
 - Customisable branding
- ✓ F&B in the shared areas
- ✓ 50 entrances (staff & guests)
- ✓ 10 invitations for your key media partners (accreditation & accommodation included)
- ✓ 2 Golden passes (CEO lounge)

B

CHF 350,000

- ✓ STAGE, ACCESS & PARKING, TICKETING, ZONES, MEDIA, and DATA elements
- ✓ A 100sqm space consisting of:
 - Area for 1 to 2 vehicles or other mobility related object
 - Customisable branding
 - Private area with facilities
- ✓ F&B in the shared areas
- ✓ 100 entrances (staff & guests)
- ✓ 50 invitations for your key media partners (accreditation & accommodation included)
- ✓ 5 Golden passes (CEO lounge)

C

CHF 750,000

- ✓ STAGE, ACCESS & PARKING, TICKETING, ZONES, MEDIA, and DATA elements
- ✓ A 300sqm space consisting of:
 - Area for 3 to 4 vehicles or other mobility related object
 - Customisable branding
 - 1 reception lounge with bar
 - 4 private furnished modular areas with facilities
- ✓ F&B in the shared areas
- ✓ 300 entrances (staff & guests)
- ✓ 100 invitations for your key media partners (accreditation & accommodation included)
- ✓ 10 Golden passes (CEO lounge)

TIMELINE

SEPTEMBER



Concept presentation

END OF OCTOBER



Registration deadline

MID-DECEMBER



Final decision
depending on
health + safety
regs.

MID-FEBRUARY



Package payment

MARCH



Event

Contact

FOR INFORMATION, SALES, REGISTRATION:

Tanja Walther

Event Director

Tel.: +41 22 761 10 84

Email: tanja.walther@palexpo.ch

Our team

Laura Barroso

Marketing

Sophia Gondim

Palexpo Hotel Reservation

Aurélie Bruzzese

Project coordination

Marianne Gyger

PR & Media

Claudine Fischer

Technical operations

Corinne Houard

Project coordination

Angela Gautschi

F&B

El'mghari Nourhouda

Project coordination

Palexpo, leader in event management



A DISTINGUISHED TRACK RECORD IN HOSTING LARGE, REPEAT, PRESTIGIOUS & INTERNATIONAL EVENTS



HOSTING AND ORGANISATION OF PRESTIGIOUS INTERNATIONAL CONGRESSES



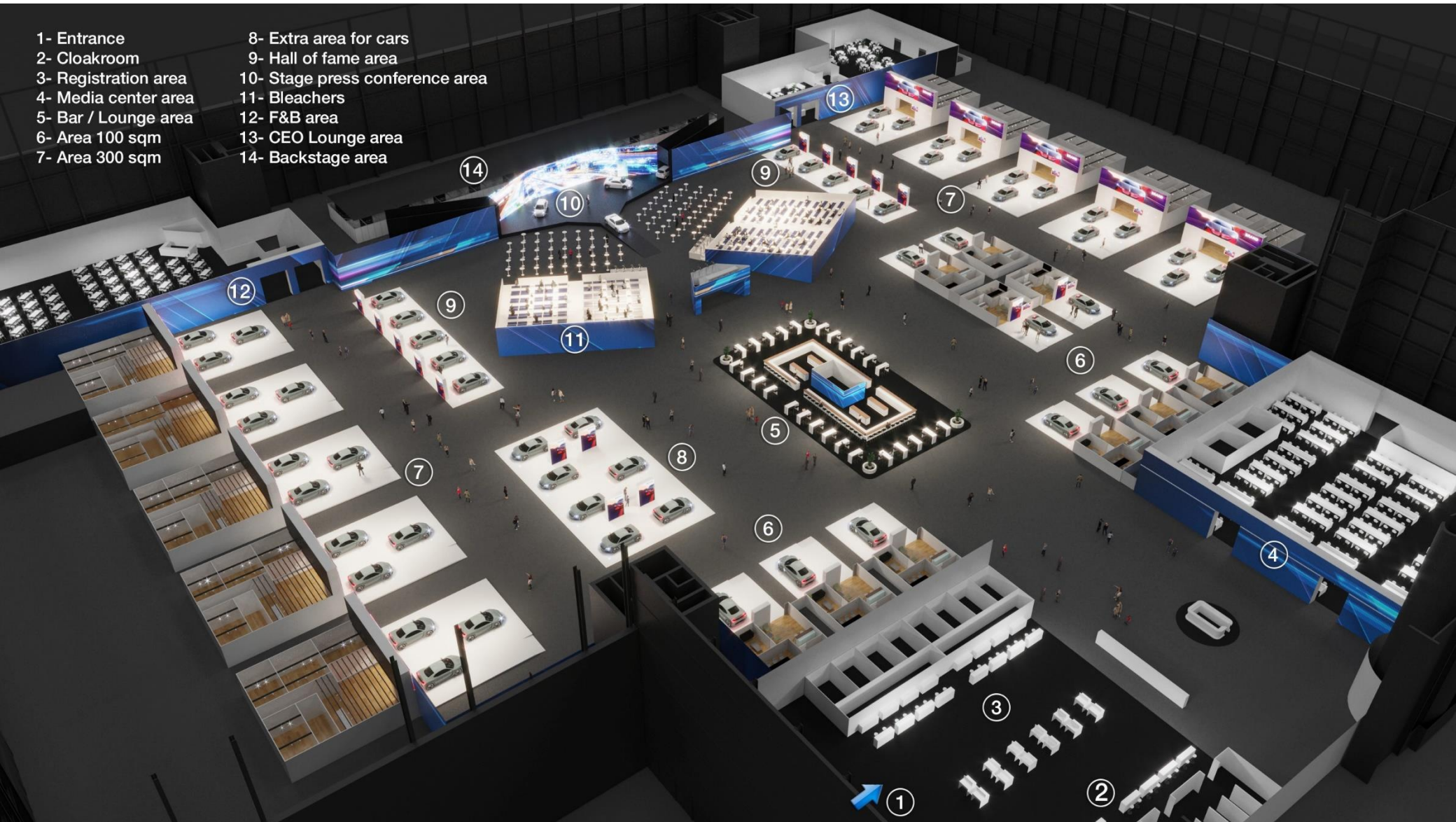
AN IDEAL LOCATION, CLOSE TO THE INTERNATIONAL AIRPORT, RAILWAY STATION, HIGHWAY NETWORK & INTERNATIONAL CITY CENTRE OF GENEVA

LAYOUT SIMULATION

Non-contractual visuals



- 1- Entrance
- 2- Cloakroom
- 3- Registration area
- 4- Media center area
- 5- Bar / Lounge area
- 6- Area 100 sqm
- 7- Area 300 sqm
- 8- Extra area for cars
- 9- Hall of fame area
- 10- Stage press conference area
- 11- Bleachers
- 12- F&B area
- 13- CEO Lounge area
- 14- Backstage area







Copyrights Dorier



Copyrights Dorier



Copyrights Dorier



Copyrights Dorier