

# SCCON 25 - Exhibitor Briefing

Planning, organizing and tips  
for a successful trade fair participation

June 18, 2025

**SMART  
COUNTRY**  
CONVENTION

bitkom

 **MESSE  
BERLIN**

# Agenda

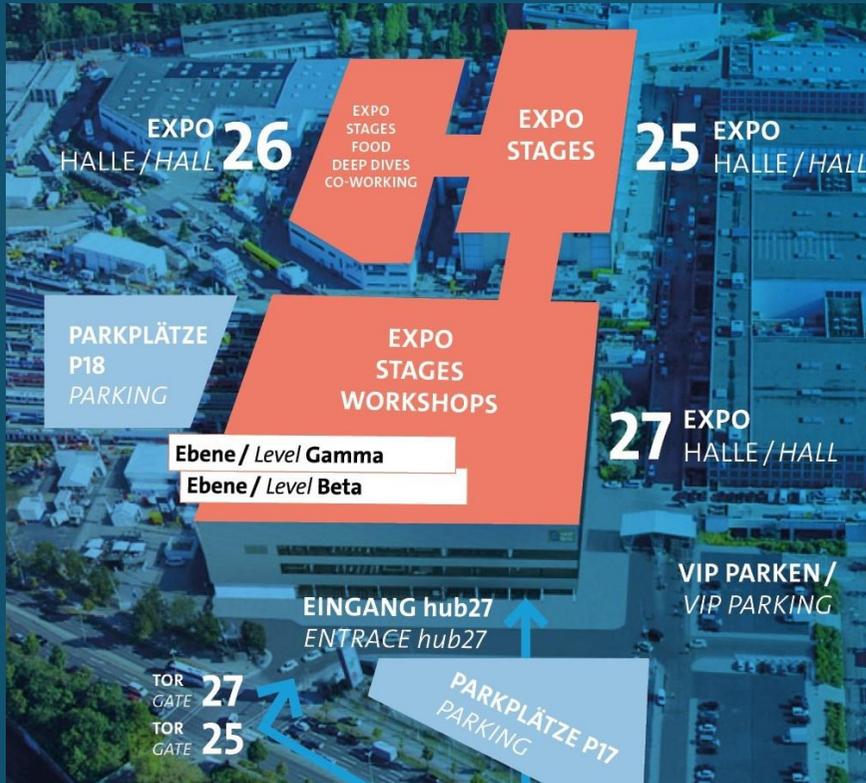
1. SCCON 2025 Outlook
2. Trade Fair Planning
3. Increase Your Visibility
4. Program & Networking



# 01 SCCON 2025 Outlook

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# Outlook SCCON 25 – Exhibition Grounds



- **SCCON is growing:** hub27 and Hall 25 are almost fully booked
- Exhibition space extended to include Hall 26
- **7 stages**
  - hub27: PLAZA & ARENA
  - Hall 25: FOCUS, ATRIUM and Startup & Career Stage
  - Hall 26: FORUM and Podcast Area
- **Workshop & Seminars**
  - hub27: Workshops & Seminars
  - Hall 26: Deep Dives

# Outlook – hub27



**Legende**

 Stages	 Foodcourt
 Expo	 Garderobe

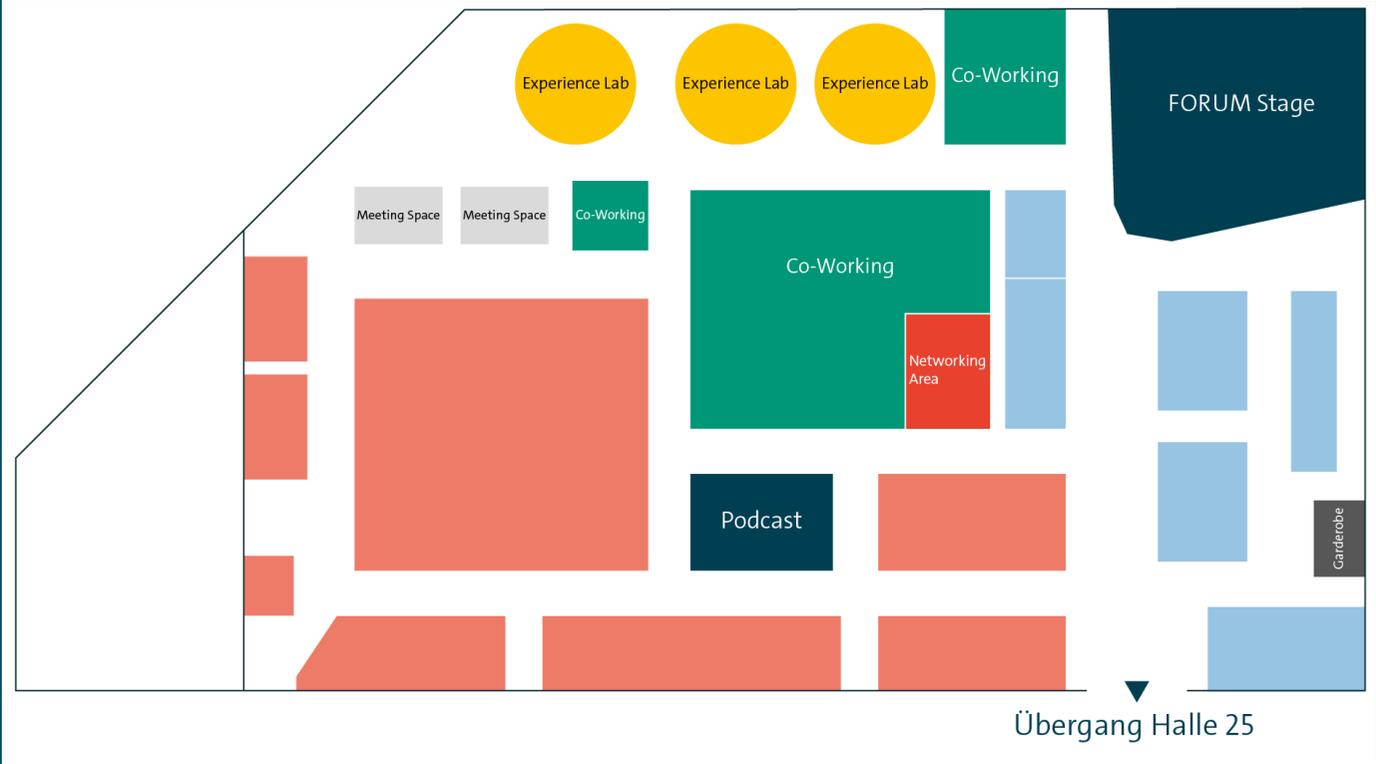
# Outlook – Hall 25



**Legende**

Dark Blue	Stages	Yellow	Lounges
Light Blue	Expo	Red	Networking

# Outlook - NEW: Hall 26



**Legende**

Stages	Meetingräume
Expo	Experience Lab
Foodcourt	Networking Area
Co-Working	Garderobe

[book Meeting Spaces](#)



# 02 Trade Fair Planning

FIWARE World

Smile City Rostock

City Rostock

Digitale Identitäten

IT Planning

Digitale MV

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# Stand design in hub27 – Basic Packages

For a special and open atmosphere in hub27



## Design

### This package includes:

- ✓ Unified roof branding with exhibitor name
- ✓ The outer color is white, the inner color is predefined
- ✓ Basic lighting included

- Choice of four material types
- Preferred accent color is selectable (RAL/Pantone)
- See reference: [The easy way to your basic stand at hub27](#)
- The stand construction team will contact you from June onward

# Stand design in hub27 – Premium Packages

For a special and open atmosphere in hub27

## This package includes:

- ✓ Unified roof branding with exhibitor name
- ✓ The outer color is white, while the inner color of the roof branding can be defined by the customer (our colleagues will contact you regarding this matter)
- ✓ Basic lighting included



## Design guidelines

- The sides of the stand may be a maximum of 1.40 m high within the first meter.
- The maximum construction height is 2.50m.
- It is not permitted to hang up your own advertising materials or lighting equipment.
- The rear sides of the stand that share a boundary with neighboring stands must be 2.50 m high and kept neutral and seamless.



## Complex stand construction

- For complex stand constructions, such as multi-storey stands, we recommend sending us a stand sketch via email to [messtechnik@messe-berlin.de](mailto:messtechnik@messe-berlin.de).
- The deadline for this is August 18, 2025.

# Stand design in Hall 25 & 26



- **At a minimum:** structurally stable partition walls to neighboring stands with a minimum height of 2.50 m are required. Typically, a power connection and floor covering are also needed.
- **The maximum construction height is 6 m**, including suspended elements.
- **Rear sides of the stand** that are higher than 2.50 m and adjoin neighboring stands must be designed neutrally and without advertising.
- **For complex stand constructions**, we recommend sending us a stand sketch by [e-mail](#). The deadline for this is August 18, 2025.

# The individual platforms – where do I order what?

## Exhibitor Portal



- Stand registration and placement
- Register, invite or remove co-exhibitors
- **Status: available**

## Exhibitor Shop



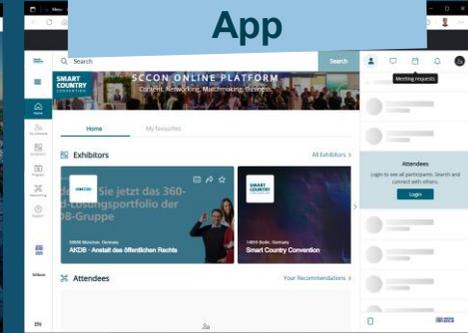
- Ordering platform for all stand services such as installations, internet, stand construction, cleaning, parking spaces, tickets, and much more.
- **Status: available**

## VisiFair



- Booking portal for access to the exhibition grounds by exhibitors and suppliers during setup and dismantling periods.
- **Status: available from July 01, 2025**

## Online-Plattform & App



- Manage your company profile (description, logo, products, segments, exhibitor news, jobs) for the online exhibitor list and the app.
- **Status: available**

# The individual platforms – where do I order what?

## Advertising Shop



- In the Advertising Shop, you will find a wide range of advertising and sponsorship opportunities for maximum visibility at the event.
- **Status: available**

## Ticket Shop



- Shop for trade visitor tickets
- Here you can also redeem the codes for your exhibitor passes as well as setup and dismantling passes.
- **Status: Trade visitor tickets available. Exhibitor passes available from mid-August.**

## Catering Shop



- In the Capital Catering GmbH webshop, you'll find a wide selection of food, beverages, and event equipment.
- Order conveniently online – delivery is made directly to your exhibition stand.
- **Status: available**

# Exhibitor Shop - the central ordering platform for all stand services

- **Services:** Electricity/water connections, internet, booth construction and equipment, waste disposal, personnel, parking permits, catering, and much more.
- **Access:** Only for registered exhibitors with a confirmed hall/booth number.
- **Order deadlines:** Please order the required installations and services early in the exhibitor shop – orders placed within the last 5 weeks before the start of the trade fair are subject to a 20% surcharge.
- **Questions:** Please contact the designated representatives for each product directly.
- **Support:** [The support team is available for assistance in case of problems.](#)

# Our turnkey stands

**Turnkey stands – an uncomplicated and time-saving solution for exhibitors in Hall 25 & 26**



**Lux Booth Package**

- ✓ Everything is already included – from the floor to the lighting. Thanks to the standardized concept, hardly any adjustments are necessary and the stand is quickly ready to use
  - ✓ This allows you to focus entirely on your trade fair appearance.
- In Hall 26 - 12 m<sup>2</sup> corner stand
  - Floor covering
  - System stand
  - Lighting elements in the desired color
  - Graphic
  - Furniture
  - Power connection
  - Cleaning
  - Price: 625 Euro/m<sup>2</sup>



**Turnkey Stand SCON 2**

- Floor covering
- System stand
- Graphic
- Furniture
- Power connection
- Cleaning
- Price: 350 Euro/m<sup>2</sup>



**Turnkey Stand SCON 1**

- Floor covering
- System stand
- Graphic
- Furniture
- Power connection
- Cleaning
- Price: 175 Euro/m<sup>2</sup>

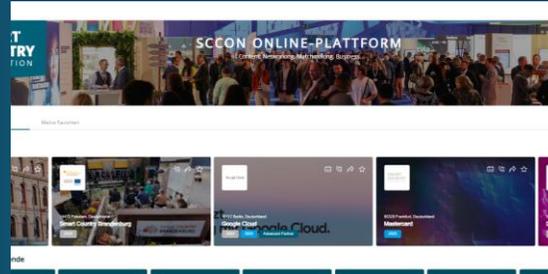
# Tickets, ticket types and authorizations

From mid-August we will activate the exhibitor account in the ticket store for exhibitor passes and cofree. You will receive an e-mail from us with the link and the access code.

Ticket type	Assembly		Exhibition time Opening hours for visitors 9 – 18 Program starts daily at 9.30			Dismantling
	Sep. 27. + 28.	Sep. 29.	Sep. 30.	Okt. 01.	Okt. 02.	
Exhibitor pass additionally available via the <a href="#">Exhibitor Shop</a>	7 a.m. – 10 p.m.	7 a.m. – 10 p.m.	8 a.m. – 10 p.m.	8 a.m. – 9 p.m.	8 a.m. – 10 p.m.	7 a.m. – 10 p.m.
Assembly and dismantling pass additionally available via the <a href="#">Exhibitor Shop</a>	7 a.m. – 10 p.m.	7 a.m. – 10 p.m.	-	-	6 p.m. – 10 p.m.	7 a.m. – 10 p.m.
Trade visitor season ticket available via the <a href="#">SCCON Ticketshop</a>	-	-	9 a.m. – 10 p.m.	9 a.m. – 9 p.m.	9 a.m. – 6 p.m.	-
Customer vouchers or codes for trade visitor tickets included in the hub27 stand packages or available via the <a href="#">Exhibitor Shop</a>	-	-	9 a.m. – 10 p.m.	9 a.m. – 9 p.m.	9 a.m. – 6 p.m.	-
VIP Blue Lounge Ticket Package component; not available to order	-	7 a.m. – 10 p.m.	8 a.m. – 10 p.m.	8 a.m. – 9 p.m.	8 a.m. – 6 p.m.	-
Speaker Ticket Sent by Bitkom	-	7 a.m. – 10 p.m.	8 a.m. – 10 p.m.	8 a.m. – 9 p.m.	8 a.m. – 6 p.m.	-
Press ticket for journalists and bloggers <a href="#">only with accreditation online</a>	-	-	8 a.m. – 10 p.m.	8 a.m. – 9 p.m.	8 a.m. – 6 p.m.	-

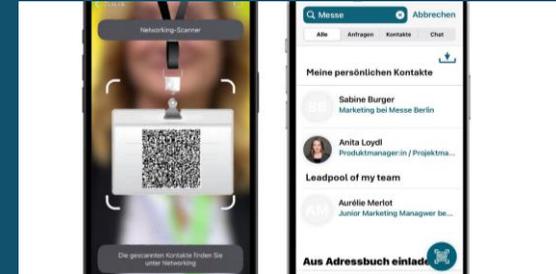
# SCCON Online Platform & App

List of exhibitors,  
program, events at the  
stands, networking



## Online Platform

- ✓ The entry on the SCCON Online Platform and later in the SCCON App is identical and only needs to be maintained in one place.
- ✓ Program items, contacts and appointments saved in the Online Platform can also be called up in the App
- ✓ Part of the Media Package
- Update your company profile to be found more easily. Add videos, products, job advertisements, contact persons
- To edit your exhibitor entry, you will receive an e-mail with a link to the area where you can edit your data
- The [Onboarding Guide](#) supports you step by step



## App

- New service: Lead Scanning functionality in the SCCON App
- This allows all employees at the stand to scan badges in real time using an app.
- All collected contacts can be exported as a consolidated CSV file – ideal for larger teams and a seamless Lead Capture.
- Bookable in the [Advertising Shop](#)

# Traffic & Logistics

In the right place at  
the right time



VisiFair



Schenker



Warehouse for  
advertising material

## Parking lots

- ✓ The parking lots P17 & P18 are available during setup/dismanting and trade fair operations for 15 Euro/day.
- ✓ There are free e-charging stations at P17
- ✓ During the exhibition, exhibitors can park directly at the hall – the parking ticket can be purchased in advance in the Exhibitor shop

- Access to the exhibition grounds during setup and dismantling is only possible with a booked loading zone (VisiFair) and a free, personalized setup/dismantling pass
- Possible from **July 01, 2025**

- Forwarding services (e.g. loading and unloading by forklifts, shipments or storage) can be ordered directly via the Online Order Service Platform of our partner DB Schenker.
- [fairs.berlin@dbschenker.com](mailto:fairs.berlin@dbschenker.com)  
+49 30 3012995420

- Free storage of advertising material in Hall 26
- It is important that, you or your employees accept the delivery
- Retrieval by 18:00 at the latest on the last day of the event
- Contact person: Mr. Torrisi, available directly in front of us during the event time under Tel +49 173 2093020

# Traffic & Logistics

## Traffic Guide - Smart Country Convention 2025

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Access for construction and dismantling via gate 25 to hall 25 - 27

GPS coordinates: 52°30'11.2"N 13°16'03.9"E

	construction	event time		dismantling	
	27.09.2025 - 29.09.2025* 07:00 a.m. - 10:00 p.m.	30.09. - 01.10.2025 09:00 a.m. - 06:00 p.m.	02.10.2025 09:00 a.m. - 06:00 p.m.	02.10.2025* 07:00 p.m. - 10:00 p.m.	03.10.2025 - 05.10.2025* 07:00 p.m. - 10:00 p.m.
<b>Cars / Vans</b> Total length 6 m 	only loading zone booking  Duration of stay max. 0,5 hours max. 1,5 hours	<b>delivery</b> 08:00 a.m. - 07:00 p.m.  max. stay 1 hour Deposit: 200€ cash	<b>delivery</b> 08:00 a.m. - 04:00 p.m.  max. stay 1 hour Deposit: 200€ cash	only loading zone booking  Duration of stay max. 0,5 hours max. 1,5 hours	only loading zone booking  Duration of stay max. 0,5 hours max. 1,5 hours
<b>Trucks</b> Total length 6m - 12m 	only loading zone booking  Duration of stay max. 1 hour max. 2 hours	<b>delivery</b> 8:00 a.m. - 9:00 a.m. 08:00 a.m. - 07:00 p.m. max. stay 1 hour Deposit: 200€ cash	<b>delivery</b> 8:00 a.m. - 9:00 a.m.  max. stay 1 hour Deposit: 200€ cash	only loading zone booking  Duration of stay max. 1 hour max. 2 hours	only loading zone booking  Duration of stay max. 1 hour max. 2 hours
<b>Trucks</b> Total length > 12 m 	only loading zone booking  Duration of stay max. 1 hour max. 3 hours	<b>No entry</b> 	<b>No entry</b> 	only loading zone booking  Duration of stay max. 1 hour max. 3 hours	only loading zone booking  Duration of stay max. 1 hour max. 3 hours
<b>Trailer</b> 		Trailer require an additional deposit of 200,00 €.			
<b>Forklift Service</b>	07:00 a.m. - 06:00 p.m.	none	none	08:00 p.m. - 10:00 p.m.	07:00 a.m. - 06:00 p.m.
<b>Parking</b>	Cars and vans can use parking lots P17 and P18 during the build up period for a fee of €15.	During the trade fair, exhibitors can park their cars directly in front of the hall. A parking ticket for € 89 must be purchased in advance from the <a href="#">Exhibitor Shop</a> . Parking lots P17 and P18 can be used for a daily fee of €15.		Cars and vans can use parking lots P17 and P18 during the dismantling period for a fee of €15.	
	Trucks: Parking for trucks is available at the public parking lot P12, Halenseestr. 51, 14055 Berlin. Vehicles and loading units parked without authorization (on the exhibition grounds) will be moved for a fee.				

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CONVENTION**



# 03 Increase your visibility

# Advertising & Communication

There are numerous options for the perfect staging of your brand



## Prominent advertising spaces

- Increase your visibility with exclusive advertising spaces in the outdoor area, at the highly frequented entrances and in the transition areas!
- Discover all the advertising options in our [advertising portfolio](#)
- Secure your desired space in our [advertising shop](#)



## Communication services

- Promote your participation in the Smart Country Convention on social media!
- Use our free social media banners, the sharepic template or the banner generator in your communication

# Reach top talent and professional audiences with powerful formats

Your stage beyond the stage – special formats for content participation



## Career Day

On October 02, 2025 in Hall 25

Use your presence for your recruiting

- Design stand in the Career Lounge
- Exclusive 10-minute slot on the Career Stage
- Two 60-minute speed-dating-formats

Partner package: 2.500 Euros



## Podcast Studio

Your topic - Live in Hall 26

- Record your podcast in our glas podcast studio
- right in front of an engaged professional audience listening in via Bluetooth headphones

Partner package: 2.000 Euros



## Startup Award Sponsor

As a sponsor of the Smart Country Startup Award, you'll take the stage and present your company to the startup scene as an innovation leader.

- Prominent stage presence on the PLAZA Stage
- A seat on the jury
- Access to the most innovative GovTech & Smart City startups

Partner package: 12.000 Euros

A large, modern convention hall with a stage and audience. The scene is illuminated with blue and purple lights. A woman in a pink suit is standing on the stage, addressing a large audience seated in rows. The background features large, illuminated panels and a complex ceiling structure with many lights and rigging. The overall atmosphere is professional and high-tech.

# 04 Program & Networking

# Program



## Stage program & workshops

- The call for speakers was successfully completed on May 02 – and we are delighted with the outstanding response: We received twice as many applications as last year!
- We publish the program and the speakers on our [online platform](#). These will be successively updated.

## Events at the stand

- Register your event with us and we will include up to 10 events per exhibitor in the program
- All events are subject to registration, even if they are not published
- [Registration](#) is possible from August 18 to September 12

# Networking

## SCCON Networking Night



If you want to end the first day of the trade fair in a relaxed atmosphere with good conversations, this is for you!

- Exciting conversations
- Valuable international contacts
- Drinks & snacks
- Live acts

On Tuesday, September 30 from 6 p.m. – 10 p.m. in hub27

## Startup Award Night



The Smart Country Startup Award Night is the networking event at the end of the second day of the exhibition

- Young companies & talents
- Innovative solutions
- Drinks & snacks
- Live acts

On Wednesday, October 01 from 6 p.m. – 9 p.m. in hub27

## International Matchmaking



Targeted meetings for international business contacts in the Smart Country Community.

- Meet partners, customers and new suppliers
- Discover new products, services and innovative solutions
- Initiating purchases or projects
- [Register here](#)

## SCCON App & Plattform



In addition to the exhibitor and product presentations, you can find extensive networking possibilities.

- Registered visitors can make appointments with potential business partners in advance of their visit to the exhibition.
- Digital business card for exchange of contact data on site

# Dates & times

## Opening hours:

- Visitors: from 9 a.m.
- Exhibitors: from 8 a.m.

## Program

- September 30 : 9.30 a.m. – 10 p.m. \*
- Oktober 01 : 9.30 a.m. – 10 p.m. \*\*
- Oktober 02 : 9.30 a.m. – 6 p.m.

## Evening events, PLAZA Stage in hub 27

- \* Networking Night: 6 p.m. – 10 p.m.
- \*\* Startup Award Night: 6 p.m. – 9 p.m.

## Setup & dismantling times

- Start of construction:  
Saturday, September 27 from 7 a.m.
- End of construction:  
Monday, September 29 until 10 p.m.  
From 3 p.m. only decorative stand construction!
- Start of dismantling:  
Thursday, October 02 from 6 p.m.
- End of dismantling: Sunday, October 05 until 10 p.m.
- Exhibition stands must be staffed by qualified personnel during opening hours from 9 a.m. to 6 p.m.
- All [Dates & Deadlines](#) can be found on our website.

# FAQs from the Consultation

## **1. Are there meeting rooms that can be booked? How much do they cost?**

Yes, this year there are two meeting spaces available in Hall 26. These can be booked in 55-minute slots for 195 Euros. Further information is available on request or on [our Website](#).

## **2. Are the tickets for the trade visitors still free of charge this year?**

Yes, trade visitors can register free of charge in the [ticket shop](#).

## **3. Are there any specifications or restrictions for presentations at the stand?**

To ensure smooth frequency coordination, please inform us in advance of any planned radio equipment (e.g. microphones). Due to the acoustic conditions, we recommend considering silent presentations.

Please note: A maximum of 10 stand events per exhibitor can be considered for publication. [Please register via the form](#).

## **4. Are there alternative forwarding services to DB Schenker?**

Yes, you can also commission external haulage companies. Please note that they must book a time slot via the [Visifair](#) system to enter the site.

## **5. Can parcels be sent to the trade fair in advance without an exhibitor employee being on site?**

This is only possible via storage at DB Schenker. Alternative: For the delivery of consignments by post or courier, it is important that you always name a contact person on site and use our [form](#) (PDF).

## **6. Does Lead Scanning offer more customisation options this year, e.g. individual categories for Leads? Unfortunately, this is not yet possible this year. However, it has been commissioned and will be implemented in the course of the coming year. Details on the [Lead Scan Function](#) (PDF)**

## **7. Guided Tour: when do I find out that I have been included in a tour and what input do I need to provide?**

The selection and voting for the Guided Tours will begin in mid-August. From this point onwards, we will inform you whether your company will be part of a tour and will coordinate the topics with you.

## **8. When will there be feedback on the submissions to the Call for Speakers for the programme?**

The applications that could not be considered were already informed at the end of May. The submissions that will be included in the programme will be informed from the beginning of July.

We wish you a successful preparation! For any questions, please reach out:  
The SCCON Team

[smartcountry@messe-berlin.de](mailto:smartcountry@messe-berlin.de)  
030 3038 2300

[Contact](#)



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