



Landeshauptstadt Düsseldorf
Wirtschaftsförderung

Düsseldorf
Nähe trifft Freiheit
Live close Feel free



Application
for 2023
Deadline
January
20th 2023

May 22nd – 26th
2023

 [linkedin.com/company/startupwoche-dus](https://www.linkedin.com/company/startupwoche-dus)
 [instagram.com/startup_dus](https://www.instagram.com/startup_dus)
 www.startupwoche-dus.de

Information
for Hosts

The Startup Week in a nutshell

For seven years now, the Startup Week has been an integral part of the start-up ecosystem both within and beyond Düsseldorf's boundaries. It is the annual meeting place for the startup scene. That's why we want to celebrate innovation, progress and entrepreneurship with you from 22 to 26 May 2023. Let's work together to transform Düsseldorf into a hot spot for the exchange of knowledge and experience, future themes and technologies. Let's get together, get to know each other and network. We look forward to an exciting week!

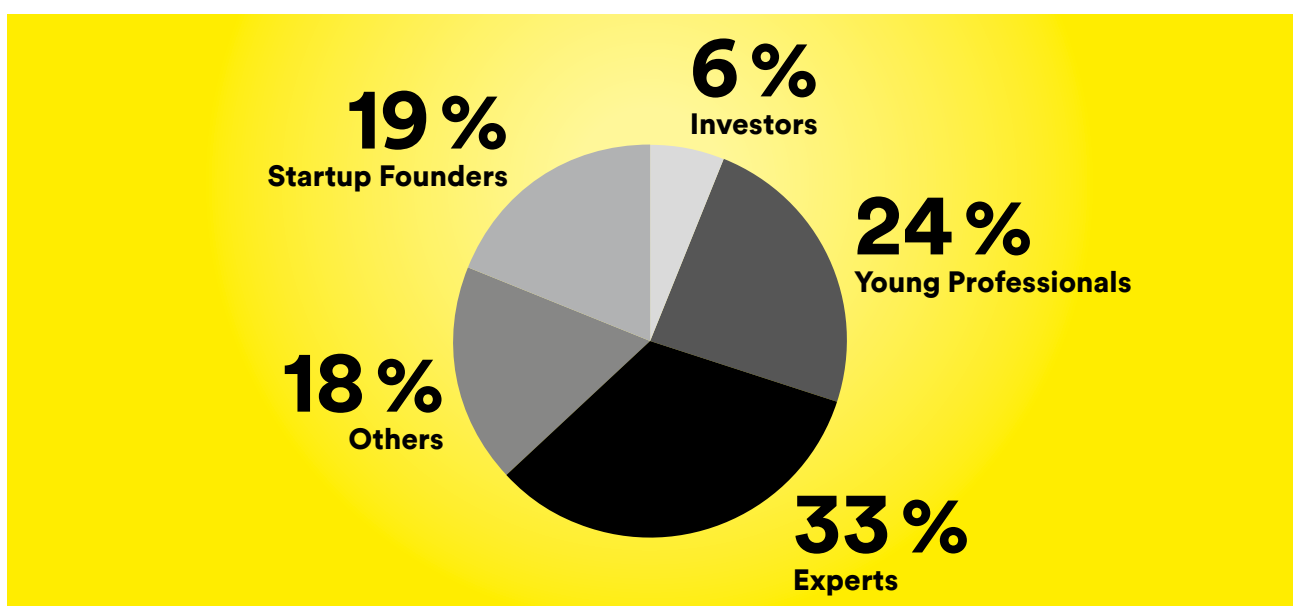
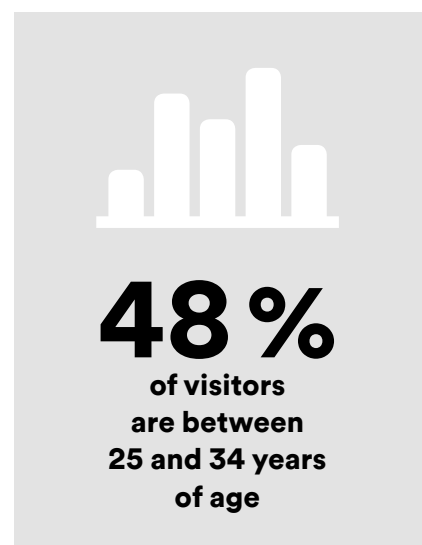
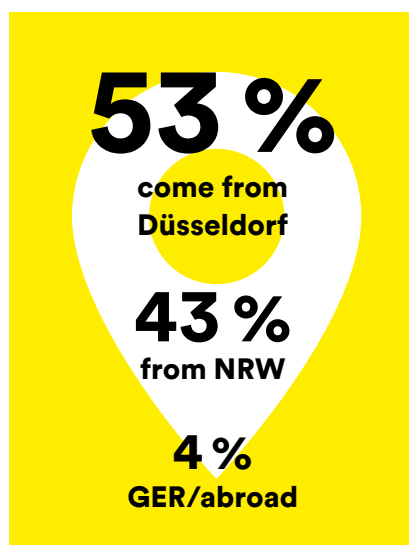
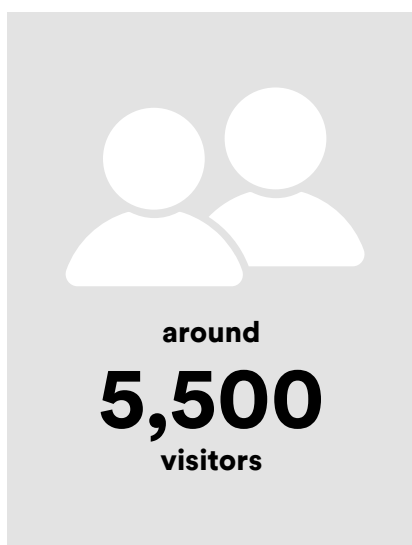
This is where we continue to go in the future

- ▶ We want to place the focus on certain themes and impulses relating to future issues and industry sectors
- ▶ We want to go international and boost the quality of our content and knowledge transfer
- ▶ We want to increase the visibility of the topics affecting startups, scalable business models and innovation
- ▶ We want to encourage an exchange of ideas and collaboration between startups and companies by improving networking
- ▶ We want to shape the startup ecosystem with you

So that's why you need to be a part of it

- ▶ Position your innovative company as a supporter of the startup scene and a promoter of innovation
- ▶ Do your bit to actively shape the startup ecosystem
- ▶ Make new contacts and expand your network
- ▶ Draw the attention of a young, ambitious and innovation-savvy target group to your company
- ▶ Meet startups and discover favourable opportunities for cooperation

Our Target Group



Here's how you can become part of the Startup Week

With Startup Week Düsseldorf, we want to work together with you to deliver a high-quality programme on any issues relating to startups, innovation and progress. We want to offer startups, SMEs, established companies and innovators a platform to exchange knowledge and experience and to network. Our common goal is that we learn from one another, share our experiences and have lots of fun in the process.

To achieve these goals, we want to focus on increasing quality and on tailoring the programme to meet the needs of the respective target group more precisely. Therefore, the programme consists of two types of events:

Main Events

Side Events

More detailed information on the two types of events and services included is available on the following pages.

Please ensure your events are targeted at no more than two of the following target groups (those interested in starting a business, pre-seeds/seeds, scaleups, corporates/SMEs, investors/business angels).

As previous Startup Week programmes (until 2021) mainly focused on those interested in starting a business and startups in the pre-seed phase, we would like to offer more programme items for startups in the seed phase and scaleups. If you have any questions on topics or content, we would be happy to advise you individually.

As a guideline, here is a breakdown of each target group's proposed share of this year's programme items:

- ▶ **About 25% of the items should be aimed at those interested in starting a business**
- ▶ **About 50% of items aimed at people with startups in the pre-seed/seed phase**
- ▶ **About 25% of the items aimed at people with scaleups**

Of course, some topics appeal to several target groups such as cooperation between SMEs and startups, how to become a business angel etc.

Here's how you can become part of the Startup Week

		Main Event	Side Event
TO PROMOTE YOUR EVENT	You receive a media kit for use online and offline.	✓	(✓) the media kit for side events
	You receive print media (posters, postcards ...) free of charge on request.	✓	✗
MARKETING STARTUP-WEEK	As part of the overall programme, your event will be promoted regionally and nationally via the umbrella brand as well as online.	✓	✓ (we reserve the right to advertise mainly the main events)
SERVICES	If you wish, you can receive support in the selection of topics and target group-specific content.	✓	✗
	Your event text goes through editing, translation (if necessary) and proofreading, so that it is perfectly coordinated in terms of image and text.	✓	✗ (max. 450 characters of text)
	Your ticketing is created by us via Rausgegangen.de and handed over to you. We cover the platform's usage fees for you.	✓	✗
COSTS	Handling fee (according to company size: € 0 / € 250 / € 500)	✓	✗

The application process for Main Events

The **application process** for your **main event** consists of four phases:

- 1 Online submission of your application by **January 20th, 2023**
- 2 Selection of the organisers for 2023 by the Startup Unit
- 3 Feedback and programme confirmation on **February 3rd, 2023**
- 4 Placement of your event on a first-come, first-served basis

For more details on the schedule, please see the [checklist](#) for **organisers of the Main Events** in 2023.

Application at:
www.startupwoche-dus.de/en/application-2023

For more information on **side events**, see page 9.

Requirements and responsibilities as an organiser of Main Events

When submitting your application, you confirm that you have read the Startup Week Düsseldorf checklist and accepted the planning timeline described there.

Organisation of the event

- ▶ The theme of your event should revolve around innovation and/or startups
- ▶ The idea is to convey content with added value on the subject of startups and/or innovation so that the content of your event is not (exclusively and predominantly) aimed at self-promotion and/or the sale of your own products/services.
- ▶ You cover the costs of your own event
- ▶ You also pay a handling fee as a contribution to costs depending on the size of your company*
- ▶ Your event takes place in the Düsseldorf city area or online (but face-to-face events are preferred)
- ▶ Your event can be held in German and/or English
- ▶ Individual consultations will not be included in the programme

Promotion of the event

- ▶ You will be provided with a media kit that you should use to promote your event, both online and offline.
- ▶ If you have ordered print media such as posters, postcards or similar, these will be sent to you free of charge.
- ▶ It is up to you to promote your event
- ▶ We offer additional packages to promote your event on social media platforms (see page 11)

Ticketing

- ▶ You use the ticketing system provided by the Startup Week from the service provider Rausgegangen
- ▶ If you are planning an event that is free of charge for visitors, please note the following. As we did last year, we will be charging a nominal fee of € 3 per ticket for free events. This will be paid out to you or donated directly to a good cause.

*The handling fee will be used to improve and grow the Startup Week and will be fully reinvested in the programme or used directly for new services.

[Overview handling fee](#)

The following organisations are exempt: associations, non-profit organisations, universities, startups

€ 250: SMEs with up to 250 employees
 € 500: Large companies with over 250 employees

Our services for organisers of Main Events

For the Startup Week Düsseldorf, the State Capital Düsseldorf will provide the event's umbrella brand and strong press and public relations work. The best events that have been selected by us will be integrated into the Startup Week Düsseldorf.

Our public relations work

- ▶ Regional and trans-regional public relations work for the umbrella brand „Startup Week Düsseldorf“
- ▶ Expansion and maintenance www.startupwoche-dus.de
- ▶ Expansion and maintenance [linkedin.com/company/startupwoche-dus](https://www.linkedin.com/company/startupwoche-dus)
- ▶ Expansion and maintenance www.instagram.com/startup_dus

Our services for you

- ▶ Support in the selection of topics and target group-specific content (please note the priority given to the target groups on page 4)
- ▶ Entry of your event in text and pictures into the online programme of the Startup Week at www.startupwoche-dus.de
- ▶ Transfer of the Startup Week trademark rights for your own advertising purposes within your participation in the Startup Week Düsseldorf 2023
- ▶ Provision of advertising material of the startup week (posters, online material)

Ticketing

- ▶ Registration and ticket management centralised and combined via Startup Week Düsseldorf
- ▶ Secure and cumulated cash flow of your participation fees after the Startup Week Düsseldorf to an account specified by you
- ▶ View the utilised capacity of your event at any time
- ▶ Contact the participants of your event for further information on your event, to send a reminder of participation or to send event-related files (e.g. presentations)

Participation requirements for organisers of Side Events

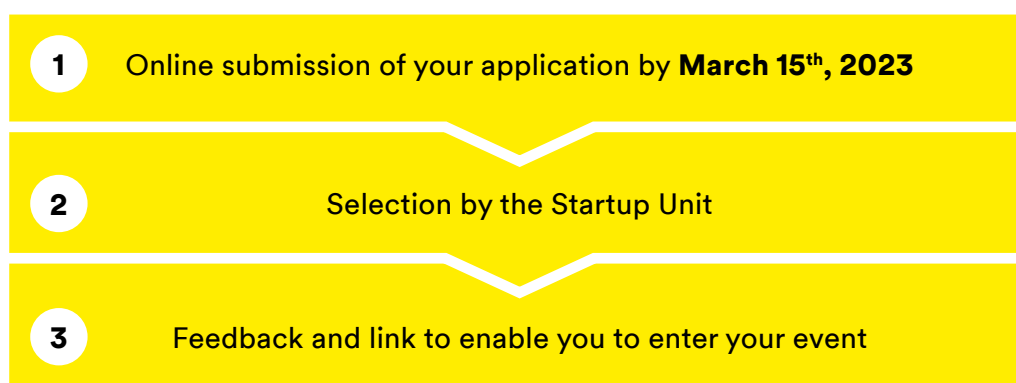
Side Event organisers will also be able to include their events in the programme **free of charge** as we want to improve the visibility and diversity of what the startup scene and Düsseldorf as a knowledge location have to offer within Startup Week and open it up to everyone.

We will check the content of your application and if you are successful, you can enter your event as a Side Event in the programme on the website yourself. Your event will then appear in the programme as a Side Event with the date, time, venue, your company name and a short description. No other services are included.

Requirements:

- ▶ The theme of your event should revolve around innovation and/or startups
- ▶ The idea is to convey content with added value on the subject of startups and/or innovation so that the content of your event is not (exclusively and predominantly) aimed at self-promotion and/or the sale of your own products/services.
- ▶ You cover the costs of your own event
- ▶ Your event should take place in the Düsseldorf city area or online (but face-to-face events are preferred)
- ▶ Your event can be held in German and/or English
- ▶ Individual consultations will not be included in the programme

There is a three-stage **application process** for **Side Events**:



Applications can be submitted at: www.startupwoche-dus.de/en/application-2023

Our Advertising Campaign

The State Capital Düsseldorf is supporting Startup Week again this year with intensive press and public relations work at local and trans-regional levels plus extensive promotional activities throughout the city



www.startupwoche-dus.de

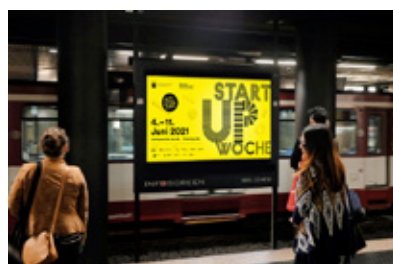


[linkedin.com/company/startupwoche-dus](https://www.linkedin.com/company/startupwoche-dus)
(expansion and maintenance)



https://www.instagram.com/startup_dus
(expansion)

**Start of the Campaign
April 11th,
2023**



*The State Capital Düsseldorf reserves the right to make changes to the marketing plan at any time.

Social Media Support for Your Event

We support you in your own social media performance. Please feel free to book one of our social media support packages. The packages will be implemented by a marketing agency specialised in event marketing.

Welche Marketing Ziele sollen erreicht werden?

Ticket sales

**Engagement &
awareness**

Other KPI target?
On request

Which platforms do you want to operate on?



Per campaign type + channel*
from € 300 (plus VAT, incl. € 90 agency costs)

*Facebook & Instagram count as one channel

Per campaign type + channel
from € 500 (plus VAT, incl. € 150 agency costs)

Included in the price is the performance marketing & the campaign support within the term. The creation of the texts & supply of the image/video materials is your responsibility within these packages, alternatively it can be booked as an additional package.

In addition to each package, the following can be added:

- ▶ Individual creation of image and text content optimized for the best practices of the platform & placements. **from € 250** (plus VAT)
- ▶ Individual consultation (45 min) on objectives, best practices & co. **€ 90** (plus VAT)

Contact Us!

We look forward to welcoming you as a contributor to Startup Week Düsseldorf 2023. We will be happy to support you where we can. Just give us a call or drop us a line!

Christian Schachmann

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