



JCI 2023

WORLD CONGRESS

Zürich Switzerland

Sponsoring Concept

Junior Chamber International World Congress

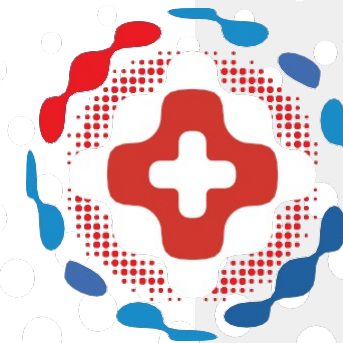
Junior Chamber International (JCI) is a leadership development organisation. Its members are between 18 and 40 years old: ambitious and open-minded leaders, young entrepreneurs and successors in family businesses.

Several well-known individuals belong to our worldwide organisation: Federal Councillors Karin Keller-Sutter and Viola Amherd, SBB/CFF President Monika Ribar, Albert II Prince of Monaco, Bill Clinton, John F. Kennedy and Jacques Chirac are among our members.

JCI is active in 110 countries across all continents and is made up of 4,500 local chambers with around 150,000 members. In addition, there are around 50,000 alumni and “Senators” who continue to be closely associated with the organisation. In Switzerland, there are 64 local chambers with more than 2,800 members.

From 14 to 18 November 2023, around 3,500 JCI members from all over the world will meet in Zurich to exchange ideas on business and society, to network and to further develop their skills and themselves.

The motto: Challenge the Present, Create the Future.



JCI 2023

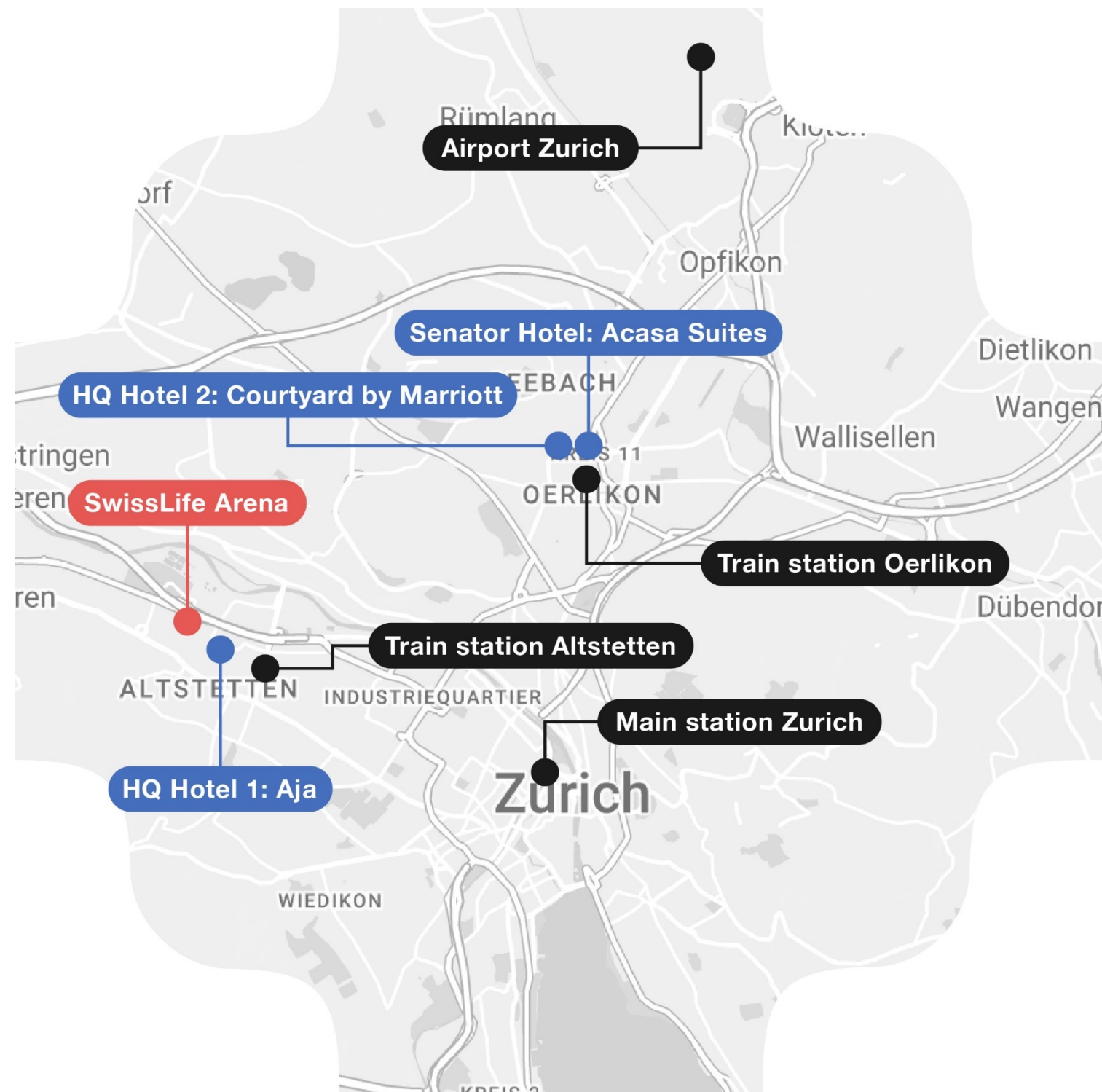
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JCI congress look & feel

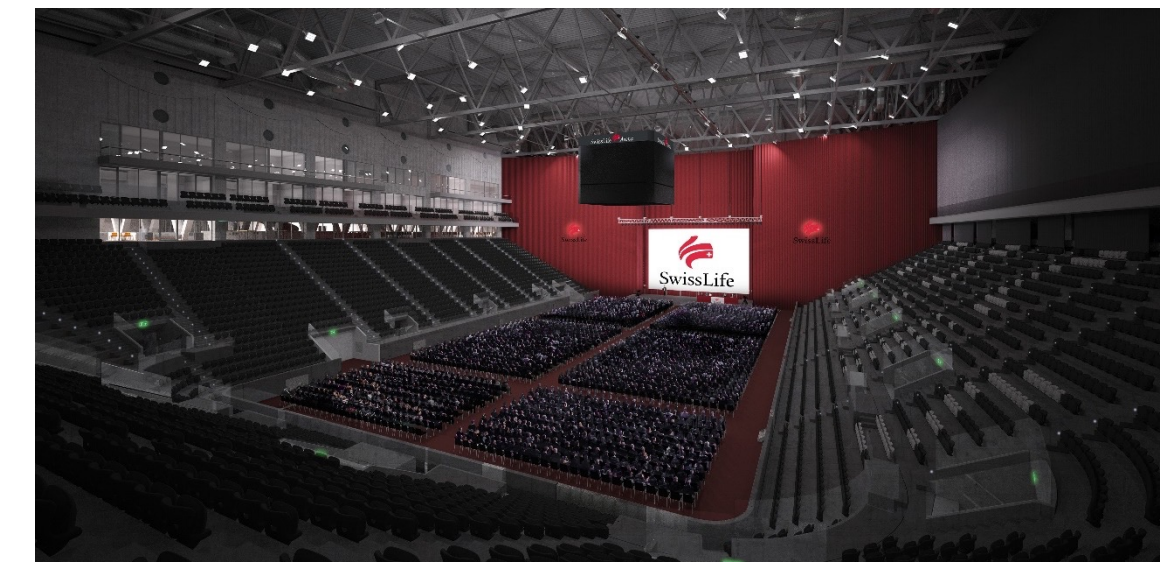
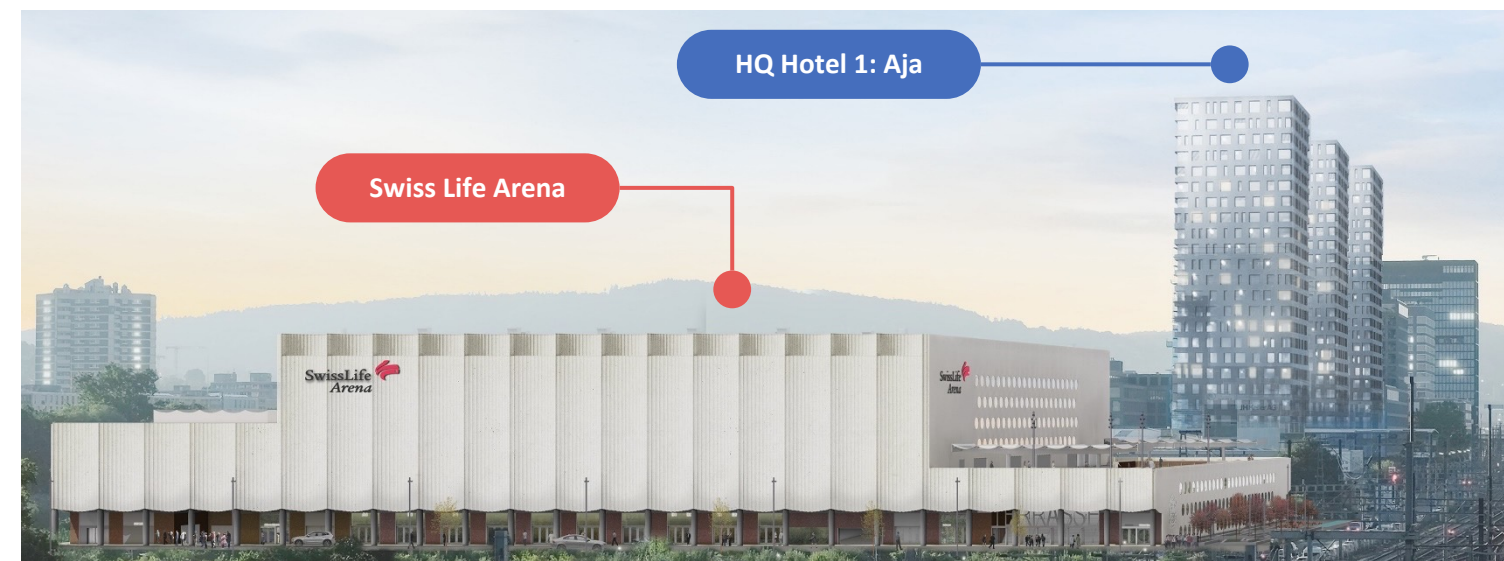


Congress venue



The World Congress will take place at **Swiss Life Arena**, which only opened in 2022. The impressive multifunctional building offers us everything we could wish for as a world congress venue:

- Event space: 70,000 square meters of space with State-of-the-art technology
 - Easy accessibility: Altstetten train station is within walking distance, Zurich main station is connected by numerous suburban trains
 - Sustainability: The building is operated on a CO2-neutral
 - Swissness: Swiss Life Arena is home to the ZSC Lions, the ice hockey club from Zurich
- Many of our guests will reside in the immediate vicinity of the Swiss Life Arena: At Aja Hotel, which among other things has the second largest wellness area in the city of Zurich.



Program

Opening Ceremony & Swiss Night

Tuesday, 14 November 2023

- Arrival of country representatives
- Official speeches and keynotes
- Entertainment
- Opening party

Awards & Farewell Dinner

Wednesday through Friday, 15-17 November 2023

- National nights organised by host countries (i.e. Japan and Taiwan)
- Global Village Night with cultural and culinary highlights from all other countries

The programme during the day offers around **10 international keynote speakers** and over **40 hours of workshops, trainings and company visits**. The motto of the congress – **“Challenge the Present, Create the Future”** – will be explored through various themes. In addition to formal programme items such as general meetings and pre- and post-tours, day trips throughout Switzerland will also be organised. The exciting evening programme is also varied and includes the Opening Ceremony, Global Village and Farewell Nights.

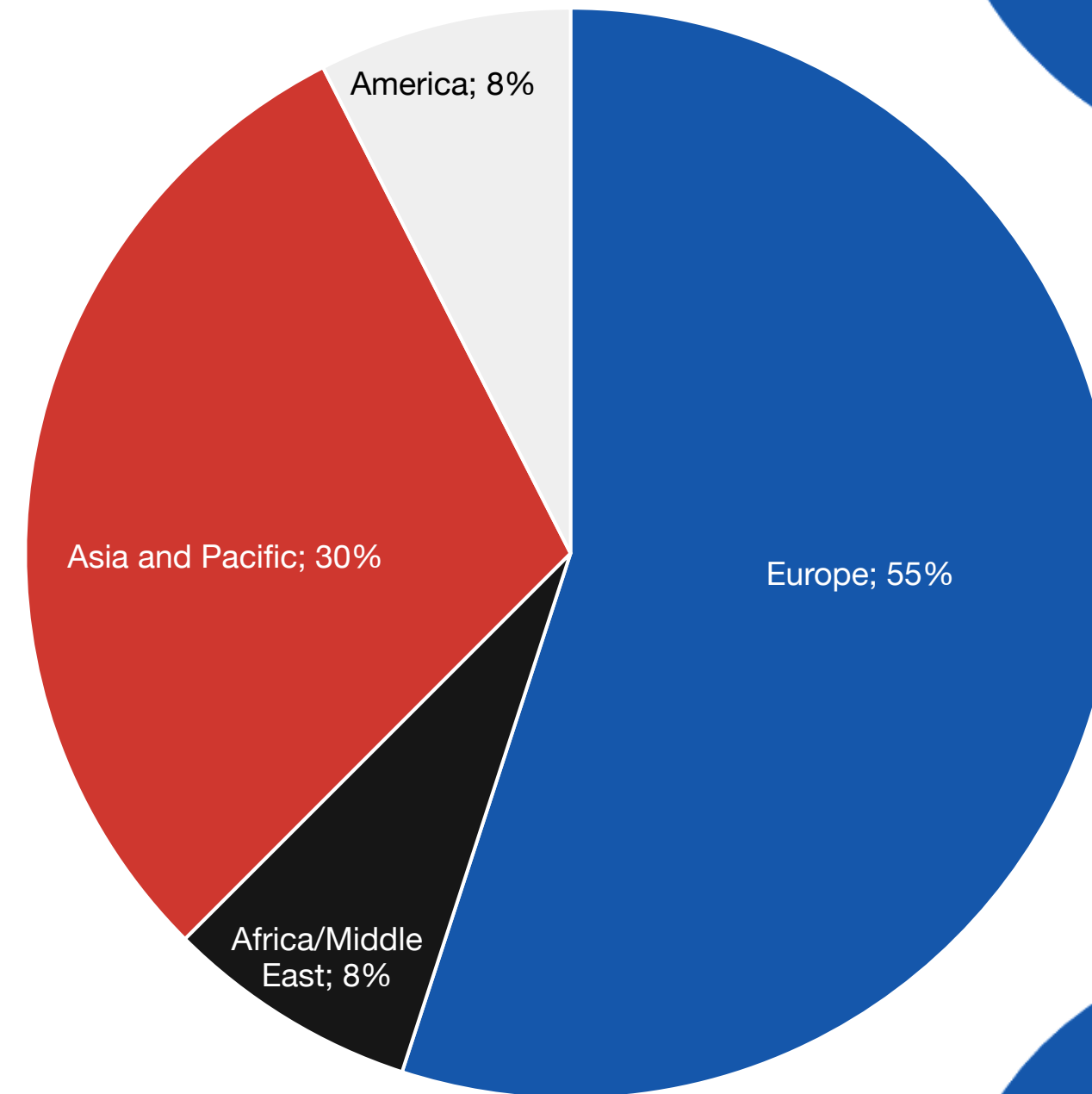
 <p>Challenge the Present, Create the Future</p>	14.11.2023 Pre-Program	Opening Ceremony & Swiss Night	Skills Development & Leisure Program <small>14.11.2023-18.11.2023</small>
	15.11.2023 Tradition & Transformation: Pure Swissness	Taiwan Night	
	16.11.2023 Web 3.0: Decentralized and open to everyone	Global Village Night	
	17.11.2023 Green Economy & Smart Cities: Shaping sustainability	Japan Night	
	18.11.2023 Arts & Business: Social change	Farewell Dinner	

Where our guests are from

Over the last few World Congresses held in Europe (Cannes 1999, Barcelona 2001, Copenhagen 2003, Vienna 2005, Brussels 2011, Leipzig 2014, Amsterdam 2017, Tallinn 2019), the average number of visitors has been just under 4,000. Industrialised countries and Asia account for the majority of participants.

The largest delegations expected are:

- Switzerland ~ 800 participants
- Japan ~ 800 participants
- Germany ~ 400 participants
- France ~ 300 participants
- The Netherlands ~ 275 participants
- Belgium ~ 225 participants
- USA ~ 150 participants



Sponsoring in 3 steps

1

The JCI World Congress

2

Your strategic goals

3

Our collaboration at the
World Congress

A World Congress is as individual as the needs of your company. During our discussion, we identify which measures will enable you to achieve the greatest added value at our World Congress. This is how it works:

1. We introduce you to the World Congress and the various advertising opportunities.
2. You show us what you and your company would like to achieve. Which target customers do you want to reach; which product innovations do you want to focus on?
3. We propose a sponsorship package and targeted measures. The offers on the following pages form the foundation from which we create unique solutions for you using out-of-the-box thinking and different approaches.

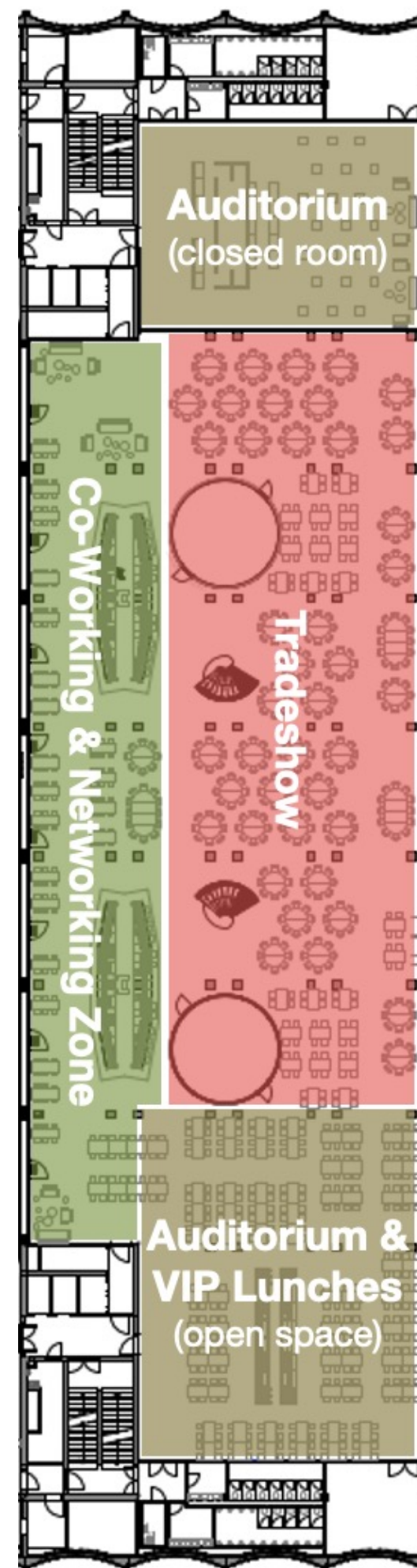
Sponsoring packages

	Platinum	Gold	Silver	Bronze	Promoter	Swiss Promoter	
Price (excl. VAT)	CHF 100'000	CHF 65'000	CHF 35'000	CHF 15'000	CHF 5'000	CHF 1'000	
Industry exclusivity	Yes	Yes	No	No	No	No	
Logo presence	Number of choices	10	8	5	4	3	2
	Logo in the Congress brochure						
	Logo on the website						
	Logo loop on screens in the congress venue (all week)						
	Logo loop on screens at Swiss Night (14.11.2023)						
	Logo on volunteer t-shirt						
	Logo on stairs (vinyl sticker on the steps)						
	Logo on the sponsor wall by the entrance						
	Farewell Dinner table name						
	Evening event branding (i.e. "sponsor name" Farewell Dinner)						
	Room/space branding (i.e. "sponsor name" Room/Hall)						
Promotion	Number of choices	5	4	2	1	0	0
	Cover page of Congress brochure						
	Full-page ad in Congress brochure						
	Half-page ad in Congress brochure						
	Sponsored content in digital newsletter						
	Distribution of promotional video on our social media channels						
	Moderator shout-out						
On-site presence	Number of choices	3	3	2	1	0	0
	Pitch during the Farewell Dinner						
	Presentation or keynote during day programme						
	Trade show booth (set-up and operation at own expense)						
Tickets	Tickets for live events (entire event)	6	4	2	1	0	0

Tradeshow

Facts & Figures

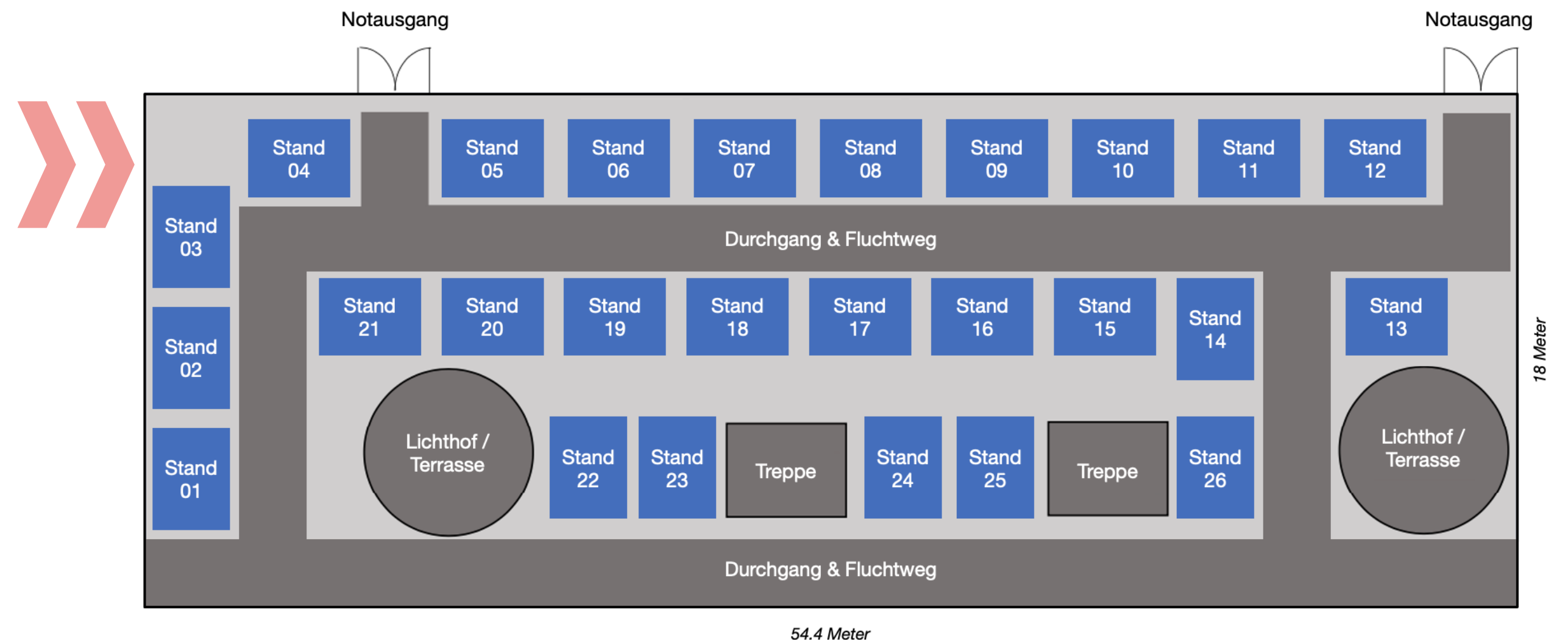
- Maximum 26 stands
- Stand size of 4x3 metres
- Maximum stand height 2.4 metres
- Set-up & operation at own expense
- Set-up on 14 November from 5 p.m. (if necessary on 15 November until 8 a.m.)
- Dismantling on 17 November from 5 p.m. to 8 p.m.
- There is a passenger lift available, but no goods lift
- Possibility to generate leads (for example, through competitions) and share samples/give-aways



An important part of the congress is our trade show, where companies present their products and services. By being present at the trade show, you can be in direct contact with potential customers and partners.

- Trade show presence during the daily programme from Wednesday through Friday (15-17 November, from approx. 9 a.m. to 5 p.m.)
- Integrated part of the networking zone with high traffic

CHF 3'600 (excl. VAT)



Conference brochure

- Cover page: CHF 12,500
- Full page: CHF 7,500
- 1/2 page: CHF 4,500
- 1/4 page: CHF 2,500

Supporter Wall

On our Supporter Wall, friends and supporters of the World Congress are displayed in one place. A position can be reserved under a name or company logo at www.jci-wc23.ch/supporter.

from CHF 250

Other

- Welcome desk
- Lanyards
- Samples für goodie bags
- Food and beverage partner
- Room sponsoring
- Charging station for laptops & phones
- Cigar lounge
- Own event / Shared use of infrastructure

Individual solutions

We would be happy to discuss individual options with you to put together the right sponsorship package for your company.

Contact



Chris Baeriswyl
World Congress Deputy Director
& Co-Director Sponsoring
chris.baeriswyl@jci-wc23.ch



Jean-Bertrand Helip
Co-Director Sponsoring
jb.helip@jci-wc23.ch



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Zürich Switzerland

Key Account Manager



Beat Eberle
beat.eberle@jci-wc23.ch



Tina Kramer (Tradeshow)
tina.kramer@jci-wc23.ch



Marcel Schuler
marcel.schuler@jci-wc23.ch



Sara Herder
sara.herder@jci-wc23.ch



Gian-Peider Moll
gp.moll@jci-wc23.ch



Reto Wirz
reto.wirz@jci-wc23.ch



Lars Kauer
lars.kauer@jci-wc23.ch



Cédric Portmann
cedric.portmann@
jci-wc23.ch