



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Innovators!

We offer you a **free booth** at **CES International**,
that will take place on **9-12 January 2018**,
in **Las Vegas, USA!**



Apply here
Deadline:
25 August 2017

International

CES

THE CONSUMER ELECTRONICS SHOW

CES is the world's gathering place for all who thrive on the business of consumer.

170 000+ VISITORS IN 2016

Administration Officials, Car Manufacturers, Medias and Entertainments Companies, Hardware Manufacturer, Software Developers, Banks, Engineering Companies, Pharmaceutical Companies and High-tech Companies

3 600+ EXHIBITORS IN 2016

Computer Hardware & Software, Wireless Devices, Accessories, Audio, Smart Home/Appliances, Wearables, Video, Automotive Electronics, Telecommunications and Infrastructure, Commerce, Audio, High-Performance, High-Resolution, Internet Services, Health and Biotech, Online Media, Gaming, Content Creation, Digital Imaging/Photography, Safety & Security Products and Sensors

At CES International, OTF offers you

TO EXHIBIT YOUR TECHNOLOGY

At your own 5 sq.m booth on the SME Instrument Pavilion

PRE-SET BUSINESS MEETINGS

With relevant business counterparts based on your company profile

BUSINESS MENTORING

Support to prepare for the Trade Fair, business meetings and follow-up

INTERNATIONAL VISIBILITY

Promotion of your SME at the Trade Fair, and in the target market/region

Who can apply ?



Phase 1 and Phase 2 SME Instrument Champions, with a signed Grant Agreement before the application deadline, with global ambitions, a solid international business strategy and who are seriously committed to participating in the trade fair, including a pre-departure briefing in Brussels.



Applications are open to all SME Instrument topics. As CES focuses on Innovation & New Technologies, it will be considered an asset if an applying SME is active in the specific sectors represented at CES.



Any doubts about your eligibility or the selection process? Please consult our [FAQ](#). Our [helpdesk](#) will also assist you with pleasure.



A one-year journey together



What should you expect to invest ?

Expenses

TRAVEL & ACCOMODATION

Direct Flight Economy class
(Europe—Las Vegas—Europe)

Single Room
(5 nights in Las Vegas)

OPTIONAL ADDED-VALUE SERVICES

Category 1
(Travel and accommodation services)

Category 2
(Consulting and regulatory advice)

Category 3
(Printing, translation, booth customising)

Total

Human Resources

Pre-departure briefing in Brussels

Overall preparation for the mission

Exhibition in Las Vegas

Feedback (2 surveys)

Follow-up with business partners

Your expected contribution

+/- 1000 €

+/- 1000 €

+/- 1000 €

+/- 3000 €

1-2 people for 1 day

1-2 people for 15 days

1-2 people for 4 days

1 person for 2 hours

1-2 people for ∞ days

European Commission contribution

50% of all expenses up to 1000 €

The additional costs may also be covered as dissemination activities under the SME Instrument Phase 2- grant agreement if it is still on-going at the day of the exhibition period at the trade fair.

The Overseas Trade Fairs team to support you through the whole experience

Acceptance and cancellation policy

Should you be selected to this programme, you will be notified the 18 September 2017
We expect you to follow up on this by filling in the required Company Profile form.

Cancellations will only be considered in duly documented cases of "force majeure"
In any other case, you will be excluded from participating to the SME Instrument's Support to commercialisation services (trade fairs, academy, etc). In case of doubts, please contact our [helpdesk](#).

OverseasTradeFairs@SME-Instrument-OTFs.eu

@H2020SME_OTF SME Instrument – Overseas Trade Fairs

ec.europa.eu/easme/en/sme-instrument-s-overseas-trade-fair-programme

Executive Agency for SMEs

In case of technical issues with the application form, please contact:
EASME-SME-HELPDESK@ec.europa.eu