



Terms and Conditions of Participation Igeho Rising Star Award 2021

Igeho Rising Star-Award

MCH Swiss Exhibition (Basel) Ltd. organises the 'Igeho Rising Star' founding and startup competition as part of Igeho, the biggest meeting place for the Swiss hospitality industry (20–24 November 2021).

Participation in the Igeho Rising Star Award is open to founding teams or startups that are currently developing or already offering innovative products, services or digital business models from the hospitality sector that contribute to sustainable development.

Employees of the MCH Group, employees of participating agencies and members of the jury are excluded from the competition.

Prizes

The nominees for the Igeho Rising Star Award will be invited to exhibit their innovations on their own stand in the Innovation Area at Igeho 2021 and to present their ideas in the Speakers' Corner.

The winners of the two categories, Founding Teams and Startups, will each receive an additional prize of coaching worth CHF 1,500 gross.

Judging

The submitted projects are evaluated by an expert jury panel. The selection procedure takes place in two stages:

Stage 1 Any founding team or startup that meets the following eligibility criteria can participate free of charge. Closing date for entries: 30 June 2021.

Criteria for participation

Founders

- Individuals with innovative and sustainable start-up ideas that answer important hospitality challenges; the competition is open to persons of legal age residing in Switzerland or the Principality of Liechtenstein.
- The startup idea should already have matured into a concept (business plan, canvas, etc.).
- It must involve ideas that constitute an integrated complete solution (positive impact on different or multiple processes) and make a measurable contribution to both the hospitality industry and sustainable development.
- A company must not already have been founded at the time of participation.



Startups

- A startup based in Switzerland that has been founded within the last three years (i.e. founded after 30 June 2018).
- The business idea must be innovative and cover a market-relevant need in the hospitality industry.
- It must involve concepts, products, best practices or solutions that constitute an integrated complete solution (positive impact on different or multiple processes) and make a measurable contribution to both the hospitality industry and sustainable development. The submitted project must have been at least tested in practice.
- There should be potential for exceptional growth.
- The business idea presented must complement the Igeho portfolio.

Stage 2 From a shortlist drafted by MCH Swiss Exhibition (Basel) Ltd. (five submissions in Founders, five submissions in Startups), the expert jury nominates two startups and two founding teams to take part in Igeho 2021 and present their innovations and ideas there on their own stand in the Igeho Innovation Area and in the Speakers' Corner. The assessment is based on the documents submitted by the participants.

Criteria for the assessment

The expert jury assesses the participants and their projects based on the following criteria:

- Innovation
- Market relevance
- Sustainability
- Growth potential

The two startups and two founding teams that best meet these criteria are nominated for participation in Igeho 2021.

Stage 3 In a public voting round, which takes place from 1 to 30 September 2021, one additional team each is nominated from the three founding teams and three startups not nominated by the jury in Stage 2. The public voting nominees can likewise take part in Igeho 2021.

Stage 4 At Igeho, the expert jury selects two winners in a closed hearing – one from the Founding Teams category and one from the Startup category. The jury assesses the participants on the basis of the documents submitted by them, the stand presentation and the presentation in the Speakers' Corner. The decisions of the expert jury and the result of the public voting are final and cannot be appealed.

The winners will be notified in writing. The prizes are awarded exclusively as non-cash prizes; no refunds or cash alternatives are possible. Any prize for coaching that is not redeemed within 12 months of notification will be forfeited without compensation.

No correspondence will be entered into regarding the competition, except with the winners. The judges' decision is final. Swiss substantive law shall apply exclusively, to the exclusion of its provisions on private international law. The exclusive place of jurisdiction is Basel, Switzerland.

**Submissions must be made by 30 June 2021 (closing date)**

All entries must be made online using the form provided on the website www.ige ho.ch/risingstar. Only fully completed forms will be considered. Applications may be rejected without stating a reason.

Use of the submitted data

The submitted documents (company name, names of entrepreneurs, company URL, brief description, pitch deck, video) are required for the processing of the application and participation in the competition and will be published on the website www.ige ho.ch/risingstar.

Personal data is processed in accordance with the MCH Group's Data Privacy Policy (<https://www.ige ho.ch/de-CH/ausstellen/anmelden/wichtige-dokumente-und-downloads.aspx>).

The registration and protection of intellectual property rights is the responsibility of the participants. All participants guarantee MCH Swiss Exhibition (Basel) Ltd. that their entries and documents do not infringe any third-party industrial property rights.

MCH Swiss Exhibition (Basel) Ltd. and the partners of the Igeho Rising Star Award reserve the right to photograph and publish the award-winning projects for publications and media releases in which the founders or young entrepreneurs are named.

By submitting the form, participants agree to the Terms and Conditions of Participation.

MCH Swiss Exhibition (Basel) Ltd. takes all reasonable measures to ensure that the documents submitted by participants are protected against access by unauthorised third parties and are treated confidentially until the shortlisting stage. However, participants who make it onto the shortlist accept that their documents will be made available to third parties and published, and will therefore no longer be treated confidentially.

Deadlines

- Closing date for registration: 30 June 2021
 - Announcement of the four participants chosen by the jury: 25 August 2021
 - Start of public voting: 1 September 2021
 - Announcement of the two participants chosen by the public: 15 October 2021
 - Igeho: 20 to 24 November 2021
 - Judges' decision and award ceremony: 24 November 2021
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Organiser

The organiser of the Igeho Rising Star Award is MCH Swiss Exhibition (Basel) Ltd, a company of the MCH Group Ltd.

**Information**

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