Startup Nights 2026 – Exhibitor FAQ

5–6 November 2026 | Winterthur, Switzerland

Everything you need to know to prepare for a successful exhibition experience at Startup Nights 2026.

1. Tickets & Registration

Q: Are tickets included in the booth price?

No. **The booth price does not include any tickets.** All exhibitors and team members attending Startup Nights must purchase their tickets separately.

Q: How many team members can we bring?

There is no fixed limit. You can bring as many team members or guests as you wish, provided everyone has a valid ticket.

Q: Do I need to print my ticket?

We recommend printing your PDF ticket in advance. It also serves as your name badge when folded.

If you cannot print it beforehand, you can show your ticket on your phone and have it printed at the event. This may take additional time.

Q: Is the exhibitor briefing part of the selection process?

No. The briefing is exclusively for already approved exhibitors. It is an opportunity to receive practical information and ask questions.

2. Startup Nights App & Matchmaking

Q: Why should I download the Startup Nights App?

The app gives you access to:

- The full event programme and hall plan
- Important event updates
- Participant profiles and networking opportunities
- AI-powered matchmaking recommendations
- Direct messaging and one-to-one meeting scheduling

Download the app using the App Store or Android Store links provided in the Exhibitor Guide.

Q: When can I access the app?

Access was planned for approximately two weeks before the event. During the 20 October briefing, participants confirmed that the app was already live.

Ticket holders should receive access details by email. Please also check your spam folder.

Q: How does matchmaking work?

Create your profile, add your interests and describe what you are looking for.

The AI-powered matchmaking system recommends relevant participants based on your profile. You can contact them directly and schedule meetings before and during Startup Nights.

Q: Should we arrange meetings in advance?

Absolutely! We strongly recommend completing your profile and arranging meetings before the event.

Not every relevant investor, potential customer or partner will visit your booth. Proactive matchmaking significantly increases your opportunities to make valuable connections.

3. Booth Equipment & Design

Q: What is included in the booth?

Your booth includes a small round table and access to electricity.

All additional furniture, screens, presentation equipment and decorations must be organised separately.

Q: What size is the included table?

The table is a small round table, estimated during the briefing at approximately 50 cm in diameter. The exact dimensions were not confirmed.

Q: Can we bring our own equipment?

Yes! You are welcome to bring your own furniture, screens, roll-ups, decorations and presentation materials.

Q: Where can we order additional booth equipment?

You can order additional equipment through our partner **BEXPO**.

Contact person: Pascal Weilenmann

Email: pascal.weilenmann@bexpo.ch
Mobile: +41 79 966 40 95

Ordering process:

1. Complete the equipment requirements form provided with the Exhibitor Guide.
2. Send the completed form directly to Pascal Weilenmann by email.
3. Coordinate any further details directly with BEXPO.

There is no need to send your equipment order to the Startup Nights organising team.

Q: Can we order equipment before receiving our booth number?

Yes. Simply submit your order without the booth number and provide it once the final booth allocation is available.

Q: Are roll-up banners allowed?

Yes. Roll-up banners are permitted.

Q: Are side walls allowed?

No. Side walls are strictly prohibited. Please plan your booth design accordingly.

Q: Can we decorate our booth creatively?

Absolutely! We strongly encourage you to make your booth attractive, engaging and memorable.

Consider live demonstrations, creative decorations, interactive activities and visual elements that attract visitors.

Q: Can we present multiple products at one booth?

Yes. You may present multiple products or applications at the same booth.

Alternatively, you can request an additional booth if more space is needed.

Q: Can we upgrade to a larger booth or book a second booth?

Possibly, depending on availability. Please contact the organising team to discuss your requirements and any additional costs.

4. Booth Location & Setup

Q: When will we receive our booth number?

The final booth allocation and hall plan will be communicated latest one week before the event.

Please keep your booth number accessible, as it will help you find your location quickly.

Q: When can we set up our booth?

Thursday, 5 November 2026, from 08:00 to 12:00.

Your booth must be fully set up and ready by 12:00.

We recommend arriving early, particularly if you have a large amount of equipment.

Q: Where can we unload our equipment?

A designated parking and unloading area will be available during the setup window.

A large side gate provides direct access to the exhibition hall.

Please follow these rules:

- Use the designated parking area for temporary unloading only.
- Keep the side gate clear at all times.
- Do not park directly in front of the gate.
- Move your vehicle promptly after unloading so other exhibitors can access the hall.

Q: What if we have large equipment or oversized items?

Vehicles and oversized items must be delivered early in the morning or, where arranged with the organisers, the evening before.

This helps prevent congestion and ensures safe access for all exhibitors.

5. Security & Valuable Equipment

Q: Is there security at the venue?

Yes. Security personnel will be present.

However, the organisers cannot guarantee the safety of individual items or monitor who removes equipment from a booth.

Q: Can we leave valuable equipment at our booth overnight?

We recommend taking laptops, valuable electronics and other expensive or portable equipment with you overnight.

Exhibitors remain responsible for their own belongings.

6. Dismantling

Q: When can we dismantle our booth?

Friday, 6 November 2026, from 22:00 to midnight.

IMPORTANT: Dismantling before 22:00 is strictly prohibited.

Any exhibitor dismantling before 22:00 will be charged an additional fee of **CHF 200**.

Early dismantling negatively affects the event experience for visitors and other exhibitors.

Q: When must all equipment be removed?

All personal equipment and materials must be removed by midnight.

Items remaining inside the exhibition hall after midnight may be moved outside and will remain the exhibitor's responsibility.

The venue management accepts no liability for items left behind.

Q: Do we need to dismantle rented equipment?

No. Equipment supplied or rented through the organisers will be handled by the responsible suppliers.

You are responsible for removing all equipment and materials that you brought yourself.

Q: Is there an after-party?

Yes! The after-party will take place at the same venue.

Once you have completed dismantling your booth, you can join the party.

7. Flyers & Marketing

Q: Can we distribute flyers?

Yes. You may distribute flyers at your own booth.

Flyer distribution is not permitted in the food and beverage area and in front of the main stage.

Please respect this rule throughout the event.

Q: How can we promote our participation?

We strongly encourage exhibitors to promote their participation before and during Startup Nights.

Share a LinkedIn post announcing your booth, invite your network and publish updates or photos during the event.

Tag @StartupNights and use #StartupNights2026 to increase your visibility and connect with other participants.

Q: Are promotional templates available?

Yes. The Exhibitor Guide provides links to create promotional posts for:

- Announcing your Startup Booth participation
- Sharing that you are attending Startup Nights

Use these templates to spread the word and encourage your network to visit you.

Q: How can we attract more visitors to our booth?

Make your booth visually appealing and focus on engaging visitors.

Show your product in action, prepare a short and compelling pitch, and actively connect with relevant participants through the matchmaking app.

8. Programme & Startup Pitch

Q: Do we need to register for main-stage sessions?

No. Main-stage sessions are generally open to ticket holders without additional registration, subject to available space.

Q: Do we need to register for workshops?

Some workshops may require registration due to limited capacity.

Please check the Startup Nights App and register for the workshops you wish to attend.

9. Additional Support

Q: Will there be another exhibitor briefing?

Yes. Another Q&A session was announced for **2 November 2026**. Please contact the organising team for the joining details.

Q: Where can we find additional information?

Please consult the Exhibitor Guide and the official Startup Nights FAQ:

https://www.startup-nights.ch/startup-booth/#founder-faq

For individual questions, please contact the Startup Nights organising team.

Make the Most of Startup Nights!

Startup Nights is more than an exhibition. It is an opportunity to connect with potential customers, investors, partners and other founders.

Our recommendations:

1. Prepare an attractive booth and a compelling product demonstration.
2. Complete your Startup Nights App profile before the event.
3. Schedule relevant matchmaking meetings in advance.
4. Promote your participation on LinkedIn and invite your network.
5. Be proactive, engage with visitors and make the most of every conversation.

We look forward to welcoming you to **Startup Nights 2026!**

Your Startup Nights Team

Impressions:

POMPON
DEIN RUNDER MOMENT

9:41
Ciao, Lena
März
CHF 1095
CHF 21356.00
Liquid

PROMPTS FOR CHAT GPT

-CITY
I would choose Networking
Bill would join Y-City!
„Your network is your net worth."
UpQuAI
SOLUTIONS AG
Step-change solutions for intelligent data intake & processing
Key strengths
High-value services
High-accuracy data extraction / Intelligent document processing
Intelligent process automation
AI-solutions for complex data processing and analyses

CLARITY — GOODBYE STRESS
et in minutes.
GOODBYE OVERTHINKIN
naturally.
— GOODBYE DISTRACTION
neurodosing to sharpen your
ATION — GOODBYE LIMITAT
awareness: drug-free and effortle

GN. SWISS ENGINEERING.

gemacht.
rum solltest du
Lunch steamen?
SCAN ME
steasy.ch
steasy
Exklusiver Rabatt
Startup Nights
220 CHF
UPGRID
Energiekosten senken mit Upgrid
Ihre Vorteile im Überblick
bitld