

SWEDISH HOTSPOT THE NEXT WEB 2017

18-19 MAY

Business Sweden – Netherlands

TNW

THE NEXT WEB: EUROPE'S LEADING TECH CONFERENCE

- ▶ **The Next Web (TNW) in Amsterdam, 18th -19th May**, provides excellent business opportunities for scaleups, as well as startups, that are looking for funding, partnerships, customers, and exposure for further growth
- ▶ **TNW 2017 estimates to open its doors to 15.000+ daily attendees**, among the participants are, e.g., 500+ investors, corporates, 300+ journalists, and founders. In order to ensure a high quality and quantity of attendees TNW (and Business Sweden) **is carefully selecting exhibiting scaleups**
- ▶ 93 % of the attendees at TNW said that they are attending the conference to do business. Through various activities/formats/tools TNW's goal is for each company and person **to make a minimum of 10x return on their investment**
- ▶ The Swedish pavilion at last year's conference proved the concept of TNW. It is a **business-focused conference** that provides qualitative business meetings with investors, business developers, innovation managers, etc., and provides good opportunity for exposure
- ▶ Through **participating in the Swedish Hotspot companies are directly qualified to TNW's SCALE program** (more info on slide 4). Furthermore, Business Sweden will have consultants at the conference to assist participating companies to reach their conference-related objectives
- ▶ **Participating at TNW 2017 will be subsidised by Business Sweden Benelux's Innovation Gateway**



**THE NEXT WEB IS THE BEST PLACE TO
HAVE DEALS COME IN. GREAT
CONFERENCE AND GREAT VALUE FOR
MONEY. THE NEXT WEB ROCKS!**

ROELANT PRINS
CO-FOUNDER & COO
AYDEN

SWEDISH HOTSPOT PACKAGE

- ▶ The Swedish Hotspot (21m2) will consist of 8 demo pillars where 16 Swedish scaleups will showcase their solutions during 1 day each
- ▶ The Swedish Hotspot will be located at a premium exhibition space providing good exposure
- ▶ Branded banner on the demo pillar
- ▶ 2 conference passes (for 2 full days), additional tickets can be bought at a reduced price
- ▶ Curated one-on-one meetings with investors during the conference days
- ▶ Possibility to pitch on stage during the conference (based on judges and audience decision)
- ▶ A featured article on www.thenextweb.com (10 million unique monthly visitors)
- ▶ Access to the business floor, content and networking app
- ▶ Prioritized participation in the www.launchpadmeetups.com
- ▶ Assistance from Business Sweden consultants during the conference to achieve your conference-related objectives