Exhibition Area @ TUM Entrepreneurship Day 2022

The Exhibition Area at this year's TUM Entrepreneurship Day will give TUM startup teams from all development stages the opportunity to virtually display their technology and/or services to a broad international audience of students, scientists, corporates, investors and friends of TUM, completely **free of charge**. The Exhibition Area will be open on the event platform **two full days on the 29 & 30 of June 2022** for all ticket holders to explore the wide array of startups as well as service offers from TUM and UnternehmerTUM.

The Exhibition Area in itself only displays fixed content and does not require any personal presence during the exhibition days. Nevertheless, we highly encourage using our networking function to engage with potential customers, employees or investors (For further details, see step 4).

What to do to become a virtual exhibitor?

Step 1: Please send your completed application form to entrepreneurship.day@tum.de **no later than 05.05.2022.** To qualify as a startup for the exhibition area, at least one founding member must be a current of former member of TUM (student, scientist, employee or alumni). Please note: the number of spots in the exhibition area is limited. We will act on the "first come first serve" principle, so we advise you to apply sooner than later.

Step 2: You will receive an email notification if you have qualified for the exhibition and secured a spot **no later than Mid May 2022**. In your confirmation, we will provide you with detailed instructions on how you can upload your information and personalize your exhibitors profile on our platform. You will also receive your personal login information to log onto the platform and the exact date for when you will be able to upload your information.

Step 3: Please use the assigned period to create your exhibitor profile on our platform. We advise you to gather your information beforehand, to simplify the process. All information provided should be in English, to cater to our international audience. An exhibitor profile offers the following functions:

- animated slideshow in header
- company name, logo & description
- direct link to company website
- contact share functionality for visitors
- integration of videos (mp4 or YouTube embedded)
- integration of up to five pdf files for download
- direct messaging on the platform
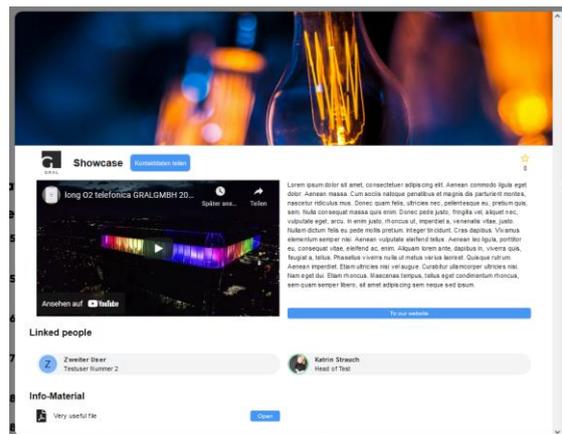
Visual example of exhibition profile

Step 4: While the exhibition area is open to the public on 29 & 30 of June, use the additional opportunity to network with other guests. By linking your individual profiles on the platform to your exhibition profile of your company, guests can easily identify you as a company member and contact you via direct message. Vice versa, you can also search on the guest database for different stakeholder groups attending the event, to get in touch directly. Use the chat function to exchange personal details, set up virtual meetings outside the platform or use the opportunity to meet in person during the live event on campus on 30 June 2022.

Application form for Exhibition Area @ TUM Entrepreneurship Day

Name of Startup Company	
Name(s) of founding members and their specific background with TUM (student, employee, scientist of alumni)	
Short description of company and technology/product (max. 300 characters)	
Industry / Sector	
Has the company already been officially established?	**O no O yes, specifically _____ (Date)**
Contact info of person that will set up the digital exhibition profile	**Name: _____** **E-Mail: _____**

Please send the form no later than 5 May 2022 to entrepreneurship.day@tum.de

In case of further questions, please contact:

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