

TEDxGeneva 2017

Theme 2017 : FUTURE CROSSROADS

While exploring future crossroads towards sustainable development, it's in our common interest to leave no one behind. Visionary speakers will share ideas worth spreading, harnessing transformational Technologies, inspiring Entertainment

concepts, and ground-breaking Design (the TED spirit) – to help realize the dream of a fully inclusive society. This independently organized TEDxGeneva event, supported by ITU, WSIS partners and Yinternet.org, opens our eyes to tomorrow's potential.



We invite you to join us at

the next TEDxGeneva event on June 12th 2017.

Our speakers will share their thoughts and ideas in order to provoke and inspire the world.

This is an opportunity for you to meet extraordinary people. About 600 state and international delegates are taking part in the World Summit of Information Society (WSIS 2016) held at the International Telecommunications Union (ITU). They will be joining us at this event, along with up to 500 local decision makers from SMEs and creative companies.

About TED and TEDx

TED was born in 1984 out of Richard Saul Wurman's observation of a powerful convergence among three fields: Technology, Entertainment and Design. The first TED included a demo of the compact disc, the e-book and cutting-edge 3D graphics from Lucasfilm, while mathematician Benoit Mandelbrot demonstrated how to map coastlines using his developing theory of fractal geometry. Meanwhile the roster of presenters broadened to include scientists, philosophers, musicians, business and religious leaders, philanthropists and many others.

TEDxGeneva event 2017 is supported by our main partners:
University of Applied Sciences in Geneva, Haute Ecole de Gestion Genève,
International Telecommunications Union, as well as Yinternet.org foundation

TEDx was created in the spirit of TED's mission, "ideas worth spreading." It supports independent organizers who want to create a TED-like event in their own community.

The TED community is global, it is local, and it is huge:

- More than 1.9 million daily views of 1600 TED talks;
- More than 9,000 TEDx conferences in 157 countries within the past 8 years;
- More than 8,000 volunteers translated over 33,000 talks in more than 110 languages;
- More than 10,000 world-class speakers

The conferences are webcasted to ensure a maximum outreach to the widest public audience (Creative Commons license BY-NC-ND : no commercial use, no modification).

Why do we do it?

We passionately believe in the power of ideas to change attitudes, lives, and the world. Our purpose is to make great ideas accessible, in order to spark discussion and debate. We're building an open library of knowledge from the world's most inspired thinkers — and a community of inquisitive souls who engage with ideas and with each other. We are looking for partners who share our passion and our goals.

Why would you do it?

Supporting TEDxGeneva means :

- participating in the life of the city;
- associating your organization with the creation of new ideas worth spreading;
- raising awareness of the issues of our century among the the political, economic, and civil spheres;
- enhancing the reputation of international Geneva

What is in it for you ?

First and foremost, you will gain the satisfaction of being a member of this community of individuals and companies that are actively committed to Ideas Worth Spreading.




Pragmatically, it is an opportunity for your organization to promote your brand, your products, and your services to an audience of leaders, decision makers, and creative types. You will increase your visibility through our visuals, our videos, or at the event. Once a sponsor, you may also mention your affiliation with TED in your own communications--a connection to a globally recognized brand.

Lastly, TEDxGeneva can serve as a special occasion, an out of the ordinary event for your partners, customers, and employees.

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How does it work ?

Since another event may be scheduled in 2017, and since each partner is unique with individual needs, we will work with you to develop a customized sponsorship plan, based on the following guidelines:

		
Max. 3 partenaires	Max. 6 partenaires	Max. 12 partenaires
> CHF 12'500	CHF 5'000	CHF 2'000
Visibilité - sur le site Internet - sur les vidéos (intro et fin) - sur les badges - sur les imprimés - communiqués de presse Stand à l'intérieur de la salle Distribution de cadeaux Bannières à l'entrée (1) et à l'intérieur (1)	Visibilité - sur le site Internet - sur les vidéos (fin) - sur les imprimés Stand à l'intérieur de la salle Distribution de cadeaux Bannières à l'intérieur (1)	Visibilité - sur le site Internet - sur les imprimés
20 entrées VIP	10 entrées VIP	5 entrées VIP

We encourage you to view TEDx as an incubator of ideas within your own company. We hope that you will participate as a partner, and also as a member of the TEDx community. We look forward to hearing your ideas and especially to welcoming you in our community.

What you can get as partner ? (customizable)

Long term visibility:

- on the website www.tedxgeneva.net
- on videos (final slide, largely spread worldwide with TEDx networks)
- on printed material (programme)
- on press release

At the event, opportunity to:

- install an exhibition stand
- distribute promotional material
- distribute giveaways
- project slides within the event

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For more informations

About TED www.ted.com
What is TEDx? <http://tiny.cc/whatistedx>
About TEDxGeneva www.tedxgeneva.net



They supported TEDxGeneva previous editions:

Amnesty Cyberspace & Human Rights, Caritas, European Commission, Fairward, Fondation Emilie Gourd, Hewlett Packard Enterprise, Infomaniak, Labellebleue.ch, Lumens8, My Big Geneva, Oraline, Outofzbox, Piguët Galland & Cie, Prolibre, RAW-LAB, Service de la promotion économique de Genève, SI-Swiss Informatics Society, Social IN, Switcher, Sylvain&Co, Tremarq.

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